

DEMONSTRATING SUSTAINABLE DEVELOPMENT BENEFITS WITH VERRA'S SD VISTA PROGRAM

Project proponents using Verra's Sustainable Development Verified Impact Standard (SD VISTa) Program can demonstrate the sustainable development impacts of their projects in three ways: through  claims,  labels, and  assets.

Below, we share key information on each.



CLAIMS

WHAT IS IT?

A claim is a statement about a project's unique sustainable development benefit that has been assessed by an independent evaluation expert (IEE) or a validation/verification body (VVB).

WHO CAN GENERATE IT?

Project proponents can make claims about the sustainable development benefits of all SD VISTa projects assessed by an IEE or a VVB.

WHAT ARE THE BENEFITS?

Claims provide assurance of a project's sustainable development benefits. This increases investors' trust and facilitates large-scale investment in the project.



EXAMPLE

A project proponent can issue a claim that their project resulted in the construction of 15 additional improved pit latrines and hand washing stations, providing sanitation services for 165 people.



LABELS

WHAT IS IT?

An SD VISTa label is a marker affixed to a tradable social or environmental unit, such as Verified Carbon Units (VCUs) or Plastic Credits. It indicates that the project associated with generating the unit has additional verified sustainable development benefits and complies with social safeguards.

WHO CAN GENERATE IT?

Projects that have been verified by a VVB in the SD VISTa Program, and that have also been verified under another approved standard that issues social or environmental units, can have SD VISTa labels added to the respective units.

WHAT ARE THE BENEFITS?

An SD VISTa label will increase the market value of the unit to which it is affixed. This allows unit buyers to make investment decisions based on verified outcomes, thereby increasing confidence and reducing risk associated with their portfolios.



EXAMPLE

If a project involves the installation of charging infrastructure for electric vehicle fleets, the project proponent can use the Verified Carbon Standard Program to verify the volume of emission reductions and the SD VISTa Program to verify the project's impacts that contribute to one or more Sustainable Development Goals (SDGs), such as a decrease in health risks caused by air pollution (SDG 3) or an increase in the provision of sustainable and resilient infrastructure (SDG 9), which would allow the project to be issued VCUs with an SD VISTa label.



ASSETS

WHAT IS IT?

An asset is a tradable unit that represents a project's unique sustainable development benefit and that has been quantified using an SD VISTA methodology.

WHO CAN GENERATE IT?

Projects that use an SD VISTA methodology and have been verified by a VVB in the SD VISTA Program can be issued assets.

WHAT ARE THE BENEFITS?

The sale of an asset provides finance to project developers, which enables them to scale up the project activities.

The purchase of assets allows buyers to (1) communicate about their investment in projects that have verified benefits, and (2) make verified claims for SDG or impact reporting, thereby demonstrating credible action to meet their corporate sustainability commitments.



EXAMPLE

A project that uses the SD VISTA **Methodology for Time Savings from Improved Cookstoves** can be issued SD VISTA assets called Time Savings Units (TSUs). One TSU represents one year of time saved per household. The use of cookstoves reduces health and safety issues caused by air pollution and decreases the time spent collecting wood, thus contributing to good health (SDG 3), gender equality (SDG 5), and affordable and clean energy (SDG 7).

COMPARISON: LABELS VS ASSETS



	 LABELS	 ASSETS
The project must be validated and verified by a VVB.		
The unit is tradable.		
The project must use an SD VISTA methodology.		

Photo by Nick Hall, Avoiding Planned Deforestation and Degradation in the Valdivian Coastal Reserve, #1175

