Puro.earth chosen by Microsoft for carbon dioxide removal

The CO$_2$ removals standard and marketplace is supporting Microsoft in its goal to be carbon negative by 2030 and remove all historic emissions by 2050.

January 29th, 2021, Helsinki: Puro.earth, has been selected by Microsoft to accelerate its carbon negative goal through carbon dioxide removal (CDR).

In January 2020, Microsoft announced that by 2030 it will annually remove more carbon than it emits, ultimately removing all historic emissions since the company's launch in 1975. To support Microsoft's ambition, Puro.earth will provide verified carbon dioxide removal tonnage from three projects on its platform.

Puro.earth identifies processes that remove CO2 from the atmosphere, co-creates carbon removal methodologies with stringent requirements and verifies the operations. The online marketplace and registry focuses solely on carbon removal, aggregating verified carbon dioxide removal suppliers and bringing them together with buyers who purchase their verified carbon removal credits, CO2 Removal Certificates (CORCs), which represent one ton of carbon removed.

"We are proud to help Microsoft in fulfilling their pledge to become carbon negative by 2030. Our mission is to mobilize income that helps suppliers accelerate the development of carbon removal technologies and with a high-profile company like Microsoft betting on the potential of industrial carbon removal to impact the climate, carbon removal scaling is taking off", Antti Vihavainen, Co-Founder, Puro.earth

The three projects, from Puro.earth suppliers Carbofex, ECHO$_2$ and Carbon Cycle, remove carbon dioxide from the atmosphere through production of biochar, allowing carbon to be stored in soil for hundreds of years, while also helping to restore degraded soils and improving agricultural productivity.

Elizabeth Willmott, Carbon Program Manager at Microsoft added, "Carbon dioxide removal is a vital part of tackling the atmosphere's growing greenhouse gas concentration and we want to take responsibility for our carbon footprint. Collaborating with Puro.earth allows us to help expand the nascent carbon removal industry."

About Puro.earth

Puro.earth is a B2B marketplace, standard and registry focused solely on carbon removals. Their mission is to help voluntary corporate buyers mobilize carbon removal at an industrial scale, so that the world can reach the potential of removing 10 Gigatons of CO2 a year by 2050. Puro.earth provides carbon removal as a service, by identifying projects, verifying them, issuing CO2 Removal Certificates (CORCs) and helping buyers create a long-term procurement portfolio to reach net zero. Aiming at climate and economic impact, Puro.earth is driving forward a global market of carbon negative industries by enabling a new revenue stream to help them scale rapidly.

https://puro.earth

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Notes for editors

Alongside reductions, removing carbon dioxide from the atmosphere is an essential step in addressing the climate crisis, and is believed by experts* to be the only way to address increasing concentrations of CO_2.

*Experts include:

The World Resources Institute: "2020 could be the year Carbon Dioxide Removal takes off. What was seen just a year ago as a radical fix is now increasingly recognized as a necessary tool to address the climate crisis, alongside rapid reductions in greenhouse gas emissions."

UN IPCC (2018) says: "All pathways that limit global warming to 1.5°C with limited or no overshoot project the use of carbon dioxide removal (CDR) of the order of 100–1000 GtCO2 over the 21st century. CDR would be used to compensate for residual emissions and, in most cases, achieve net negative emissions to return global warming to 1.5°C following a peak."