



**Verified Carbon  
Standard**

A VERRA STANDARD

# W+ Label Guidance



## ABOUT VERRA

Verra sets the world's leading standards for climate action and sustainable development. We build standards for activities as diverse as reducing deforestation, improving agricultural practices, addressing plastic waste, and achieving gender equality. We manage programs to certify that these activities achieve measurable high-integrity outcomes. We work with governments, businesses, and civil society to advance the use of these standards, including through the development of markets. Everything we do is in service of increasingly ambitious climate and sustainable development goals – and an accelerated transition to a sustainable future.

Verra's certification programs include the [Verified Carbon Standard \(VCS\) Program](#) and its [Jurisdictional and Nested REDD+ \(JNR\) framework](#), the [Climate, Community & Biodiversity Standards \(CCBS\) Program](#), the [Sustainable Development Verified Impact Standard \(SD VISta\) Program](#), and the [Plastic Waste Reduction Program](#).

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# 1 INTRODUCTION

## 1.1 Purpose of this Document

This document provides guidance for project proponents registering their projects with both the Verified Carbon Standard (VCS) Program and the W+ Program. Specifically, it lays out guidance for applying W+ labels to Verified Carbon Units (VCUs) issued by the Verra Registry under the VCS Program.

## 1.2 Background on VCU Labels and W+ Label

Project proponents whose projects conform to both the VCS Program and W+ Standard may indicate that their VCS projects are also W+-certified by adding a certification label to their respective VCUs in the Verra Registry. The W+ Standard, created by WOCAN, is the only certification framework that provides metrics to quantify, verify, and monetize women's empowerment results within projects and supply chains.

A VCU certification label indicates that a unit meets the requirements of other (non-VCS) standards or programs developed by non-profit or governmental organizations. Project proponents must follow the rules and requirements of each program and must consider the respective program documents as the primary source for each program's project requirements.

# 2 ELIGIBILITY

## 2.1 Who is Eligible for the W+ Label?

Any VCS project (including joint VCS and Climate, Community & Biodiversity Standards (CCBS) Program projects) that conforms to the respective requirements of the Verra program and the W+ Standard is eligible to receive W+-labeled VCUs.

Projects may already exist as W+ or VCS projects independently, or project proponents may wish to register as a new project under both programs simultaneously.

The W+ certification must be valid for the entire verification period for which VCUs are being requested.

VCUs that have already been issued may be retroactively labeled where the entire batch would receive the same W+ label, and where the W+ Coordinator confirms that the W+ certification is valid for the entire verification period of the issued VCUs.

## 2.2 How Many VCUs are Eligible?

The W+ Standard has specific rules for how many VCUs may receive a W+ label within a VCS project.

These rules can be found in the [W+ Standard Guidance Document](#). Project proponents must ensure they are using the most recent version of this document, which is available on the W+ website.

The available W+ labels will depend on the type of activities the project is implementing. The labels are as follows:

- W+ Knowledge & Education
- W+ Food Security
- W+ Health
- W+ Income & Assets
- W+ Leadership
- W+ Time

More information on which W+ activity types may be implemented can be found on the W+ Standard website.

There are two ways that the W+ Standard may be used to generate VCU labels, depending on the number of women beneficiaries in the project area:

- 1) 100% W+ labeling for all VCUs generated
- 2) A subset of VCUs labeled, based on the percentage of women beneficiaries from the total population of women in the project area

Examples:

- Case 1: A project generates benefits to all women within the project boundary, such as through biogas or improved cookstoves; since traditional gender roles in the household hold women primarily responsible for cooking activities, these technologies affect women's lives.
- Case 2: A REDD project generates benefits to 20% of women in the project area, leading to 20% of the VCUs being W+-labeled.

More information on how to determine the subset of VCUs which are eligible for W+ labels can be found on the W+ Standard website.

## 3 PROCESS

### 3.1 Overview

The registration and issuance processes of each program are handled independently, and project proponents must follow the respective rules and requirements set out by each program to request registration and verification approval.

Project proponents may demonstrate that their projects are simultaneously registered under the W+ Standard and the VCS Program by submitting their approved W+ project documents to the Verra Registry. These documents are uploaded on the VCS project page once registration is approved for both programs. Approved W+ verification documents may also be uploaded to the VCS project page after each verification approval.

#### 3.1.1 At VCS Program Registration

For existing W+ projects requesting VCS registration, or for new projects requesting registration under both programs, project proponents must submit to the Verra Registry:

- 1) All required VCS Program documentation (see the VCS Program *Registration and Issuance Process*)
- 2) W+ Project Idea Note (PIN)
- 3) W+ Project Design Document (PDD)

Verra notifies the W+ Coordinator of the project proponent's request to register with both programs. The W+ Coordinator confirms that the project has undergone the W+ validation process and is approved for registration with the W+ Standard.

The process for existing VCS projects requesting W+ registration is handled independently with WOCAN. Once W+ registration has been completed, the VCS project proponent may send their approved W+ project documentation to the Verra Registry. Verra confirms with the W+ Coordinator that the project is approved for registration with the W+ Standard before uploading the documentation to the VCS project page.

#### 3.1.2 At VCS Program Verification Approval

For projects already registered under both programs, project proponents must submit the following to request verification approval:

- 1) All required VCS Program documentation (see the VCS Program *Registration and Issuance Process*)
- 2) W+ Monitoring and Results Report
- 3) W+ Verification Report

Verra notifies the W+ Coordinator of the project proponent's request to verify under both programs. The W+ Coordinator confirms that the project has undergone W+ verification and that their verification documentation is approved by WOCAN.

The required W+ documentation templates are available on the [W+ Standard website](#).

### 3.2 Applying for W+-labeled VCUs from the Verra Registry

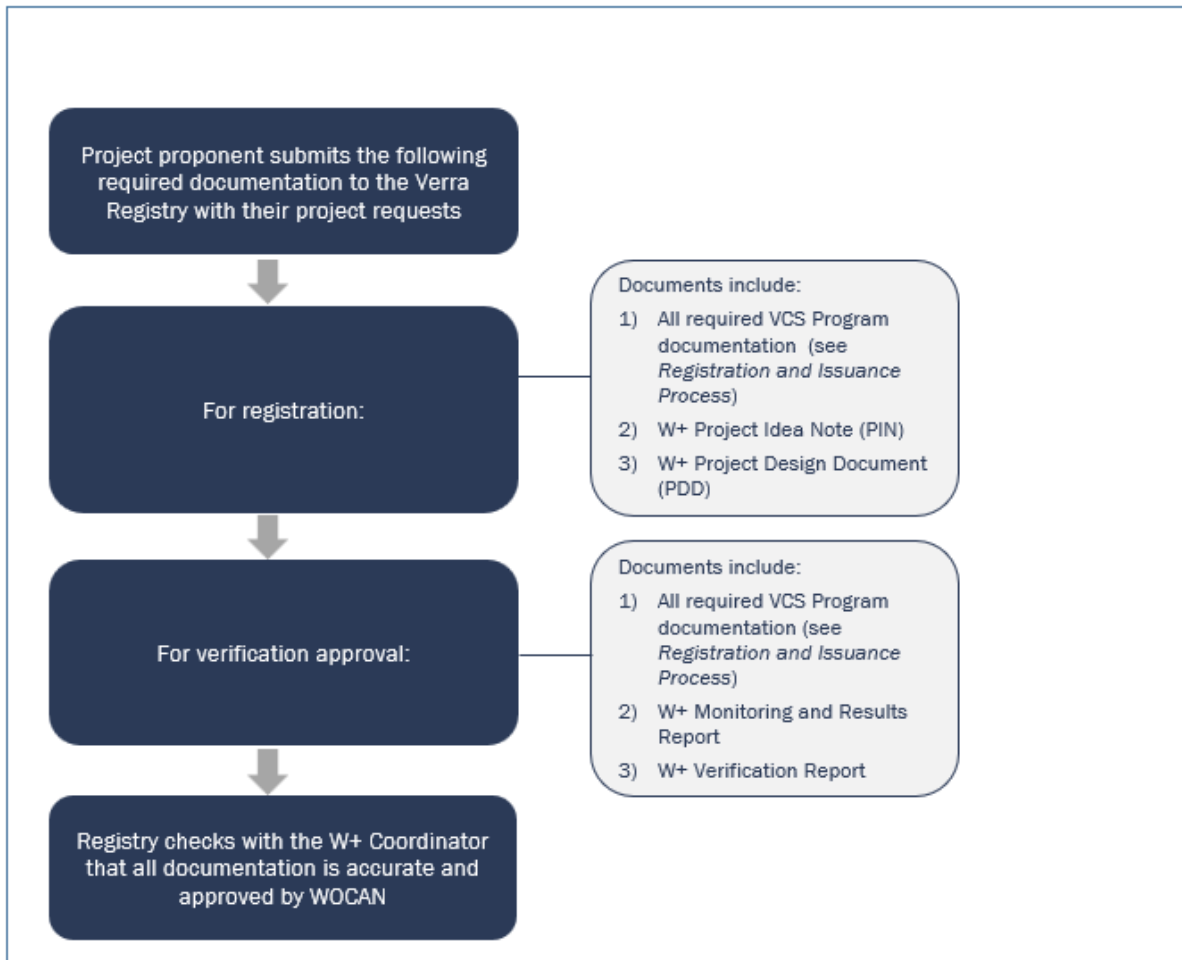
The label may be requested by selecting the relevant W+ label from the "Additional Certifications" page on the Verra Registry when preparing the issuance request.

When the project proponent submits their VCU issuance request, the Verra Registry then confirms with the W+ Coordinator:

- 1) That the W+ certification is valid for the entire period for which VCUs are being requested,
- 2) The quantity of VCUs that are eligible for the W+ label, and
- 3) The type of W+ labels that may be applied to the VCUs.

Once the W+ Coordinator has confirmed the above, the Verra Registry approves the request and issues the W+-labeled VCUs for the period requested and for the quantity of VCUs eligible for labeling as specified by WOCAN.

Figure 1: Applying for W+-labeled VCUs from the Verra Registry





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# APPENDIX 1: DOCUMENT HISTORY

Version	Date	Comment
v1.0	June 25 2024	Initial version released.



## Standards for a Sustainable Future



**Verified Carbon  
Standard**



**Jurisdictional  
& Nested REDD+**



**Climate, Community  
& Biodiversity Standards**



**Sustainable Development  
Verified Impact Standard**



**Plastic Waste  
Reduction Standard**