



Attracting Investors through the Issuance of Green Bonds & Green Loans

Responsible Investing
Is a Growing Trend in
Capital Markets

Organizations seeking financing through the issuance of debt in capital markets or from financial institutions may wish to consider the investor appeal of green bonds and green loans. Green bonds are a growing segment of capital markets. Many green bond issuances are oversubscribed and attract more investors than “plain vanilla” bonds from the same issuer.

Help from Futurepast
and NSF

Futurepast works with NSF to provide consulting and verification services that enable biomaterials companies to designate their bonds or loans as “green” while minimizing the risk of accusations of “greenwashing.” NSF is an approved verification body for the **Climate Bond Standard**, whose certification label assures investors that financed assets and activities will make a positive impact to the future low-carbon economy.



Futurepast: Inc.
2111 Wilson Boulevard
Suite 700
Arlington, VA 22201 USA

1 888 358-9047
(US & Canada)

1 703 358-9127
(Local & Intl)

contactus@futurepast.com

www.futurepast.com

Issuers of debt obligations may chose other options, such as declaring adherence to the **Green Bond Principles** or to the **Green Loan Principles**. In either case, Futurepast can advise issuers or borrowers on establishing the necessary procedures to ensure that environmental claims associated with debt issuance conform to criteria.

Issuing green debt does not ensure a lower cost of capital, though some studies suggest that issuers of green debt may save a few basis points of interest compared to plain vanilla debt instruments of the same credit quality. But there are other incentives.





Attracting Investors through the Issuance of Green Bonds & Green Loans

Benefits of Green Bond Issuance

Issuers of green bonds have repeatedly reported that labeled bonds draw a larger and more diverse set of investors than plain vanilla bonds. They also report reputational benefits from issuing green bonds.

Verification or External Review

The Climate Bond Standard requires verification of information about the climate attributes of the bond. This is accomplished by approved verification bodies such as NSF. The Green Bond Principles and the Green Loan Principles recommend an "external review" which may also be performed by a verification body.

Spokane Office:

Futurepast: Inc.
8620 N. Cedar Road
Spokane, WA 99208 USA

1 888 358-9047
(US & Canada)

1 703 358-9127
(International)

contactus@futurepast.com

www.futurepast.com

Futurepast's John Shideler is well placed to provide consulting or verification services. He worked with NSF to establish its green bond verification practice. He also convenes an international working group that is developing an ISO standard for green bonds and green loans. This standard is scheduled for publication in 2020.

For information about Futurepast's services, please call 888-358-9047 (toll-free in the US and Canada) and speak with a Futurepast consultant today.