



# **Invert & CarbonCure: A Climate Success Story**

Why a specialized emissions reduction, removal and offsetting company purchased \$25 million in carbon removal credits from CarbonCure

# Introduction

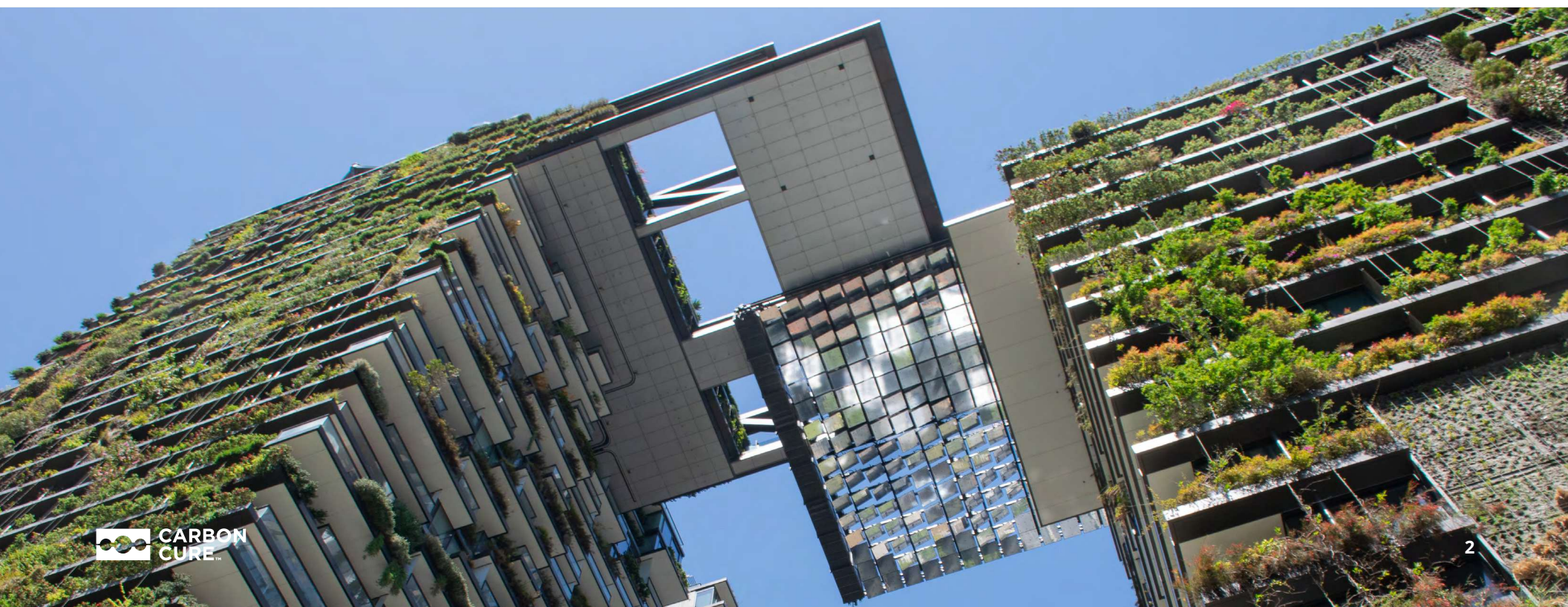
## A 25-Million-Dollar Question

In the spring of 2022, Invert Inc. and CarbonCure Technologies announced the [world's largest investment in carbon mineralization and storage](#)! Invert, a specialized emissions reduction and offsetting company, signed a partnership to purchase USD 25 million in CarbonCure carbon reduction and removal credits over the next 10 years.

This milestone investment is born out of aligned missions in the path to net zero. Both Invert and CarbonCure are driven to make an immediate and scalable impact in the fight against climate change. CarbonCure's award-winning carbon mineralization technologies can help make that a reality, and Invert's purchase of high-quality carbon credits is helping it scale.

### At a Glance

<b>Buyer:</b>	<a href="#">Invert Inc.</a>
<b>Investment:</b>	USD 25 million
<b>Term:</b>	10 years
<b>Mission:</b>	Scale solutions to climate change
<b>Purchase:</b>	CarbonCure Carbon Credits
<b>Goal:</b>	Decarbonize the concrete industry
<b>Method:</b>	Durable CO <sub>2</sub> removal via carbon mineralization
<b>Key Factors:</b>	High quality, Permanence, Scalability, Low risk, Social impact



# Mission-Driven Reductions and Offsetting

Invert's mission is to scale solutions to climate change by being at the center of carbon offset transactions. Its team of experts, entrepreneurs and engineers bring this mission to life in three ways:

1. By working with corporations to reduce and offset their emissions
2. By investing in carbon removal and reduction projects that will help save our planet and
3. By influencing consumer behavior, working with individuals to reduce and offset their emissions.

This includes creating a retail platform that everyone—businesses and individuals—can use to purchase their own carbon credits.

Foremost in Invert's approach is to finance real solutions to climate change, investing in high-quality carbon credit projects that provide meaningful carbon reduction and removal.

*"We believe in making the world of carbon credits accessible to everyone, big or small. We give individuals and businesses the tools, information, and insight they need to make a meaningful impact."*

Andre Fernandez, Co-CEO, Invert Inc.



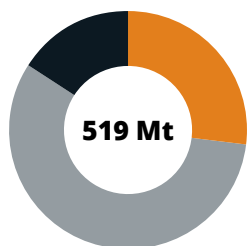
# Investing to Decarbonize the Concrete Industry

When Invert started searching for credible developers of carbon credits, it didn't take long to come across CarbonCure. CarbonCure had been in the carbon removal space for years, recently won the Grand Prize in the Carbon XPRIZE for one of its key technologies to decarbonize the concrete industry, and just received approval on its [Verified Carbon Standard Methodology for CO<sub>2</sub> utilization in concrete production](#).

"As soon as you do real, technical due diligence, it's clear to see that CarbonCure is a leader when it comes to durable, highly credible offsets," says Andre.

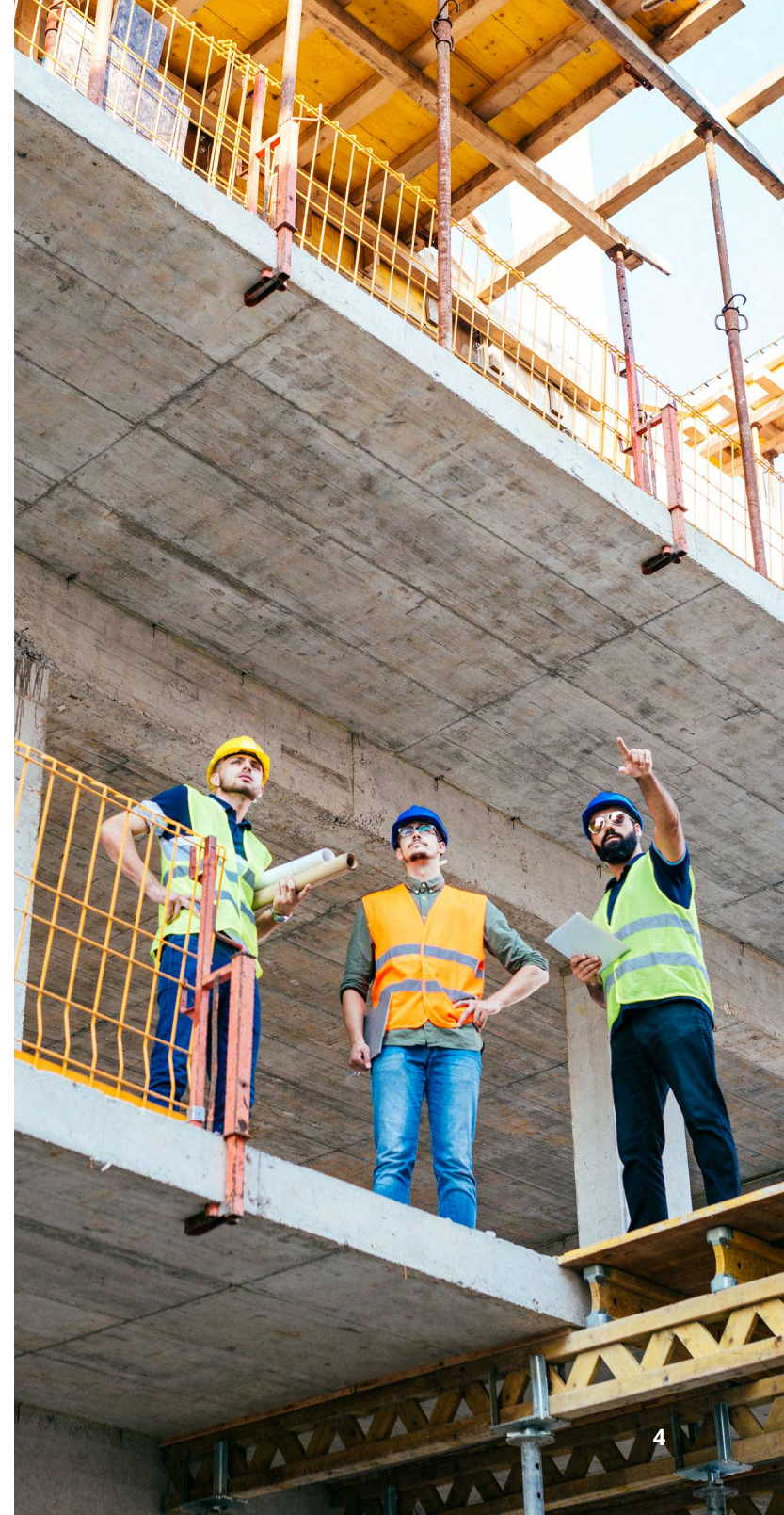
CarbonCure offers a suite of technologies that reduce and remove carbon dioxide across the concrete manufacturing process, with hundreds of systems operating around the world. Its patented, award-winning technologies injects captured CO<sub>2</sub> into fresh concrete, where it is immediately mineralized and permanently locked away—never to return to the atmosphere. This mineralization reduces the amount of cement needed in each mix, lowering the concrete's carbon footprint. It is an urgent task as concrete is the most used building material on Earth, and the production of its key ingredient—cement—generates about 7% of global CO<sub>2</sub> emissions each year.

[CarbonCure's mission](#) is to make concrete a climate solution and reduce CO<sub>2</sub> emissions in the built environment by 500 million metric tons annually by 2030. That's equivalent to taking 100 million cars off the road.



- **80.7 Mt**  
CarbonCure Recycled Aggregate
- **143 Mt**  
CarbonCure Ready Mix, Masonry and Precast
- **294.9 Mt**  
CarbonCure Reclaimed Water

Source: [CarbonCure's Path to Decarbonizing the Concrete Industry](#)



# Portfolio Approach Focused on Long-Term Removals

Invert takes a portfolio approach for carbon offsetting, including everything from carbon avoidance and reduction to carbon removal offsets. They believe it's necessary to use all the tools on the table. What's key, they say, is that the projects are high-quality for their offset class and have potential for return on investment.

For carbon credits related to avoidance and reduction, Invert is looking for additionality, i.e., projects that bring new benefits that could not otherwise have been achieved. For carbon removal, they are looking for permanence or durability, i.e., how long the project keeps the carbon emissions out of the atmosphere.

*"As we saw in the latest IPCC report, long-term removals are unavoidable at this point and essential to getting to net zero."*

Andre Fernandez, Co-CEO, Invert Inc.

This made the high-quality credits earned from CarbonCure's carbon mineralization technologies particularly attractive because they promise long-term removals.



**Verified Carbon Standard**

CarbonCure's [Verified Carbon Standard Methodology for CO<sub>2</sub> utilization in concrete production](#), which is approved by Verra, sets out robust criteria for quantifying reductions in carbon emissions and ensures quality factors such as additionality and permanence.



# Balancing Portfolios with Low-Risk Credits

In addition to analyzing quality, Invert takes into consideration the risk profile of the carbon credits it purchases. Is there a risk of reversal—for example, a natural disaster such as a fire that could burn down a planted forest? Is there geopolitical or regulatory risk, such as changing laws that might impact a project? Will the project even get off the ground and be commercially viable? Does it have potential to scale?

Invert wants to encourage all types of projects that will help provide emissions reduction, so the portfolio approach helps balance the overall risk between offset classes. CarbonCure provides a great low-risk carbon removal credit.

The saleability of the credits also factors in. Carbon credits that can be sold within a compliance market and a voluntary market, says Andre. That's yet another bonus of CarbonCure's carbon credits.



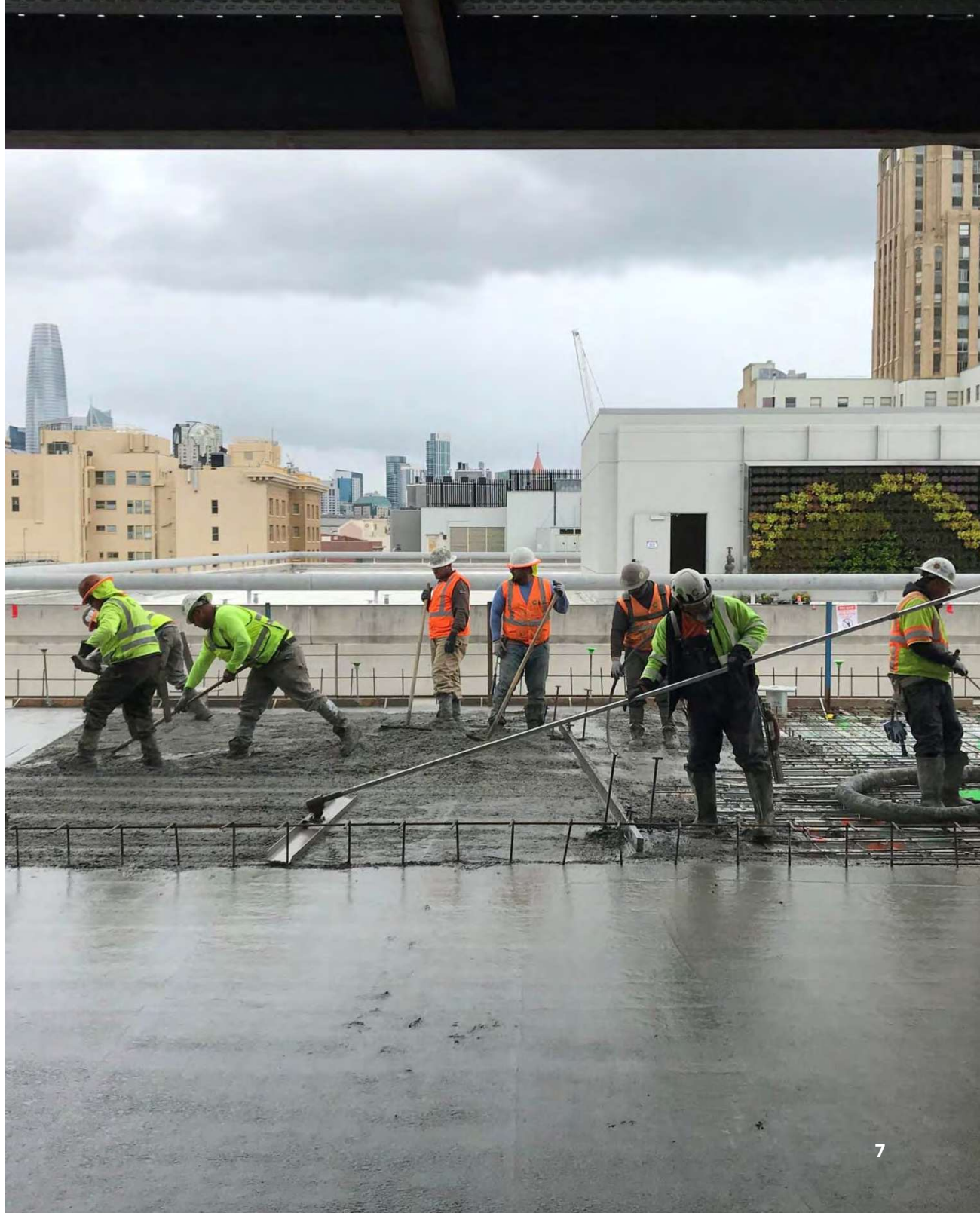
## Highlighting the Social Impact

Social impact—the direct, positive outcomes each project brings to people and communities—is a crucial factor in encouraging businesses to make a net zero climate pledge.

“We believe highly in the social impact these projects have, so we care tremendously about being able to tell the story of the work carbon credit developers are doing with local communities,” says Andre. “Even when we put together a portfolio of highly credible offsets, we recommend including a local project the buyer has an interest in or some kind of relationship and connection to.”

**CarbonCure's suite of technologies** injects captured CO<sub>2</sub> into fresh concrete during manufacturing, where it immediately mineralizes and becomes permanently locked away—never to return to the atmosphere. The mineralized CO<sub>2</sub> increases the concrete's compressive strength, which enables the reduction of cement content in mix designs while still maintaining strength and performance. The end result is increased profitability for these local businesses. Sustainable concrete can also provide a competitive business advantage, allowing producers to bid on and win more projects, in turn creating more green jobs in host communities.

This helps the buyers of carbon removal credits tell their story to ensure awareness and recognition, encouraging and reinforcing their companies' net zero goals and achievements. As Invert likes to say, it helps everyone who is concerned about climate change to “stop doom scrolling and start proud browsing.”



## Key Differentiators: Scalability and Permanence

For Invert, what sets CarbonCure apart from other carbon credit developers is the potential for scale and the permanence of its solution.

“When we look at the biggest problems to solve when it comes to climate change, concrete is one of them,” says Andre. “There’s huge potential with concrete being 7% of global emissions today. CarbonCure has a solution that can scale to address it—that’s critical! CarbonCure is across five continents with more than 550 installations—so there’s a real presence there that people can get behind.”

When it comes to durability, many customers want to be confident that when they buy a carbon credit, it won’t go away in a few years. Every tool to avoid, reduce or remove carbon is valuable, but more value can be attributed to solutions that store greenhouse gasses for long periods, such as biochar and carbon mineralization. Biochar can be stored for hundreds of years, which is still very durable. With carbon mineralization, it’s *thousands of years*. Mineralization, he says, will play a huge part in getting to net zero.

*“CarbonCure has one of the most durable solutions we’ve seen. There’s virtually no risk of reversal. On the scale of ton-per-year storage, CarbonCure is on the extreme end of value.”*

Andre Fernandez, Co-CEO, Invert Inc.





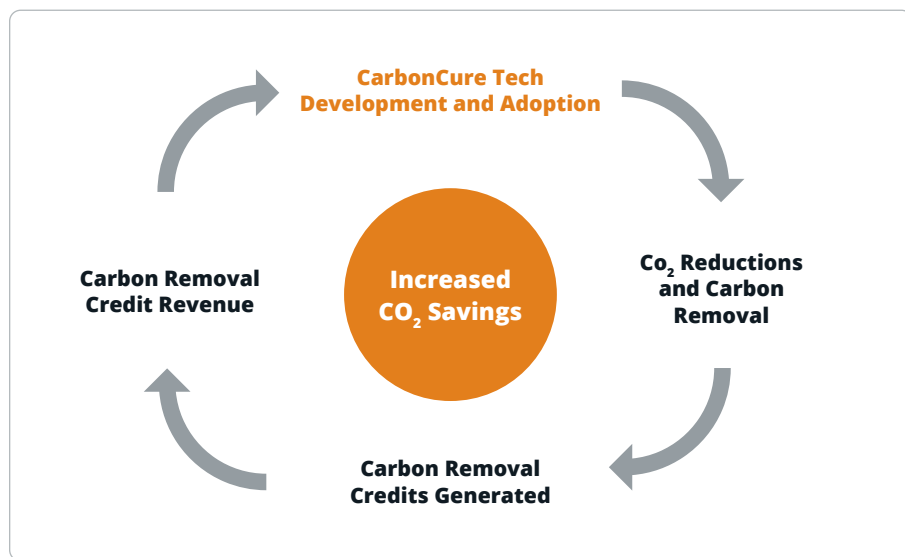
# Your Carbon Credits at Work

Investment in CarbonCure's carbon removal credits help to accelerate and scale the decarbonization of the concrete industry.

Credit revenue helps CarbonCure to:

- Incentivize the adoption of CarbonCure's technologies by concrete producers
- Accelerate entry to new markets, growing its international network of concrete producer partners that deploy its technologies globally and
- Finance new cutting-edge research and innovation to increase its CO<sub>2</sub> storage operations.

Because CarbonCure shares credit revenue with their concrete producer partners, there is an incentive for them to maximize the usage of technologies, add them into more plants, and incorporate CO<sub>2</sub> into more of their production—further driving down cement usage and carbon emissions.



## Creating Long-Term Partnerships

There is also another type of durability that is important to Invert—the relationship with CarbonCure.

“We are very focused on creating long-term partnerships. We’re mission driven, so it’s less about transacting on carbon credits and more about investing in climate solutions. A long-term investment in a company like CarbonCure that is focused on long-term removals is both the right business decision and the right thing to do,” says Andre.

He says the experience of engaging with and purchasing carbon credits from CarbonCure has been great. “We’re very culturally aligned with CarbonCure, which made it exceptionally easy to work together. We had a common goal and a common mission.”

*“When people can align on what that ultimate objective is, great things can happen.”*

Andre Fernandez, Co-CEO, Invert Inc.





# Invest in CarbonCure's Carbon Credits

Make a concrete impact to fight climate change

Hundreds of concrete producers around the world use CarbonCure's award-winning technologies to decrease the embodied carbon of concrete, reducing and permanently removing ten's of thousands of tons of CO<sub>2</sub> each year, and generating high-quality carbon credits you can trust to deliver immediate, scalable, high-impact climate benefits.

For more information about purchasing carbon credits from CarbonCure, visit [carboncure.com/carbon-removal](https://carboncure.com/carbon-removal). To get in touch with a CarbonCure representative, email us at [sales@carboncure.com](mailto:sales@carboncure.com) or call us at **+1 (902) 448-4100** (Worldwide) or **+1 (844) 407-0032** (North America).