Carbon Credits: The New Revenue Opportunity for Concrete Producers
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Today’s Agenda

- What are carbon credits?
- The new carbon credit opportunity: concrete
- CarbonCure’s credits in the marketplace
- The massive opportunity for concrete producers

Presented by:

Eric Yee
Product Marketing Manager
CarbonCure Technologies
What is a Carbon Credit?

1 Carbon Credit = 1 Metric Ton of CO₂
Brief History of Carbon Credits

- **1997**: Creation of carbon credits
- **2005**: $301m in credits traded
- **2019**: $320m in credits traded
- **2020**: $473m in credits traded
- **2021**: $1b in credits traded
Why Carbon Credits Were Created

Sale of Carbon Credit

Company able to reduce CO₂

$ Revenue

Company unable to reduce CO₂
### Who Generates Carbon Credits?

<table>
<thead>
<tr>
<th>Forestry Projects</th>
<th>Direct Air Capture</th>
<th>Carbon Storage</th>
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+ Other Carbon Reduction, Avoidance and Removal Projects
The New Carbon Credit Opportunity: Concrete
Carbon Credits Can Be Created When...

- Carbon Emissions are Reduced from Operations
- Carbon Emissions are Avoided Altogether
- Carbon is Removed From the Atmosphere
Concrete: Reducing and Removing CO$_2$

1. Reduced additional CO$_2$ emissions
2. Remove CO$_2$ from the atmosphere

Injecting CO$_2$ into concrete during mixing, resulting in...
Carbon Credits: The New Revenue Opportunity for Concrete Producers

$\text{CO}_2$ Injection
Carbon Credits: The New Revenue Opportunity for Concrete Producers

CO₂ Mineralization
Who Buys Carbon Credits?

- Amazon
- Shopify
- Stripe
- Microsoft
- BMO
- GM
- Chan Zuckerberg Initiative
- Audi
- Square
In 2021 the voluntary carbon market grew to $1 Billion
Voluntary Market Size $1B in 2021, Growing Significantly

“The unified market for carbon offsets could be worth $100 billion by the end of the decade, up from about $300 million in 2018.”

Mark Carney
Taskforce on Scaling Voluntary Carbon Markets
How CarbonCure Generate Credits

- Approved Methodology.
- Revenue Shared.
- Repurposed Carbon.
- Carbon Removed.
Producers have received significant proceeds from carbon credits already.

CarbonCure has distributed more than $1.7M of proceeds from carbon credits sales back to producers.
From Carbon to Concrete to Credits
How it Works

Carbon Removal Credit Data Collection Process
Carbon Credits Create an **Additional Revenue Stream** for Concrete Producers

- **Producer uses CarbonCure**
- **Producers cuts cement and uses CO\textsubscript{2}**
- **CarbonCure generates carbon credits**
- **Increased CO\textsubscript{2} Savings**
- **Shared Carbon Credit Revenue**
How are Carbon Credits Valued?

Average Carbon Credit Price: $3

CarbonCure Carbon Credit Price: $100+

VERSUS
Concrete producers who pour 50,000 yd$^3$ of CarbonCure concrete can earn up to $25,000 in carbon credit revenue.
The Huge Investment Opportunity in Carbon Credits Produced by Concrete

“In a 10-year agreement, Invert and minority funder Ripple will provide $30 million (USD) of upfront capital in exchange for hundreds of thousands of high-quality carbon credits providing immediate, centuries-long carbon storage.”
What This Means for Concrete Producers

- Limited time signing bonus*
- CarbonCure cuts producers a cheque
- New line of revenue for producers
“It’s near impossible to find credits in the market with this level of permanence and verifiability at the quantities CarbonCure has available right now.”

Stacy Kauk  
Shopify Sustainability Fund
Thank You!

Questions?

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**June 21, 2022** at 10 AM PT / 1 PM ET

**A Low Carbon Concrete Success Story for Precast / Prestressed Producers**

Hear from QC Manager, Collin Bender, as he walks through Conewago Manufacturing's success of implementing CarbonCure.

**June 23, 2022** at 10:30 AM PT / 1:30 PM ET

**The Impact of Federal Buy Clean Requirements on the Concrete Industry**

We will discuss the implications of the Buy Clean Executive Order and hear what some concrete producers are doing to get ahead of the curve on EPDs.