

Octavia Carbon and Cella commission Africa's first direct air capture (DAC) and storage pilot facility, partners with Puro.earth for carbon credit certification

- Operations to begin in October 2024 for the Global South's first DAC facility, powered by geothermal energy.
- The plant will capture and store over 1000 tons of CO₂ per year through storage partner Cella, making it one of the world's largest DAC and storage plants.
- The project is being developed under Puro.earth's ICROA-endorsed Standard for Geologically Stored Carbon, with carbon credits to be issued into the Puro Registry
- The facility will create over 100 highly skilled local jobs over the next year and will drive green industrialization in Kenya.

July 19th 2023, Nairobi, Helsinki: Octavia Carbon, the Global South's first direct air capture (DAC) company, has agreed with Cella Mineral Storage, a carbon mineralization company, to build a pilot DAC facility at Cella's storage plant. Operations for 'Project Hummingbird' are due to begin in October 2024, with plans to sell carbon credits certified by leading carbon removal platform Puro.earth.

The DAC and storage facility will be located in Naivasha along the Great Rift Valley. It will leverage Kenya's abundant geothermal renewable energy to capture CO₂ from the atmosphere and store around 1 kiloton, or 1000 tons, of CO₂ per year underground through CO₂ mineralization partner, Cella.

Cella accelerates the natural process of rock weathering by injecting CO₂ directly into volcanic rocks in the East African Rift, which has an estimated minimum storage potential of ~400 gigatons of CO₂.

The plant will apply strict monitoring, reporting and verification (MRV) criteria, working under leading carbon removal platform Puro.earth's ICROA-endorsed Standard for Geologically Stored Carbon. Octavia Carbon is expected to become the world's first DAC company operating in an emerging market to be certified under an ICROA-endorsed methodology.

Project Hummingbird is expected to begin generating commercial carbon credits in October 2024 under the Puro Standard, which uses science-based laboratory testing and third-party auditing to verify all CO₂ Removal Certificates (CORCs) for authenticity and long-term durability. Credits are now available for pre-purchase through carbon credit marketplace partner Cloverly, which will be delivered over the next 10 years.

Antti Vihavainen, CEO of Puro.earth said, *"This project will mark the beginning of a new industry for trusted carbon removals in Kenya. We are pleased to be involved in this landmark development, helping ensure that the Kenyan engineered CO₂ removal industry is built with integrity and credibility from the start. The voluntary carbon markets are gaining significant momentum globally, and we applaud Octavia Carbon pioneering the net zero transition through carbon removals in Africa and the Global South."*

Martin Freimüller, Octavia Carbon Founder & CEO said, *"Our mission is to position Kenya as a climate change vanguard by making Octavia Carbon a leading force in reversing climate change and ending the fossil fuel age. Through this first-of-its-kind facility and planned extensions, we aim to work alongside partners Cella Mineral Storage and Puro.earth to lead the charge on developing African climate tech innovation."*

Corey Pattison, CEO of Cella said, *“Our storage facility in Kenya is amongst the largest of its kind that permanently removes CO2 through mineralization in basalts for negative emissions. We chose Kenya for its unique combination of geology and geothermal energy, which provides ideal conditions for DAC partners, and we're thrilled to welcome Octavia, Kenya's own DAC company, to our site.”*

Jason Rubottom, CEO of Cloverly said, *“Scaling climate action relies on participation from all over the world. Through partnerships like these, we connect organizations looking to invest in carbon removal with high-integrity projects. DAC, in particular, plays a critical role in removing existing carbon from the atmosphere and thus represents an exciting addition to the Cloverly Marketplace.”*

- ENDS -

- Notes to Editors –

Benefits for Kenya

The project and its planned expansions will unlock unique co-benefits for Kenya. Kenya's abundant renewable energy potential remains largely untapped due to the lack of industrial demand, resulting in energy going to waste daily. This has caused high energy prices for the population who have to pay for the wasted capacity. The DAC and Storage plant will be powered by 100% geothermal energy to operate, creating a new industrial baseload demand that can potentially subsidize energy costs for end consumers and drive Kenya's green industrialization.

DAC in Kenya has the potential to create tens of thousands of high skilled jobs for its young and vibrant population. These will range from manufacturing to infrastructure deployment and maintenance. Within 13 months of operations, Octavia has created more than 32 high skill jobs and will create more than 100 jobs over the next 12 months as it scales manufacturing and begins operations.

Cella and Octavia Carbon are committed to ensuring that the project is beneficial to local communities. Their teams are actively engaging local communities to understand the communities' concerns around the project and give them agency in solving the greatest problem of our time. The partners have actively engaged the Suswa Maasai population, a local community residing in the Kenyan Rift which has been disproportionately affected by climate change-induced droughts and experienced an exodus of young people to the nearby cities. The tremendous co-benefits that DAC has for Kenya has seen this project gain great buy-in from both the local community and policy makers.

About Octavia Carbon

Octavia Carbon is the Global South's first Direct Air Capture (DAC) company that designs, builds and will deploy machines that can directly capture CO2 from the atmosphere in Kenya. It is leveraging Kenya's renewable energy, and talent to develop globally competitive DAC technology and accelerate its path down the cost curve.

Over 13 months, Octavia has grown to a team of more than 32 people, has developed four at-scale DAC machine models, and will create over 100 jobs in the coming year as it scales its manufacturing operations and deploys the plant.

For more information, visit the [website](#) or reach out on [LinkedIn](#) or [Twitter](#).

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About Puro.earth

Nasdaq-backed Puro.earth is the world's leading carbon crediting platform for engineered carbon removal. Its mission is to mobilize the economy to reward carbon net-negative emissions by helping voluntary corporate buyers accelerate carbon dioxide removal at an industrial global scale.

- Puro Standard creates carbon credit methodologies for processes that remove carbon dioxide from the atmosphere for at least 100 years. It then certifies suppliers that run those processes and issues digital, tradable CO2 Removal Certificates (CORCs) into the public Puro Registry per metric ton of carbon dioxide removed. CORCs are purchased directly from suppliers or via sales channel partners by ambitious corporations like Microsoft, Shopify, and Zurich Insurance, to help reverse climate change and neutralize residual carbon emissions.
- Puro Accelerate is a program to scale the carbon removal ecosystem, assisting suppliers who require financing to launch or expand operations through CORC advance market commitments and prepayments.

Website: puro.earth; LinkedIn [Puro.earth](#); Twitter [@PuroCO2Removal](#)

For Puro.earth media enquiries, please email: puro@gongcommunications.com

About Cella Mineral Storage

Cella Mineral Storage is a New York based carbon mineralization startup that has developed proprietary technology to convert CO2 emissions into rock for safe and permanent sequestration. The company's mission is to mitigate climate change through directly removing CO2 from the atmosphere and by reducing the carbon footprint of hard-to-abate industries.

For more information, visit the [website](#) or reach out on [LinkedIn](#) or [Twitter](#).

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About Cloverly

Cloverly launched as the first API for carbon credits and now is the most advanced digital infrastructure powering the voluntary carbon markets. With a mission to scale high-impact climate action, Cloverly is now trusted by 200+ enterprises worldwide spanning financial services, technology, ESG / carbon accounting, supply chain, eCommerce, and more, with dozens of the leading project developers and suppliers leveraging the Cloverly platform to manage their carbon credit operations.

For more information, visit www.cloverly.com and follow us on [LinkedIn](#).

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