

**puro •
earth**

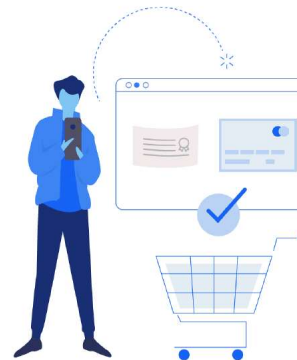
Supplier Marketing Guidelines

Supplier Marketing Guidelines

When you do marketing and branding consider that Puro.earth carbon removal suppliers must market their products making clear to the buyer and end-user 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, and 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.



A disclaimer must always be included in at least one of the purchasing documents such as order form, invoice, terms and conditions, or contract.

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

-the underlying physical product's marketing, branding and purchasing processes 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 and branding does not contain references to the carbon drawdown or carbon net-negativity benefits.

Disclaimer examples

In order form

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.

In packaging

CARBON CREDIT DISCLAIMER: 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.