

For immediate release at the press center of COP27:

“The IPCC said Carbon Removal is ‘unavoidable’, COP27 will need to trigger its ramp-up with quotas” says Marianne Tikkanen, co-founder of Puro.earth, the world’s first carbon crediting platform focused solely on carbon removal, who will attend the conference.

Sharm el-Sheikh, Egypt, November 3rd 2022 - Marianne Tikkanen, Head of Carbon Removal Supply and co-founder of Puro.earth, the world’s first carbon crediting platform focused solely on carbon removal, will be at COP27 available for press interviews, one-to-one meetings, networking events, and speaking engagements, in person from November 14th to November 17th and virtually throughout the conference.

Marianne leads the team that identifies promising carbon removal methods and projects, and manages the MRV (monitoring, reporting and verification) and crediting under the Puro Standard, the first carbon removal standard for engineered carbon removal methods in the voluntary carbon market. She is a well-recognized speaker in the transformation needed to scale carbon removal globally with integrity, transparency and by lifting funding impediments for projects.

*“The IPCC said carbon removal is “unavoidable”, COP27 will need to trigger its ramp-up with quotas. **Governments at COP27 should set minimum and maximum quotas of carbon removal within their regulated carbon markets.** This will ensure demand for carbon removal credits and help fund the scaling up of carbon removal methods. They should formally ratify trusted carbon methodologies that guarantee high levels of assurance and durability, to make certain net zero goals are achieved through credible methods, and spend revenues received from emission allowance auctions for the purchase of carbon removals,”* says Marianne Tikkanen.

Since 2019, Puro.earth has offered corporations a credible way to voluntarily remove their emissions. With the [Puro Standard](#), [Puro Registry](#) and [Puro Accelerate](#), it has played an instrumental role in mobilizing certified carbon removal supply needed to fulfill net zero goals of the world’s corporations. It is trusted by leading organizations such as [Microsoft](#), [Zurich Insurance](#), [Shopify](#) and [Swiss Re](#). In 2021, Nasdaq [acquired](#) a majority share of Puro.earth helping accelerate carbon removal market impact and launching the world’s first commodity reference [price indexes for carbon removal](#), to track the price of removing carbon dioxide from the atmosphere and help corporations understand the true cost of neutralizing their emissions. Nasdaq will have a significant presence during COP27, based in the Swedish pavilion. Find their full program [here](#). Puro.earth has a record of assisting the entry of new verified projects and suppliers to the market by co-creating the first carbon crediting removal [methodologies](#) in biochar, building materials, woody biomass burial, enhanced rock weathering and geologically stored carbon (DACs, BECCS).

The latest report from the World Resources Institute on the State of Nationally Determined Contributions (NDCs) revealed that current NDCs represent only a 7 percent reduction from 2019 carbon emission levels. However, according to the IPCC, emissions must decline by at least 43 percent from 2019 levels to keep the 1.5°C goal within reach. Carbon removal is more important than ever.

*“It is imperative to accelerate global scaling through a liquid carbon removal market. The private and public sector must work in collaboration to drive ambition and allocate capital to the most effective carbon removal methods. **The quickest way to achieve this is with a supportive policy environment that takes the learnings of the voluntary carbon market, encourages high***

integrity of the supply, and increases trading and use of credits. We don't have a lot of time, the changes must come this month, in this COP", continues Tikkanen.

She is part of the Climate Leadership Coalition delegation, the largest non-profit climate business network in Europe and will be participating in the [Climate Impact X panel](#) at the Singapore pavilion on November 16th at 3:00-4:30 PM. Read more about this carbon removal market expert and female entrepreneur in [Forbes](#). For press enquiries or speaking engagements, please contact Elba Horta at elba@puro.earth or Marianne Tikkanen at marianne@puro.earth

About Puro.earth

Puro.earth is the world's leading carbon crediting platform for carbon removal. Our mission is to mobilize the economy to reward carbon net-negative emissions.

Through the Puro Standard we create carbon credit methodologies for processes that remove carbon dioxide from the atmosphere for at least 100 years. We then certify suppliers that run those processes and issue digital tradable CO2 Removal Certificates (CORCs) into the public Puro Registry, with each CORC representing one metric ton of carbon dioxide that was removed. CORCs are then purchased by ambitious corporations, like our customers Microsoft, Shopify, and Zurich Insurance, to help reverse climate change and neutralize their residual carbon emissions. With Puro Accelerate, our program to scale the carbon removal ecosystem, we issue Pre-CORCs to facilitate prepayments for future CORCs, which suppliers can use together with advance market commitments to secure the financing they need to launch or expand their operations.

Aiming at positive climate and economic impact, Puro.earth is driving forward the carbon removal industry, enabling new revenue streams to accelerate its growth. In 2021, Nasdaq acquired a majority stake in Puro.earth. Visit us at <https://puro.earth> or on LinkedIn Puro.earth CO2 Removal Marketplace and Twitter [@PuroCO2Removal](#)