



Fair Carbon

Vision and What We Offer

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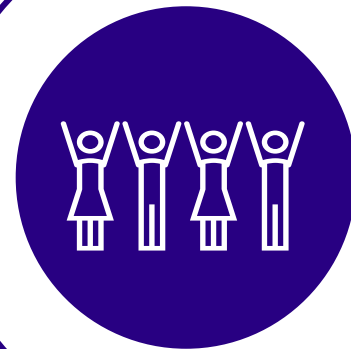




Our Vision is to
protect & restore
blue carbon
ecosystems



We dream of a world where we have harnessed the potential of blue carbon to create a regenerative future for our planet and its people.



We envision a world where local communities benefit from their efforts to protect and restore natural habitats. A world where their collaborative work is rewarded fairly and equitably.



In this world, a high-integrity carbon and nature market is an integral part of the global economy. Diverse voices from around the world - scientists, policymakers, businesses, and indigenous peoples - come together to develop strategies for planetary-scale restoration.

The market currently is limited for blue carbon projects due to various *Barriers* affecting both project developers and investors

Barriers

Technical



Information on developing high-quality projects is fragmented, hard to access, and complex, forcing developers to rely on costly consulting services.

The scarcity of case studies and isolated initiatives limit learning from experience and finding opportunities for synergy.

Financial



Nature-based solutions, including blue carbon, face financial barriers such as a **lack of early-stage financing**, and limited human capital, resulting in a shortage of investable projects and inability to scale.

Real and perceived investment risks, mismatched funding needs and timelines, and lack of data-driven impact measurement hinder private investments, limiting the sector's growth.

Policy



Understanding the legal and political aspects of blue carbon projects is challenging due to **complex and frequently changing regulations**.

A lack of centralized information on each country's requirements increase due diligence costs and may deter investors.

Solutions

The **Blue Carbon Academy** is an online educational platform that democratizes access to blue carbon knowledge.

The **Fair Carbon Accelerator** provides early-stage financing, and capacity building through a structured learning journey, that leads to full project financing for high-quality projects.

The **Enabling Conditions Country Profiles** assess how supportive a country is for blue carbon investment and project development.

The *Blue Carbon Academy* is actionable, science-based education for both projects and investors, democratising access to knowledge

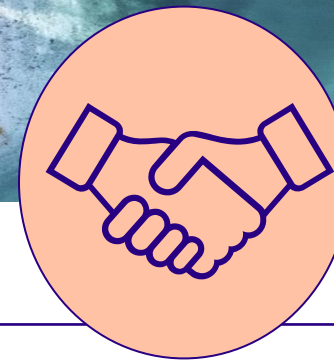
Product Overview

The Blue Carbon Academy (BCA) offers modular, online courses about developing a high-quality blue carbon projects from beginning to end. The learning journey goes from Blue Carbon 101, through Feasibility (PIN – Project Idea Note), Development & Design (PDD – Project Design Document) to Accreditation and Monitoring & Evaluation. Each module is designed to help participants advance their understanding of the project development journey. Resources, tools, and templates are offered, along with expert guidance explaining how to access carbon markets to protect and restore coastal ecosystems.



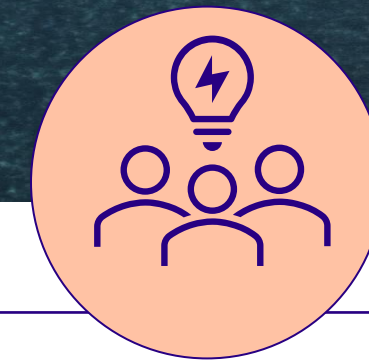
BASIC SELF-GUIDED

- Projects have full access to the content provided in the **Blue Carbon Academy for free** and can use it to **develop their own documents** (e.g., PIN or PDD) and analyses.



PLUS EXPERT-REVIEWED

- Projects have full access to the content provided in the **Blue Carbon Academy** and **develop their own analyses** and documents
- **Fair Carbon reviews the final document** (Feasibility Report or PDD), providing feedback and validating the final version



PRO SERVICES + REVIEW

- Projects have access to the content in the **Blue Carbon Academy** for learning
- **Projects can select from a list of services** they need additional support with (e.g., GIS mapping, ecological assessment, carbon modeling) and get connected to vetted service providers
- **Fair Carbon remains a gatekeeper** between the service provider and the project to ensure fairness and reviews final products



The *Fair Carbon Accelerator* fills an early-stage funding gap and builds capacity at the local level to bring quality supply to market

Accelerator Overview

The *Blue Carbon Accelerator* program is an 18-months long, cohort-based, structured learning journey that allows projects to get from idea stage to accreditation.

It leverages in-house expertise of Fair Carbon via the Blue Carbon Academy and the Enabling Conditions Country Profiles, as well as a pool of world-class experts in the field to offer:

- 1 Capacity building for projects
- 2 Connection to a network of pre-vetted technical experts
- 3 Early-stage funding to get projects off the ground

Project Idea

'We have some mangroves, what can we do to protect and restore them?'



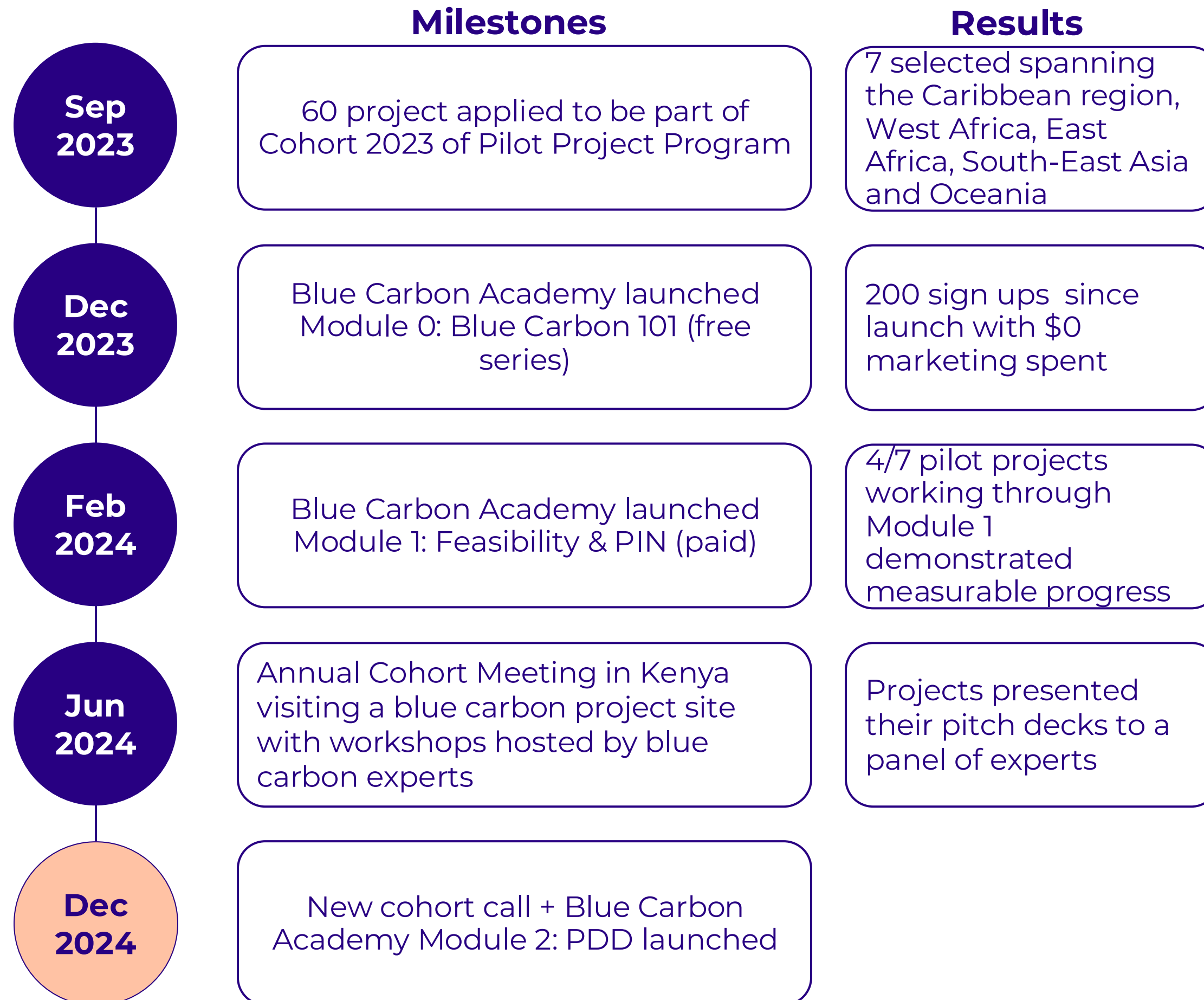
Investible Supply

A high-quality Blue Carbon Project ready for investment

- Technical feasibility established
- Community engaged in participative design
- Host country risk assessed
- Investor-ready financial plan & deck
- Operational plan in place
- Alternative revenues in landscape assessed
- Carbon & Biodiversity baselines assessed



Since their launch, the Blue Carbon Academy and our Pilot Program* have been gaining *traction*



Testimonials

"Your comments and suggestions on our feasibility report were really helpful."
– Pilot Program member

"We appreciate how approachable the Fair Carbon team is."
– Pilot Program member

"We are grateful for the work Fair Carbon does. In a market this complicated, being part of the Pilot Program helps us understand how to overcome the hurdles of developing a blue carbon project hand-in-hand with our local community."
– Pilot Program member



*As a predecessor of the Accelerator, our Pilot Project Program has offered capacity building to 7 selected projects in 2024.

To address policy barriers, we publish *Enabling Condition Country Profiles* that assess readiness for blue carbon and run monthly webinars

Country Profiles

The Enabling Conditions Country profiles elaborate on core legal requirements essential for developing blue carbon projects. Based on these, we assess how ready a given country is for blue carbon investment and project development.



Precedence of nature-based carbon credit projects

Assess whether a country has any past or ongoing involvement with mangrove or other nature-based carbon initiatives registered on the Voluntary Carbon Market (VCM).



Carbon markets and carbon rights regulations

Analyze carbon market policies and regulations to understand whether it is legal to own carbon rights and sell nature-based carbon credits on the VCM.



Land tenure rules

Evaluate how secure the land tenure is in the country and whether permission is required to use the project area for commercial purposes.



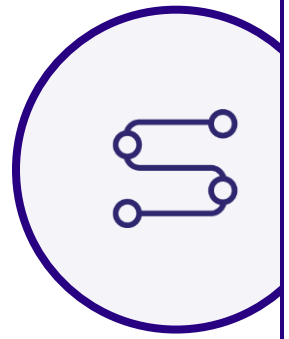
Article 6

Gather information about the rules and regulations related to Article 6 of the Paris agreement.

Webinar series

Our monthly webinar series brings together policy-makers, scientists, project developers, financiers and different stakeholders in the blue carbon ecosystem. We aim to serve as a bridge among all actors to facilitate knowledge exchange within the blue carbon community.

Last, *we value collaboration over competition* and leverage various partnerships to maximise our impact



We do not want to reinvent the wheel. We partner with key international organisations, industry leaders and academic institutions to leverage **knowledge and skills** they have already developed.



We seek to collaborate with partners, where possible as it allows us to **pool resources and create synergies.**



We believe that strong partnerships are essential in today's economy to build **confidence and credibility.**

Collaborative Partners



GALLIFREY
FOUNDATION



Knowledge Partners



blue ventures
beyond conservation



Sylvera

AWEI
African Wildlife Economy Institute



London Business School



BIODIVERSITY
CREDIT ALLIANCE

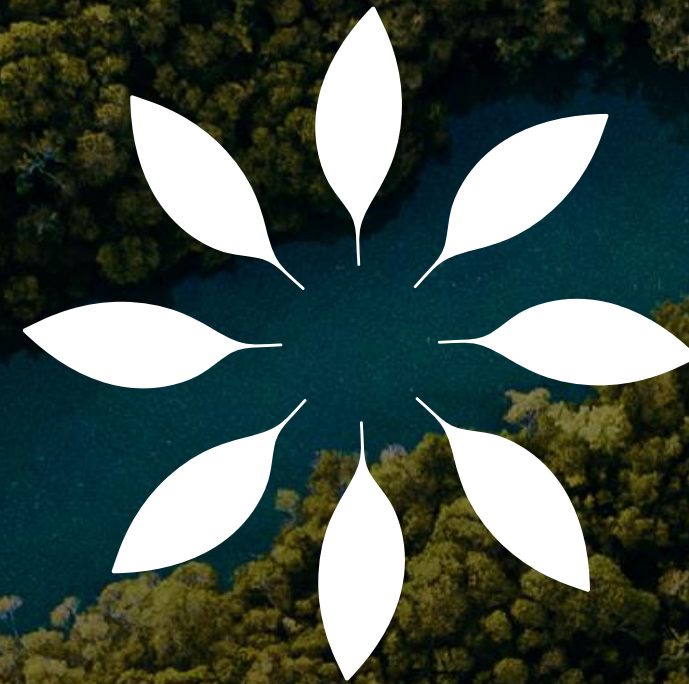


Thank you!





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