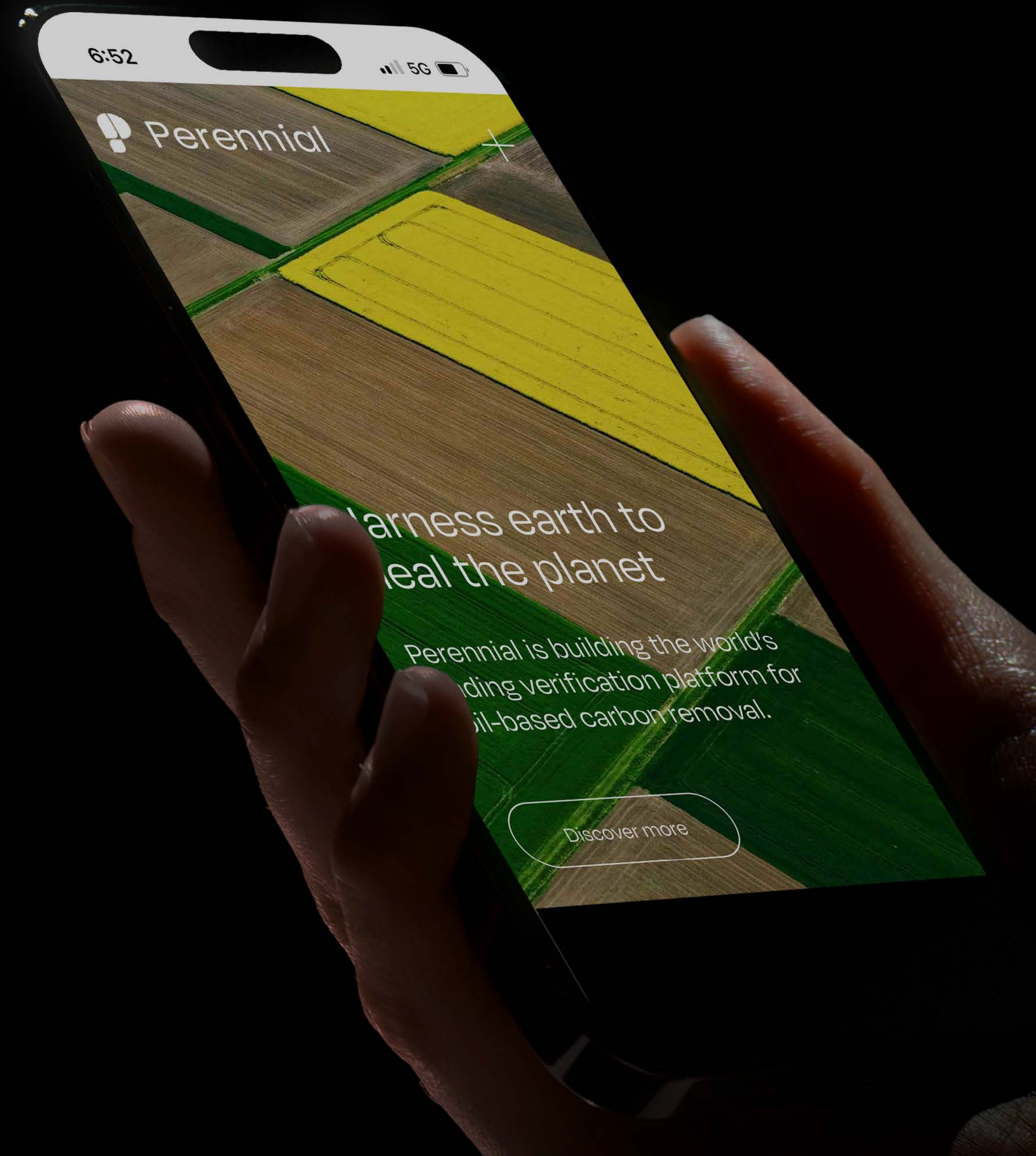
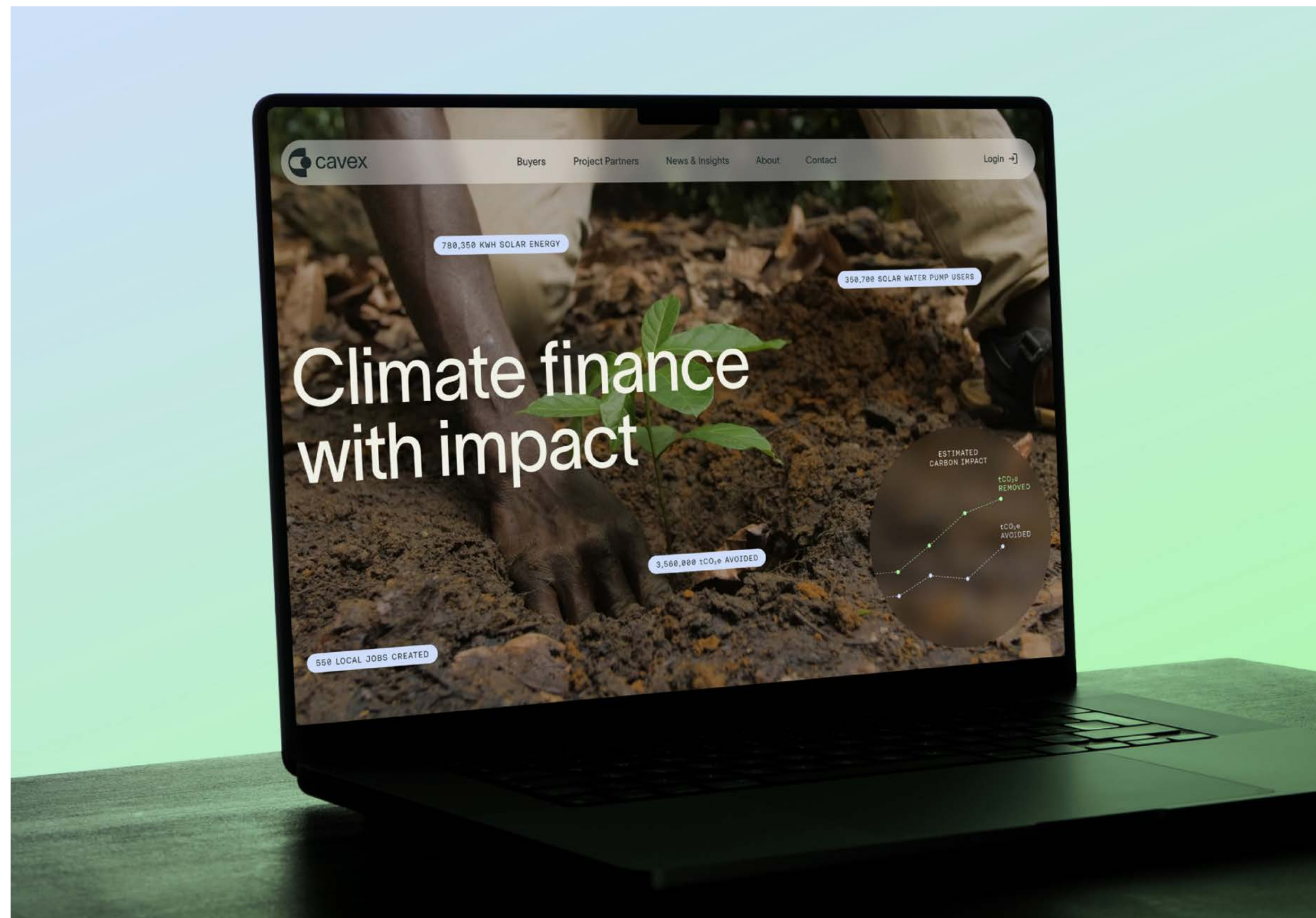


Credibility in climate action

Why your VCM brand and website matter



The Voluntary Carbon Market (VCM) is crowded and competitive. You need a strong brand and website to help you stand out.



We know that the VCM has emerged as a vital component in the journey towards net zero. While it is only part of the solution, complementing efforts to reduce direct emissions, it plays a crucial role in helping companies balance out unavoidable emissions.

We also understand that operating in the VCM comes with its own set of challenges, not least ensuring the quality and integrity of carbon credits, maintaining transparency and avoiding green washing.

If you want to demonstrate your commitment to genuine climate action, you need a brand and a website that people can trust.

Let's explore why this is so important and how Jory&Co can help you to excel in this space.

10 benefits

of a strong VCM brand and website

[01]

Build trust and credibility



[02]

Communicate effectively



[03]

Engage stakeholders



[04]

Stand out from the crowd



[05]

Transparency and accountability



[06]

Raise awareness



[07]

Support your stakeholders



[08]

Manage your reputation



[09]

Reach a global audience



[10]

Create efficiencies



[01]

CAVEX ↗

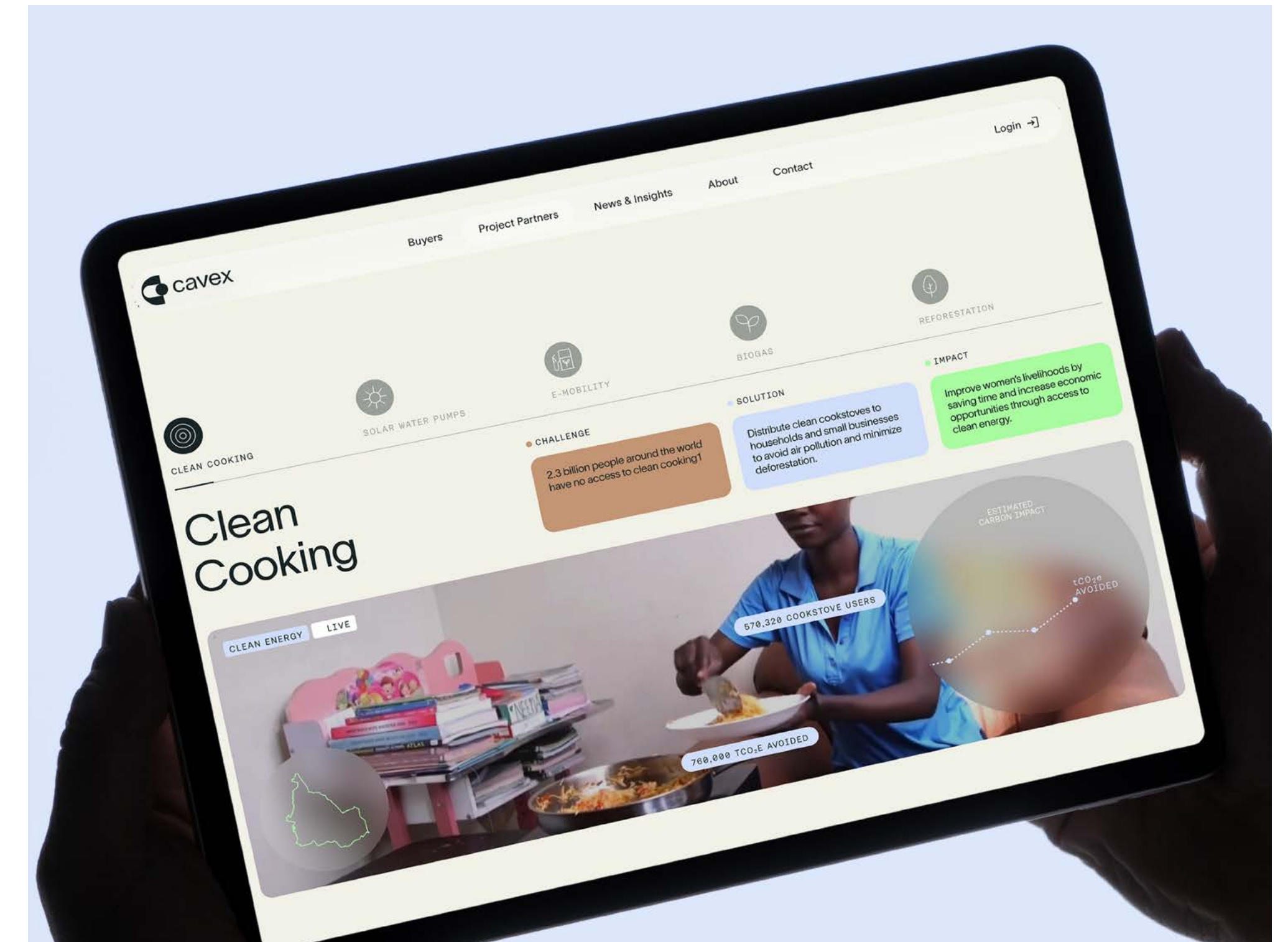
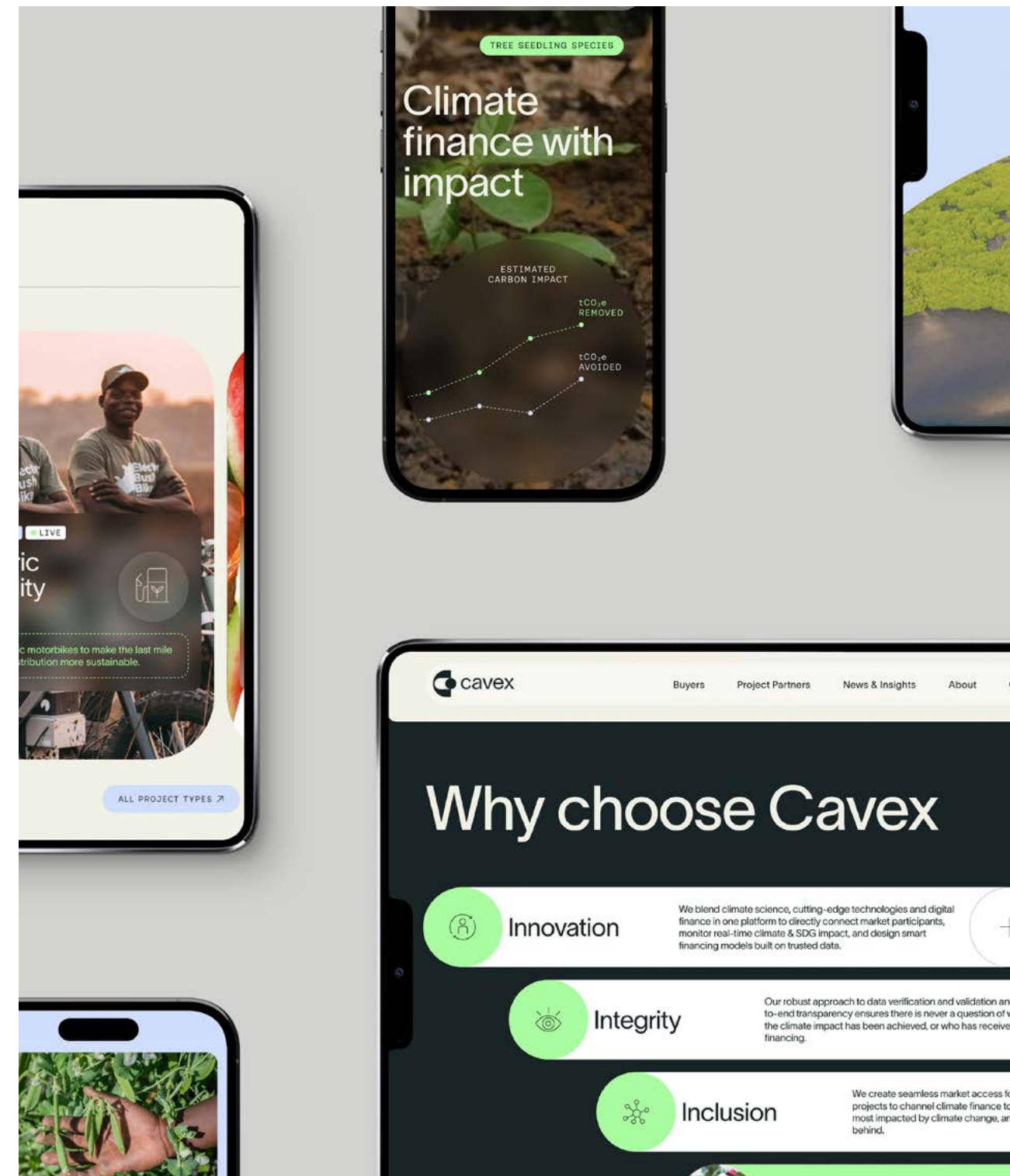
WEBSITE

BRAND IDENTITY

Build trust and credibility

Let's face it, trust is everything. In the VCM, where transparency and integrity are paramount, a professional brand and a well-designed website are your calling cards. They tell the world that you're legitimate, reliable and committed to high standards. A modern, user-friendly online presence, along with industry-recognised credentials and accreditations, reassures potential customers, investors & partners.

CREDIBILITY IN CLIMATE ACTION



[02]

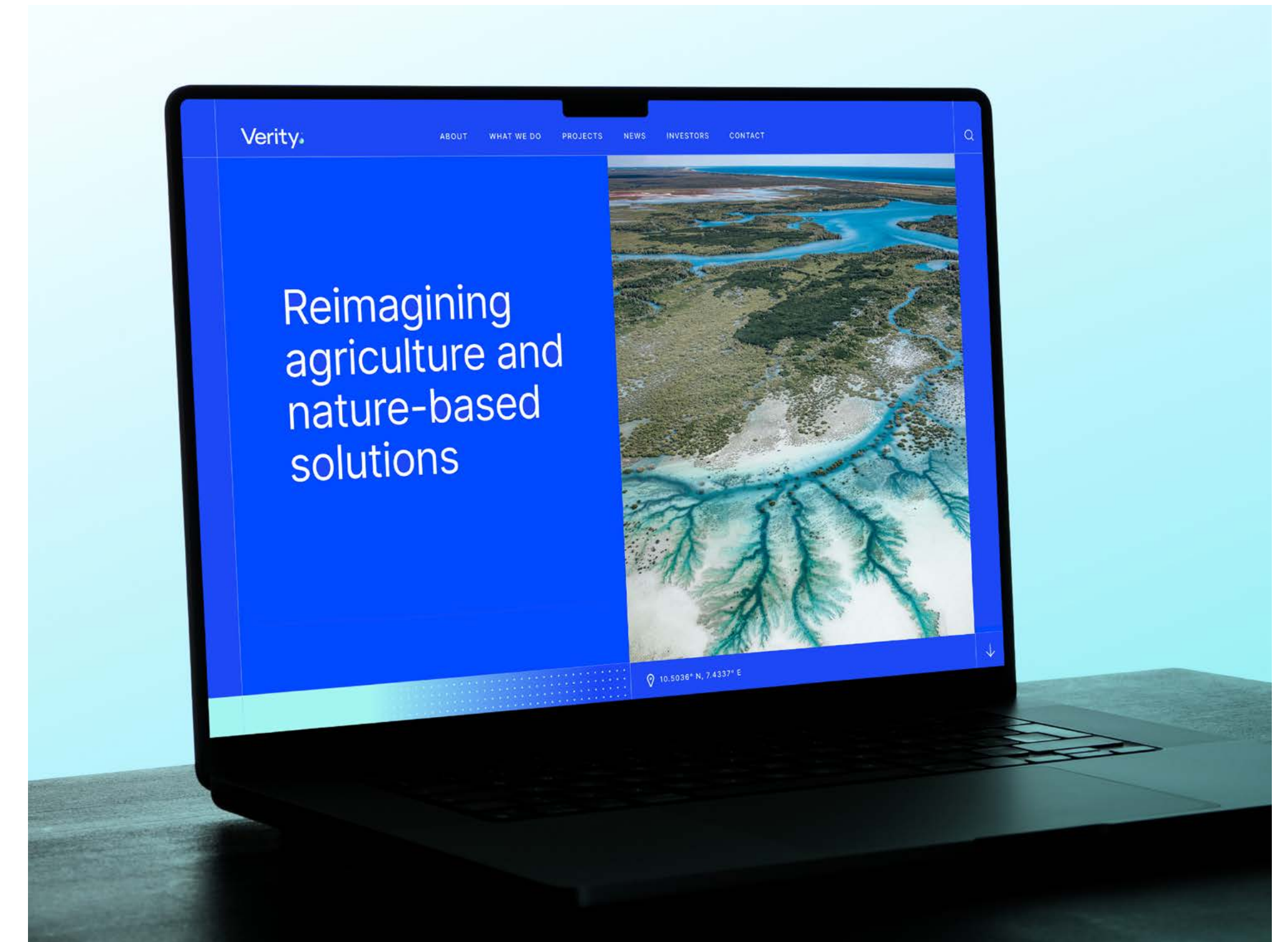
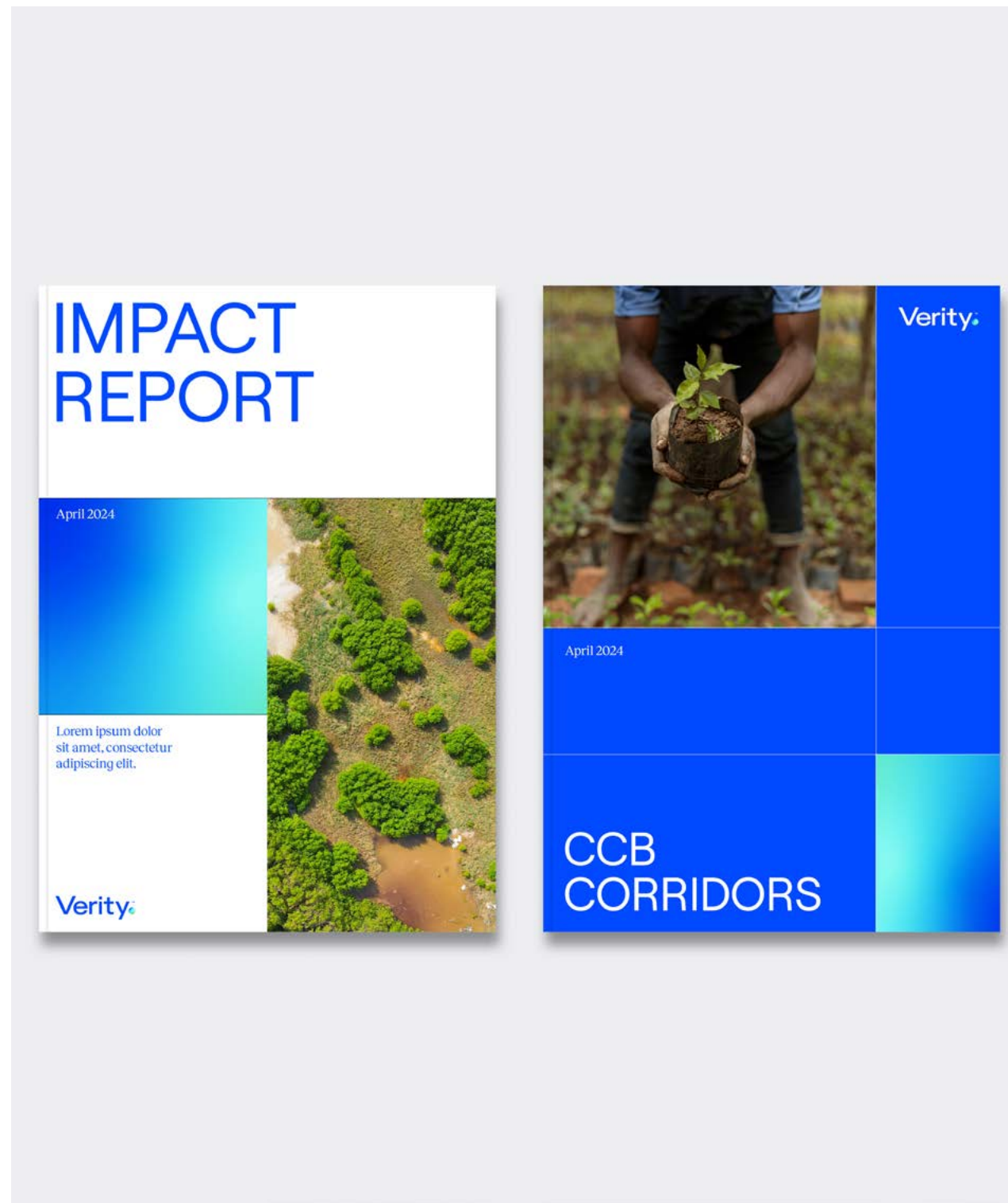
VERITY ↗

WEBSITE

BRAND IDENTITY

Communicate effectively

Think of your website as your main stage. It's where you share all the key details about your carbon offset projects, methodologies and the good you're doing for the planet and communities. Clear, easy-to-find information helps everyone understand what you're up to and why it matters. It's not just about what you're doing but why it makes a difference.



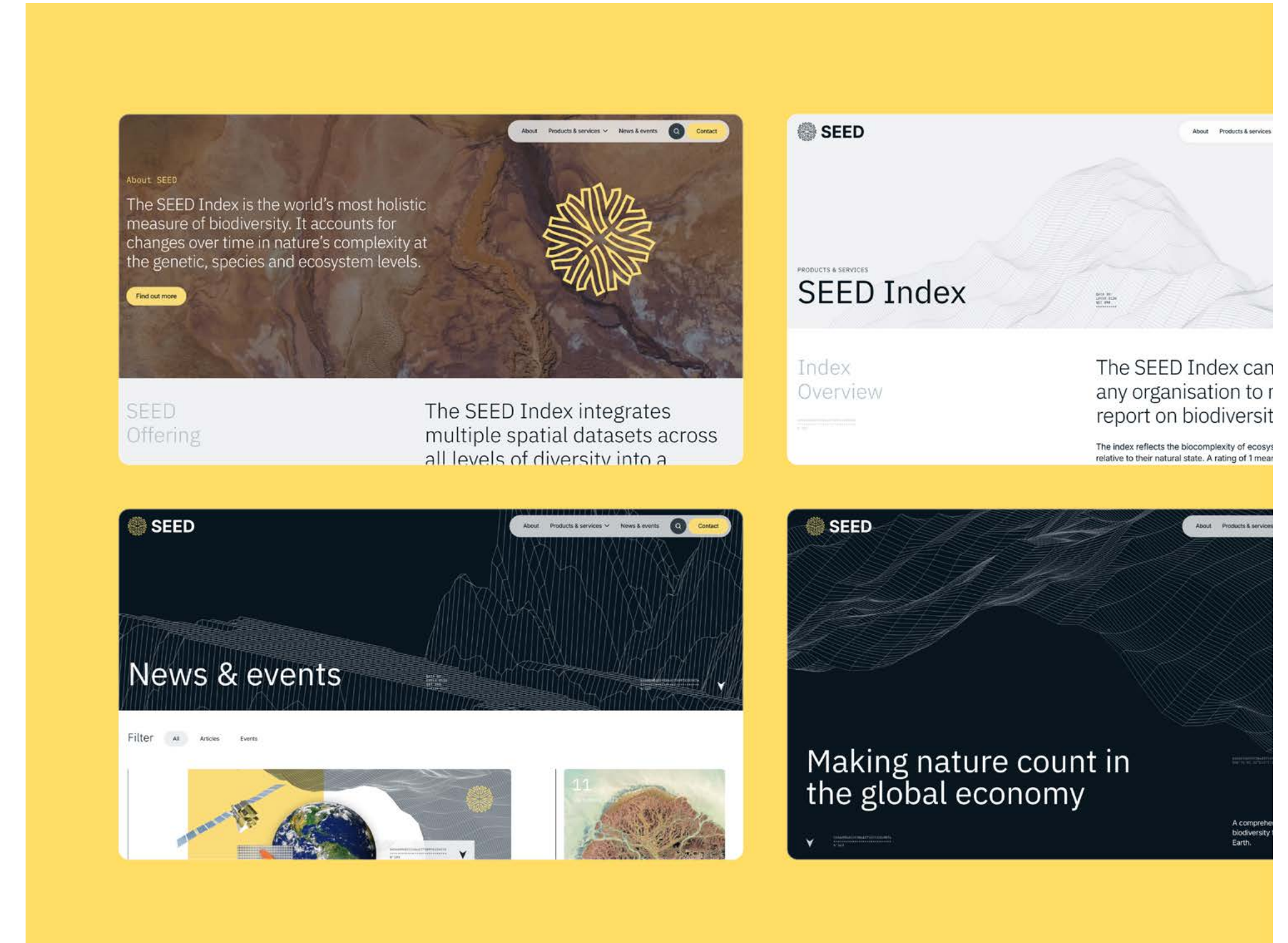
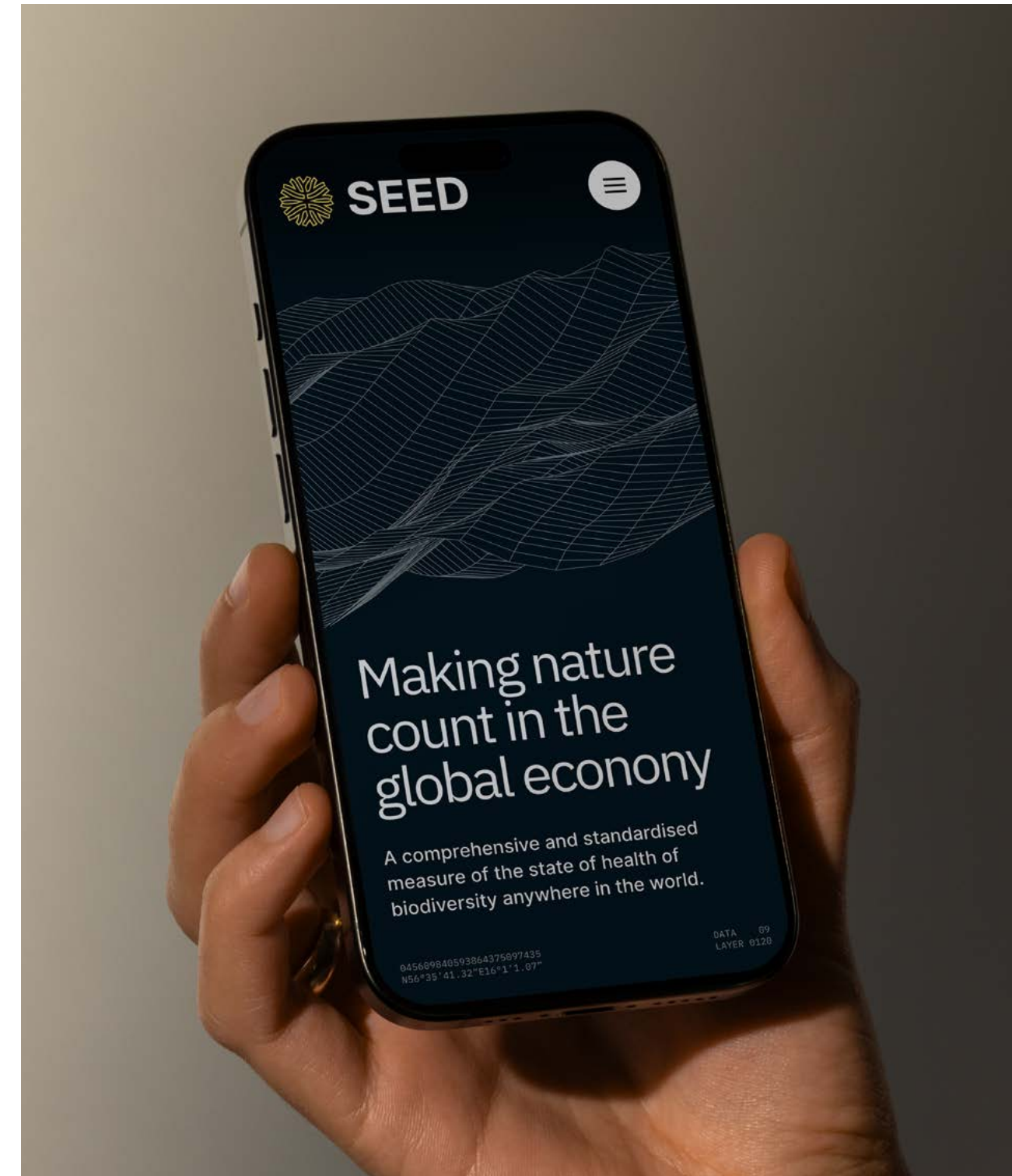
[03]

SEED WEBSITE

Engage stakeholders

Your website is the perfect platform for engaging with everyone involved in your journey – customers, partners and investors alike. By publishing success stories, product updates, educational resources and other content, you can foster a sense of community and keep people coming back for more. It's about creating a conversation, not just a one-time transaction.

CREDIBILITY IN CLIMATE ACTION



[04]

CLIMATE ACTION DATA TRUST ↗

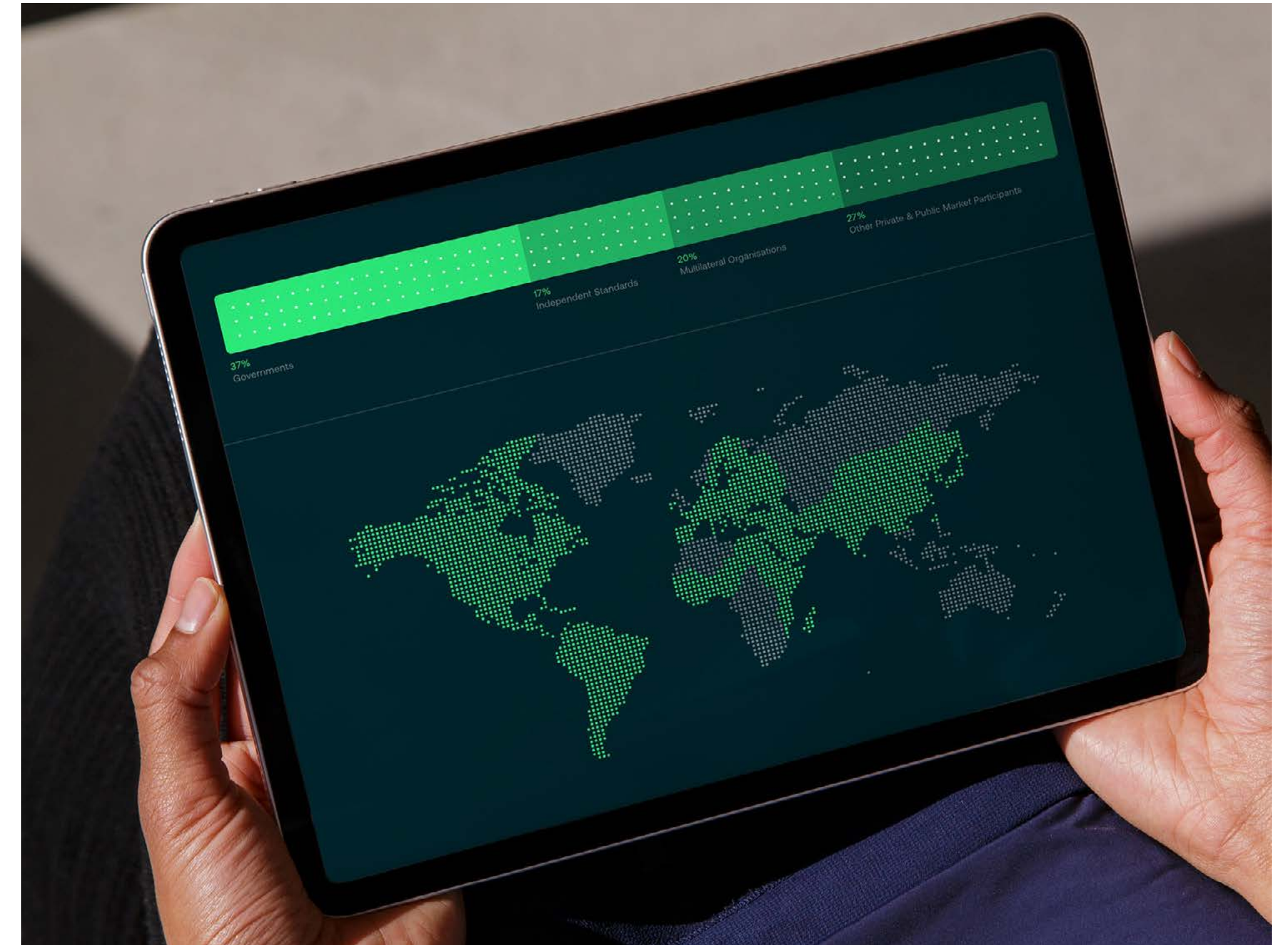
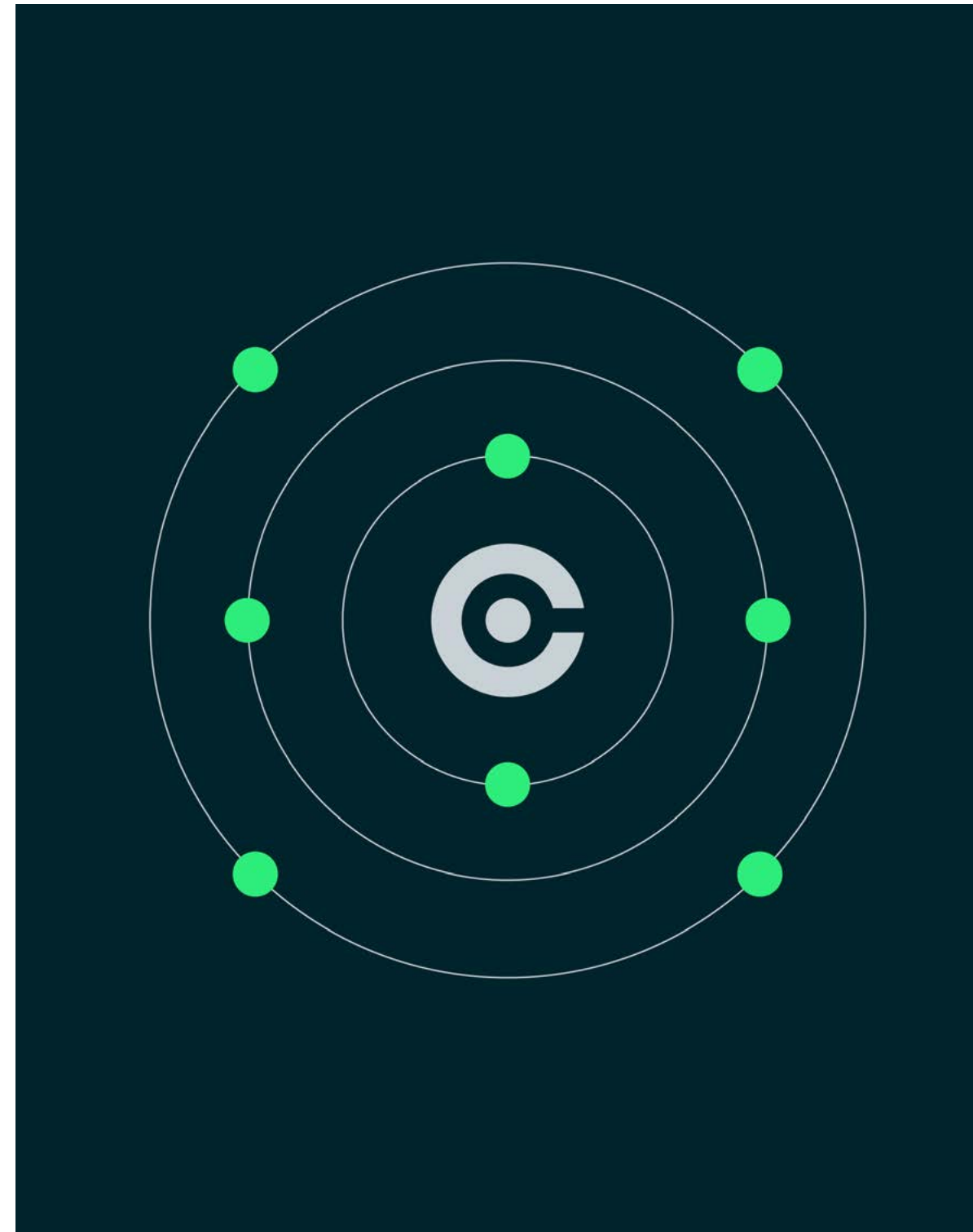
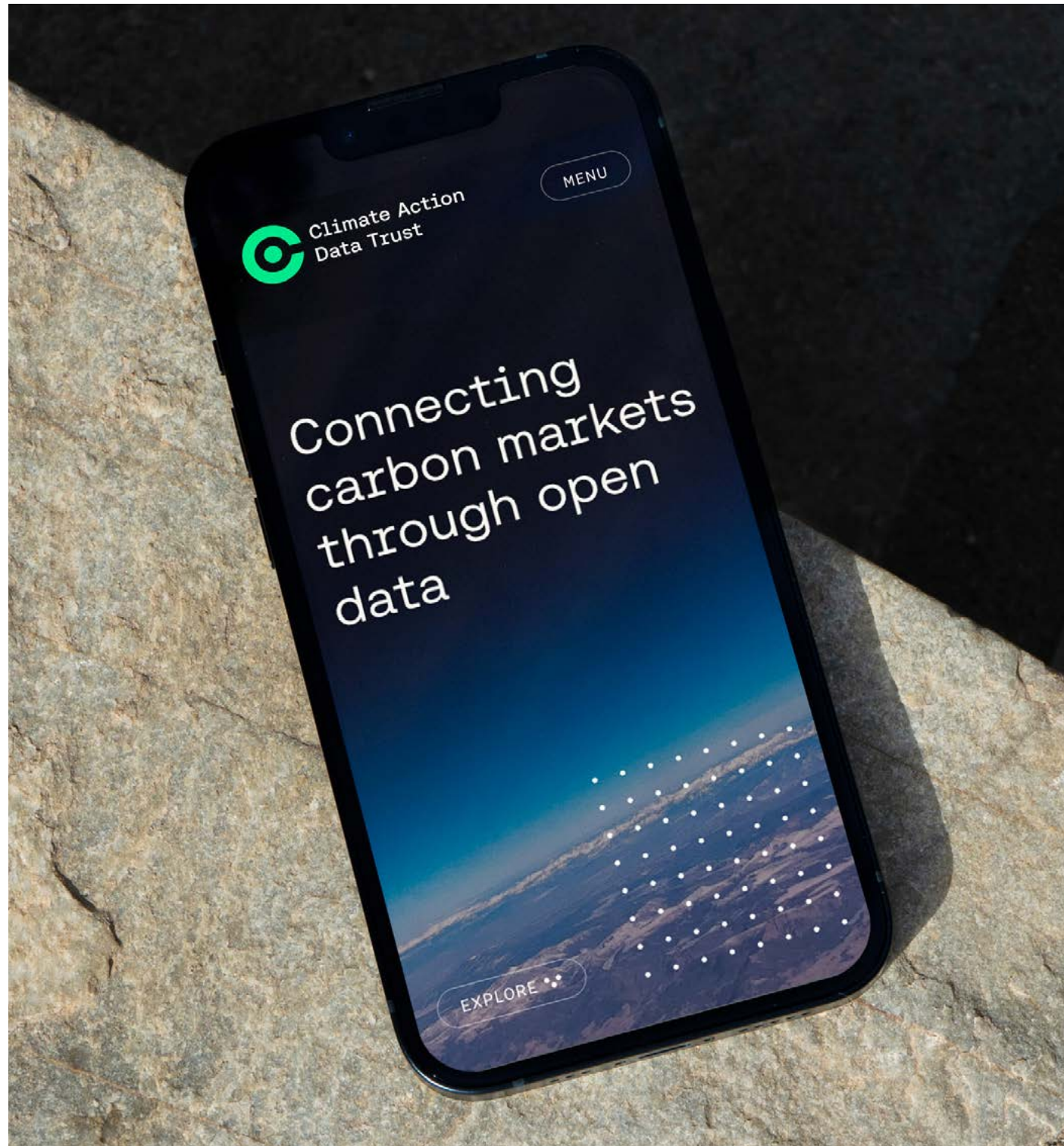
WEBSITE

BRAND IDENTITY

Stand out from the crowd

The VCM is growing and, with growth, comes competition. A strong brand identity helps you to stand out from the crowd. Think of your brand as your unique fingerprint in the market. It's what makes you, well, you. Having a distinct and compelling brand can attract more attention and business opportunities, making it easier for people to choose you over others.

CREDIBILITY IN CLIMATE ACTION



[05]

RESPIRA ↗

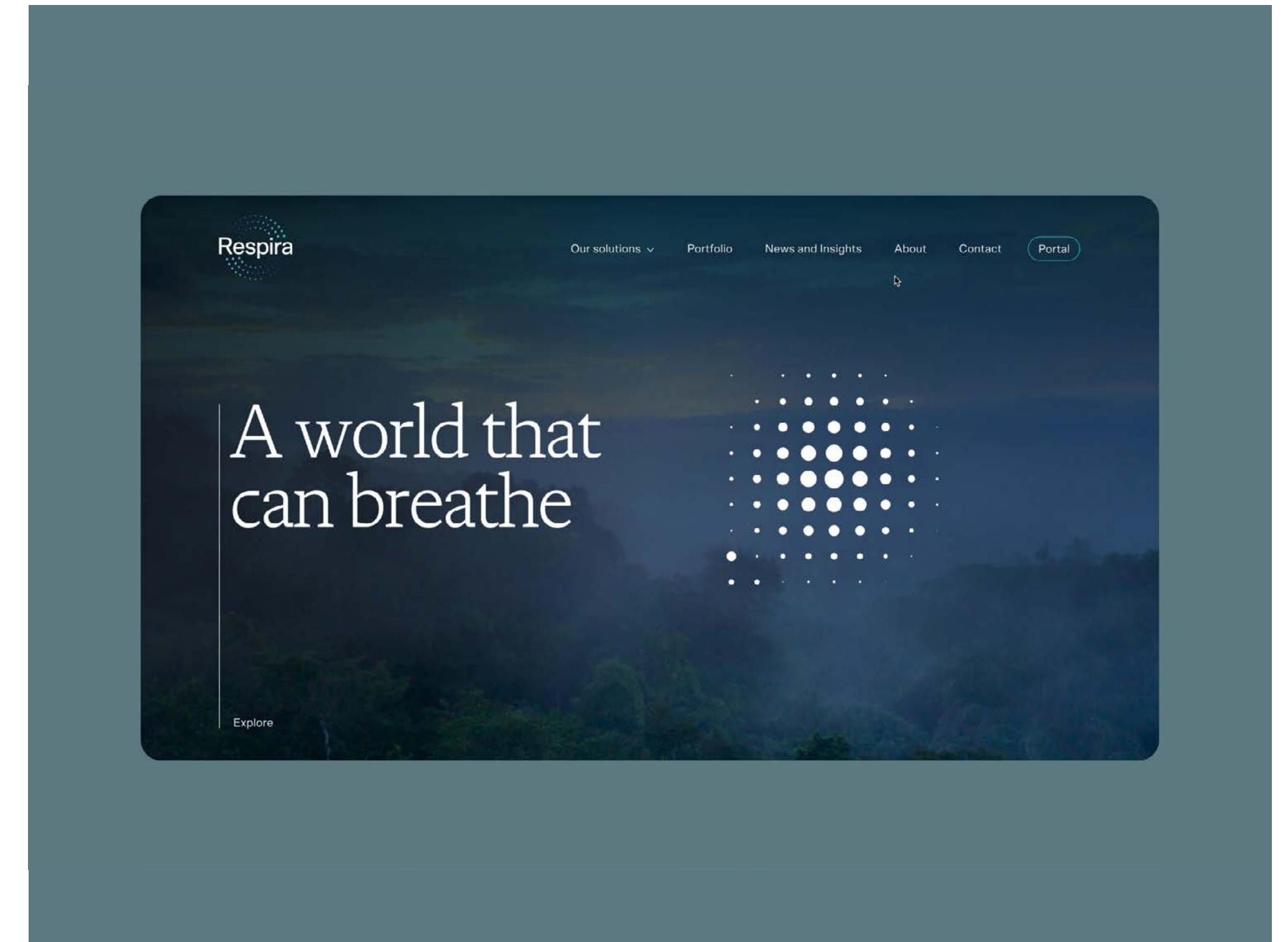
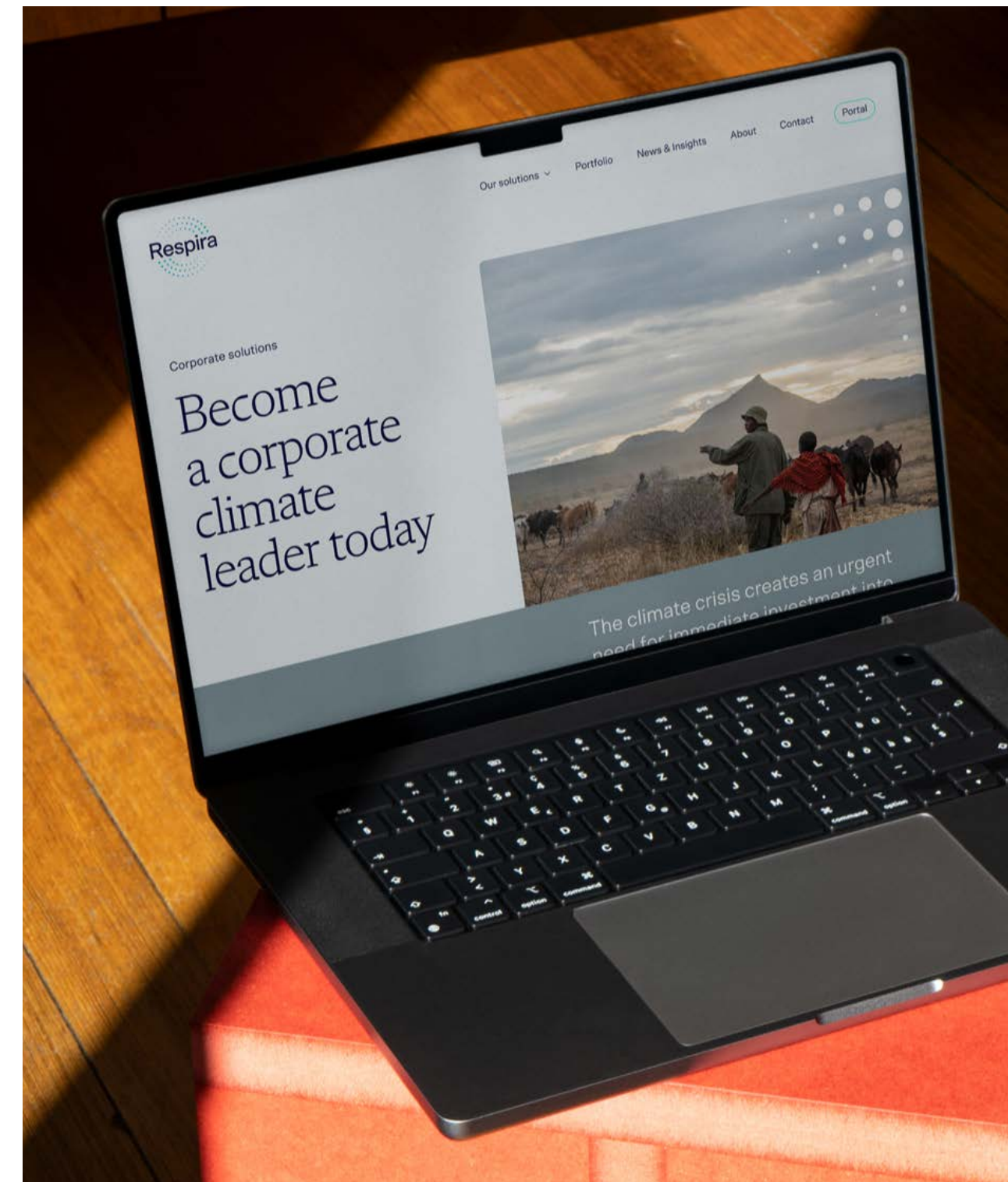
WEBSITE

BRAND IDENTITY

Transparency & accountability

In this industry, transparency is king. Your website is the perfect place to publish detailed reports, certifications and third party audits. This level of openness shows that you're committed to being accountable and can enhance trust. People want to know their investments are making a real difference and your website is where you can prove it.

CREDIBILITY IN CLIMATE ACTION



[06]

IETA

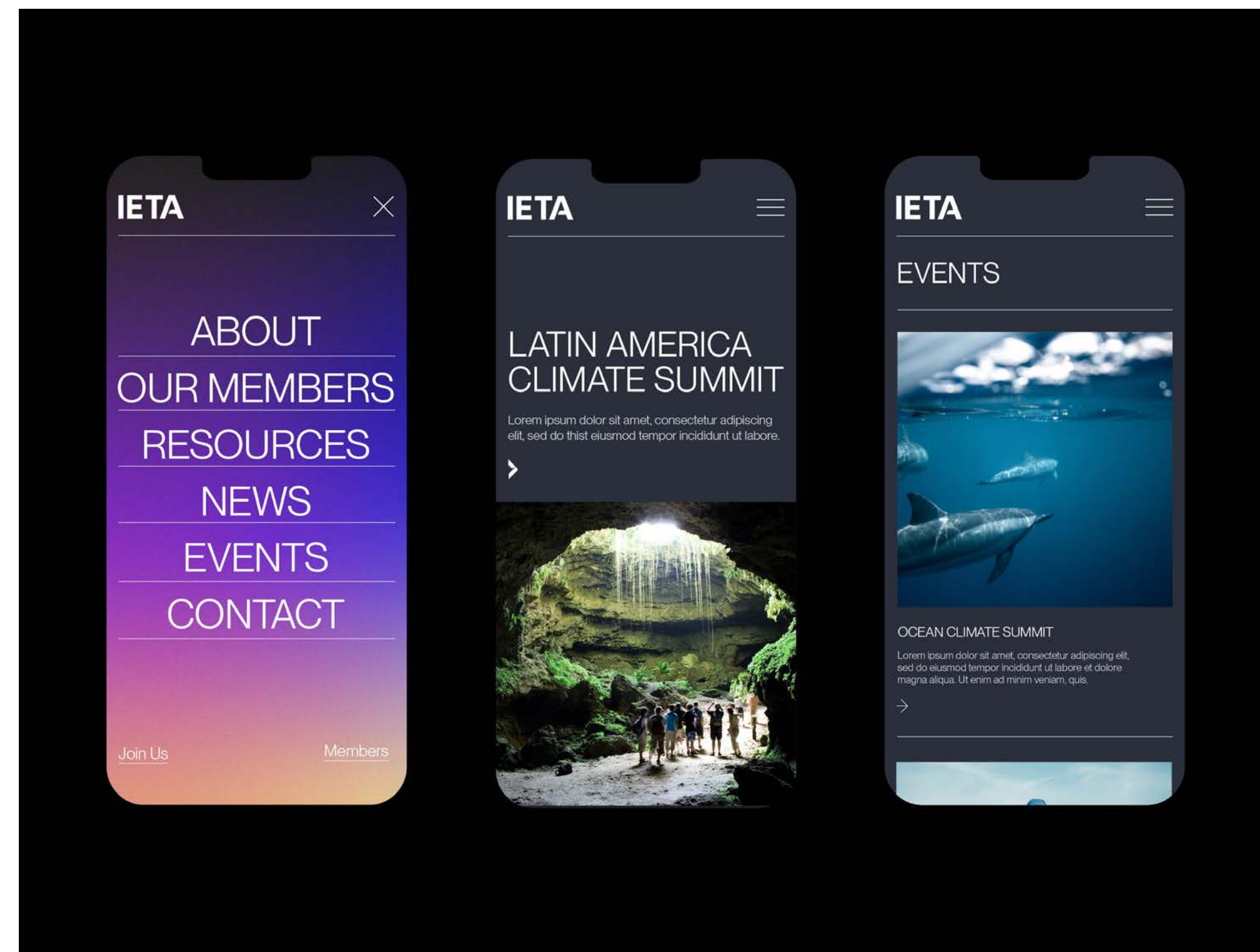
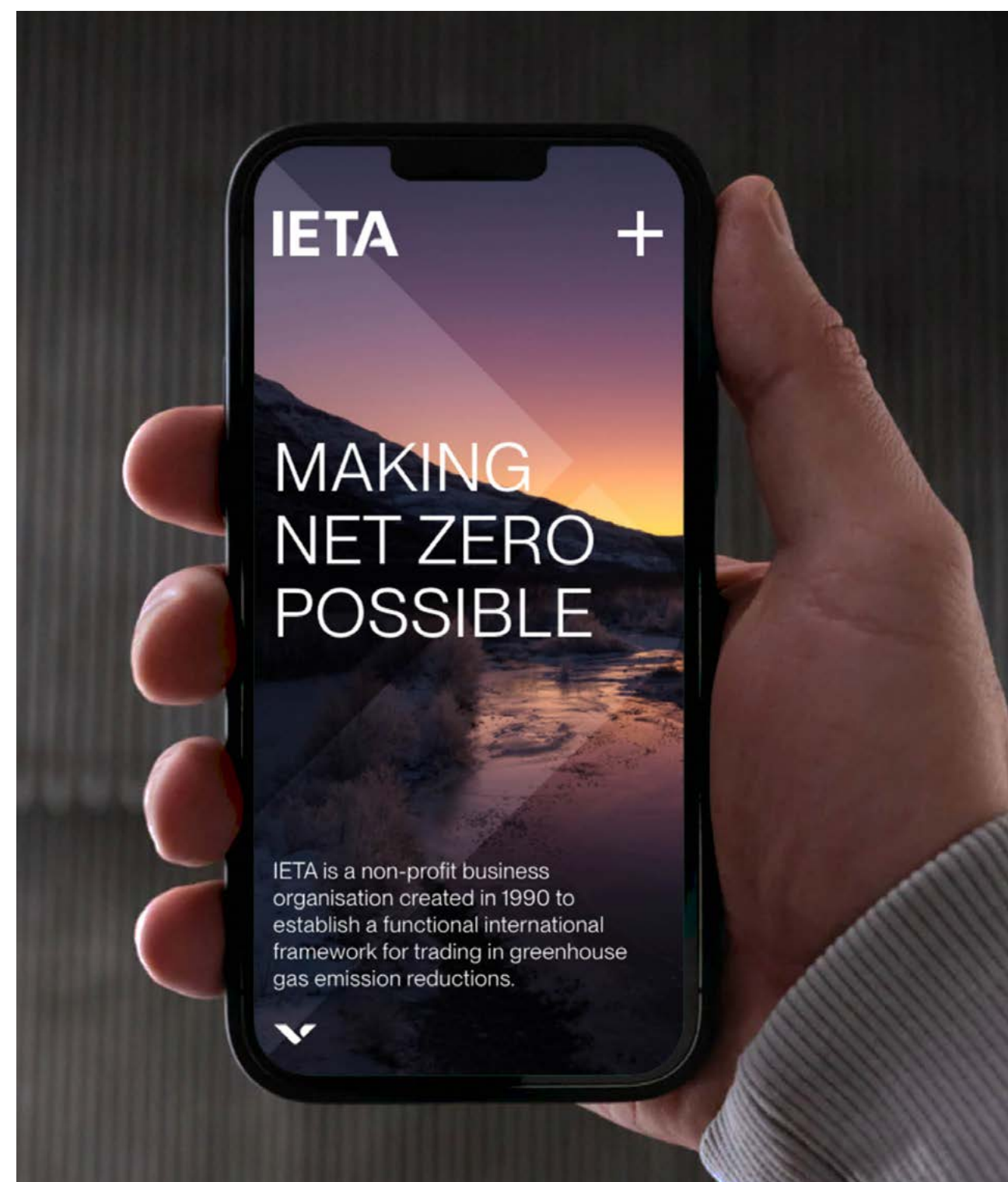
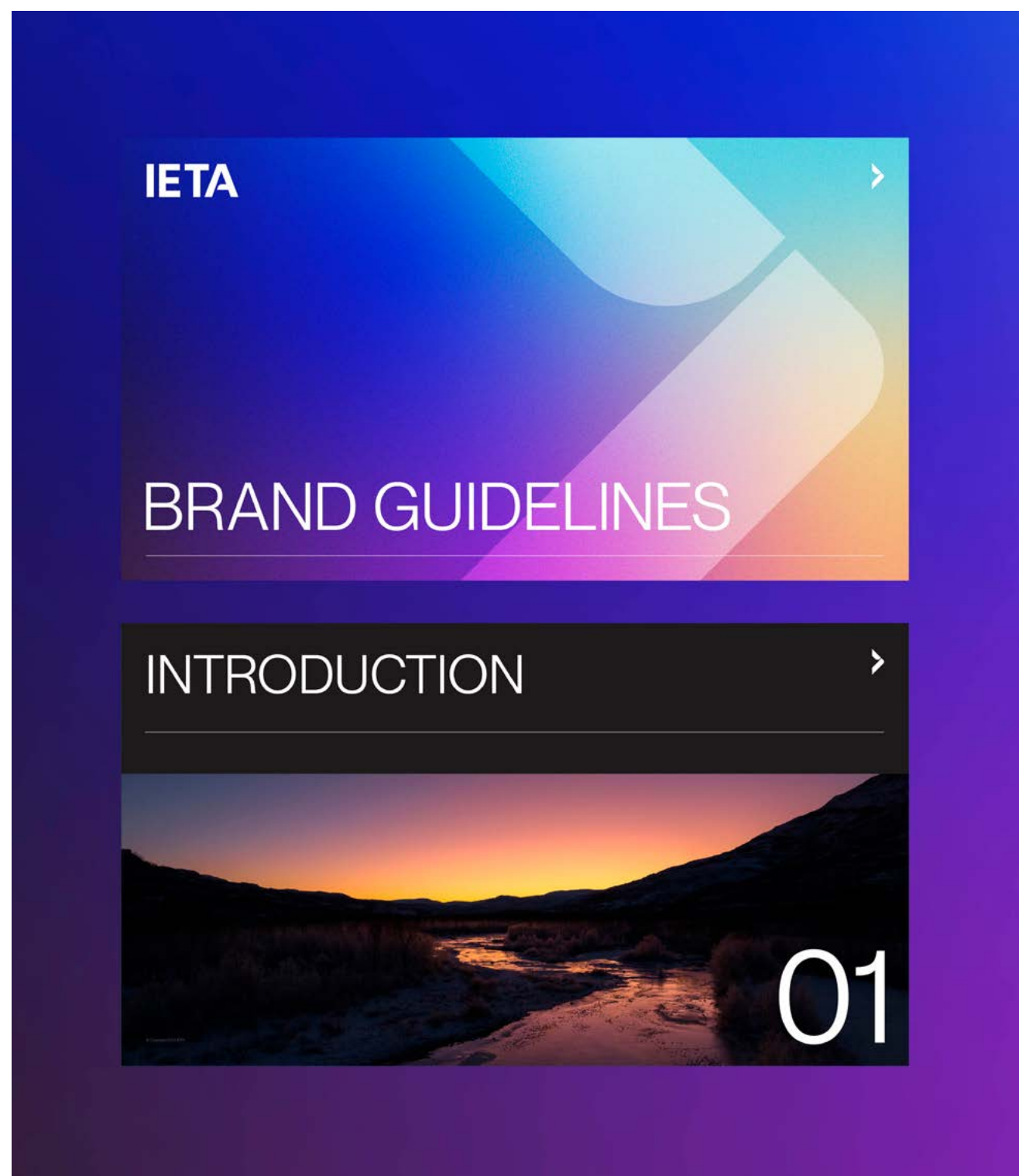
WEBSITE

BRAND IDENTITY

Raise awareness

A robust online presence is essential for your marketing and outreach efforts. With a strong website, you can reach a broader audience through SEO strategies, social media integration and engaging content. This drives traffic to your site and raises awareness about your mission and projects. The more people know about you, the more they can support you.

CREDIBILITY IN CLIMATE ACTION



[07]

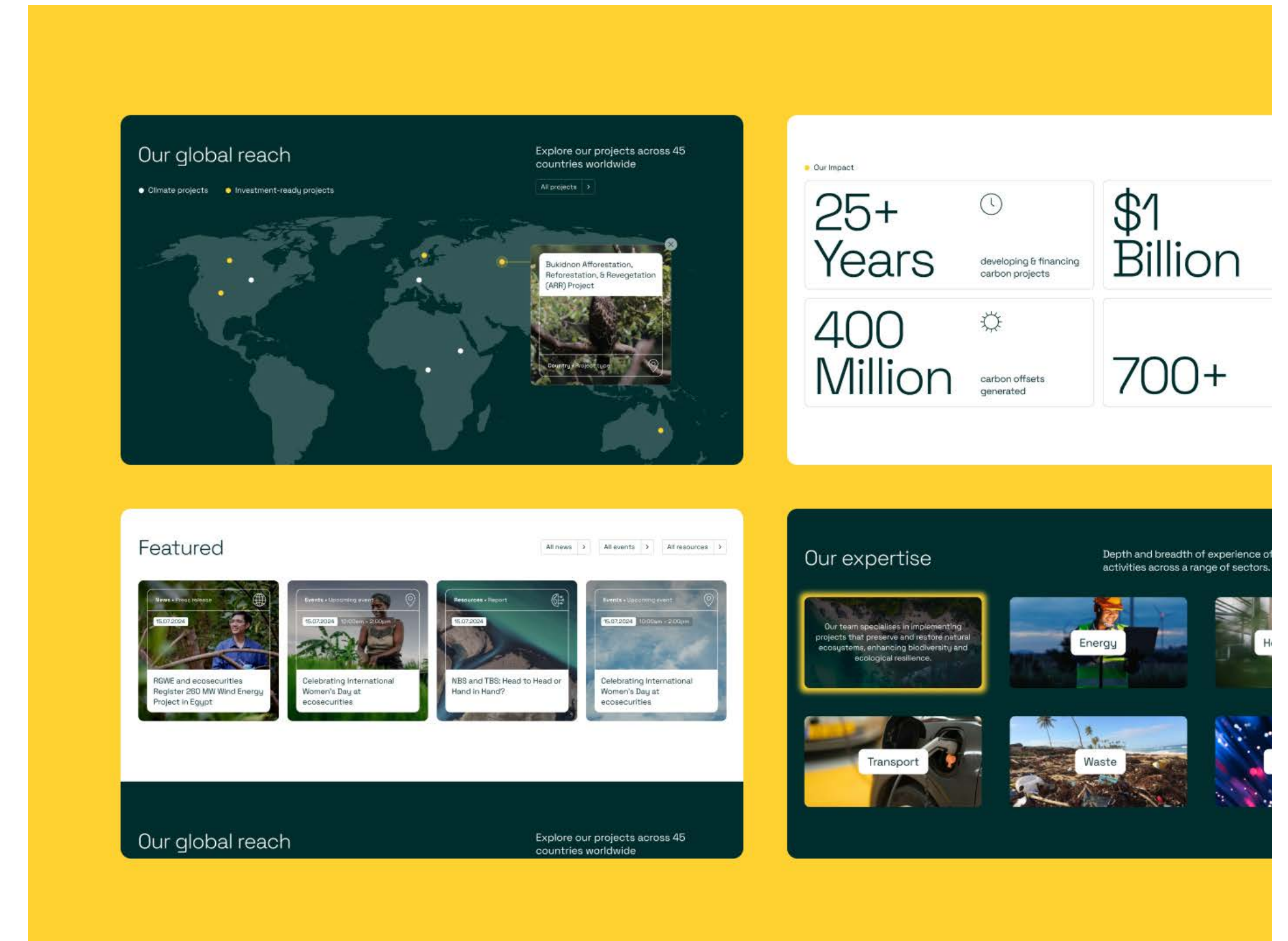
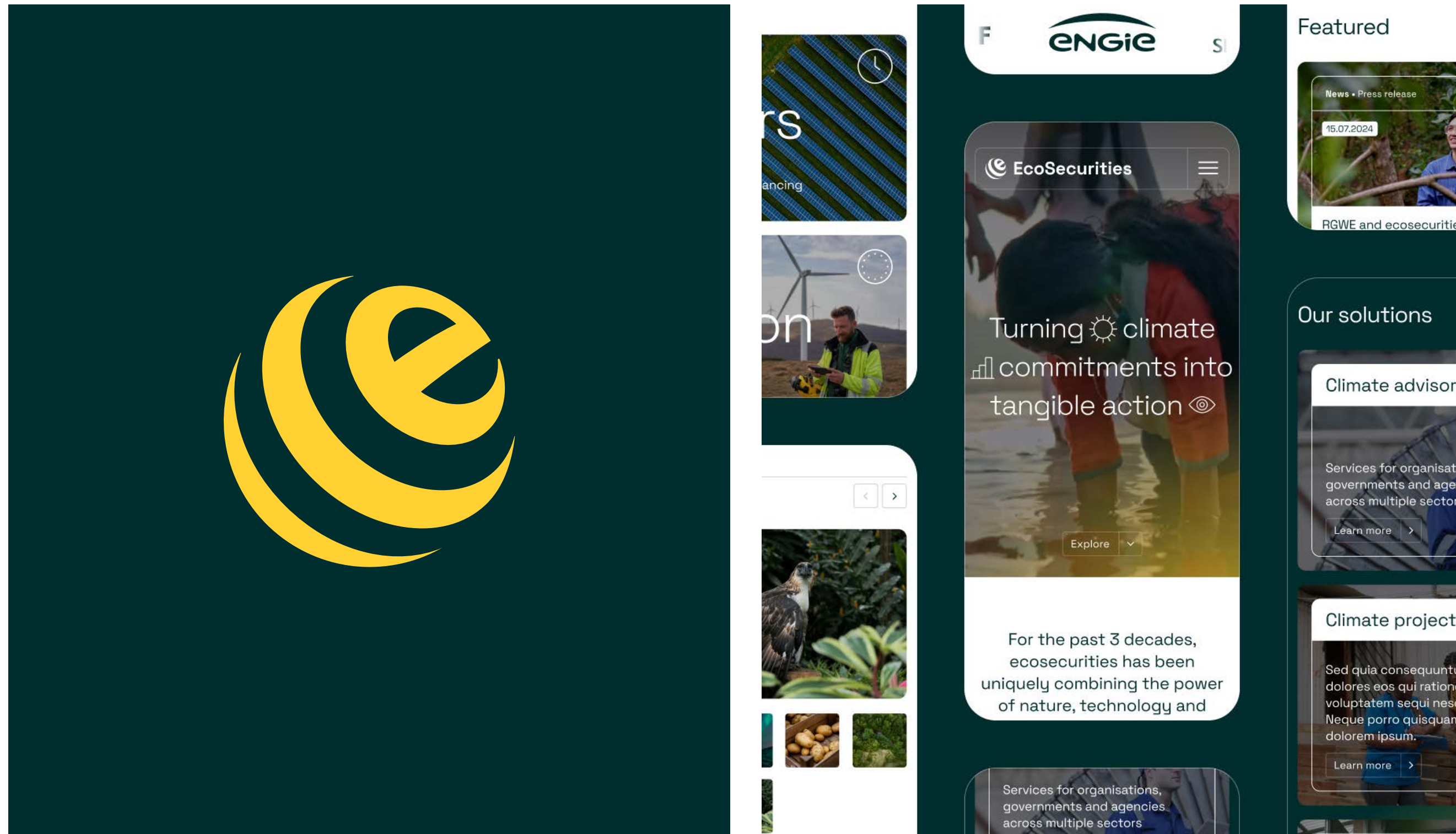
ECOSECURITIES

WEBSITE

Support your stakeholders

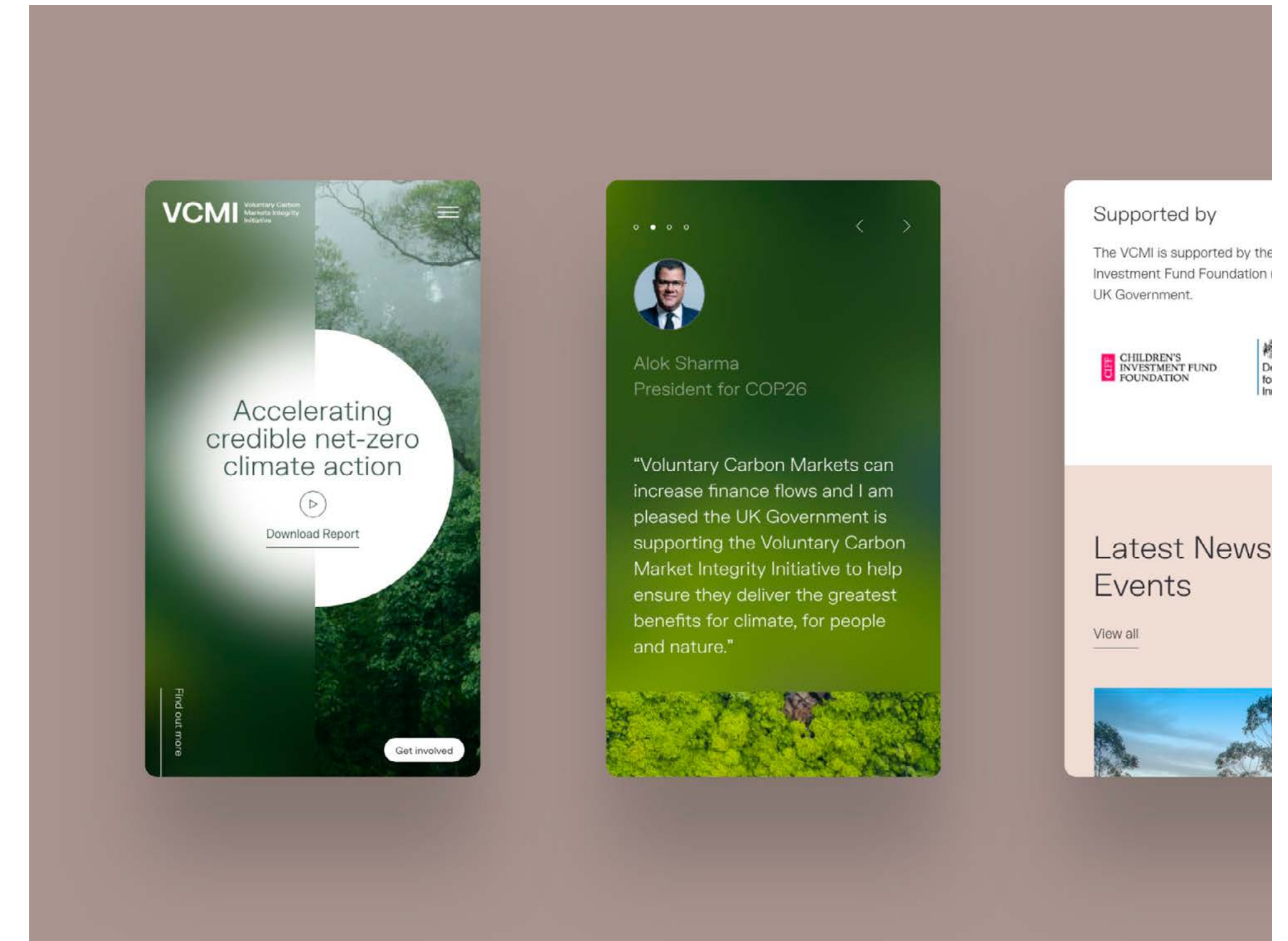
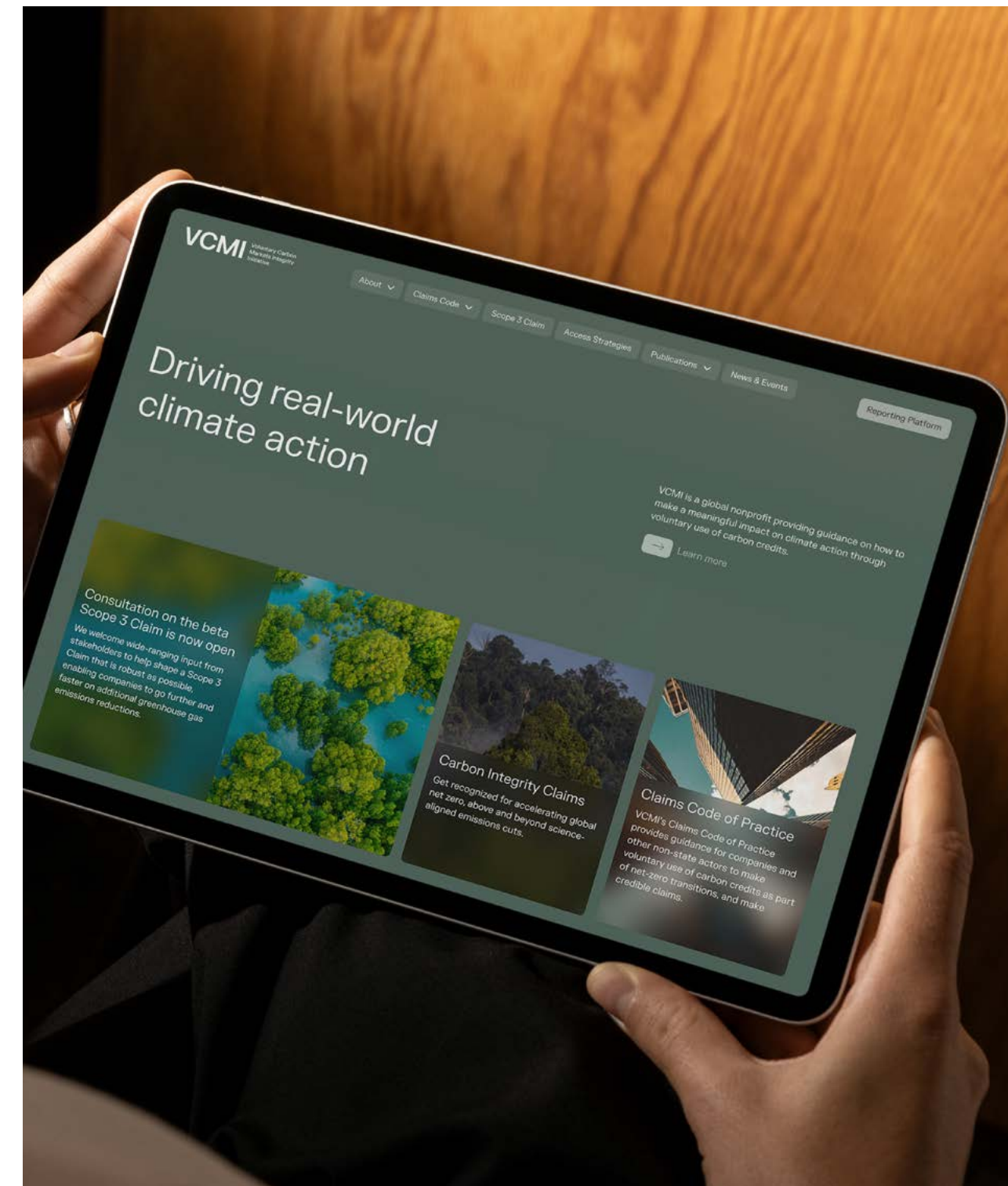
A user-friendly website isn't just about looks, it's about functionality too. Easy access to customer support, FAQs and contact information improves the overall experience for clients and partners. It's like having a helpful guide available 24/7 to assist with any questions or concerns.

CREDIBILITY IN CLIMATE ACTION



Manage your reputation

Your brand and website are critical for managing and protecting your reputation. They provide a platform for addressing any concerns, sharing positive news and showcasing your dedication to sustainability and ethical practices. It's one way you can build a positive narrative and maintain it.



[09]

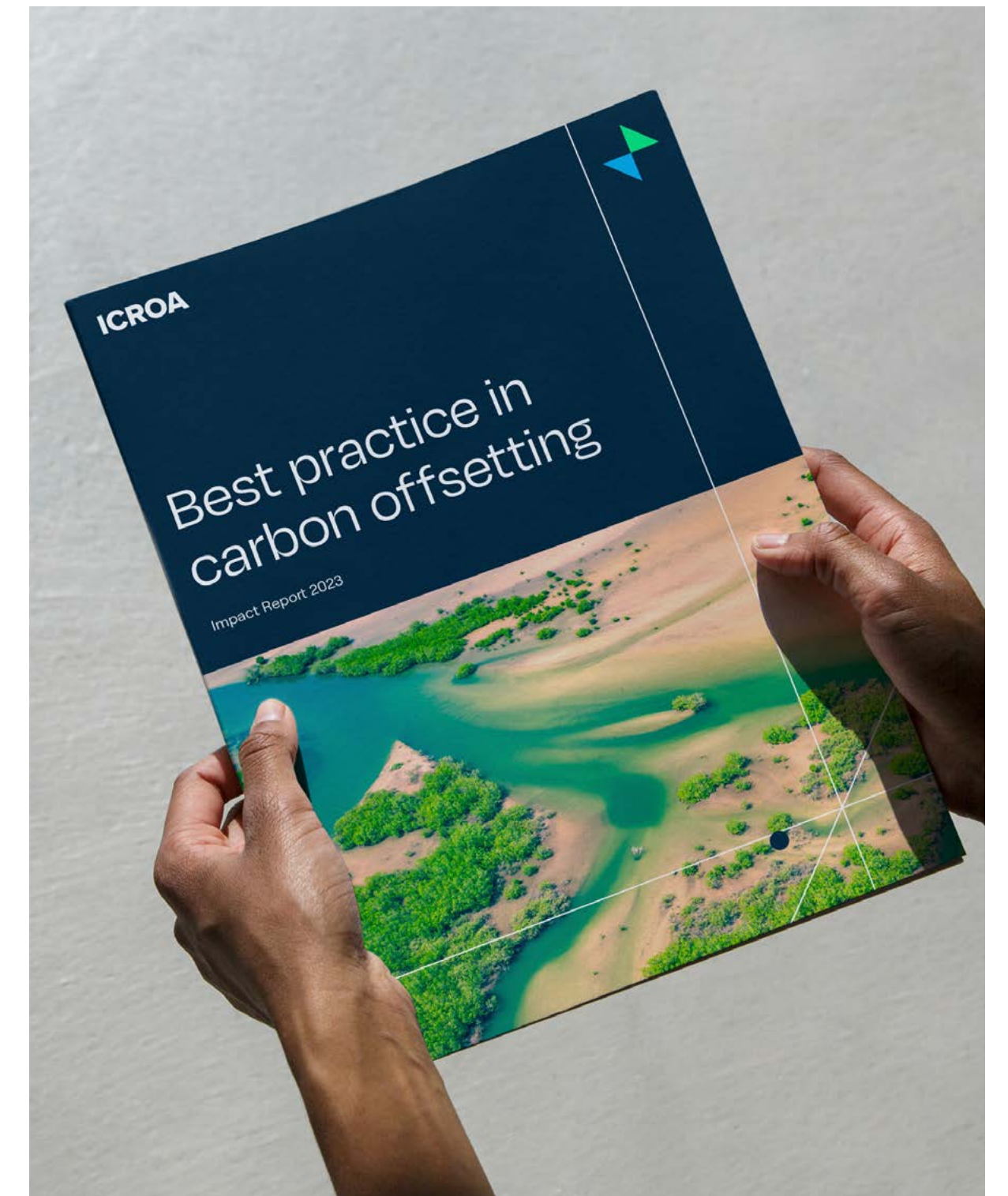
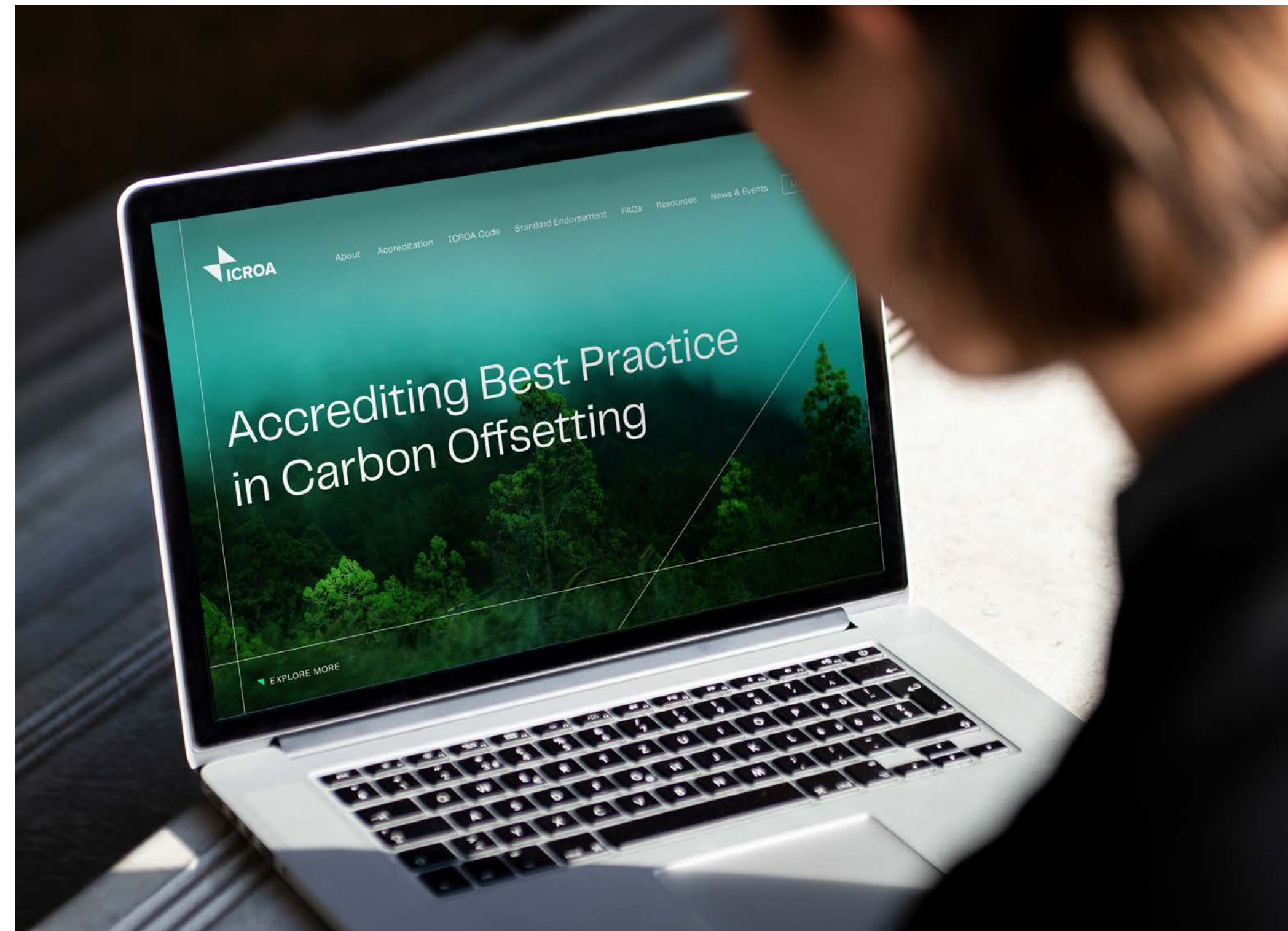
ICROA ↗

WEBSITE

BRAND IDENTITY

Reach a global audience

The internet breaks down geographical barriers, enabling you to reach a much larger audience. A professional website ensures that potential clients and partners can easily learn about and engage with your organisation – wherever they are in the world.



[10]

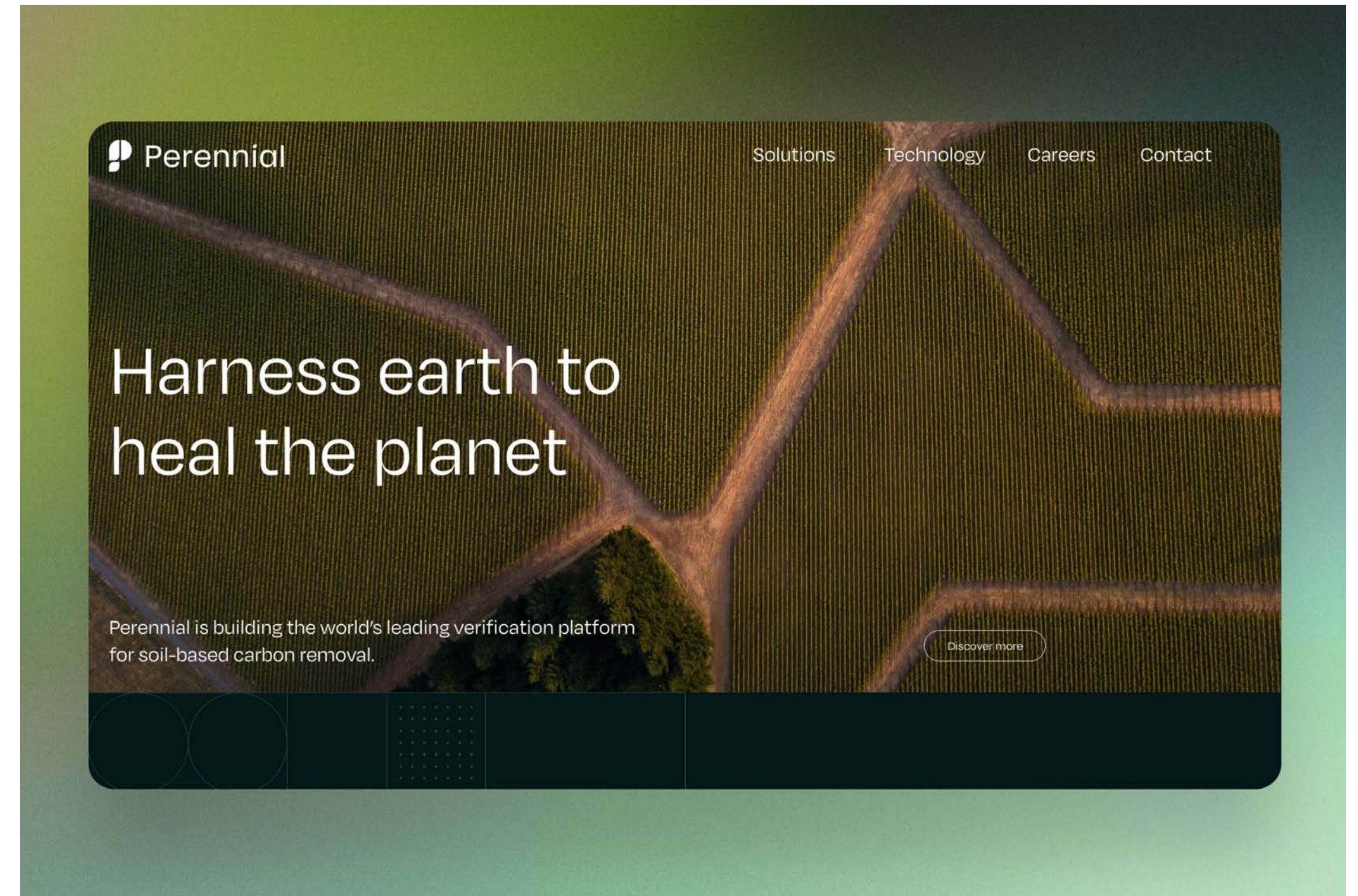
PERENNIAL ↗

WEBSITE

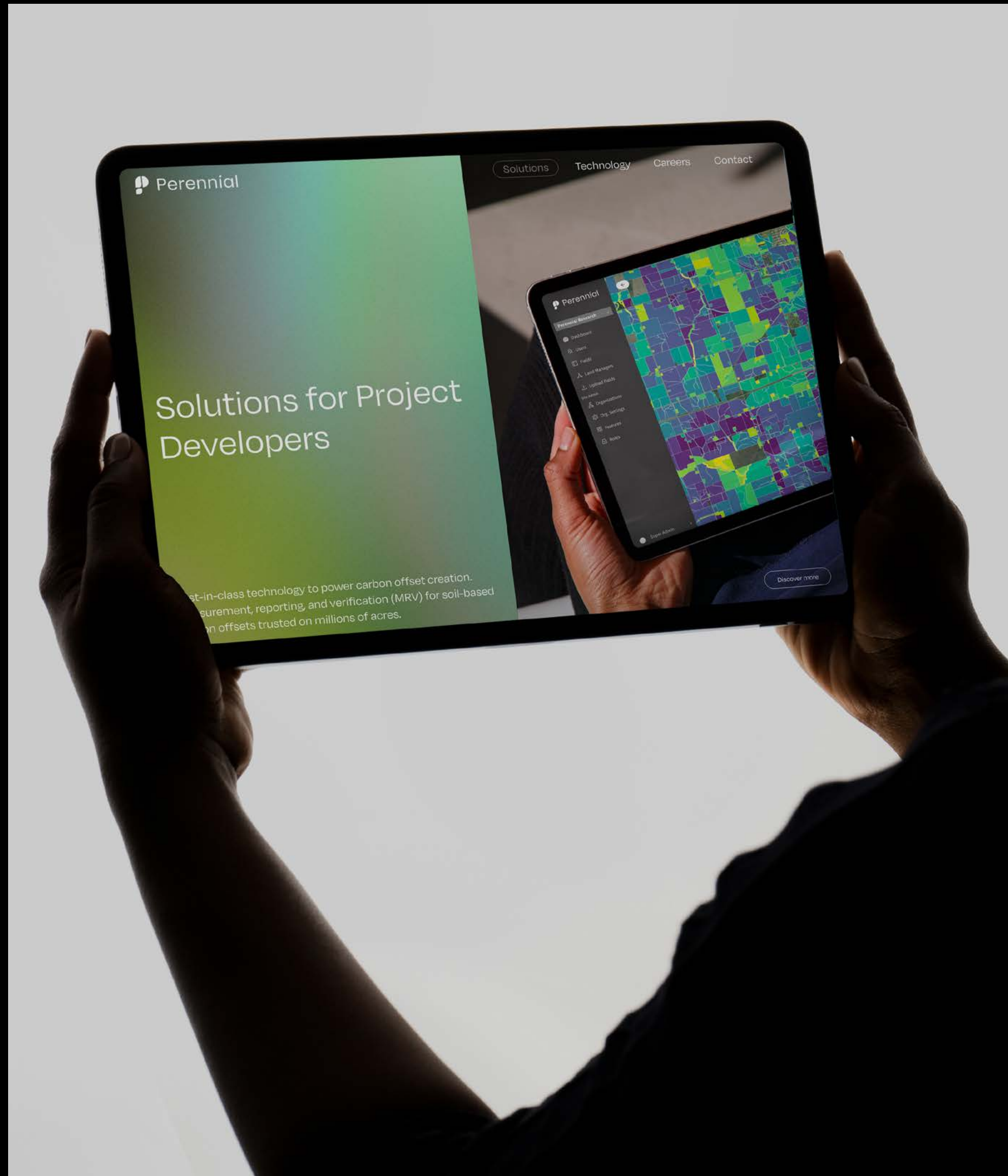
BRAND IDENTITY

Create efficiencies

An organised and informative website can streamline your operations. It can provide automated tools for purchasing carbon credits, tracking project progress and managing stakeholder communications. This not only makes your life easier but also enhances the experience for everyone involved.



5 reasons to partner with Jory&Co



[01] Expertise in a niche market

Navigating the VCM requires specialist knowledge and a deep understanding of the intricacies involved. Our team at Jory&Co has honed this expertise through years of working closely with clients in this field. We understand the unique challenges and opportunities that come with creating a brand in the carbon market space and we leverage this experience to deliver real impact.

[02] Tailored solutions

Every brand we create is unique, just like the projects and goals of our clients. We offer tailored solutions that align with your specific needs and objectives (we do a deep dive into these at the beginning of our projects). This ensures that your brand not only stands out visually but also effectively communicates your mission and values.

[03] Proven track record

With a proven track record of creating and refreshing successful brands in the VCM sector, such as Cavex, Climate Action Data Trust, ICROA, IETA, Perennial, Respira and VCMI, Jory&Co has built a reputation for excellence. Our clients trust us to deliver high-quality, impactful branding and web solutions that drive engagement and support their sustainability goals.

[04] Comprehensive services

From brand strategy and design to website development and content creation, we offer a range of services that cover all aspects of your branding and digital presence. Our goal is to create cohesive and compelling brand experiences that leave a lasting impression. Partnering with Jory&Co means leveraging our experience and expertise to build a brand that stands out and drives meaningful engagement and impact in the fight against climate change.

[05] 24/7 global business model

With team members in New Zealand, Australia, the UK, Spain, Ireland, and South Africa, we have a range of experiences and perspectives. We can attract the best designers, project managers, digital specialists and other experts from around the world – all with a shared passion for making a difference. We can also play to the time zones to keep your project moving forward (a huge benefit when you're on a tight deadline!).

[Q] Are you ready to take your brand and website to the next level?

[A] Book a free 30-minute consultation with our VCM branding experts at Jory&Co

We'll review your current brand and website and offer insights and recommendations to help you stand out. Email hello@joryand.co to schedule your consultation. Let's work together to make your brand as impactful as the change you want to make.

What our clients think

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Working with Jory&Co has been an absolute pleasure. Their flexible and collaborative approach, combined with their creative and innovation-focused mindset contributed to the successful launch of our project. The team was very quick not only to respond but also to react in all circumstances. I would recommend Jory&Co to every organisation that values stunning, practical and user-friendly design as part of their broader marketing strategy."

Lukasz Biernacki
Marketing & Communications Lead,
Climate Action Data Trust

//

Jory&Co are wonderful to work with. Thanks to their strategic insight, creativity and technical competency, they did a fantastic job producing the brand, website and publications for the Voluntary Carbon Markets Integrity Initiative. Jory&Co are very organised and know how to keep a team of partners on track. Responses from them were quick and thorough, which gave us a great deal of confidence in their ability to deliver our products on time."

Melissa Pinfield
Senior Advisor,
Voluntary Carbon Markets
Integrity Initiative

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It was an absolute pleasure to work with Jory&Co on our SEED website. They were fast, friendly and responsive, and we're extremely happy with the end result. Their aesthetic eye is second to none, and we would definitely recommend them to anyone in need of a beautiful website or design!"

Ian Brettell
Policy Director,
SEED Index

//

The team has been brilliant to work with on our new website and other projects! Everyone was highly professional, from the designers and developers to UX specialists and the client team, with excellent communication throughout the process. They exceeded our expectations in every way, delivering a final product that really stands out."

Ben Lynch
Senior Marketing Manager,
EcoSecurities

Creativity with conscience

We are an award-winning global design studio here for brilliant creative that brings change. Focused on social and environmental impact brands since day one, we help visionary clients make a difference.

Always on, because change won't wait. With one team across the UK, Ireland, Spain, New Zealand, Australia and South Africa, we're ready to help, 24 hours a day.

WWW.JORYAND.CO

HELLO@JORYAND.CO

Jory & Co.