



**GREEN
CROSS**
United
Kingdom

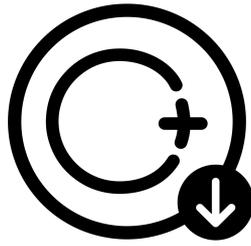
CARBON POSITIVE

AWARDS 2025

Green Cross United Kingdom

An Institutional Member of Green Cross Intl.

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**CARBON POSITIVE
AWARDS**

GENERAL CHARACTERISTICS OF THE CARBON POSITIVE AWARDS 2025.

CARBON POSITIVE AWARDS – 2025.

Strategic Objective.

The Awards aim to catalyse the global transition towards a decarbonised economy by annually recognising the 100 most outstanding organisations leading this profound transformation in production, consumption, and energy models, as well as in conservation and regenerative practices, in a proactive and responsible manner. We seek to contribute to consolidating an integrated, secure, and transparent carbon market, inspiring the widespread adoption of reliable and innovative solutions that underscore the fundamental role of carbon for life and human responsibility on the path towards Net-Zero Emissions.

Overview.

Announced annually each June 5th, coinciding with World Environment Day, the Awards are an evolving initiative that recognises the 100 most exemplary organisations across the public, private, and third sectors. Following this announcement, winners are formally notified in the subsequent weeks, once Green Cross UK receives the final justification for the award (as detailed on page 14). It is worth noting that these awards aim to highlight and celebrate those leading the essential transformations for a decarbonised economy, emphasising pioneering efforts in production, consumption, energy models, and conservation and regenerative practices.

The Awards celebrate significant achievements on the path to achieving carbon neutrality, underscoring the crucial role of decarbonisation in sustainability efforts within both Compliance and Voluntary Carbon Markets. By including all carbon market actors, the Awards establish themselves as a key reference point in the sector, contributing to its strengthening and fostering a more integrated, secure, and transparent carbon market that supports this necessary transition.

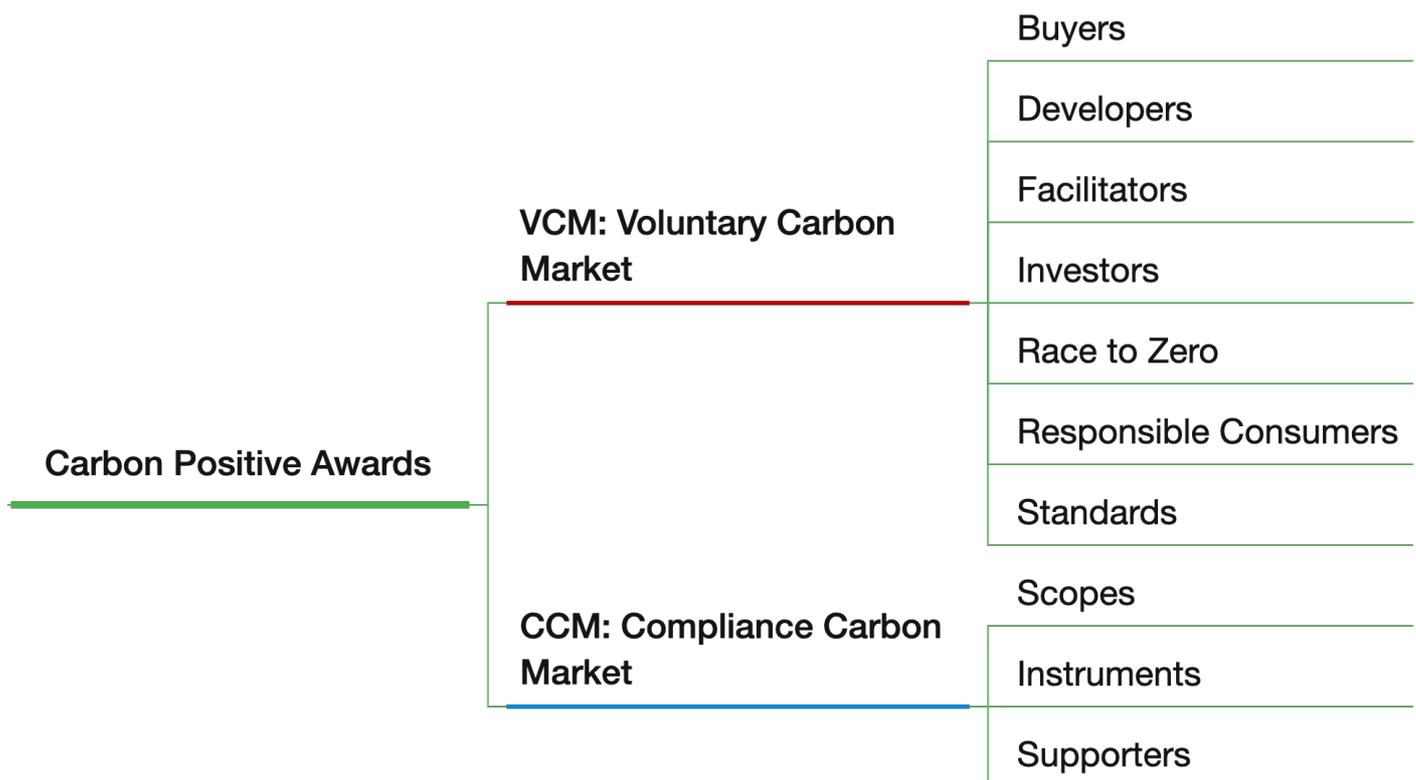
The inspiration for the Awards stems from the foundational work of Mikhail Gorbachev in Kyoto in 1993, building upon the legacy of the Green Stars Awards developed by Green Cross and the United Nations. This is further bolstered by the extensive experience of Green Cross in the United Kingdom as an International Independent Sustainable Advisor.

The Awards are governed by a committee of recognised sustainability leaders, whose composition evolves annually, ensuring diverse expertise, perspectives, and adaptability to the shifting geopolitical landscape, thereby reinforcing Green Cross' strategic commitment to fostering transformative and enduring change in the sustainability sector.

CARBON POSITIVE AWARDS – 2025.

The Awards Categories.

- The Awards offer multiple categories to recognise excellence within the carbon ecosystem. Drawing upon established reference categories, each award is granted individually, considering existing strategic needs and assessing the demonstrated present impact and projected future impact of the nominated entity. While maintaining a balance between compliance and voluntary markets, particular emphasis is placed on the Voluntary Carbon Market (VCM) due to its inherent voluntary commitment.
- Below, we present the main structure of the awarded categories, which reflect the values and objectives pursued by the Awards:



- This expansive structure provides unparalleled flexibility for evaluating and honouring a wide array of projects and initiatives. By offering such a comprehensive spectrum of categories, the Awards ensure that every significant contribution to decarbonisation is adequately recognised, thereby avoiding the need to shoehorn innovative projects into unsuitable classifications.
- Details of each category within the various markets are defined on the [website](#), or can be requested via email at carbonpositive@green-cross.org.uk.

CARBON POSITIVE AWARDS – 2025.

Nomination Process.

- Nominations for the Awards are open until January 28th at 3:00 pm GMT, coinciding with the World Day for the Reduction of CO2 Emissions. Submissions are made online and are entirely free of charge, with all entries requiring presentation in English.
- These awards include prizes for all participants in the carbon ecosystem, covering Compliance Carbon Market (CCM) and Voluntary Carbon Markets (VCM).

General Criteria for Awarding Candidates.

The Awards judge and honour entities that consistently demonstrate excellence across fundamental operational and strategic dimensions, embodying a profound commitment to sustainability and shared responsibility. Beyond specific category achievements, all awarded entities must exemplify the following::

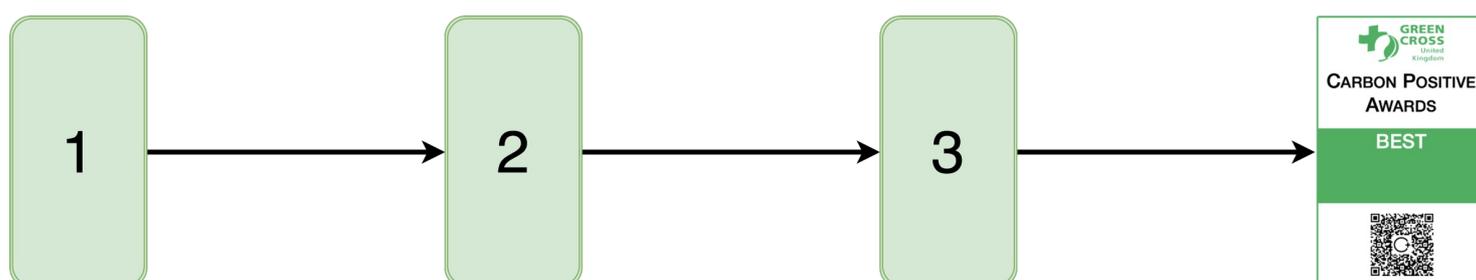
- **Commitment & Leadership:** Leading by example in the decarbonisation journey, demonstrating a foundational commitment to ethical practices and sustainability.
- **Communication:** Maintaining transparency, avoiding "colour-washing," and fostering trust in decarbonisation and sustainability efforts.
- **Contribution:** Ensuring the product, service, or solution aligns strategically with the award category's objectives.
- **Measurable Impact & Sustainability:** Delivering quantifiable societal, environmental, and economic benefits while ensuring long-term viability, scalability, and efficient resource use.
- **Operational Excellence:** Upholding high standards and superior performance, integrating ethical practices throughout the supply chain to enhance decarbonisation.
- **Positive Approach:** Building bridges through a proactive, collaborative environment that fosters optimism and drives the advancement of decarbonisation solutions.
- **Strategic Vision:** Articulating a clear, long-term vision with actionable steps towards achieving net-zero emissions and sustainability.
- **Transformative Innovation:** Introducing disruptive solutions that may redefine industry practices, generating scalable impacts.

CARBON POSITIVE AWARDS – 2025.

Selection Process.

The Awards are orchestrated by Green Cross with an unwavering commitment to impartiality, independence, and integrity in recognising genuine contributions to the carbon market. The rigorous judging process ensures all nominations are assessed fairly, relying exclusively on publicly available information.

The Jury comprises a committee of highly qualified experts in sustainability and decarbonisation, distinguished by their profound knowledge and extensive experience. This Committee's composition evolves annually to reflect market developments, while select members from the Carbon Positive Broad Initiative ecosystem provide permanent continuity, ensuring valuable perspective.



The selection process includes:

1. **Verification:** Thorough verification of submitted information using public sources, complemented by checks from volunteers and AI models.
2. **Interaction and Interviews:** Interviews may be conducted with organisational leaders and consultations held with stakeholders to ascertain the impact of nominees' initiatives.
3. **Selection Criteria:** The Jury evaluates nominations based on Approach (strategy), Execution (project development), Innovation (unique elements), and Results (benefits and impact). General criteria such as Leadership, Operational Excellence, Financial Viability, and Strategic Vision are also considered.
4. **Winner Selection:** Annually, the Jury selects the 100 most outstanding and deserving entities based on their expertise and knowledge in sustainability to receive this prestigious accolade.

This robust and transparent selection process underpins the credibility and prestige of the Awards, reflecting Green Cross' unwavering commitment to recognising true leadership in decarbonisation.

CARBON POSITIVE AWARDS – 2025.

Integrity Through Independence.

The Awards prioritise impartiality, independence, and integrity. To uphold these core values, we do not accept external sponsorship for them. This ensures that our selection and evaluation processes remain entirely independent and free from any potential conflicts of interest.

Green Cross, alongside its dedicated partners, fully funds the Awards through internal resources and pro bono research contributions from various organisations within the Carbon Positive ecosystem. This decision underscores our unwavering commitment to ethical practices and a shared responsibility to promote genuine sustainability. By forgoing external funding, we unequivocally emphasise the true merit of the awards and the absolute integrity of the recognition given.

Benefits for Awarded Entities.

Winners, the entities that have been awarded, receive these benefits exclusively, incurring no additional costs and enhancing their reputation and credibility by allowing them to proudly display their recognition from the Carbon Positive Awards. Winners enjoy the following benefits:

- Digital Diploma: Winners receive a digital diploma [page 15] certifying their achievement.
- Digital Seal: Winners can display the award's digital seal on their website and official documents, which includes a QR code for traceability.
- Social Media Mentions and Campaigns: Winners will have the opportunity to reference the award in their social media and press releases and collaborate on specific campaigns together.
- Newsletters: Winners will be able to include mentions of the award in their newsletters (organic).
- Enhanced Visibility through Press Releases: Green Cross will publish a press release announcing the Awards and will also promote it on their social media channels.
- Website Inclusion: Green Cross will dedicate a section on their website to the awarded entities, highlighting their achievements.

Additionally, entities can enhance their visibility and celebrate their success through Patron Profiles and Official Display Products.

ABOUT GREEN CROSS INTL.

- Green Cross International is the Non-Governmental Organization (NGO) founded by Nobel Peace Prize laureate Mikhail Gorbachev in 1993. With more than 25 years the experience, operations, or presence on six continents: Africa, America, Antarctica, Asia, Europe, and Oceania.



Mikhail S. Gorbachev
Founder President of GCI

- The mission of Green Cross Intl. is to respond to the combined challenges of security, poverty, and environmental degradation in order to ensure a sustainable and secure future.
- Green Cross Intl. is an Observer Organization with consultative status at the United Nations, and as a non-profit NGO, all our actions are planned and executed for the benefit of the communities and environment.
- As a Climate Chain Coalition member –an entity linked to the UNFCCC to promote Climate Action on financial platforms based on blockchain -, Green Cross believes in circular economy models to provide the sustainability framework under a digital blockchain platform.

WHO GREEN CROSS SERVES?

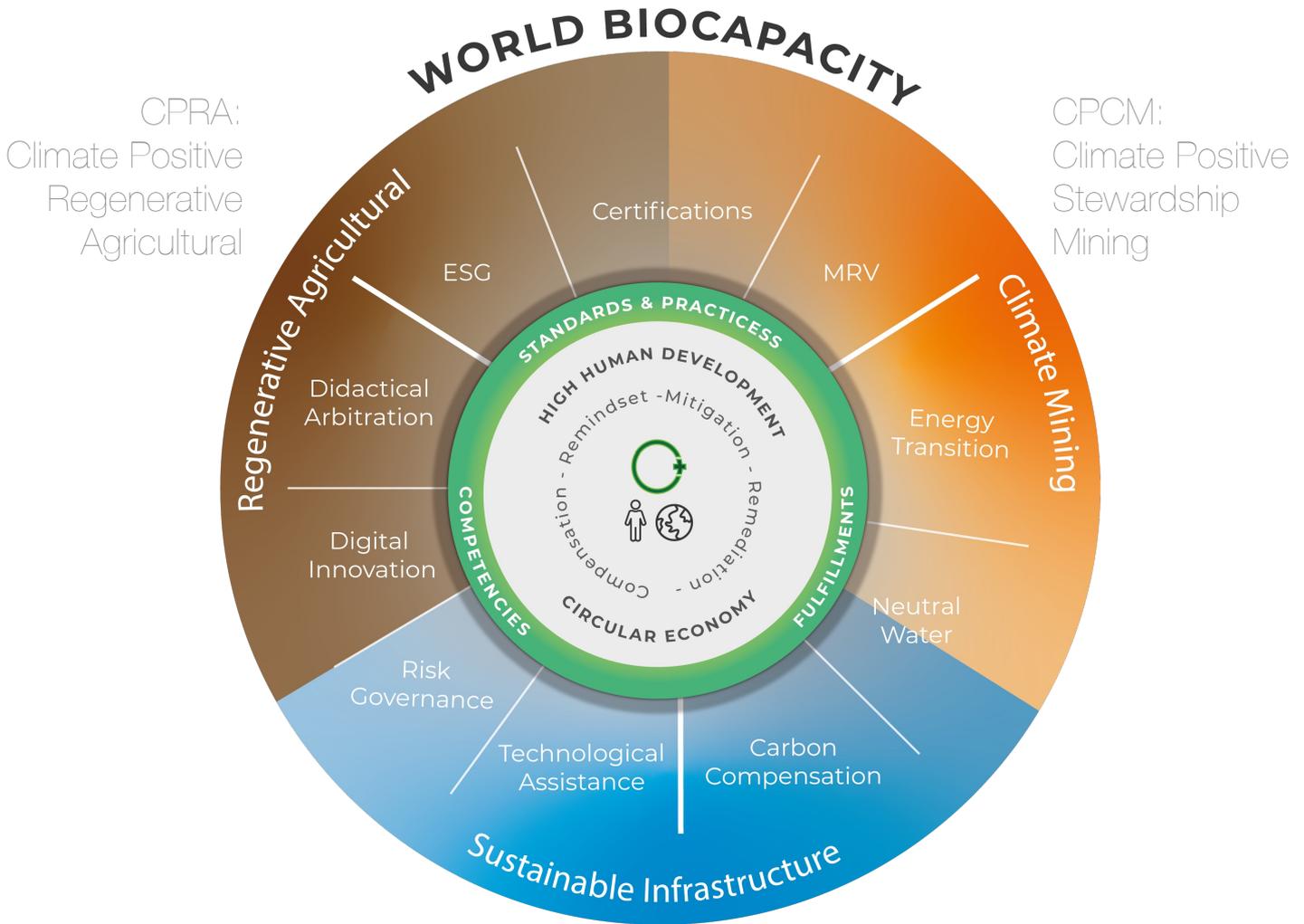
COMMUNITIES/PEOPLE

ENVIRONMENT/PLANET



PUBLIC SECTOR  PRIVATE SECTOR  THIRD SECTOR

GREEN CROSS': PROGRAMMES & DNA.



CPSI: Climate Positive Sustainable Infrastructure



- CPCM Programme: Natural Mining. Urban Mining. Mining under Social and Environmental license.



- CPRA Programme: Regenerative Agricultural Certification and Practises (end-to-end). Green Finance.



- CPSI Programme: Sustainable Infrastructure Recognition and Certification (end-to-end). Green Finance.



- Green Crossing Programme: Oceanic Odyssey's mission to peace building and sustainability spread.

CARBON POSITIVE BROAD INITIATIVE.

The global community faces an urgent and undeniable obligation to decarbonise its economy. This profound transformation is crucial not only to mitigate climate change, protect biodiversity, and secure a sustainable future for generations to come, but also to fulfil International Agreements and safeguard the well-being of both the planet and humanity.



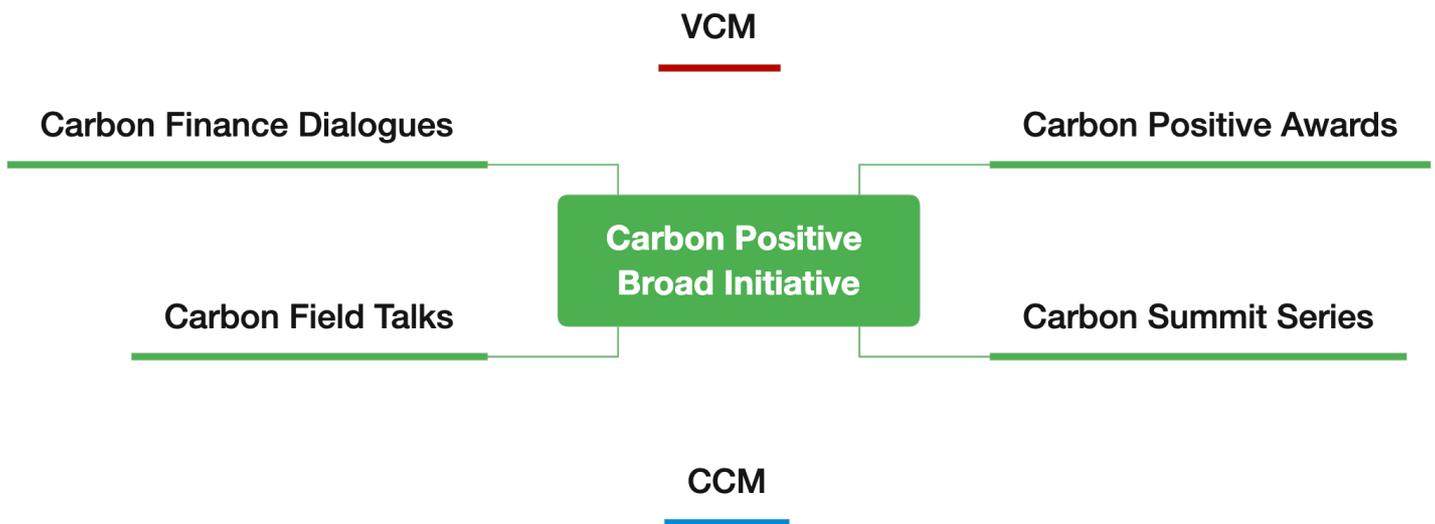
Despite this clear imperative, the path towards achieving zero net emissions, while driving the growth of sustainable solutions and the consolidation of the carbon market, is fraught with significant challenges. The technical, operational, and financial uncertainties that have plagued the past continue to cast a shadow over the present, often resulting in a fragmented and unrefined market offering. This complex context further complicates the global decarbonisation effort, hindering essential progress.

In response to this pressing need, Green Cross, recognised with consultative or observer status at the United Nations, has launched the Carbon Positive Broad Initiative. This initiative contributes to addressing the prevailing uncertainties, tackling these interconnected challenges, and simultaneously seeking to re-establish certainty and trust within carbon markets.

The Carbon Positive Broad Initiative focuses on achieving significant progress towards zero net emissions and promoting global decarbonisation. The participation of a neutral, independent, and impartial entity like Green Cross is crucial in this process. It fosters trust among stakeholders, ensures objectivity in decision-making, and facilitates vital collaboration among all Parties involved, all while affirming the crucial role carbon plays in the universe and emphasising human responsibility.

CARBON POSITIVE BROAD INITIATIVE.

The Carbon Positive Broad Initiative, developed by Green Cross, aims to tackle decarbonization while creating a significant and tangible impact. To achieve this, it has introduced the following positivity actions:



- Carbon Summit Series.

An exclusive annual event uniting leaders from politics, business, and science to foster collaboration on innovative carbon markets, promoting actionable **solutions, net-zero initiatives, and impactful carbon agreements.**

- Carbon Field Talks.

A series of short interviews showcasing leaders discussing transformative carbon innovations, aimed at raising awareness, inspiring collaboration, and educating global audiences on climate change and sustainability.

- Carbon Finance Dialogues.

A forum connecting investment funds with quality carbon projects, promoting social innovation and environmental engagement, fostering collaboration, and creating a sustainable financial ecosystem that rewards responsible investment practices.

- Carbon Positive Awards.

An annual initiative recognizing outstanding entities in sustainability and carbon practices, promoting decarbonization and transparency, inspiring innovation, and enhancing climate resilience toward a more equitable and sustainable future.

CARBON POSITIVE AWARDS: DISCLAIMER.

This outlines the key terms and conditions for the Carbon Positive Awards (the Awards).

- Organizer Information: The Awards are organized by Green Cross (G+UK), an independent NGO founded by Nobel laureate Mikhail Gorbachev in 1993. As a member of Green Cross International with UN consultative status, it addresses security, poverty, and environmental challenges for a sustainable future.
- Funding and Independence: G+UK does not charge fees for applications or recognition of winners. The initiative is fully funded by G+UK and partners, ensuring independence in selection and evaluation processes.
- Eligibility and Disqualification: G+UK can reject any application or disqualify participants or winners at any time for non-compliance with the code of conduct or other terms. Finalists and winners are chosen through a thorough review process, and all decisions are final.
- Legal Distinction and Liability: G+UK is legally distinct from candidates and participants and cannot be held liable for their content or actions. Participants do not represent G+UK and cannot claim any official affiliation regarding the Awards.
- Code of Conduct: The Awards promote sustainability, decarbonization, and environmental protection. Political references and unapproved guidelines are prohibited. Participants must uphold high professional standards and respect among all involved is essential.
- Content and Intellectual Property: Participants agree that submitted materials may be published by G+UK for promotional purposes. All content derived from this initiative remains the intellectual property of G+UK and cannot be used without written permission.
- Awards Recognition: The Awards do not provide financial rewards. Recognition is given via invitation and public announcement. Travel and accommodation costs for ceremonies are the responsibility of the individuals unless stated otherwise.
- Criteria Acknowledgment: The Awards recognize entities tackling decarbonization and sustainability challenges. Evaluation criteria may vary, and all assessments will be made in good faith.
- Changes and Contact Information: G+UK reserves the right to update this document without notice.

For questions regarding these terms, contact: carbonpositive@green-cross.org.uk



**GREEN
CROSS**
United
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**LET'S DO SOMETHING INCREDIBLE TOGETHER FOR THE SOCIETY
AND THE PLANET, STARTING BY STAYING IN TOUCH:**

JOINUS@GREEN-CROSS.ORG.UK

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Green Cross Intl.Network: We invite you to verify whether there is a Green Cross National Organization (GCNO) in your country. If one exists, we encourage you to contact them to express your interest in participating in this programme or initiative. Should Green Cross United Kingdom identify a GCNO in the vicinity of an interested party, it will reach out to facilitate you a coordinated and joint response.

You can find more information at <https://www.gcint.org/who-we-are#OurNetwork>