

How to communicate project ratings

Guidance for project developers on use of the BeZero Carbon Rating



How to use this guide

When your project has been assigned a BeZero Carbon Rating, communicating this to your stakeholders can help you:

- Increase your project's credibility through independent third-party assessment
- Attract investment opportunities
- Improve your project's terms of finance
- Give buyers more confidence in your project
- Secure a fair price for both pre-issuance and post-issuance credits
- Differentiate your project from others in the market

This guide will help you effectively communicate your project's rating. It provides guidance on using appropriate terminology when describing your rating and BeZero in your marketing communications. It also includes links to images such as BeZero's logo and letter ratings. Please read the guidance carefully and contact project-developers@bezerocarbon.com if you have any questions.

About BeZero Carbon

When describing BeZero, we recommend using some or all of the following wording:

BeZero Carbon is a carbon ratings agency. It equips world-leading organisations with the knowledge, tools and confidence to make better climate decisions. Its aim is to scale investment in environmental markets that deliver a sustainable future.

With a 150+ strong team made up of climate scientists, geospatial experts, data scientists, financial analysts and policy specialists, and global partnerships with local experts and world-leading research institutions, BeZero's ratings and risk tools help carbon market participants make risk-informed decisions on carbon projects of any type, at any stage, anywhere in the world.

For more information, please visit www.bezerocarbon.com

About the BeZero Carbon Rating and rating scale

BeZero Carbon ex post Rating

When describing the BeZero Carbon ex post Rating, we recommend using the following wording:

A BeZero Carbon Rating represents BeZero's opinion on the likelihood of a carbon credit achieving a tonne of CO₂e avoided or removed. It is an opinion on the greenhouse gas efficacy of a carbon credit.

The BeZero Carbon Rating is conveyed using an eight-point alphabetical scale ranging from 'highest' to 'lowest' likelihood.

You may use the associated ex post rating scale image if helpful (see '[Image files](#)' section below).

BeZero Carbon ex ante Rating

When describing the BeZero Carbon ex ante Rating, we recommend using the following wording:

A BeZero Carbon ex ante Rating represents BeZero's opinion on the likelihood of a pre-issuance carbon credit achieving a tonne of CO₂e avoided or removed. It is an opinion on the greenhouse gas efficacy of a pre-issuance carbon credit.

The BeZero Carbon ex ante Rating is conveyed using an eight-point alphabetical scale ranging from 'highest' to 'lowest' likelihood.

You may use the associated ex ante rating scale image if helpful (see '[Image files](#)' section below).

Market adoption of BeZero's ratings

If appropriate, you are also welcome to include the following information which highlights the adoption of BeZero Carbon Ratings in the market:

Here's why the BeZero Carbon Rating is the market's #1 risk metric:

- Over 30 carbon marketplaces and exchanges host the [BeZero Carbon Rating](#)
- More than 1,000 users subscribe to BeZero's ratings and risk analytics [platform](#)
- Over 5,000 individuals subscribe to BeZero's publicly available [headline ratings](#)

Image files

You may download PNG and SVG files of the following images by following the link [here](#).

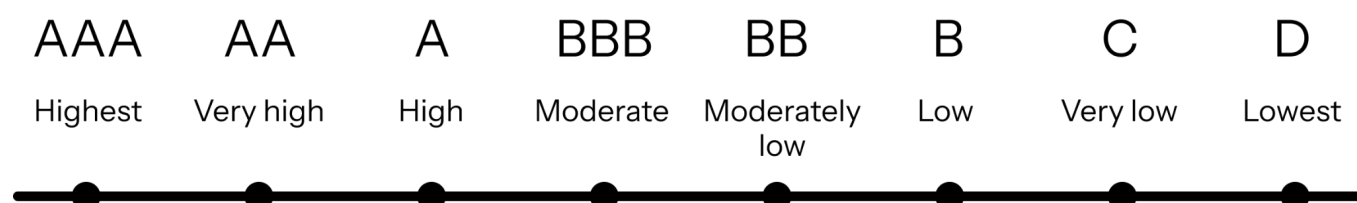
BeZero Carbon company logo:



BeZero Carbon Rating logo:



BeZero Carbon ex post Rating scale:



BeZero Carbon ex post Rating - individual headline ratings:

BeZero Carbon Rating

AAA

BeZero Carbon Rating

BBB

BeZero Carbon Rating

C

BeZero Carbon Rating

AA

BeZero Carbon Rating

BB

BeZero Carbon Rating

D

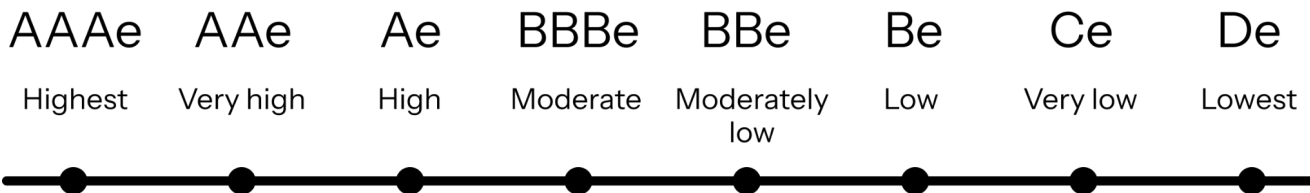
BeZero Carbon Rating

A

BeZero Carbon Rating

B

BeZero Carbon ex ante Rating scale:



BeZero Carbon ex ante Rating - individual headline ratings:

BeZero Carbon ex ante Rating

AAe

BeZero Carbon ex ante Rating

BBBe

BeZero Carbon ex ante Rating

Ce

BeZero Carbon ex ante Rating

AAe

BeZero Carbon ex ante Rating

BBe

BeZero Carbon ex ante Rating

De

BeZero Carbon ex ante Rating

Ae

BeZero Carbon ex ante Rating

Be

Communicating your project rating

Maintaining up to date collateral

You are welcome to mention your rating in relevant marketing collateral (e.g. presentations, brochures, etc). Given that BeZero's ratings are live and monitored, and subject to change if new material information arises, we ask you to always make clear the latest date at which the rating was valid and provide a link to the BeZero website, which always displays the [latest headline ratings](#).

In a first instance, this may be the date of the rating assignment. Beyond then, we recommend you regularly update your marketing collateral to reflect the latest date at which the rating was valid.

Examples:

- *[PROJECT NAME] was assigned a BeZero Carbon Rating of [LETTER RATING] on [DD/MM/YYYY]. For the live rating, please click [here](#).*
- *[PROJECT NAME] has a BeZero Carbon Rating of [LETTER RATING] as of [DD/MM/YYYY]. For the live rating, please click [here](#).*

BeZero's public headline letter ratings may be found at any time on our website at:

www.bezerocarbon.com/ratings/listings

Social media

You are welcome to announce project ratings via your preferred social media accounts using your own branded material and templates, as well as the [image files provided](#). You are also free to tag BeZero in your posts: **@BeZero Carbon** on LinkedIn and **@BeZeroCarbon** on X (Twitter).

Example of a social media caption:

Today we are excited to announce that our [PROJECT NAME] project has been assigned a BeZero Carbon Rating of [LETTER RATING]. This rating represents BeZero Carbon's current opinion of a [VERY HIGH/HIGH/MODERATE...etc] likelihood of credits issued by our project to avoid/remove one tonne of CO₂e.

BeZero is a carbon ratings agency boasting a 150+ strong team made up of climate scientists, geospatial experts, data scientists, financial analysts and policy specialists. As the market's #1 risk metric adopted by more than 5,000 subscribers, we are proud to have achieved a BeZero Carbon Rating of [LETTER RATING].

Other details about the project you may wish to mention include the **project name, project ID, standards body/registry**, and the credit's **vintage**. For any ex post ratings, or any public ex ante ratings, you are also welcome to include the **ratings summary**.

Please see the following LinkedIn posts from project developers for some examples:

- [CoreZero](#)
- [First Climate](#)
- [Novocarbo](#)
- [Ecosafi](#)

Press release

If you would like to issue a press release to announce or simply mention your rating, you are welcome to do so.

Example of a press release title and opening lines:

[DEVELOPER NAME] achieves a BeZero Carbon Rating of [LETTER RATING] for its [PROJECT NAME] project

[DD/MM/YYYY] [DEVELOPER NAME] has announced that its [PROJECT NAME] project has been assigned a BeZero Carbon Rating of [LETTER RATING]. This rating represents BeZero's current opinion of a [VERY HIGH/HIGH/MODERATE...etc] likelihood of each credit issued by this project to avoid/remove one tonne of CO₂e.

Please see the following press releases from project developers for some examples:

- [First Climate](#)
- [Ecosafi](#)
- [Rebellion Energy Solutions](#)

Website

If you would like to mention your rating on your website, the same principles outlined above apply. Two important reminders:

1. It is required that your rating is accompanied by the latest date at which the rating was valid. It is your responsibility to keep this information up to date, as an out-of-date rating risks misleading your stakeholders.
2. We recommend providing a link to the [listing page](#) on the BeZero website to ensure the latest ratings are accessible by visitors to your website.

Restrictions

Private ratings report

When your project is assigned a BeZero Carbon Rating, a member of BeZero's developer engagement team will share with you a more detailed report outlining the analysis behind the rating.

The details of this report should be kept private as these are otherwise only available on our platform to our paying clients. The exception is that we always share these reports with developers in the interest of transparency.

BeZero's independence

While we welcome any accurate and up to date communication about your project's rating, BeZero will not provide any public communication on the rating beyond what it already published on its website, i.e. the headline letter rating and rating summary. As an independent provider of carbon ratings, BeZero must retain its impartiality and cannot support, endorse or promote activity in relation to your rating assignment.

Other useful resources

Your stakeholders may wish to learn more about BeZero's ratings and methodologies: they can be found on our [Resources page](#).

BeZero offers a number of [products](#) that may be of interest to project developers, including:

- Access to the **BeZero Carbon Markets platform**, where users can access detailed analysis for more than 450 carbon projects in over 35 sub-sectors, and benchmark their projects against their peers.
- Access to **Scorecard**, a self-serve risk assessment tool for both live and early-stage projects to help shortlist projects in early design phases or stress test different project scenarios.
- Requests for **ex post ratings, ex ante ratings, and risk assessment reports**.
- Integration of BeZero's **API solution** for live hosting of project ratings on your website.

For any questions about BeZero's products, contact commercial@bezerocarbon.com.

Disclaimer

The BeZero Carbon Rating of voluntary carbon credits represents BeZero Carbon's current opinion on the likelihood that carbon credits issued by a project achieve a tonne of CO₂e avoided or removed. The BeZero Carbon Rating and other information made publicly available or available through the BeZero Carbon Markets platform ("Content") is made available for information purposes only. The Content and in particular the BeZero Carbon Rating sets out BeZero Carbon's opinion on a particular carbon credit or project based on publicly available information as at the date expressed and BeZero Carbon shall have no liability to anyone in respect of the Content, opinion and BeZero Carbon Rating. The Content is made available for information purposes only and you should not construe such Content as legal, tax, financial or investment advice. The Content is a statement of opinion as at the date expressed and does not constitute a solicitation, recommendation or endorsement by BeZero Carbon or any third party to invest, buy, hold or sell a carbon credit. The Content is not a statement of fact and should not be relied upon in isolation. The Content is one of many inputs used by stakeholders to understand the overall quality of any given carbon credit. BeZero Carbon shall have no liability to you for any decisions you make in respect of the Content. If you have any questions about BeZero Carbon, the BeZero Carbon Rating, the BeZero Carbon Rating methodology, qualifying criteria, rating process, any element of Content, the BeZero Carbon Markets platform or otherwise please contact us at: commercial@bezercarbon.com