



DRIVING CLIMATE AMBITION

In 2015, 180 countries signed on to the Paris Agreement with each laying out their goals—also called nationally determined contributions (NDCs)—to reduce carbon emissions and contain global warming “well below” 2°C (35.6°F). The agreement resulted in a flurry of activity from governments in the intervening years in the form of promoting electric vehicles, taxing carbon emissions, incentivizing “green” efforts, investing in renewable energy sources like solar and wind, and transitioning their countries away from fossil fuels.

by MYTHILI SAMPATHKUMAR

However, climate scientists are still concerned. Extreme heat, sea level rise and melting polar ice caps, which could lead to flooding and destruction of ecosystems crucial to feeding the world, are all still at risk as politics, special interests and governmental bureaucracy keep some of the world’s largest polluters from taking meaningful steps to reduce greenhouse gas emissions.

According to Washington, D.C.-based think tank World Resources Institute, “the world has already witnessed about 1°C of temperature rise and is on track to exhaust the carbon budget associated with 1.5°C by 2030.” The “carbon budget”—determined by the cross-border group of scientists with the Intergovernmental Panel on Climate Change (IPCC)—is the number of gigatons of carbon dioxide the world can emit before the planet warms to 1.5°C and we see even more damaging effects of climate change.

The good news is that businesses are stepping up to the plate to help the planet and fill at least part of that gap in action to fight climate change.

A Hot Investment In The World’s Future

A recent study conducted by Trove Research, a U.K.-based climate data analysis firm, found that investment into carbon credit projects between 2012 and 2022 totaled \$36 billion. Half of those investments were made in the last three years, with more than \$3 billion committed for future investments already.



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Pardon the pun, but it is clear that projects with the ultimate intention of reducing carbon emissions are a hot investment in 2023 and beyond—and not just for the financial returns. As the world grapples with increasing temperatures and frequency of natural disasters, investment into these types of projects is also crucial to “cutting greenhouse gas emissions to as close to zero as possible, with any remaining emissions reabsorbed from the atmosphere, by oceans and forests,” says the United Nations Net Zero Coalition.

Some level of carbon emissions is unavoidable, but developing viable projects to reduce carbon emissions by 45% within the next eight years could allow us to reach net zero by the 2050s and give the world time to develop technologies and practices that are less carbon-intensive in many industries.

But, in order not to exhaust the carbon budget, Trove Research noted, “the current rate of investment in carbon credit projects is only one-third of the level needed to deliver the volume of credits required by 2030. ... The world needs a further \$90 billion of capital to achieve the necessary volume of credits required under this scenario.”

A Burgeoning Marketplace

As Andrea Abrahams, managing director of the International Carbon Reduction and Offsetting Accreditation says: “Decarbon-



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izing value chains is complex and requires deep transformation of business models and technologies; there is no quick fix. ... We need net zero strategies for every single business to ensure systemwide decarbonization.”

One of the ways the International Emissions Trading Association (IETA) can help businesses do this is navigating the voluntary carbon market (VCM), where companies can buy and sell carbon offset credits constituting 1 metric ton of carbon dioxide or GHG emissions. Abrahams notes the VCM “provides companies with a tool to invest in global decarbonization beyond their own value chains, where and when

GHG reduction activities within their own value chains is limited.” So if a company in the U.S. cannot reduce its emissions to zero, it could buy credits from a company in India or Brazil, for example, that earned that credit by reducing its emissions.

The VCM also allows a variety of industries to take on decarbonizing beyond efforts to get the fossil fuel industry to do so. For instance, Agoro Carbon, launched by Yara, is a global climate solutions company specializing in regenerative agriculture. As Agoro Carbon Alliance commercial director Dylan Lubbe explains, “Regenerative agriculture represents more than just an emission reduction pathway; it’s a multifaceted solution that yields broader benefits. Beyond carbon sequestration, it enriches ecosystem biodiversity, fortifies food security, elevates water quality and, most notably, rejuvenates soil health.

“It’s the embodiment of a holistic pathway,” Lubbe says. The company’s agronomists, who specialize in crops and livestock production, work alongside and center farmers and ranchers in their approach to helping implement regenerative agriculture practices and achieve carbon sequestration. Agoro Carbon also recognized that often a barrier for farmers and ranchers to become part of the VCM is a lack of financial resources, and it has committed to “bridging this gap,” as Lubbe explains. The buyers of these science-backed, high-quality carbon credits

Continued on page 4



Not just any climate solution will help us reach our climate goals. **Verra** supports projects that effectively reduce carbon emissions and create added benefits for local communities and biodiversity. **Verra** works to provide a benchmark for nature-based projects that have a credible impact on our climate by working with experts and other stakeholders to “create and quantify an entirely new way of addressing some of the most difficult challenges facing our planet,” says Hillary Navarro, chief communications officer of the nonprofit standards setter. As she notes, “When we started our journey, there weren’t many believers in natural climate solutions—creating economic

incentives for protecting landscapes, forests, and ocean—but these are now acknowledged as essential and cost-effective pathways to reaching global climate goals.” **Verra** is the world-leading standards setter for carbon offset projects in the voluntary market—and it takes this responsibility seriously. The organization is continuously evolving and scaling up to help the world achieve its climate goals. It recently launched important updates to its high-integrity, science-based carbon standard program. By the end of the year, **Verra** expects to release a new critically important methodology for protecting standing forests.

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—Hillary Navarro
Chief Communications Officer





Keeping Forests Standing Since 2007

As the #1 standards setter and registry provider in the voluntary carbon market, Verra ensures that when a company invests in a carbon project, it makes a real climate impact with credits underpinned by the best possible science.

Our standards programs have funneled billions of dollars of urgently needed finance toward projects that keep forests standing. As a nonprofit driven by impact, we know the stakes if we don't act.





produced as a result of regenerative practices are also empowering farmers and ranchers to sustainably continue these practices.

The VCM operates outside the realm of a compliance, or cap-and-trade, market. In the latter, only a certain number of permits are issued in order to limit the amount of GHGs a country or whole industry can emit. Countries and the United Nations are working on redesigning the international compliance market ahead of COP28, the UN climate change conference, in Dubai next month.

Since the VCM is *voluntary* and does not require emissions reductions, experts and investors have worried about the quality of the credits and the potentially unexamined negative environmental impacts of the projects done to produce them. But, these markets also led to crucial investments in renewable energy and nature-based solutions when those were still relatively unexplored pathways to net zero. Verra is taking on the challenge of supporting these markets as one of the leaders in establishing a set of standards and methodologies. "We've helped create and quantify an entirely new way of addressing some of the most difficult challenges facing our planet, all without the governments of the world leading the way," chief communications officer Hillary Navarro says.



“Regenerative agriculture represents more than just an emission reduction pathway.”

As the VCM matures, so does Verra. The company recently issued its latest iteration of standards and methodologies by "getting the smartest people in the room ... to develop the most rigorous science-based standards that we possibly can [in order] to deliver the best impact, not only in terms of climate impact, but also biodiversity and community benefits," Navarro says. Verra not only provides a benchmark for project developers. Investing in a project that is Verra-certified also provides carbon credit buyers with some measure of quality assurance. Verra standards have helped funnel billions of dollars to finance real climate action, according to Navarro.

Carbon Reduction Is Not The Only Important Pathway To Net Zero

Verra is not working only on carbon markets either. Much of the global discourse on climate change focuses on carbon sequestration, but there are alternative pathways to net zero that are just as important.

More than 350 million tons of plastic leak into the environment each year and less than 9% gets recycled, according to Verra. The company's Plastic Waste Reduction Program was developed as a result to issue plastic credits for plastic waste collection or recycling activities after a rigorous development and assessment process is completed. Every plastic credit is equivalent to "a metric ton of plastic waste that has been collected or recycled above a baseline rate," according to the company's site.

These plastic credits do not operate in the same way an offset carbon credit does. Rather, they provide a way for companies to recirculate money back into additional waste collection and recycling projects and can provide additional income for waste collectors operating in an "informal" capacity, providing safeguards for their working conditions as well.

Another important pathway to net zero that is not often discussed is the destruction of non-CO₂ GHGs. Tim Brown, CEO of Tradewater says, "These greenhouse gases are very difficult to get after, but are critical in preventing runaway climate change."

Continued on page 6



When the world talks about the pathway to net zero for businesses, the conversation has mostly revolved around carbon dioxide (CO₂), but **Tradewater** is leading the pack down a different pathway. The mission-based B-corporation and project development company focuses on mitigating emissions from non-CO₂ gases, including methane leaking from orphaned oil and gas wells, and refrigerants and halons. "These greenhouse gases are very difficult to get after, but are critical in preventing runaway climate change," says Tim Brown, CEO of **Tradewater**. Non-CO₂ gases account for roughly half of all emis-

sions from human activity over the last 50 years, accelerate climate change in the short term and, in the case of halocarbons, are over 10,000 times more potent than carbon dioxide. Eliminating these gases can help curb climate change today—and buy us time for longer-term decarbonization efforts to take effect. **Tradewater** provides pathways and solutions for companies of all sizes to maximize their climate impact, including opportunities for larger firms to mitigate their climate impacts with high-quality carbon credits to its Carbon Neutral Collective for small- and medium-sized businesses.

"These greenhouse gases are very difficult to get after, but are critical in preventing runaway climate change."

—Tim Brown
CEO of Tradewater

In the minute it takes you to read this, over **1 million orphaned oil and gas wells in the United States** will have leaked methane equaling **5.3 metric tons of CO₂e**.

That's equivalent to driving nearly 14,000 miles in a standard gas-powered vehicle every minute.

It might not seem like it, but the methane leaking from a single unplugged oil and gas well packs a powerful punch.

Preventing the release of this non-CO₂ gas is critical to curbing global warming **today**—because once methane leaks into the atmosphere, it quickly does its damage and cannot be captured or sequestered.



Estimated Orphaned Wells and Their Yearly Emissions: Documented Orphaned Oil and Gas Wells Across the USA. (September, 2022). Environmental Science & Technology. DOI: 10.1021/acs.est.2c03268
Estimated Methane Emissions converted to CO₂e using EPA Greenhouse Gas Equivalencies Calculator.
Methane Heatmap Image: NASA Earth Observatory. (n.d.). Mapping Methane Emissions from Fossil Fuel Exploitation.

Tradewater is on a mission to permanently stop methane, and other potent non-CO₂ gases like refrigerants and halons, from ever entering the atmosphere. These gases can be over 10,000 times more potent than CO₂ and accelerate climate change in the short term. With your help, we can give our planet a fighting chance in preventing catastrophic climate change.

Learn how you can make a meaningful and long-lasting impact by supporting high-quality climate projects that make a real and immediate difference.

Contact us at info@tradewater.us or visit us at www.tradewater.us





More than 350 million tons of plastic leak into the environment each year



Methane, halons and refrigerants make up almost half of all GHG emissions from human activity in the last half century, and halons in particular are “more than 10,000 times more potent than CO₂,” Brown explains. He adds that the IPCC and other experts agree: “There is no pathway to keep warming at 1.5°C or below unless we address non-CO₂ gases.”

Tradewater has collected and destroyed refrigerants and methane from abandoned mines and orphaned oil wells

equivalent to 6.7 million metric tons of CO₂ thus far and is participating in two markets to do even more in the near future. As Brown explains, the company is part of the compliance market, which in the U.S. is active in California, Washington State and in a coalition of states in the north-east via the Regional Greenhouse Gas Initiative covering the power sector. It is also active in the VCM. He says Tradewater works “with companies that have made net-zero commitments and want to be associated with these non-CO₂ gas projects and where there may be synergy or strategic choices to include our projects in their portfolios. That’s really what makes the difference, and the more demand that we can generate for this work, the more impact that we can create. So there is a direct relationship between the carbon markets and our ability to collect, control and destroy these gases.”

Not only large businesses have net zero commitments. Any reduction in emissions is going to be progress toward net zero, and with its Carbon Neutral Collective, Tradewater enables small- and medium-sized businesses to participate in the process as well. These companies often do not “have the internal resources to understand what their carbon footprint



is, or even have the resources to hire a consultant as maybe a larger firm would. So, we created a carbon calculator that allows them to quickly put in a few inputs to understand their carbon footprint. So a small-business owner can log in, calculate their carbon footprint, and then are able to offset right there and mitigate that footprint,” Kirsten Love, director of market development explains.

For more information on the role of carbon markets moving to net zero, get in touch with IETA today!

email: info@ieta.org
web: www.ieta.org




Agriculture is a significant contributor to global greenhouse gas emissions. This underscores the profound potential for impactful change through strategic investments in this sector. Dylan Lubbe, the commercial director of **Agoro Carbon Alliance**, states, “Our mission is to drive the global adoption of regenerative agriculture practices through high-quality, science-based carbon solutions that improve soil health and farmer prosperity while providing businesses an opportunity to invest in a sustainable future.” He emphasizes that “achieving net zero through investments in regenerative agriculture practices not only reduces carbon emissions but also fosters the restoration of ecosystem biodiversity, enhances food security, improves water

quality and, importantly, revitalizes soil health.” As Lubbe articulates: “At **Agoro Carbon Alliance**, we’re not just addressing greenhouse gas emissions; we’re championing a comprehensive approach to a more sustainable future, one that brings multifaceted benefits to our planet and its inhabitants.” **Agoro Carbon Alliance** is a company centered on farmers and ranchers and empowering these dedicated individuals. Through comprehensive agronomic and financial support, we enable farmers and ranchers to effectively implement regenerative practices on their land, ensuring sustained positive impacts. This, in turn, translates to a consistent and prolonged supply of high-quality carbon credits for our buyers.



“Our mission is to drive the global adoption of regenerative agriculture practices.”

—Dylan Lubbe
Commercial Director of Agoro Carbon Alliance



**Strengthening Our Land,
Sustaining Our Future**

Who we are

Agoro Carbon is a leading global provider of high-quality, nature-based carbon credits empowering sustainable agriculture. Backed by Yara, a global leader in crop nutrition and a pioneer in agricultural and environmental solutions with a storied legacy spanning over a century, Agoro Carbon is your trusted partner in premium nature-based carbon credits.

Our mission

At Agoro Carbon, our mission is to drive the global adoption of regenerative agriculture practices through high-quality, science-based carbon solutions that improve soil health and farmer prosperity while providing businesses an opportunity to invest in a sustainable future.

Why you should join us

When you partner with Agoro Carbon, you play an active role in catalyzing the sustainable agriculture revolution. Your investment establishes a tangible revenue stream for farmers and ranchers that finances the implementation of sustainable agriculture practices and grants them access to invaluable agronomic expertise. Partnering with

Agoro Carbon demonstrates your climate leadership and promotes agricultural resiliency and carbon sequestration at scale.

Furthermore, you champion initiatives that foster stronger communities, healthier ecosystems, and increased biodiversity, while also advancing progress towards Sustainable Development Goals. Your decision paves the way for a brighter and greener future.

Join us today and embark on a journey to a greener, more prosperous tomorrow with Agoro Carbon.

I'd like to purchase Agoro Carbon Credits.

What should I do next?

Send us an email at buyers@agorocarbon.com. Our dedicated team will promptly connect with you to explore your carbon credit procurement requirements and provide you with more information.

Find us on social media



www.agorocarbon.com