

Will Solutions Inc.

Will

An insight into the opportunity

August 2015



The Voluntary carbon market is represented by efforts in reduction of Greenhouse Gas emissions (GHG) made by organizations and their buildings on a voluntary basis. These reductions are converted into verified carbon units (VCU), a title which is offered for sale to a buyer in a worldwide voluntary market. These buyers are mainly organizations, large and small, which sponsor these efforts in order to comply with their Corporate Social Responsibility policy and promote their leadership in climate change. This voluntary market is increasing in 2014, and account for about 87 million titles which were generated: [HERE](#). The first generation of carbon reduction projects was dedicated to large projects involving a single site having a large volume of reductions of GHG emissions; such as thermal plants, smelters, chemical, cement plant, etc...

The Sustainable Community

The next generation of carbon reduction projects focuses on grouping thousands of small businesses and buildings to generate sustainable behavioural changes within our worldwide community. This "Community-based approach" can stimulate awareness toward both personal and organizational behavioural changes. Will Solutions Inc. has created and is in the process of implementing a first of its kind cluster project in Quebec: the Sustainable Community solution. The cluster is an umbrella project, regrouping thousands of organizations into a homogeneous territory and stimulates their internal and community efforts to be converted into reductions of GHG emissions. It is a grassroots community up to 10 000 facilities in all Industrial Commercial Institutional (ICI) sectors acting together.

Will's Sustainable Community Solution



Types of reductions eligible

All reduction efforts of GHG emissions made as a common action inside a Sustainable Community project which is realized by a change in behavior and the introduction of the use of clean technologies in the field of Energy efficiency and methane avoidance. So acting on Energy demand (*Sectoral Scope 3; Energy demand*) and on Resources (*Sectoral scope 13; Waste handling & disposal*) is appropriate since efficiency and conservation are two major roots of sustainability. The transportation issue is expected to be integrated later.

Eligible GHG reduction efforts through Sustainable Community



A worldwide deployment

Each Sustainable Community project, around the world, should be created and registered individually to be conformed to the rigorous protocol VM0018 of VCS <http://www.v-c-s.org/methodologies/VM0018> . Will Solutions Inc. as entered into a commercial agreement with Will Franchises Inc. to offer its innovative approach, the Sustainable Community Solution in a Franchise mode.

Will's Sustainable Community Solution ≈ 1000 territories to be developed

