CarbonCure Media Kit

Resources for journalists and the media

Contact Us

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Key News Releases

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CarbonCure Achieves Milestone 500,000 Metric Tons of CO_2 Savings

Read The News Release



Clean Tech Company, CarbonCure Wins NRG COSIA Carbon XPRIZE

Read The News Release



CarbonCure Technologies Celebrates AASHTO Compliance

Read The News Release



CarbonCure, Central Concrete and Heirloom Achieve First-Ever Concrete Storage of Atmospheric CO_2 Captured By Direct Air Capture

Read The News Release

Featured Media



The New York Times: Concrete, a Centuries-Old Material, Gets a New Recipe

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 The 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.

Watch The Episode



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 The Article



The Wall Street Journal: Concrete Has a Big Carbon Footprint. Can Green Tech Fix It?

At concrete plants across the world, diesel mixer trucks take in a polluting blend of sand, gravel, water and cement. A facility outside Washington, D.C., is adding a new ingredient to clean up the process: carbon dioxide. The hybrid material—known as “green” concrete—reduces the carbon footprint.

Read The Article



NPR *Here & Now* (WBUR): A 'Concrete' Solution to Climate Change

Many of the new solutions to fight climate change sound almost impossible. What if a machine could suck planet-warming carbon dioxide out of the air and store the gas forever inside concrete bridges and buildings?

Hear The Episode

Media Primer

View Primer

WHAT IS CARBONCURE?

CarbonCure manufactures a suite of technologies that enable concrete producers to inject captured carbon dioxide into the concrete production process, resulting in the same reliable concrete but with less cement and less emissions.

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

CARBONCURE'S ORIGIN STORY

CarbonCure was founded in 2012 in Halifax, Canada, where the company's headquarters remain today. CarbonCure's founder Robert Niven had recently graduated with a Masters in Engineering from McGill University, where he studied the benefits of introducing CO_2 to fresh concrete. Knowing that CO_2 can be chemically converted to a mineral within concrete, Rob and an initial group of employees began developing early iterations of our solution. Since 2012, that team quickly multiplied. Today, CarbonCure has commercialized scalable technologies that reduce carbon emissions while providing economic advantages to its concrete producer partners in more than two dozen countries.

HOW CARBONCURE WORKS AND BRINGS VALUE

- CarbonCure injects CO_2 into fresh concrete, where it reacts with cement to form nano-scale calcium carbonate—better known as limestone. This improves the efficiency of cement in the concrete mix and reduces the cement needed in each truckload without changing the concrete's performance.
- Concrete has a large carbon footprint due to the carbon-intensive process of manufacturing cement, the key ingredient that gives concrete its strength. Every pound of cement produced emits roughly a pound of CO_2 emissions.
- By virtue of the CO_2 permanently mineralized in concrete and avoided through cement optimization, ready mix concrete made with CarbonCure reduces CO_2 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_2 saved per truckload. Across our community of concrete producer partners, CarbonCure results in roughly 3-to-5-percent less cement use (and associated CO_2 emissions) 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).

AVOID THE MOST COMMON MEDIA MISTAKES:

1. ***Cement and concrete are not the same***; cement is the key, carbon-intensive ingredient of a concrete mix, like flour in a cake. CarbonCure offers technologies for concrete, not cement.
2. ***CarbonCure does not produce concrete***. We do not own or operate concrete plants. We license our technologies to concrete producers and retrofit our technologies into their concrete plants.
3. ***CarbonCure is not a carbon capture company***. We are a carbon utilization company. CarbonCure uses CO_2 that is captured by industrial gas suppliers. And we continue to explore options and new pathways for atmospheric CO_2, but we don't capture the CO_2 we mineralize.
4. ***CarbonCure is one word*** (on first reference, please use "CarbonCure Technologies").
5. ***CarbonCure is headquartered in Canada*** (Halifax, Nova Scotia), not the United States.

Media Gallery

See Full 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.”

Photos for Download

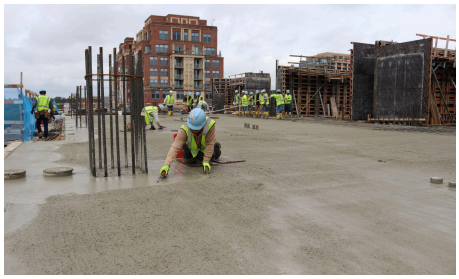
See Full Gallery



Credit: CarbonCure Technologies



Credit: CarbonCure Technologies



Credit: CarbonCure Technologies



Credit: CarbonCure Technologies



Credit: CarbonCure Technologies



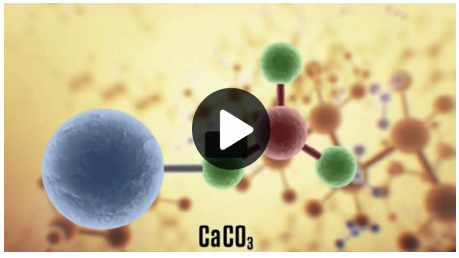
Credit: CarbonCure Technologies

Videos for Download

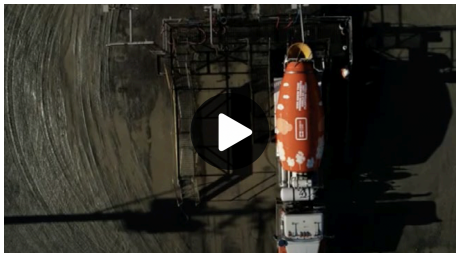
View All



CarbonCure Animated Explainer Video for All Audiences



CarbonCure Animated Explainer Video: CO_2 Mineralization Reaction



CarbonCure B-Roll Footage at Concrete Plant

Logos

View All

Download Standard Logo

Download Inline Logo

Download Standard White Logo

Download Inline White Logo

Reference Projects

View All



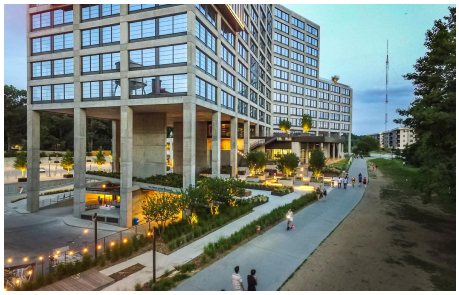
Amazon HQ2

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

ADDITIONAL RESOURCES

CarbonCure:

- About CarbonCure
- The Technologies
- CarbonCure Producer Map
- Reference Projects
- Carbon Credits

Embodied Carbon:

- 2030 Challenge for Embodied Carbon (Architecture 2030)
- Bringing Embodied Carbon Upfront
- Carbon Leadership Forum

Carbon Mineralization:

- Global CO_2 Institute: Global Roadmap for Implementing CO_2 Utilization
- NRDC: Concrete Could One Day Be A Carbon Sink