



Puro.earth Co-founder: “Our economy must change to reward negative emissions”

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Puro.earth, the world’s first marketplace for CO2 removals goes beyond emissions reductions, by making CO2 removals verified, comparable and tradable. Climate proactive companies like SEB are already using removals to reach net-zero.

Six months ago, Puro enabled the first ever trading of CO2 Removal Certificates (CORCs) between climate proactive companies and CO2 removal suppliers. “All businesses can reduce their emissions, but only a few can actually remove CO2,” says the Co-founder of Puro.earth Antti Vihavainen. “We should make those companies grow as fast as we can.” With the extra revenue that CO2 removal certificates bring, Puro.earth is stimulating the net-negative businesses that store more CO2 than they emit.

Every organization should first reduce their emissions as much as they can and any unavoidable emissions should be removed from the atmosphere the same year. One such company is SEB, the Nordic financial services group, who used CORCs to offset the flights of their Sustainable Finance Summit in Frankfurt. “Priority for SEB is to use video conferences and other digital communication channels more frequently to reduce our CO2 emissions. For events like the Sustainable Finance Summit bringing together experts from different countries where it is important to build a network, CORCS are a good alternative to offset the carbon output in our industry,” explains Stefan Pletzer, Head of Financial Institutions Coverage, SEB Germany.

The marketplace is now on scale-up mode, and auctions are held regularly. Puro.earth focuses solely on verified net-negative technologies that can remove carbon at an industrial scale. “Our economy must change to reward negative emissions”, adds Antti Vihavainen. “Our vision is a world where any company can help reverse climate change by removing its emissions and can create growth with carbon-neutral products for its customers.”

Puro.earth marketplace helps companies globally in their science-based journey to net-zero carbon footprint and accelerates the net-negative-carbon economy. The next auction is on December 9th. Join here <https://puro.earth/buyers/>

For further information and interviews: <https://puro.earth>

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