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FOR IMMEDIATE RELEASE

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## **VCS is now Verra**

*New brand captures organizational leadership in developing new, forward-thinking standards*

In response to a broadening portfolio of ambitious sustainable development and environmental standards, the Verified Carbon Standard is changing its name to Verra and launching a new visual identity.

As of today, 15 February, 2018, the Verified Carbon Standard (VCS) is changing its name to Verra. With the signing of the Paris Agreement and the release of the Sustainable Development Goals, the forward-thinking standards and certification body has seen increasing demand for new and innovative standards that allow governments, the private sector, civil society and investors to track progress and drive funding towards achieving ambitious sustainable development and environmental goals. Already the leading standard in the voluntary carbon market, the organization has expanded its work into new arenas based on this demand. The new name, visual identity, and tagline “Standards for a sustainable future,” reflect that ongoing expansion. As Verra, the organization will continue to empower its partners to take action with standards that drive results.

“VCS was founded to allow actors to go above and beyond what had been committed under the Kyoto Protocol, and has already helped avoid or remove almost 250 million tons of greenhouse gas emissions, the equivalent of shutting down 62 coal-fired power plants for one year” said David Antonioli, Verra CEO. “With our newest standards under development, such as the Landscape Standard and the Sustainable Development Verified Impact Standard, we are taking that track record and applying it to new arenas where practical and robust standards can drive additional investment to ensure a sustainable future.” said Antonioli.

“As the VCS, we’ve always looked to support actors with vision and to ensure the credibility of the carbon market,” said John Drexhage, Verra Board Chair. “Now, the transition to Verra reflects that we’re also bringing new standards frameworks to the table. We are working to lead the post-2020 agenda for private investment in emission reductions and sustainability initiatives,” said Drexhage.

Read our [online announcement](#) for more on this transition and how the Verra name was developed. Learn more about Verra’s latest standards at [www.verra.org](http://www.verra.org)

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**Verra** is a U.S.-based 501(c)(3) nonprofit organization that supports ambitious action through standards frameworks that deliver significant social and environmental benefits within the context of climate change.

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