

Lessons Learned – verified carbon removal since 2019

puro •
earth

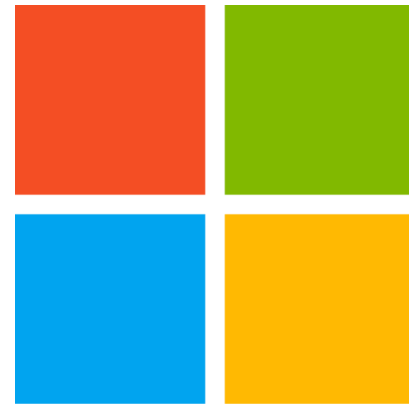


11.5.2021 / Marianne Tikkanen, Co-founder, Puro Earth



Our mission is to mobilize carbon removal at industrial scale.
 We are a technology-neutral marketplace for negative emissions.
 We identify projects, verify them and issue CORCs (certificates) for trading.

Puro.earth reference customers



Microsoft



Puro.earth carbon removal methods

Standard rules across technologies



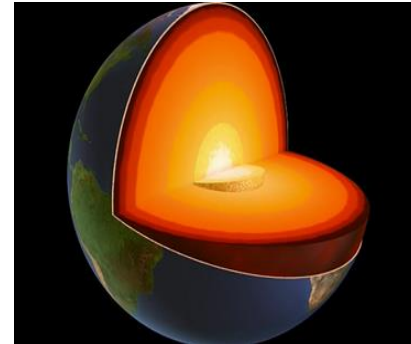
Wooden building
elements



Biochar



Carbonated building
elements



Geologically
removed carbon

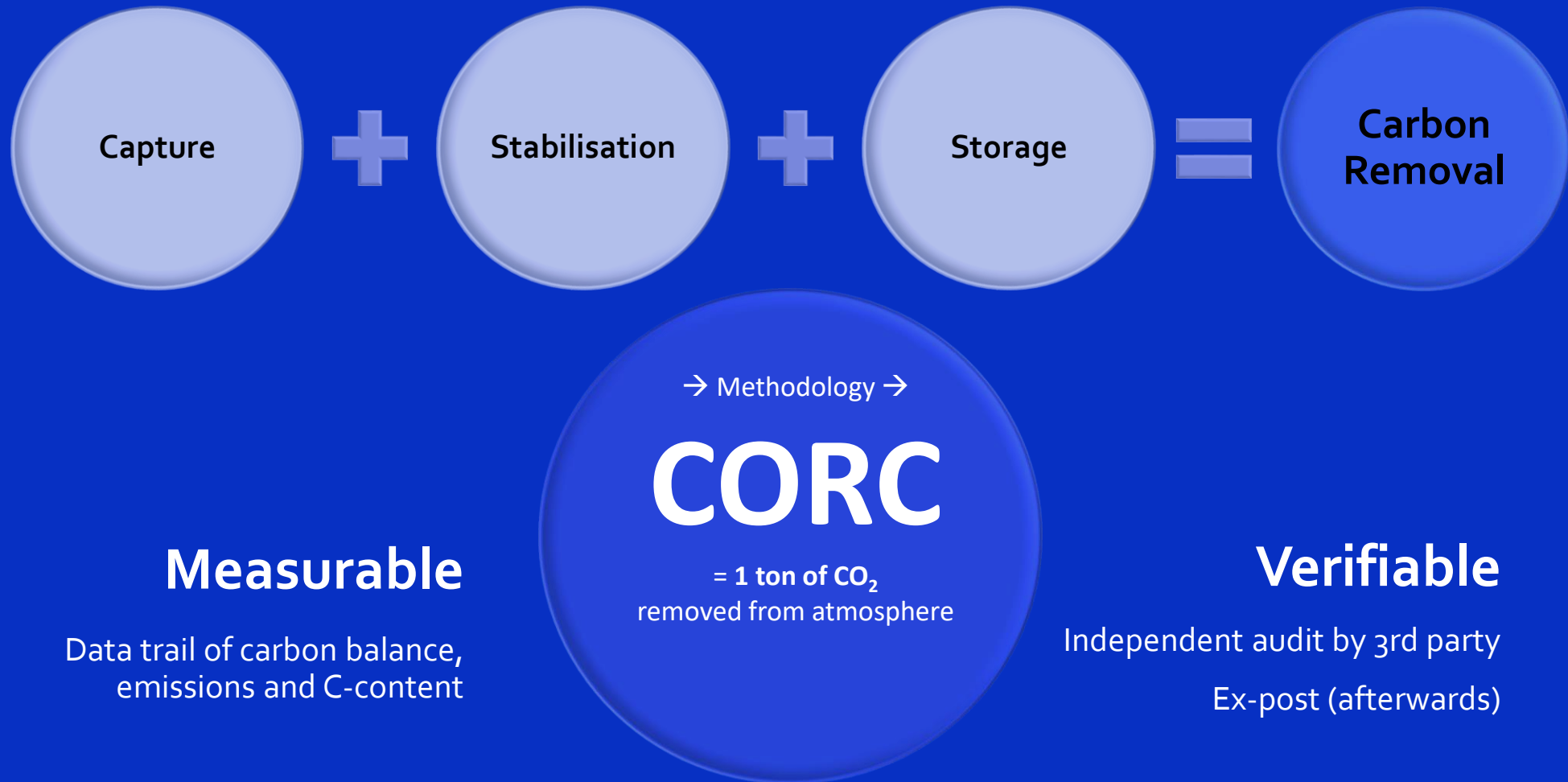


CO₂ stabilised in materials

CO₂ in wells

CO₂ in ocean, soils, ...

Carbon removal steps and verification



Verified by

Puro.earth carbon removals are independently verified by:

bio inspecta DNV-GL E-S EnergyLink Services

Verified by

Puro.earth carbon removals are independently verified by:



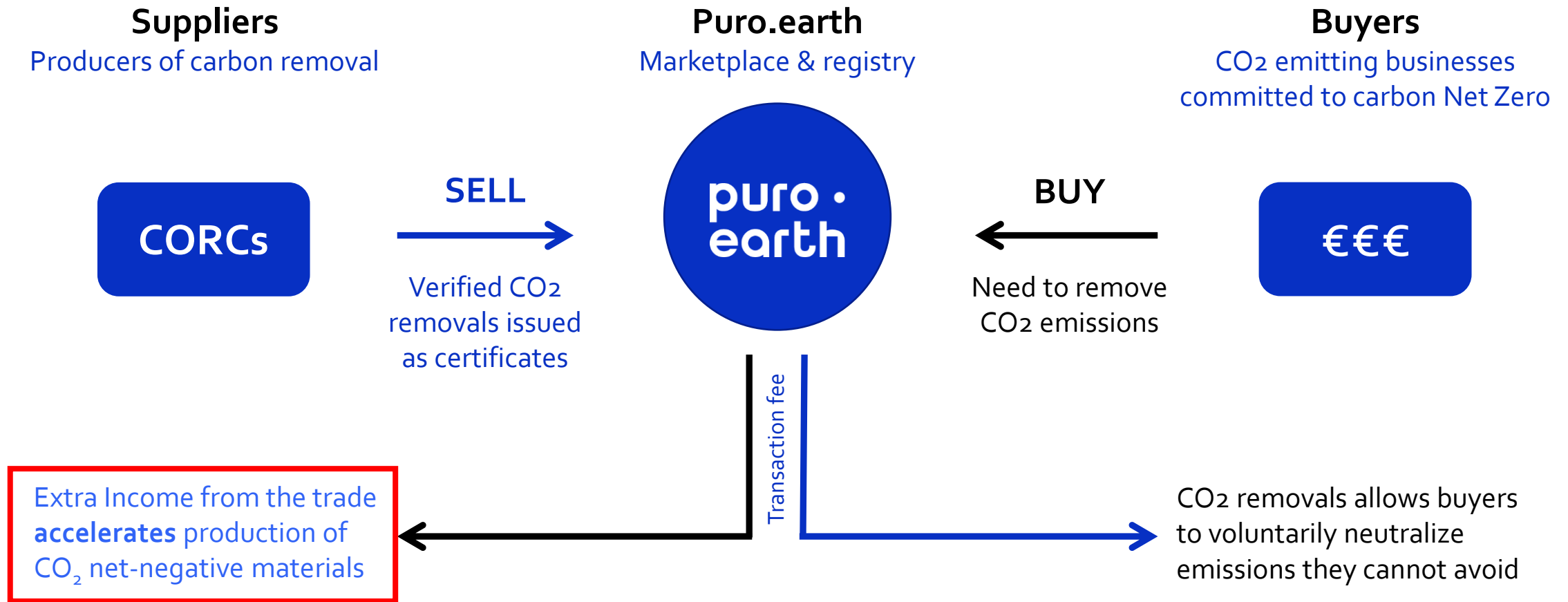
Verified by

Puro.earth carbon removals are independently verified by:



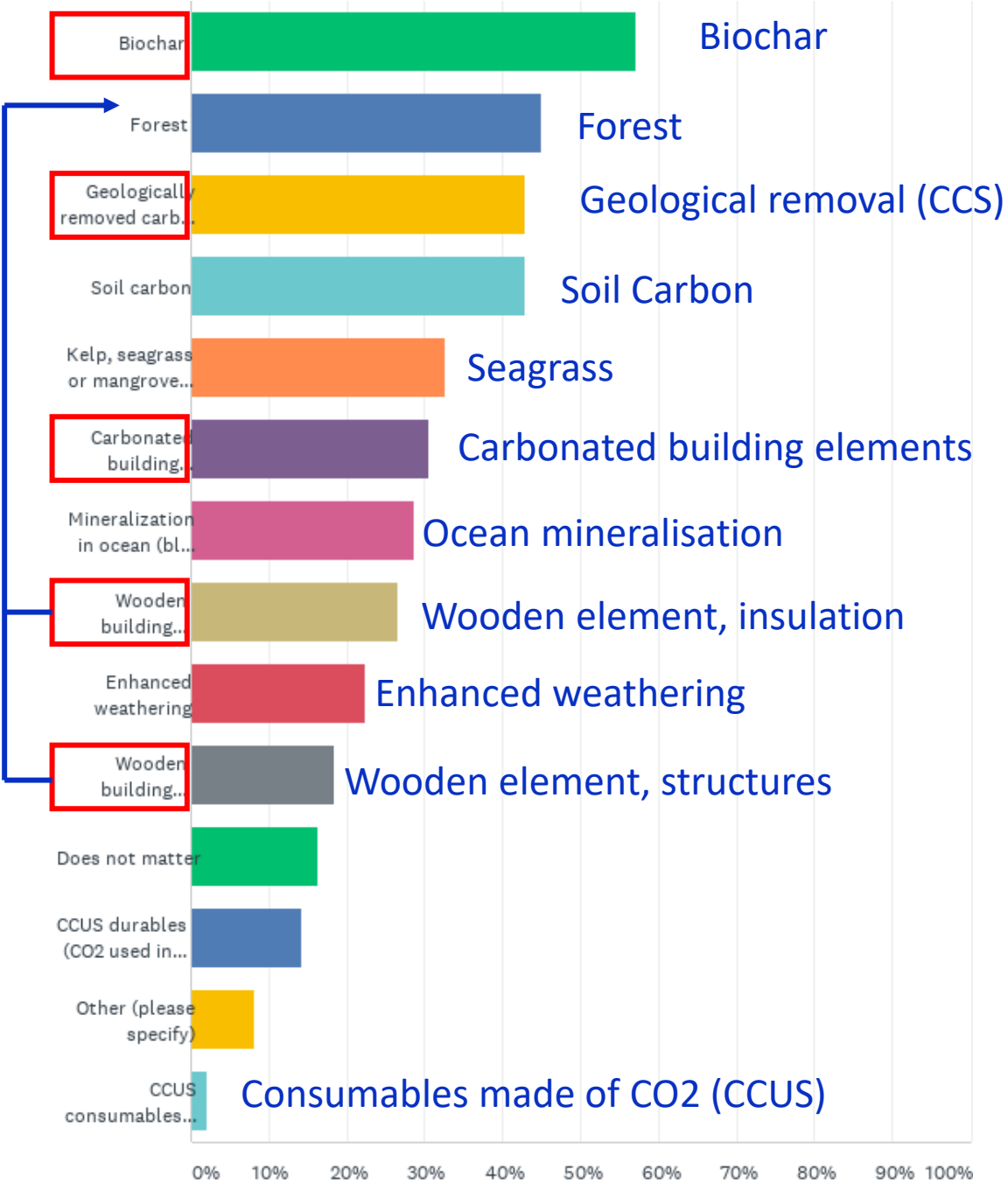


Trading between suppliers and buyers



Lessons learned

Customers have preferences – carbon removal is not a commodity

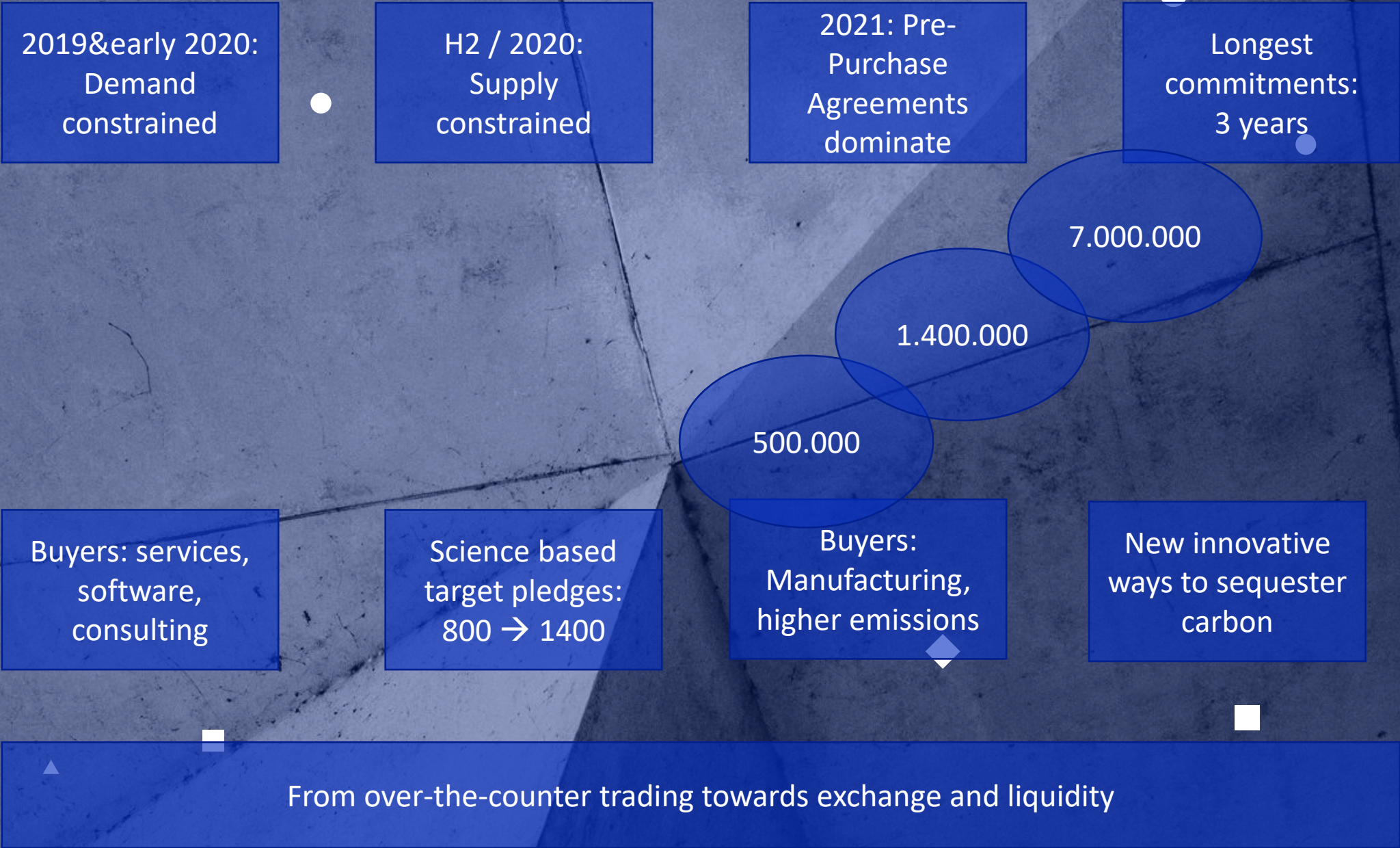


Source: Puro.earth survey (N=49)

Lessons learned from carbon removal trading since 2019

- Tangible concrete storage is easy to communicate
- Verification is cost-efficient when performed at first-point-of-no-return
- LCA (carbon balance) is not yet common place
- Net-negative products are not selected due to their climate benefits, but they have to match price and functionality of the emitting products
- Voluntary markets lead the way, when international regulation “thinks”
- Buyers pay high prices for quality, but expect lower prices at scale
- Nature-based removal tends to be less durable. Biology is harder to quantify than engineered processes.

• Our journey 2019-2021





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