


puro ·  
earth





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CO<sub>2</sub> weighing as  
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50,000-100,000 US  
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annually.

**Puro.earth**

**The world's leading platform for carbon removal**

Since 1850, we have added an excess of **2,500 gigatonnes (GT)** of CO<sub>2</sub> to the atmosphere. Half of these emissions were in the last 30 years, and we continue to emit 50 GT each year.

To limit global warming to well below 2°C, ideally 1.5°C, we would need to drastically decarbonize our economy, reducing annual emissions by as much as 80-90% by 2050.

Even with this reduction, **5-10 GT of CO<sub>2</sub>** would have to be **removed** each year to reach **Net Zero**. That is equivalent to removing an amount of CO<sub>2</sub> equal in weight to 50,000-100,000 US aircraft carriers each year.

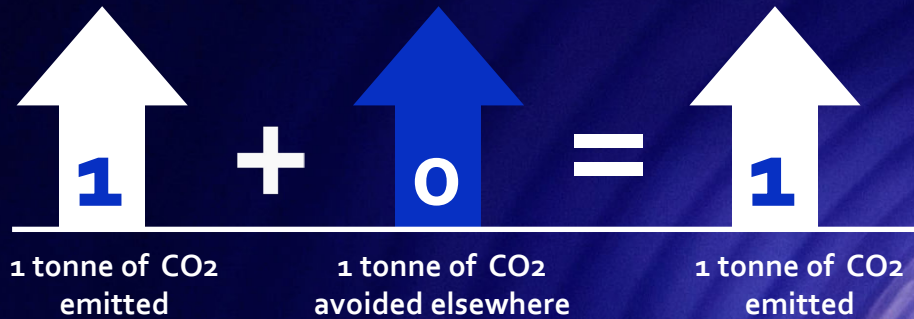
# What is Carbon Removal?

According to the International Panel on Climate Change (IPCC), **carbon removal is about more than removing CO<sub>2</sub> from the atmosphere. It's also about: "durably storing it in geological, terrestrial, or ocean reservoirs, or in products."** So, the **storage of CO<sub>2</sub> is often just as important than how it is captured.**

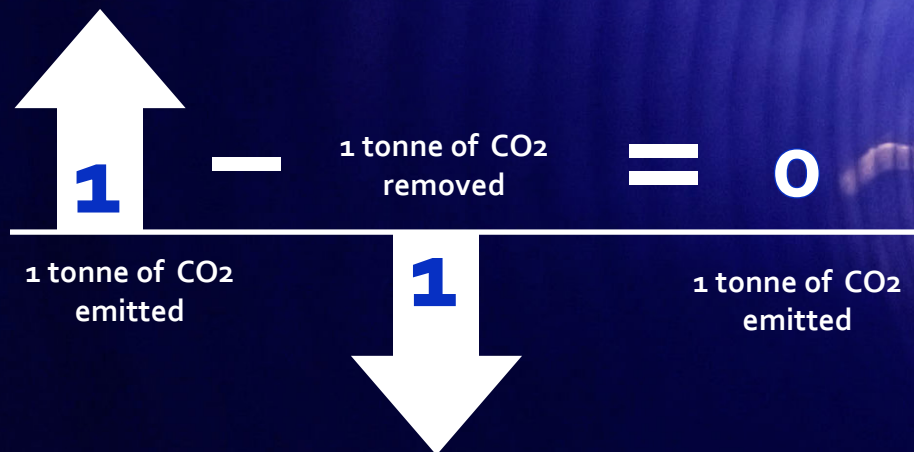
Trees are great at capturing CO<sub>2</sub>, but they can burn down, fall prey to disease, and **economic and or political priorities can change reversing the benefits of the carbon capture.** However, when **biomass is turned into a product like biochar, a solid form of carbon that can be used in agriculture, the CO<sub>2</sub> that was captured stays out the atmosphere.**

Through its **partnership with Nasdaq**, Puro.earth is working to build a robust, reliable **carbon removal market** that is big enough to serve demand, drawing on Nasdaq's experience of developing, maintaining and evolving other markets and industries.

## Avoidance credits



## Carbon Removal Credits



“Reaching net-zero emissions requires neutralizing a company’s residual GHG emissions with an equivalent amount of carbon removals.”

Science Based Targets initiative

## Net Zero Is Only Possible With Carbon Removal

Traditional carbon credits are based on avoidance or carbon reduction projects. The challenge is that when a company offsets its emission with these credits, the net amount of CO<sub>2</sub> in the atmosphere continues to increase. That is why reaching net Zero is only possible when you neutralize your residual emissions with carbon removal credits.

# A New Type of Carbon Credit

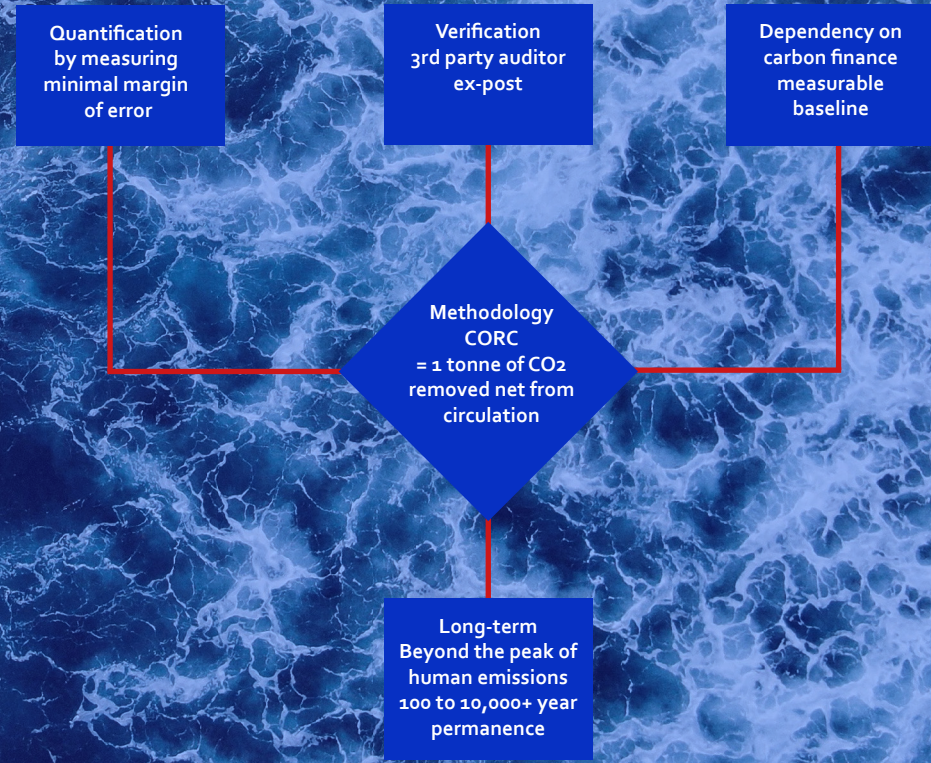
Puro.earth's CO<sub>2</sub> Removal Certificates (CORCs) are the first credits for **engineered carbon removal**.

CORCs are based on **net-negative products and process**, meaning they remove more CO<sub>2</sub> from the atmosphere than they produce.

First a supplier's emissions are **calculated** based on a **lifecycle analysis**. These emissions are deducted from the CO<sub>2</sub> removed by the company's products. Only the remaining net-negative emissions can be turned into CORCs with each CORC representing **one tonne of carbon removal**. The emissions reductions are independently verified by an accredited auditor and CORCs are issued in the **Puro Registry** where they are **publicly visible**.



# Requirements for CO<sub>2</sub> Removal Methods





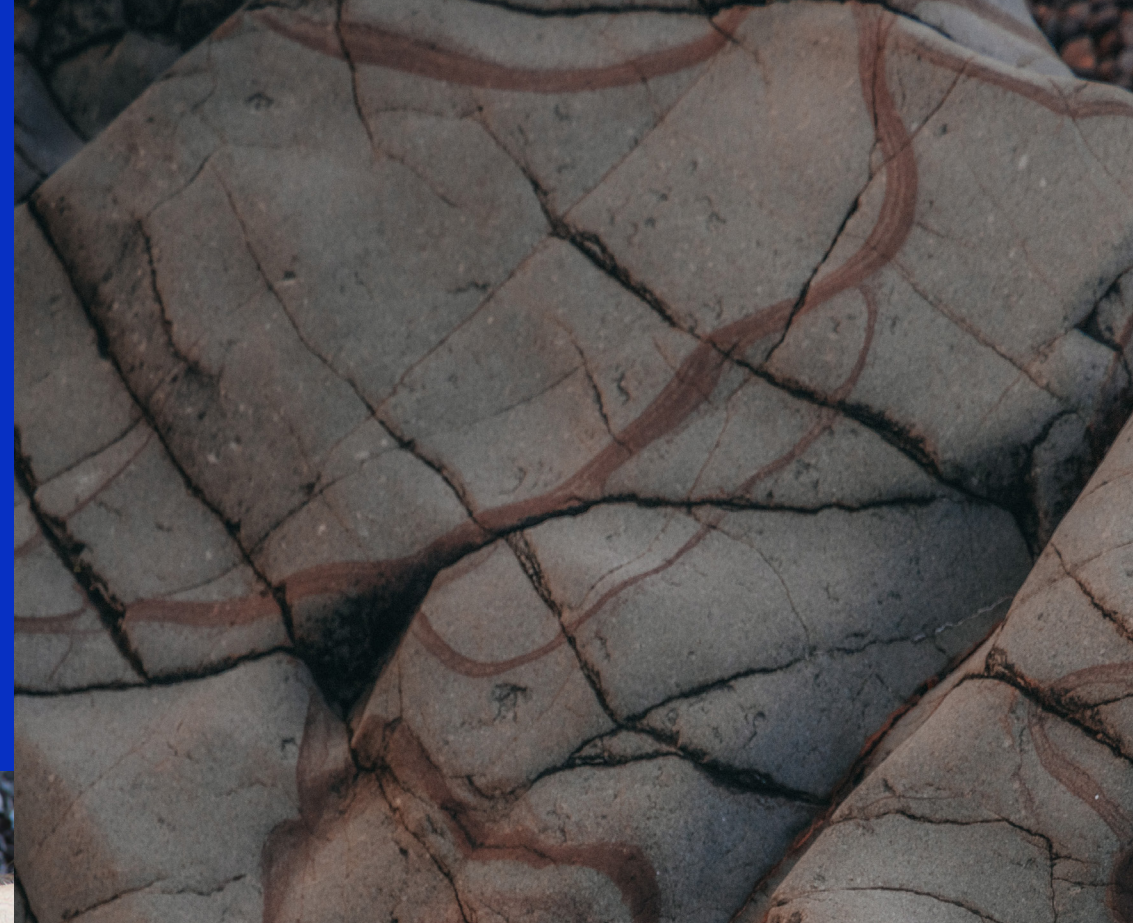
## Biochar

**Permanence**  
100+ years

**Listing prices**  
60 eur – 125 eur

A very stable, solid form of carbon that can endure in soil for hundreds of years, making it an ideal technology for scalable carbon removal.

It is produced from biomass through pyrolysis (heated in the absence of oxygen) and can be used for agricultural and industrial purposes, such as to enhance the quality of soils or remove pollutants from wastewater



## Geologically removed carbon

**Permanence**  
1000+ years

**Listing prices**  
Coming Soon

Carbon capture processes such as DACCS, BECCS and Bio-CCS combined with geological storage. CO<sub>2</sub> must be captured directly from the atmosphere or it has to be biogenic. All emissions from capturing, transporting and injecting the CO<sub>2</sub> are deducted from the gross deposited volume.



## Carbonated building elements

Permanence  
1000+ years

Listing prices  
Coming Soon

Manufactured concrete-like building elements from steel slag (waste material from steel industry) instead of traditional cement. CO<sub>2</sub> negative concrete that removes more CO<sub>2</sub> than its production emits.



## Enhanced Rock Weathering

Permanence  
1000+ years

Listing prices  
Coming Soon

Natural rock weathering is a geological process that removes around 1.1 Gt of CO from the atmosphere per year. As silicate rocks weather, they capture carbon from the atmosphere permanently, but it happens at extremely slow rates over tens of thousands of years. Enhanced rock weathering is a process that fast-tracks the natural process of carbon removal.

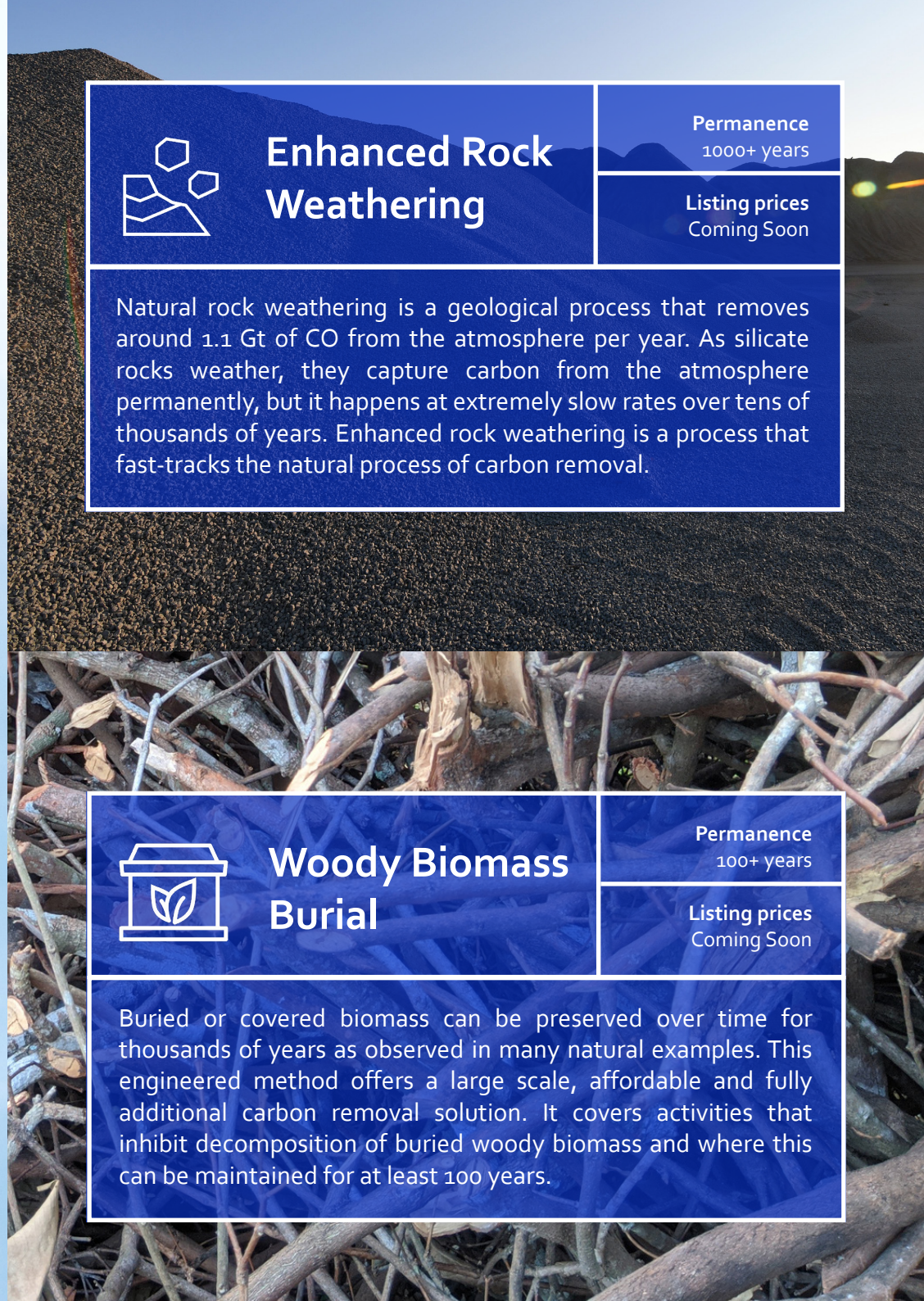


## Woody Biomass Burial

Permanence  
100+ years

Listing prices  
Coming Soon

Buried or covered biomass can be preserved over time for thousands of years as observed in many natural examples. This engineered method offers a large scale, affordable and fully additional carbon removal solution. It covers activities that inhibit decomposition of buried woody biomass and where this can be maintained for at least 100 years.



## Standard

The Puro Standard is the first carbon removal standard for engineered carbon removal methods in the voluntary carbon market. It consists of high-quality carbon removal methodologies, aligned with the IPCC definition for carbon removal, for products or processes that remove carbon from the atmosphere.

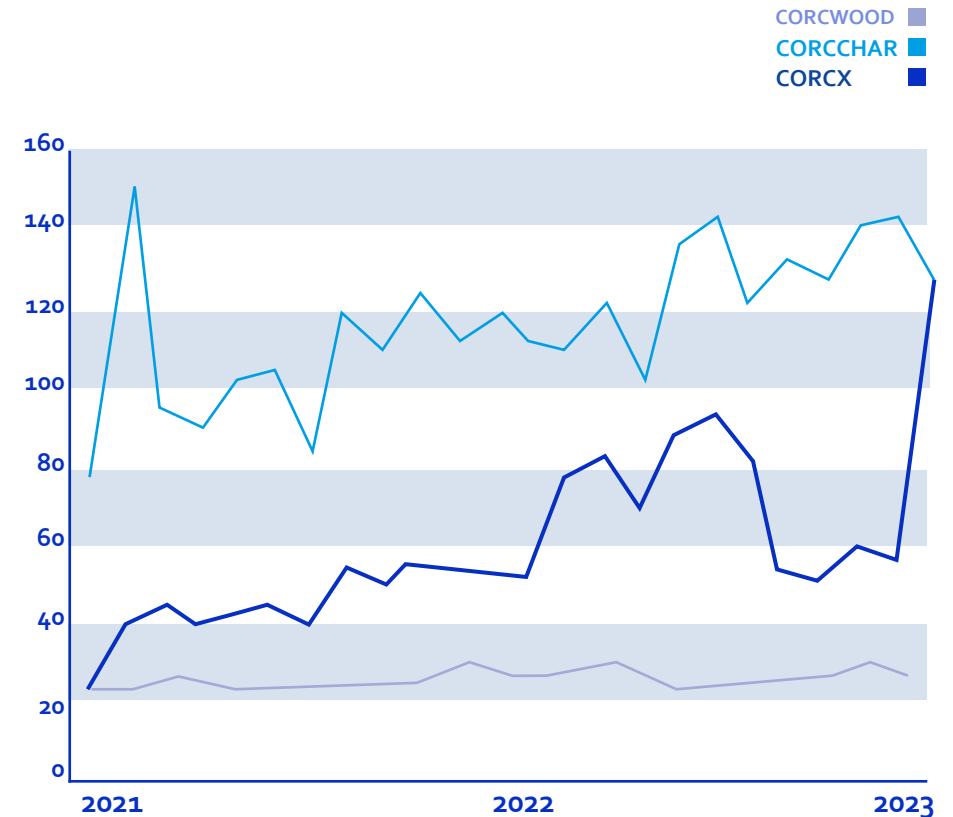
Puro Registry adds transparency to carbon markets by enabling beneficiaries of CORCs to make their retirements public thus enabling market stakeholders to verify if climate claims have been fulfilled with carbon removal.

After purchase, the credit needs to be retired in the standard's registry to support the buyer's climate claims, so that no other organization can claim that credit.

## Price Index

Puro.earth collaborated with Nasdaq to create a first-of-its-kind index family that tracks the price of sequestering carbon through engineered carbon removal. The CORC Carbon Removal Price Index family consists of a composite index that tracks the price of all CORC transactions as well as a separate index for biochar. More indexes will be added to the family as the number of CORC transactions based on other carbon removal methodologies increase.

## CO<sub>2</sub> Removal Certificate Weighted Index Family (CORCX)



# CARBON REMOVAL STARTS HERE

Partner up With Puro.earth and Get Involved

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