



**Carbon
Direct**



DECARBONIZATION STRATEGIES: FROM SCIENCE TO PRACTICE • MARCH 28, 2024

OVERVIEW

We combine technology with expert guidance in climate science to provide high-quality carbon management solutions



Measure emissions

GHG emission measurement

Alignment with CDP's Limited Assurance guidelines & GHG Protocol requirements

Carbon life cycle assessments (LCAs)



Prioritize reductions

Technical assessments of emission reduction levers

Decarbonization feasibility assessments

Carbon utilization insights and applications



Remove CO₂

CDR strategies for carbon management plans

Technical diligence of carbon projects

Procurement of high-quality credits / credit development



Report and comply

Stakeholder communication plans

Protocol and standards alignment

Policy & regulatory guidance



Integrated cross-functional climate solutions

OVERVIEW

Trusted by the world's most climate-forward companies



BlackRock



BoomPop



We chose Carbon Direct because of their work with Microsoft and other ambitious companies around carbon removal. **They are the experts.**

Kazura Koda

General Manager of the Carbon Desk, MOL

OVERVIEW

Experts in science, policy, and carbon markets



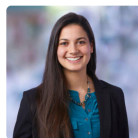
Dr. Julio Friedmann
Chief Scientist



Dr. Matthew Potts
Chief Science Officer



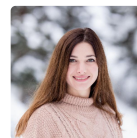
Dr. Colin McCormick
Principal Scientist



Dr. Meera Atreya
Director of EMEA
Advisory



Dr. Daniel Sanchez
Principal Scientist



Dr. Sarah Federman
Director of Landscape
Decarbonization



A.J. Simon
Director of Industrial
Decarbonization



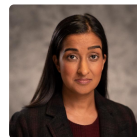
Dr. Van Butsic
Principal Scientist



Dr. Erica Belmont
Principal
Decarbonization
Engineer



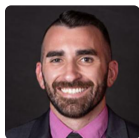
Dr. Wilfried Maas
Chief Carbon
Technologist



Dr. Zara Ahmed
Director of Policy &
Science Operations



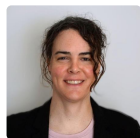
Dr. Christian Braneon
Director of Climate
Justice



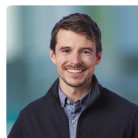
Matt McDaniel
Senior Decarbonization
Engineer



Avantika Singh
Senior Decarbonization
Engineer



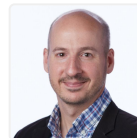
Dr. Nicki Stuckert
Senior Decarbonization
Engineer



Dr. Bodie Cabiyo
Senior Forest Scientist



Dr. John Dees
Senior Decarbonization
Scientist



Dr. Peter Psarras
Utilization Scientist

40+

Members of
Science team,
lead authorities
in their fields

>1,300

Academic
papers
published

10+

Carbon removal
and reduction
practice areas
of expertise

MAJOR ISSUES IN DECARBONIZATION

The challenge: lack of project management excellence in carbon removal space

Our organization is seeing a lack of understanding of **quality project management and execution** applications:

- Projects must rigorously engage in all **technical, economical, commercial, and political** (TECOP) evaluations
- We must understand the path to **quality** — inclusive of siting, permitting, and requirements management
- **Quality** should not be sacrificed for **speed**
- **Shaping** is important — WHERE TO PLAY and HOW TO WIN
- Understand the **full value chain** - key stakeholders and decision makers, addressable market, behaviors and policies



“

Fast is fine, but accuracy is final. You must learn to be slow in a hurry.

Wyatt Earp