

# **CarbonCure Media Kit**

Resources for journalists and the media

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## **Key News Releases**

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CarbonCure Secures \$80M USD In New Equity Round Led By Blue Earth Capital

**Read News Release** 



### Clean Tech Company, CarbonCure Wins NRG COSIA Carbon XPRIZE

**Read News Release** 



CarbonCure Technologies Celebrates AASHTO Compliance

**Read News Release** 



CarbonCure & Heirloom Sign Agreement to Permanently Store Atmospheric CO<sub>2</sub> in Concrete

**Read News Release** 



## **Featured Media**









A building block in most construction projects, concrete is responsible for about 8 percent of global carbon emissions. Several companies are working to create a greener mix.

**Read Article** 

### CBS 60 Minutes: Bill Gates: How The World Can Avoid a Climate Disaster

"Without innovation, we will not solve climate change. We won't even come close," Gates says. Anderson Cooper reports for 60 Minutes.

**Read Article** 

### **Axios: Amazon Doubles Down on Clean Construction**

Amazon is working with CarbonCure Technologies, a sustainable materials construction startup, on 13 of its current building projects, the companies tell Axios.

**Read Article** 



### CNN Business: Linkedin is Getting Serious About Eco-Friendly Buildings

For its new 245,000-square-foot building and accompanying parking garage at its Mountain View, California headquarters, LinkedIn is working with Canadian startup CarbonCure.

**Read Article** 



## Nature: The Race to Upcycle ${\rm Co}_{_{\rm 2}}$ Into Fuels, Concrete and More

Companies are scrambling to turn the greenhouse gas into useful products — but will that slow climate change?

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**CARBONCURE** 

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## **Reference Projects**

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**Amazon HQ2** Concrete Suppliers: Miller & Long and Vulcan Materials Company Location: Arlington, Virginia

#### **View Project Details**



#### General Motors Spring Hill Stamping Steel Plant

Concrete Supplier: Irving Materials, Inc.Location: Spring Hill, Tennessee

**View Project Details** 



### 725 Ponce de Leon Avenue

*Concrete Supplier: Thomas Concrete Location: Atlanta, Georgia* 

#### **View Project Details**



## **Media Primer**

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### WHAT IS CARBONCURE?

CarbonCure manufactures a suite of technologies that enable concrete producers to add captured carbon dioxide into the production process, resulting in the same reliable concrete but with a reduced carbon footprint.

CarbonCure's carbon dioxide removal technologies are used in hundreds of concrete plants around the world every day, helping to reduce the carbon footprint of our built environment—one truck at a time.

### **CARBONCURE'S ORIGIN STORY**

CarbonCure was founded in 2012 by Rob Niven in Halifax, Canada, where the company's headquarters remain today. Rob had recently graduated with a Masters in Engineering from McGill University, where he studied the benefits of introducing  $CO_2$  to fresh concrete. That year, Rob attended a United Nations summit on Climate Change, where he saw a global demand for solutions to reduce carbon emissions.

Inspired by the summit, Rob thought to himself, "The scientific community understands that  $CO_2$  can be chemically converted to a mineral within concrete. So why can't we find a way to use  $CO_2$  in every-day concrete, and help concrete producers respond to the demand for green building products?" Since 2012, CarbonCure has developed scalable technologies that provide economic advantages to its customers while reducing carbon emissions — truly a win-win solution.

### **HOW CARBONCURE WORKS AND BRINGS VALUE**

- The injected CO<sub>2</sub> reacts with the concrete mix and becomes a mineral (Calcium Carbonate), boosting the concrete's compressive strength.
- The strength gain enables the reduction of cement content in the concrete mix designs while maintaining the concrete's strength and performance.
- Concrete has a large carbon footprint due to the carbon intensive process of creating cement, the key
  ingredient that gives concrete its strength. Every pound of cement produced emits roughly a pound of
  CO<sub>2</sub> emissions.
- By virtue of the CO<sub>2</sub> mineralized and avoided through cement optimization, ready mix concrete made with CarbonCure reduces CO<sub>2</sub> by an average of 15 to 25 pounds per cubic yard (7 to 11 kilograms per cubic meter). That's approximately 141 pounds (64 kilograms) of CO<sub>2</sub> saved per truckload, or roughly 5-percent less CO<sub>2</sub> than conventional concrete.
- The technologies in our portfolio can be stacked together to maximize carbon savings. For example, concrete producers who also use our reclaimed water technology can save an additional 10 to 25 pounds of CO<sub>2</sub> per cubic yard (5 to 11 kilograms of CO<sub>2</sub> per cubic meter), for a combined total of roughly 10-percent less CO<sub>2</sub> than conventional concrete.
- By 2050, embodied carbon emissions will be responsible for almost half of all construction emissions. Buildings made with CarbonCure concrete have a reduced embodied carbon footprint (the carbon emissions generated by construction and the manufacturing of building materials).



## **Media Primer**

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## **CORRECTIONS TO THE MOST COMMON MEDIA MISTAKES:**

- CarbonCure offers technologies for concrete (not cement).
- CarbonCure does not produce concrete (we license our technologies to concrete producers and retrofit our technologies into their concrete plants).
- CarbonCure does not capture the carbon dioxide we mineralize. Currently, CarbonCure uses CO<sub>2</sub> captured by industrial gas suppliers or DAC companies. And we continue to explore options and new pathways for atmospheric CO<sub>2</sub>.
- CarbonCure is one word (on first reference: CarbonCure Technologies).
- CarbonCure is headquartered in Halifax, Nova Scotia, Canada.

### **ADDITIONAL RESOURCES**

#### **CarbonCure:**

- About CarbonCure
- <u>The Technologies</u>
- <u>CarbonCure's Path to the</u> <u>Decarbonization of Concrete</u>
- CarbonCure Producer Map
- <u>Reference Projects</u>

#### **Embodied Carbon:**

- 2030 Challenge for Embodied
   <u>Carbon (Architecture 2030)</u>
- Bringing Embodied Carbon
   Upfront (World Green Building
   Council)
- Embodied Carbon: The Blindspot of the Buildings Industry (Canadian Architect)
- Carbon Leadership Forum

#### **Carbon Mineralization:**

- <u>Global Roadmap for</u> <u>Implementing CO2 Utilization</u> (Global CO, Institute)
- How to Build a Circular Economy that Recycles Carbon (Vox)
- With Carbon Capture, Concrete <u>Could One Day Be A Carbon</u> <u>Sink</u> (NRDC)

## **About The Founder**

#### **View Headshots**



Robert Niven CEO



Robert Niven is the founder and Chief Executive Officer of CarbonCure Technologies, the global leader in carbon dioxide  $(CO_2)$  removal technologies for the concrete industry. Rob founded the company in 2012 with the simple goal of making concrete sustainability both profitable and easy for industry. With Rob at the helm, CarbonCure is achieving its mission to annually reduce and remove 500 million metric tons of  $CO_2$  emissions from the atmosphere.

Under his direction, CarbonCure has won numerous international awards honouring leadership in sustainability, innovation and technology development including the \$20M NRG COSIA Carbon XPRIZE, Cleantech Group's 2020 North American Company of the Year, the BloombergNEF New Energy Pioneers Award and recognition as one of the Top 100 Global Cleantech Companies for seven consecutive years.

## **Media Gallery**

Below are a sample selection of photos and videos that we have reserved for media. If you would like to view more, click "See Full Gallery" below to visit our folder of owned media assets for download, including infographics, headshots and b-roll footage. For any publication or media use, credit "CarbonCure Technologies."

### See Full Gallery

## **Photos for Download**

#### **View All**



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## **Videos for Download**

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CarbonCure Animated Explainer Video for All Audiences



CarbonCure Animated Explainer Video: CO<sub>2</sub> Mineralization Reaction



B-Roll Footage at CarbonCure Concrete Producer Plant - Butler Concrete & Aggregate in Victoria, BC

