

Puro.earth launches Puro Registry, first public registry dedicated to carbon removal and CO₂ Removal Certificates, CORCs

- *The new Puro Registry is designed to meet industry challenges raised at COP26 – transparency, traceability and integrity*
- *Corporations can make the data on CORC retirements publicly available to support climate claims.*
- *The registry will be aligned to the Paris Agreement’s new Article 6 rules on corresponding adjustments.*

Helsinki, February 15, 2022 - Puro.earth has launched Puro Registry, a user-friendly registry for CO₂ Removal Certificates, CORCs, that are issued under Puro Standard carbon removal methodologies. Puro.earth is a pioneering B2B marketplace, standard and registry focused solely on credible, high-quality carbon removal. Committed to ensuring the world is ready to meet growing carbon removal targets, Puro.earth, in partnership with Nasdaq, works with corporations to neutralize its carbon emissions with CORCs.

Now, Puro Registry adds transparency to the carbon markets by enabling beneficiaries of CORCs to make their retirements public and allowing market stakeholders to verify if climate claims have been fulfilled with carbon removal. As engineered carbon removal technologies become more readily available, corporates are increasingly using CORCs to neutralize residual emissions in support of carbon neutrality, Net Zero, ESG and climate finance claims.

“The carbon market is evolving quickly, but it lacks transparency – which is paramount for trust.” says Marianne Tikkanen, Head of Carbon Removal Supply at Puro.earth. “During the transition period from carbon offsets to removals, it is the media and the general public that will validate the truthfulness of corporate claims. Now you can go to registry.puro.earth and verify these claims for yourself by searching for corporates that have made carbon removal claims based on CORCs,” continues Tikkanen.

The international registry follows leading practices in traceability

Puro Registry includes verified CORC retirements and yearly project issuance. In order to avoid double counting, each CORC has a unique identifier and the ownership cannot change once retired. Puro.earth also has exclusive contracts with the carbon removal projects and annual carbon removal impact is audited by an independent third party. Additional project information is available and includes project descriptions, co-benefits and audit statements. The complete lifecycle of the carbon removal credit is recorded from issuance to retirement. This is emphasized by the likes of Voluntary Carbon Markets Integrity Initiative and ICROA.

Alignment to the Paris Agreement’s Article 6 rules

Puro.earth supports the Article 6 rules adopted at COP26 and Puro Registry is ready to support international transactions as soon as the system is implemented.

Puro Standard is the first standard for engineered carbon removal with market leading methodologies for biochar, construction materials, soil amendments, and carbon capture and storage (CCS), including direct air capture, based on international standards for carbon accounting including WRI/WBCSD GHG Protocols and ISO 14064-67.

The development of the public view of the Puro Registry was made possible by Nasdaq’s capital investment. The financing is speeding up Puro.earth’s efforts to grow a high-integrity carbon removal market to address the climate crisis.

Note to editors:

Carbon removal is a process in which CO₂ is physically captured from the atmosphere, stabilized and stored in a durable way. Without it the world cannot keep global warming below 1.5°C.

Beneficiary is the terminology used in the carbon offset industry to describe the organization making a climate claim based on the properties of a relevant carbon credit. The credit needs to be retired in the standard’s registry to support the claim.

About Puro.earth

Puro.earth is the world's first B2B marketplace, standard and registry focused solely on carbon removal. Aiming at climate and economic impact, our mission is to mobilize the world's economy to reward carbon net-negative emissions.

We provide voluntary corporate buyers long-term carbon removal procurement portfolios to fulfill net zero pledges, by identifying suppliers, verifying their negative emissions and issuing CO2 Removal Certificates (CORCs) with the Puro Standard, the first carbon standard for engineered carbon removal.

Trusted by leading organizations, Puro.earth is driving forward a market of carbon negative industries, enabling a new revenue stream for carbon removal suppliers to accelerate their growth. In 2021, Nasdaq acquired a majority stake in Puro.earth.

Visit us at <https://puro.earth> or on LinkedIn Puro.earth and Twitter @PuroCO2Removal

Media contact: Tom Davis

tom@gongcommunications.com