



Customer story: Puro.earth



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In our video series in collaboration with our client Puro.earth, we are showcasing an excellent example of our legal work having an impact on global challenges. Puro.earth is the world's leading carbon crediting program for engineered carbon removal, whose mission is to mobilize the world's economy to reward carbon net-negative emissions. DLA Piper is proud to assist Puro.earth with legal agreements and regulatory topics that affect their industry.

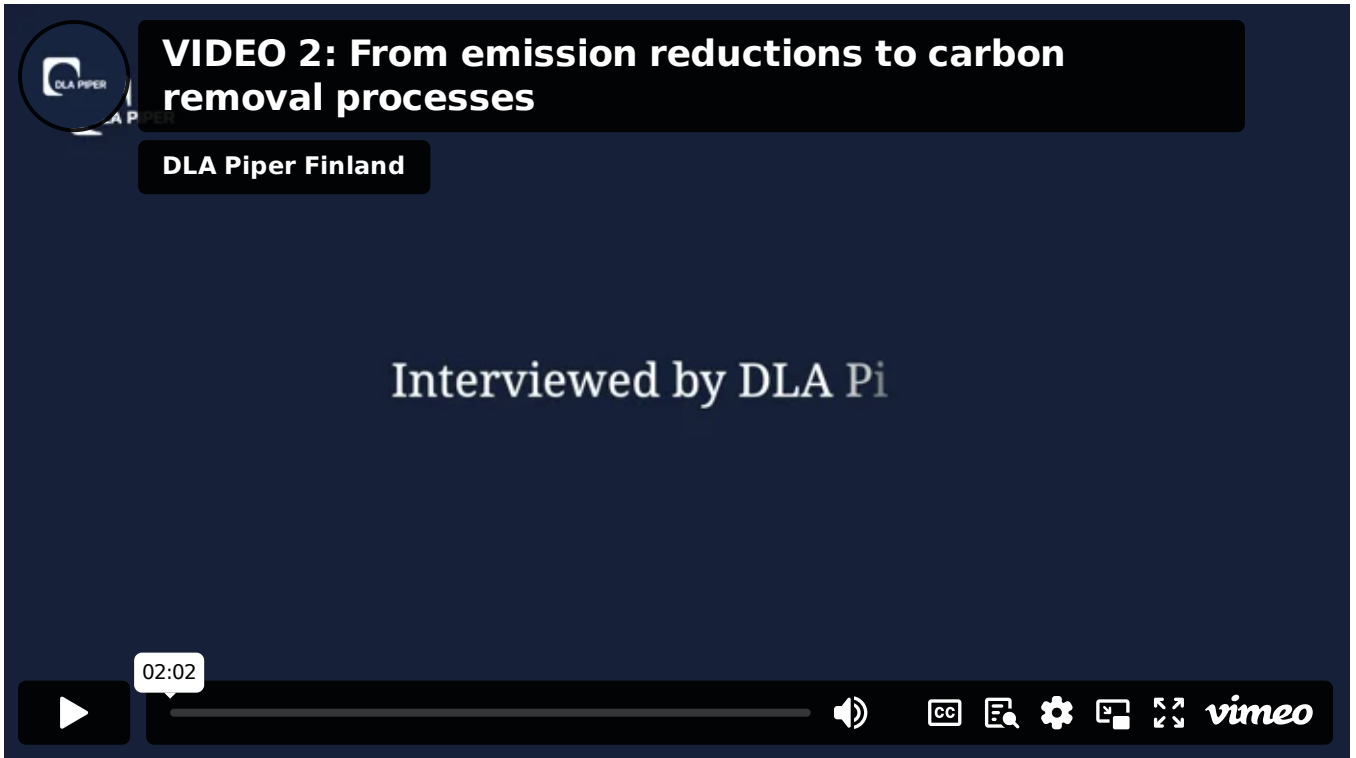
VIDEO 1: Rewarding companies for negative emissions

Climate change carries on. Promises towards emission reductions aren't enough. Reductions must be made, plus carbon dioxide must be removed from the atmosphere to achieve negative emissions. Watch the first clip in our video series to hear Puro.earth CEO **Antti Vihavainen** explaining their business model that incentivizes companies to pay for carbon removal and the ecosystem of suppliers that make it possible.



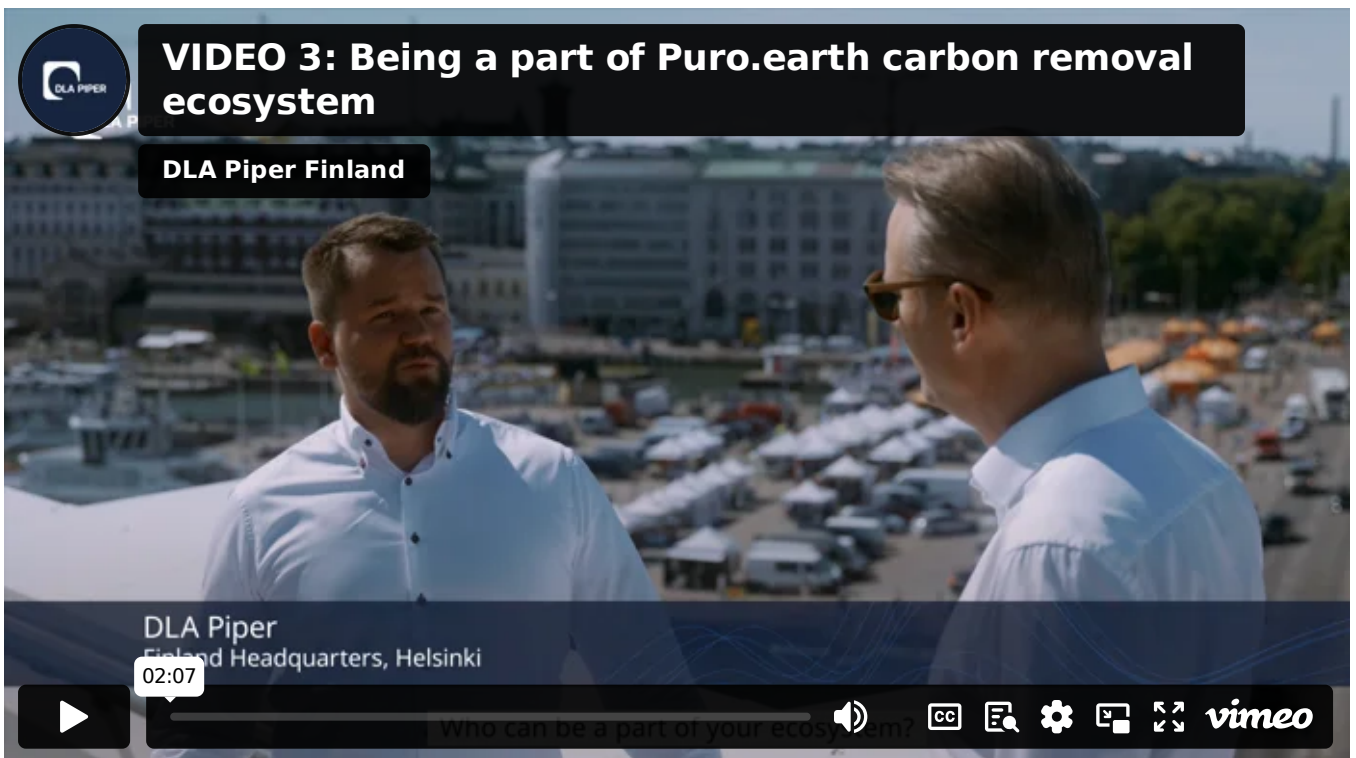
VIDEO 2: From emission reductions to carbon removal processes

The need for carbon removal from the atmosphere is huge. Reducing emissions, avoiding deforestation from happening or planting more forests isn't enough. Carbon markets have existed for a long time, but they have not focused on emission removals. A new focus will open business opportunities for many actors. Watch the second clip in our video series to hear Puro.earth's CEO **Antti Vihavainen** telling us what the key elements in their solution are and how they are enabling a new market for engineered carbon removal.



VIDEO 3: Being a part of Puro.earth carbon removal ecosystem

Climate change denial may come from not wanting to give up on many things but we all can do emission reductions. And where we can't reduce our emissions – let's remove them. Watch the third clip in our video series to hear Puro.earth's CEO **Antti Vihavainen** explain who the participants in the carbon removal ecosystem are and how we can all be part of the solution.



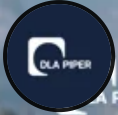
VIDEO 4: Enabling the infrastructure to monetize negative emissions

Our client Puro.earth's engineered carbon removal framework provides the infrastructure with which suppliers can certify and monetize negative emissions, enabling investments to be made. Watch the fourth clip in our video series to hear Puro.earth CEO **Antti Vihavainen** telling us about the benefits of their solution for negative emission suppliers and for buyers, which are companies that want to neutralize their emissions.



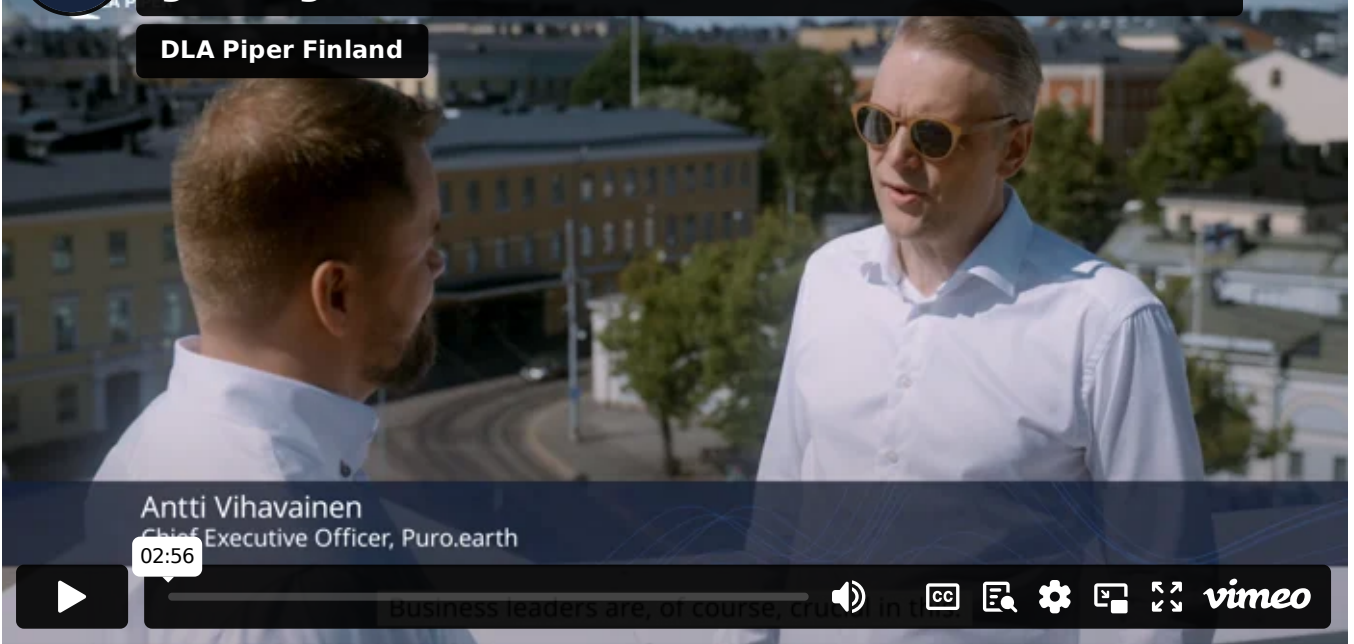
VIDEO 5: The voluntary carbon market keeps growing

The voluntary carbon markets are estimated to grow dramatically throughout the next decades and Puro.earth intends to maintain their pioneer status in the market, with help from their majority owner, Nasdaq. Watch the fifth clip in our video series to hear Puro.earth CEO **Antti Vihavainen** underlining the crucial part that business leaders and investors will play, showing us the way for reaching carbon net zero.



VIDEO 5: The voluntary carbon market keeps growing

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