

How to Buy CO₂ Removal Certificates (CORCs)

**Take your business to net zero emissions with
Nasdaq & Puro.earth**



Table of Contents

Introduction	3
Evaluating the Effectiveness of Carbon Removal Certificates	4
About the Puro Standard	4
Benefits of CORCs	4
From Theory to Practice: How to Buy CORCs	6
Working with Marketplaces or Sales Channel Partners	6
Connecting Directly with Carbon Dioxide Removal Suppliers.	7
Choosing the Right Purchase and Contract Type	7
How to Get Started with Puro.earth	8

Introduction

In the face of escalating climate change, achieving net zero emissions has become a critical priority for businesses worldwide. While reducing emissions is paramount, some residual emissions are unavoidable, which has led to the adoption of carbon dioxide removal (CDR).

At Nasdaq, we value the potential of CDR as a complementary – but necessary – tool for limiting global warming and stabilizing climate. As a proactive force in financial markets, we echo the Intergovernmental Panel on Climate Change's emphasis on sustainable and responsible implementation that considers environmental, social, and ethical aspects, as well as potential trade-offs with other sustainable development goals.

In alignment with Nasdaq's vision of building a better tomorrow, we believe in leveraging technology and innovation to advance sustainable economic progress while addressing worsening climate change and its impact on future generations. Our position with Puro.earth offers focus on CO₂ Removal Certificates (CORCs) as part of this vision, and it allows us to offer companies a reliable, trustworthy, and quantifiable toolkit for CDR.

About Puro.earth

Puro.earth is the world's leading crediting platform for engineered CDR. The Puro Standard employs rigorous methodologies to verify durable CDR. This ensures that only suppliers that remove carbon dioxide from the atmosphere and store it durably for at least 100 years can issue certified CORCs. The CORCs are then recorded in the transparent Puro Registry.

CORCs play a key part in carbon strategies of ambitious corporations such as Microsoft, Shopify, Telia, Haglöf and Zurich Insurance, helping to address climate change and neutralize residual carbon emissions.

In 2021, Nasdaq acquired a majority stake in Puro.earth. Together, we are driving the advancement of the carbon removal industry and generating new revenue streams to stimulate growth in this market while maintaining the reliability and integrity of these initiatives.

Some of the Puro.earth CORC buyers



Evaluating the Effectiveness of Carbon Removal Certificates

Carbon removal credits allow businesses to invest in projects that remove CO₂ from the atmosphere, which contributes to global efforts to achieve net-zero emissions.

For CDR to be effective in mitigating climate change, carbon credits must accurately reflect the amount of carbon removed from the atmosphere. Businesses should therefore look for carbon removal credits that offer rigorous verification, transparent methodologies backed by the latest climate science, adherence to international standards, and proven durability.

About the Puro Standard



Exclusive focus on carbon removal

Puro.earth only certifies durably stored carbon with net negative emissions.



Durable focus

Puro.earth's methodologies focus on removing carbon to secure storages from the atmosphere for hundreds to thousands of years.



High level of assurance

Removals are quantifiable with scientific rigor, and they are independently verified.



Full transparency

All CORCs are issued and tracked in the Puro Registry to avoid any potential for double counting.



Alignment with global benchmarks

Puro.earth is endorsed by the International Carbon Reduction and Offset Alliance (ICROA) Code of Best Practice, a widely respected guideline followed by numerous corporations for procuring carbon credits.



Pioneering in carbon removal

Puro.earth has pioneered five groundbreaking CDR methodologies.

Benefits of CORCs

A CORC is an independently verified certificate that represents one metric ton of CO₂ sequestered and durably stored via one of the removal methods certified under the Puro Standard. By purchasing CORCs, companies can effectively complement their emission reduction strategies and build long-term CDR portfolios.

CORCs offer several advantages:



Permanence

CORCs guarantee carbon storage for a minimum of 100 years, with some methods ensuring storage for 1,000+ years. This ensures that a CORC represents a lasting and durable impact on atmospheric CO₂ levels.



Digital Monitoring, Reporting, and Verification (dMRV)

Puro.earth certifies credits according to specified measurement and reporting protocols. This enhances data collection, analysis, reporting speed and accuracy, which can enable more agile decision-making and effective reporting.



Additionality and Leakage Prevention

The Puro Standard implements strict criteria to ensure that the certified projects do not lead to carbon leakage and are truly additional. Additionality refers to the principle that a carbon project should result in additional CO₂ or other greenhouse gas reductions that would not have occurred in the absence of the project, and that the project does not inadvertently cause increased emissions elsewhere.



Transparency

Transparency is at the core of the CORC certification process. Certificates are issued based on comprehensive criteria for the methodologies under the Puro Standard. Once verified, CORCs are issued in the Puro Registry. Additionally, the CORCs are confirmed by third-party verifiers and through regular audits.





From Theory to Practice: How to Buy CORCs

Now that we've outlined the benefits of CORCs, let's take a closer look at the practical aspects of purchasing and integrating them into your carbon removal strategy.

The role of Puro.earth: Puro.earth's carbon crediting platform provides the information you need to manage your carbon removal portfolio effectively. The Puro Registry is used for tracking the entire lifecycle of the carbon credits. The Puro Registry offers a transparent view of all CORCs issued to the supplier, transferred to the buyer, and retired once the buyer has reported its usage. This prevents double-counting and allows companies to clearly demonstrate their carbon removal efforts to stakeholders.

There are two main ways to purchase CORCs:

-  **Marketplaces and Sales Channel Partners:** Puro.earth provides a list of partners who can manage the transaction process. By engaging with these partners, you gain access to valuable services including structuring a high-quality carbon removal portfolio.
-  **Carbon Dioxide Removal Suppliers:** Connect directly with carbon removal suppliers listed on the Puro.earth website. If you decide to buy CORCs directly from a supplier, Puro.earth offers a process that ensures efficient and transparent transactions.



Marketplaces or Sales Channel Partners

The Puro.earth ecosystem includes an industry-leading network of marketplaces and sales channel partners who can manage the transaction process. Puro.earth's sales channel partners can help you navigate the carbon market and find the solutions that best suit your needs. Some partners can also procure and retire CORCs on behalf of their clients.

This option is best suited for businesses that:

- Have limited ESG resources to manage carbon projects in-house.
- Are new to carbon markets and may need help navigating it.
- Require additional support to implement more advanced or customized solutions to meet specific goals.

Benefits of this approach:

- Access to expert guidance and support throughout the purchasing process.
- Assistance in structuring a diversified carbon removal portfolio.
- Additional services such as retirement handling and reporting.



Carbon Dioxide Removal Suppliers

You can connect directly with carbon removal suppliers listed on Puro.earth website. By having a Puro.earth platform account, users can purchase CORCs directly from a selected supplier and use the platform for efficient and transparent transactions, while managing the contracting and timelines themselves.

Purchased CORCs are transferred to the Puro Registry Account to make it a company asset. CORCs can be retired to be used towards the company's specific goals, when needed by the Puro Registry Account holder. The Puro Registry Account holder can also choose to hold and sell the CORCs later if they are no longer needed.

This option is best suited for businesses that:

- Have relevant resources in-house, including professionals who can administer carbon credit portfolios and manage registry accesses.

Benefits of this approach:

- Greater control over your carbon removal strategy.
- Ability to build direct relationships with carbon removal project suppliers.
- Flexibility to tailor agreements to specific company needs, such as multi-year agreements.

Choosing the Right Purchase and Contract Type

You can purchase already-issued credits or committing to future deliveries. In both cases, all transactions are recorded in the Puro Registry, ensuring transparency and accountability throughout the process.

Following is an explanation of the three types of contracts currently available:



1: Purchase Agreements

Purchase agreements are for spot market transactions of already-issued CORCs in the Puro Registry. These are ex-post credits, meaning the CDR has already occurred and been verified. This option is often used by companies looking for readily available, verified CDR credits.



2: Pre-Purchase Agreements

Pre-purchase agreements allow companies to secure future CORCs from audited and certified suppliers and facilities already in operation. They allow companies to plan further ahead and tailor their portfolios based on a longer-term vision.



3. Offtake Agreements and Advance Market Commitments

Advance market commitments are contractual agreements between a supplier and buyer to purchase future issuances from CDR facilities that are still setting up or looking to scale their operations. Commitments are crucial for the industry's growth and can help companies secure future availability of CORCs in a supply-constrained market, at a set price.

Discover Important Resources to Buy CORCs

Ready to start your carbon removal journey and accelerate your company's transition to net zero? There's no better time to start than today.

[Certified Suppliers](#)

[Sales Channel Partners](#)

[Puro Registry](#)

[Additional Information](#)



puro@nasdaq.com



[visit our website](#)

The information contained herein is provided for informational and educational purposes only, and nothing contained herein should be construed as investment advice, either on behalf of a particular security or an overall investment strategy.

THERE ARE NO STANDARDS OF PERFORMANCE FOR THE SERVICE. NASDAQ AND ITS PROVIDERS PROVIDE THE SERVICE AND CONTENT "AS IS" AND MAKE NO WARRANTIES OR REPRESENTATIONS OF ANY KIND EXPRESS, IMPLIED OR STATUTORY REGARDING USE OF THE SERVICE OR THE ACCURACY, COMPLETENESS OR TIMELINESS OF THE CONTENT. NASDAQ AND ITS PROVIDERS DISCLAIM THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. SOME STATES DO NOT ALLOW US TO EXCLUDE CERTAIN WARRANTIES. IN THOSE STATES, NASDAQ'S WARRANTIES ARE LIMITED TO THE EXTENT PERMITTED BY LAW.