

# Supplier Communications Guidelines

Transparent communication is essential for educating the world about the critical work the carbon removal community is doing to address the climate crisis. It improves accountability, increases confidence, and leads to stronger buy-in from stakeholders. At Puro.earth, we are committed to growing integrity within the carbon markets, which is why we strive to communicate in an accurate, rigorous, and straightforward way. Practicing good communication throughout our ecosystem will better inform the public, engage stakeholders, and accelerate the adoption of carbon removal solutions.

Puro.earth's carbon removal suppliers should use this document as a guide to:

- gain a deeper understanding of Puro.earth in order to clearly communicate what we do
- generating external communications, such as press releases, press briefings, press interviews, social media posts, webinars, sales presentations, etc.
- follow Puro.earth's communications examples to develop your own communications

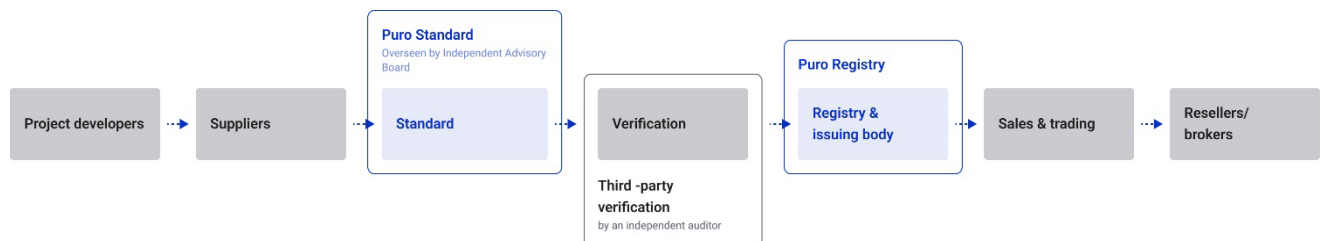
# 1. Introducing Puro.earth

Puro.earth is the world’s leading crediting platform for engineered carbon removal. Our mission is to mobilize the world’s economy to reward carbon net-negative emissions with the aim of driving both climate and economic impact. By aligning economic incentives with the urgent need to remove carbon from the atmosphere, we can accelerate the adoption of carbon removal solutions on a global scale. This dual focus on climate action and economic opportunity is at the heart of our mission.

The Puro.earth platform consists of the Puro Standard, the Puro Registry, Puro Accelerate and an ecosystem of distribution and strategic partners focused on the growth of durable carbon removal.

Today, Puro.earth is a critical part of the voluntary carbon market (VCM) infrastructure and is known as the go-to partner to find high-quality carbon removal projects to fulfill corporate climate pledges in a credible way.

## Puro.earth’s position in the carbon market value chain



Puro.earth enables suppliers of carbon removal to enter the carbon market and sell their climate service to corporations that want to neutralize their carbon emissions and contribute to the growth of the carbon removal industry.

### Key Facts & Figures\*

- More than **700,000** CORCs issued
- **185** Registered suppliers, from 33 countries
- **4** Independent Validation & Verification Bodies (VVB)
- **95** Partners selling CORCs

*\*Follow homepage stats and figs for the latest numbers*







### Memberships & Affiliations

- Endorsed by the International Carbon Reduction and Offset Alliance ([ICROA](#))
- Member of the International Emissions Trading Association ([IETA](#))
- Founding member of the [Carbon Business Council](#)
- In application stage for Integrity Council of the Voluntary Carbon Market (IC-VCM) Core Carbon Principles
- In application stage for CORSIA

## 1.1 Puro Standard

The carbon markets require the integrity of certification via carbon standards. In 2019, Puro.earth developed the first durable carbon removal standard in the voluntary carbon market, the Puro Standard, **which focuses exclusively on engineered carbon removal methods with contracted permanence of at least 100 years**. It consists of high-quality carbon removal methodologies aligned with the IPCC definition for carbon removal and co-created with scientific experts and Puro.earth’s external Advisory Board. The current Puro Standard methodologies are Biochar, Enhanced Rock Weathering, Carbonated Materials, Terrestrial Storage of Biomass and Geologically Stored Carbon (which includes BECCS and DACCS). The Puro Standard does not credit reduced nor avoided emissions, only net removals - the stored volume of carbon minus the emissions generated by the removal activity. Independent third-party verification of the removals provides a high-level of assurance to the market.

### Puro Standard at a glance

 <p><b>Exclusive focus on carbon removal</b> Not avoidance or reduction offsets</p>	 <p><b>High-level of assurance</b> Focus on removals that are quantifiable and independently verified</p>	 <p><b>Storage focus</b> Emphasis on permanence of storage</p>
 <p><b>First-mover</b> Pioneered the first crediting methodologies for x5 engineered carbon removal methods inc. biochar</p>	 <p><b>Fully transparent*</b> Our methodologies and the Puro Registry are publicly available</p>	 <p><b>Simplicity</b> Multi-methodology standard that is clear and easy to understand</p>

Download our full methodologies ([www.puro.earth/supplier-verification/](http://www.puro.earth/supplier-verification/)) and visit the Puro Registry ([registry.puro.earth](http://registry.puro.earth))

## 1.2 CORCs

Puro.earth’s carbon credit is called the CORC or CO<sub>2</sub> Removal Certificate. Each CORC represents one metric ton of CO<sub>2</sub> removed from the atmosphere for the long term with one of the Puro Standard methodologies. Third-party independent verifiers, called Validation and Verification Bodies (VVB), are trained by Puro.earth to audit project facilities or sites and issue CORCs if the CO<sub>2</sub> removal activity complies with Puro methodology requirements. The rigorous verification process confirms that the products or processes are truly carbon net-negative and that environmental safeguards are being followed. 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. CORC and CO<sub>2</sub> Removal Certificate are trademarks of Puro.earth.

1 CORC = 1 tonne of CO<sub>2</sub> removed with minimum 100 years permanence

## 1.3 Puro Registry

For market transparency and traceability, the complete lifecycle of CORCs is recorded in the Puro Registry, from issuance to retirement, as emphasized by the likes of Integrity Council of the Voluntary Carbon Markets (IC-VCM) and ICROA. To avoid double counting, each CORC has a unique identifier. After purchase, buyers retire the CORCs and assign a beneficiary to fulfill climate or sustainability claims. No other organization can claim the carbon credit after it is retired. Anyone can go to <https://registry.puro.earth> to search for corporations that have made carbon removal claims based on CORCs and find the project information and retirement purpose.

## 1.4 Puro Accelerate

The Puro Accelerate program is designed to scale the carbon removal ecosystem by increasing offtake agreement opportunities.

Offtake agreements, also known as advance market commitments, are essential commitments to purchase CORCs at a predetermined price and date in the future. These agreements are vital for securing debt and equity financing and scaling the carbon removal ecosystem, especially for early-stage projects.

Our mission is to increase the number of CORCs purchased via Offtakes to accelerate the scaling of carbon removal initiatives. As we recognize the urgent need to address climate change, investment in carbon removal technologies and projects is crucial.

## 1.5 Puro Connect API

CORCs are sold directly by suppliers or via sales channels, such as marketplaces. Every time a CORC changes ownership or is retired, it must be reported in the Puro Registry to maintain transparency and prevent double trading. Puro Connect API makes this process seamless by connecting sales channel partner platforms to the Puro Registry. Puro.earth sales channel partners - marketplaces, exchanges, and value-added resellers - can register trades, and request retirements from their own platforms through the API promoting market liquidity and facilitating high volumes of CORC trading like never before.

## 1.6 MyPuro Portal

The MyPuro Portal is an all-in-one platform for suppliers, traders and buyers for managing accounts and CORC assets.

It includes tools for suppliers to manage facilities, audits and listings.

## 1.7 Puro.earth and Nasdaq Partnership

In 2021, Nasdaq acquired a majority stake in Puro.earth and together we are driving forward the carbon removal industry, enabling new revenue streams to accelerate its growth. By joining forces with Nasdaq, we will fuel a global scale-up phase of carbon removal that will create a world where companies are part of the change to combat climate change, while bringing trust, integrity and transparency to the solution.

## 1.8 Carbon Removal Reference Price Indexes

Nasdaq launched commodity [reference price indexes](#) based on the trading of Puro Standard CORCs to bring market **price transparency** and help corporations understand the true cost of removing their emissions.



## **Journey Step: Signing the Puro.earth Platform Agreement**

You may not yet externally communicate your relationship with Puro.earth at this stage until your facility has been registered.

### **Logo use**

You can only use the Puro.earth logo on your website if you're actively working with Puro.earth in a different capacity beyond signing the Platform Agreement, such as a Project Developer who has completed the Project Developer program. See Puro.earth Logos section below for more information.

## **Journey Step: After Registering a Facility**

Suppliers can communicate their intention to be certified by the Puro Standard only after registering a facility or site.

### **Examples of what suppliers can say publicly:**

"We have chosen (or selected) the Puro Standard (or Puro.earth) to certify our carbon removal activities".

"We will apply for certification under the Puro Standard once our carbon removal activity starts".

"We aim to get issued CORCs by the Puro Standard once our carbon removal activity is independently audited".

Note that at this stage suppliers may not say you are certified under the Puro Standard, are Puro-certified, or imply that we have assessed your operations or already issued CORCs.

### **Logo use**

You can only use the Puro.earth logo on your website if you're actively working with Puro.earth in a different capacity beyond becoming a registered facility, such as a Project Developer who has completed the Project Developer program. See Puro.earth Logos section below for more information.

## **Journey Step: After the project has passed the Preliminary Assessment for a Future Facility Listing**

After the Puro Eligibility team preliminarily assesses a project and confirms it meets the minimum quality criteria of Puro's Future Facility Listing, the supplier will be granted access to create a listing on Puro.earth.

**Examples of what suppliers can say publicly:**

“We have been preliminarily assessed under the Puro Standard methodology for biochar/enhanced rock weathering/etc. and are expecting to be audited in the [estimated timeline]”

“[Supplier] has passed Puro.earth’s preliminary assessment for biochar/enhanced rock weathering/etc. CO<sub>2</sub> Removal Certificates and are expecting to be audited in [estimated timeline]”

“[Supplier] has passed Puro.earth’s preliminary assessment for CO<sub>2</sub> Removal Certificates and has signed an offtake agreement with [customer] for the future CORCs.”

Note that at this stage, we encourage you to say you have signed or are looking to sign offtake agreements for your future CORCs and to talk about the important role of advance market commitments to start operations or to scale.

**Logo use**

The Puro.earth logo can be used on your website.

## **Journey Step: Awaiting audit (without Preliminary Assessment) for a Certified Listing**

Suppliers can communicate their intention to be certified by the Puro Standard and their expected audit timeline.

**Examples of what suppliers can say publicly:**

“We have chosen (or selected) the Puro Standard (or Puro.earth) to certify our carbon removal activities and are expecting to be audited in [estimated timeline]”.

**Logo use**

If you have not been preliminarily assessed, you can only use the Puro.earth logo after you have been issued CORCs or if you’re actively working with Puro.earth in a different capacity beyond becoming a registered facility. See Puro.earth Logos section below for more information.

## **Journey Step: After CORCs have been issued**

Only after CORCs have been issued by the Certification Office into the Puro Registry can suppliers say they are Puro-certified. Then you may refer to yourself as: Puro.earth-certified, Puro Standard certified supplier, Puro supplier, Puro Standard supplier.

### **Examples of what suppliers can say publicly:**

“We have been issued CO<sub>2</sub> Removal Certificates, CORCs, by the Puro Standard.”

“We have undergone a rigorous, independently verified certification from the ICROA-endorsed Puro Standard.”

“The Puro Standard has validated and certified [Supplier’s] CO<sub>2</sub> Removal Certificates, CORCs”

“[Supplier] CORCs are available for spot purchase as well as future reservations.”

### **Logo use**

The Puro.earth logo can be used on your website and within your marketing of CORCs. It cannot be used to market your physical product.

## **Journey Step: When CORCs have been sold or delivered to an offtaker, or have been retired**

We suggest contacting the buyer’s communications department and Puro.earth’s press office to issue a joint press release with buyers and offtakers. We encourage you to talk about the significance of offtake agreements for global carbon removal supply to grow.

## **2.2 Puro.earth Logos**

The Puro.earth logo can be used by suppliers in external communications, including social media posts, that follow the above guidelines. The logo may also be used by official partners including:

- Sales Channel partners who have signed the Platform Agreement
- Project Developers, Life Cycle Assessment Partners and Vetted Technology Providers who have signed the respective program agreements
- Partners collaborating in methodology working groups
- Validation and Verification Bodies

Do not try to reproduce the Puro.earth logo. Only use authorized artwork files:

[Download vertical logo](#)

[Download horizontal logo](#)

## 2.3 How to refer to Puro.earth

### Brand name

Puro.earth – not Puro.Earth.

After introducing the full brand name, you may subsequently refer to it as "Puro."

### Tagline

"The world's leading crediting platform for engineered carbon removal"

"Puro.earth, the leading carbon removal platform"

"Puro.earth, the leading platform for durable, high-quality carbon removals"

"Puro Standard is an ICROA-endorsed (note: 'endorsed' not 'approved' nor 'certified') standard for engineered carbon removal"

### Other tips

- All digital communications about the Puro Standard certification process are encouraged to include hyperlinks to <https://puro.earth>, such as your supplier listing, and when possible, link to relevant pages in the [Puro Registry](#).
- **Puro.earth no longer acts as a "marketplace"** and should be instead referred to as a "carbon crediting platform." **CORC's are sold through Puro.earth's sales channel partners.**
- Please **avoid the use of the word "offsets"** when discussing the Puro Standard and CORCs. Please use "CO<sub>2</sub> Removal Certificates", "CORCs, "carbon removals" or "carbon removal credits". Remember we have discontinued Pre-CORCs, refer to "future CORCs".
- Please avoid using the term 'partnership' to describe your supplier relationship with Puro.earth unless you are an official partner, such as a Sales Channel Partner or Project Developer.

Follow Puro.earth on social and tag us in your posts: #PuroCO<sub>2</sub>Removal



LinkedIn - Puro.earth



Twitter - @PuroCO<sub>2</sub>Removal

### Trademarks

The following is a list of our global trademarks:

- Puro.earth
- Puro Standard
- CO<sub>2</sub> Removal Certificate
- CORC

## 2.4 Puro Registry : Registering Your Facility

The Puro Registry is a publicly searchable database of CORC issuances and retirements. Consider naming your project and production facility in a way that your company name or brand name can be easily found and recognized by buyers, reporters, and the public at large. Please note that projects in the Puro Registry are only searchable by official Facility Name so choose a name that will point stakeholders to the right project.

## 2.5 Puro Supplier Listings : Tips for Creating an Effective Listing

Use your listing as a sales tool to showcase your facility and company. Here are some tips on how to make the most out of your listing:

- **Introduction and Mission:** Begin with a brief introduction that outlines your company's mission and commitment to climate change and sustainability. Mention any recent achievements, awards, or noteworthy updates related to your company's journey toward sustainability. This keeps your listing fresh and showcases your ongoing commitment to environmental responsibility.
- **Incorporating multimedia elements:** The use of images and videos into your Puro.earth supplier listing can significantly enhance its appeal and effectiveness. Showcase images that highlight the co-benefits of your facility and operations. Including high-resolution images and clear visuals helps to position your company as professional and high-quality.
- **Storytelling:** Offer a glimpse into your company's operations and your team through behind-the-scenes videos. This can include footage of the production process, a tour of the facility, staff interviews, or the efforts you make toward your environmental and social responsibility. You can also use videos to educate buyers about the methodology and the net negativity of your processes.
- **Unique Selling Proposition (USP) and Co-benefits:** Clearly articulate what sets your facility apart. Highlight your unique history or team's expertise, geography benefits, community engagement, and other social and environmental co-benefits.
- **Sustainable Development Goals (SDGs):** Justify how you contribute to the SDGs with the SDG targets you select on your listing within the Co-benefits section.
- **CORC Price:** When setting the CORC price, please ensure this is accurate. By having an unrealistic asking price you might miss out on opportunities with buyers that are looking to structure multi-year contracts for your CORCs, as an example. Please also review the CORC Index: <https://puro.earth/carbon-removal-index-price/>
- **Forecasting Data:** Enhance your visibility and foster future purchases through offtakes by providing forecasting data for a minimum of the next five years. Submit up-to-date information to the Puro.earth team to ensure the accuracy of your listing and effectively set expectations.
- **Testimonials or Case Studies:** If available, include positive testimonials from satisfied buyers to add credibility.

## 2.6 Tips for general communications

In social media posts, press releases, or conversations with the media, there are several likely conversation topics that will feature Puro.earth and its work expanding the carbon removal ecosystem. Below are some examples of topics and suggested talking points:

Focus on topics that are important to the corporate buyers of CORCs, such as:

- **Durability**- Puro Standard CORCs have a contractual durability of at least 100 years. In the carbon markets it has become critical that the storage employed is sufficiently durable to convincingly compensate for fossil emissions. Read our [blog post](#) for more information.
- **Financial additionality** – All Puro Standard suppliers must demonstrate financial additionality, meaning that the CO<sub>2</sub> removals achieved are a result of carbon finance, such as CORCs, and that the project activity would not be economically viable without it. The project can have other non-carbon income sources, if CORCs are significant for the economic viability. To demonstrate financial additionality, suppliers must go through an assessment and be able to provide full project financials for verification. You may share how CORCs will or have enabled or accelerated your operations.
- **How your project supports the UN Sustainable Development Goals (SDGs)** – adopted by all United Nations Member States in 2015, the SDGs provide a shared blueprint for peace and prosperity for people and the planet. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change. Share how your project has positive impacts on the SDGs.
- **Co-benefits** – Share social or economic benefits to the community and method-specific benefits; for example, biochar and regeneration of soils.
- **Tell the story** of your team members, your partners or community, and the challenges and successes in the development of your project.
- **Scaling potential** – provide truthful forecast figures and share your ambition for the next 3, 5 or 10 years.
- **How to purchase CORCs** – Buyers can negotiate directly with accredited CORC suppliers or access CORCs through a sales channel marketplace. CORCs are available as spot purchases as well as through advance market commitments, where the buyer agrees to buy CORCs from a future issuance at a pre-agreed price. Sharing this in your communications is an important call to action.
- **Pricing**: CORC prices are set by the market and negotiated between buyers and suppliers. Puro.earth has no say in the price of CORCs. However, Puro.earth collaborates with Nasdaq to provide the weighted average price data for the CORC Carbon Removal Index as a service to the market.
- **Credibility and Impact**: Puro.earth carbon removal methodologies are science-based and use a rigorous lab-tested and third party-audited verification process to ensure that carbon removal processes represent real, permanent removal of carbon from the atmosphere. Share why you chose to be certified by the Puro Standard.
- **Retirement**: CORCs are retired when a beneficiary makes a net zero or neutralization claim that is supported by the CORCs' carbon sequestration properties. These are then logged in the public Puro Registry to avoid double claiming. You may share your Puro Registry issuance link or a retirement made by a customer.

- **Methodologies:** Share information about your carbon removal method and point to the Puro Standard methodologies documents, publicly available here.

## 2.6 Marketing and branding of products that remove carbon

Many of the carbon removal methods we credit are also sold as products, such as biochar or carbonated materials. When you market or brand your products consider that Puro.earth suppliers must make clear to buyers and end-users that they cannot claim the associated carbon credit of the product. This is to avoid double claiming of the carbon removal outcome by multiple actors.

Your marketing and branding can include other benefits such as social, biodiversity, recycling, ecological, environmental, agrological benefits as well as substituted and avoided emissions. If you choose to include the carbon net-negativity, carbon removal, carbon drawdown or carbon sink aspects always include a disclaimer in the same customer journey step.

Puro.earth carbon removal suppliers shall provide a statement declaring that

-the underlying physical product's marketing, branding and purchasing processes always contain a disclaimer clarifying that even though the product is recognized to contribute to net carbon drawdown, the carbon credit associated with it is managed in Puro.earth's carbon removal registry.

*Or that*

-the underlying physical product's marketing, branding does not contain references to the carbon drawdown or carbon net-negativity benefits. A disclaimer must always be included in at least one of the purchasing documents such as order form, invoice, terms and conditions, or contract.

### Examples of disclaimers:

"We make no claim to the carbon sequestration from the use of this product. The associated carbon credit is managed in Puro.earth's carbon standard registry."

"Biochar is a recognized net carbon drawdown product; however, the carbon credit associated with this product is managed in Puro.earth's carbon removal registry. Therefore, neither the customer, owner, nor user may claim the carbon credit associated with it."

**Thank you for using these guidelines  
for your external communications**