



The Carbon Market Playbook

From Zero to Your First Carbon Credit

March 24, 2026 | Webinar

CO-PRESENTED BY HUMAN PLANET & TERRAVA

About Human Planet

A global advisory firm mobilising capital for impact.



Who We Are

Formerly KOIS Advisory. We bridge the gap between global finance and sustainable development, helping organizations design, structure, and deploy capital for a resilient future.

Key Services: Design, structuring and placement of innovative finance products.

Trusted By

World Bank

BNP Paribas

AFD

IKEA Foundation

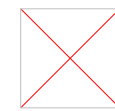
human-planet.com



About Terrava

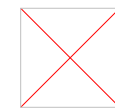
Digital solutions for carbon markets.

Terrava builds technology for carbon project developers from project design to credit issuance.



dMRV

Digital Monitoring, Reporting & Verification using cutting-edge remote sensing tools.



Project Management

End-to-end project management platform built for carbon developers.



Registry Workflow

Streamlined registry submission and workflow automation support.

Live Poll #1

Quick question before we start

How familiar are you with carbon markets?

A

Completely new to this

B

I've heard of it but don't know the details

C

I know the basics

D

I work in carbon markets

Webinar Overview

Today's Agenda

01

What is a carbon credit?

03

Types of projects & sectors

05

How to register a project

07

Common pitfalls

02

Standards & registries

04

Market trends & size

06

How to sell carbon credits

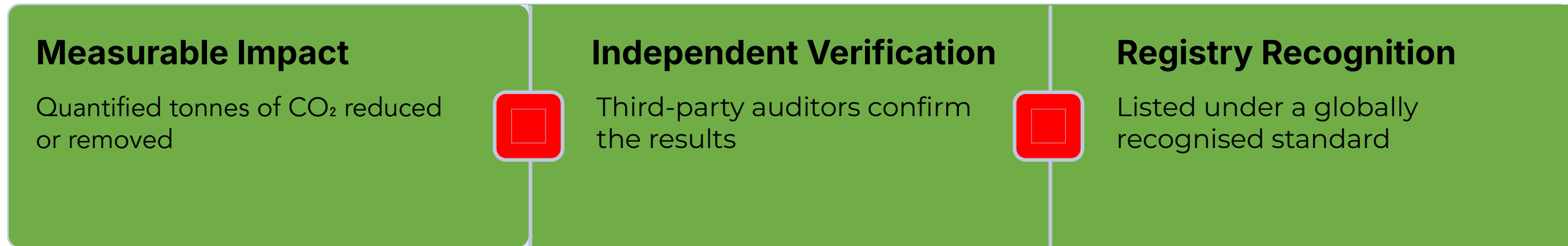
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How Human Planet & Terrava can help

Section 1 Continued

What Is a Carbon Project?

"A carbon project is any activity that measurably reduces or removes greenhouse gas emissions, verified by an independent third party, and registered under a recognised standard."



Section 1

1 carbon credit = 1 tonne of CO₂
equivalent avoided or removed
from the atmosphere.

Each credit is verified, serialised, and tracked in a registry, ensuring full transparency and accountability.

Understanding Credits


Avoidance vs. Removal

Carbon Avoidance

- Protecting a forest from being cut
- Preventing emissions from happening in the first place
- Examples: REDD+, clean cookstoves, renewable energy

Carbon Removal

- Planting trees and restoring ecosystems
- Biochar and direct air capture
- Actively pulling CO₂ out of the atmosphere

 Removal credits command higher premiums in the market.

But who decides if a carbon credit is actually real?

Section 2

Standards & Registries: The Rule-Setters

Verra / VCS

World's largest carbon standard, the most widely used voluntary carbon registry globally.

Gold Standard

Focus on SDGs and co-benefits, rigorous quality with strong social impact requirements.

ACR

American Carbon Registry, pioneer in North America with a strong track record.

CAR

Climate Action Reserve, strong presence in North American compliance and voluntary markets.

Puro.earth

Leading standard for engineered carbon removal methods in the voluntary carbon market.

Section 2 Continued


Voluntary vs. Compliance Markets

Voluntary Carbon Market (VCM)

- Companies buy credits voluntarily
- Driven by net-zero commitments
- No legal obligation
- Examples: tech companies, airlines, consumer brands

Compliance / Regulatory Markets

- Mandated by law — companies **MUST** buy or reduce
- EU Emissions Trading System (ETS)
- CORSIA (international aviation)
- Rapidly expanding globally

 Most new projects target the VCM — but **compliance demand is growing fast.**

Credit Quality

The 4 Pillars of Credit Integrity



Additionality

"Would this have happened without carbon finance?"



No Leakage

"Are emissions just moving somewhere else?"



Permanence

"Will the carbon stay stored long-term?"



Co-benefits

"Does the project benefit people and biodiversity?"

Live Poll #2

Which type of project interests you most?

A

Forests & nature

B

Clean cooking & energy access

C

Soil & biochar

D

Renewable energy

E

Not sure yet

What kinds of projects actually generate carbon credits?

Section 3 — Project Types

Nature-Based Solutions (NbS)

REDD+

Reducing Emissions from Deforestation and forest Degradation — protecting existing forests.

Afforestation / Reforestation

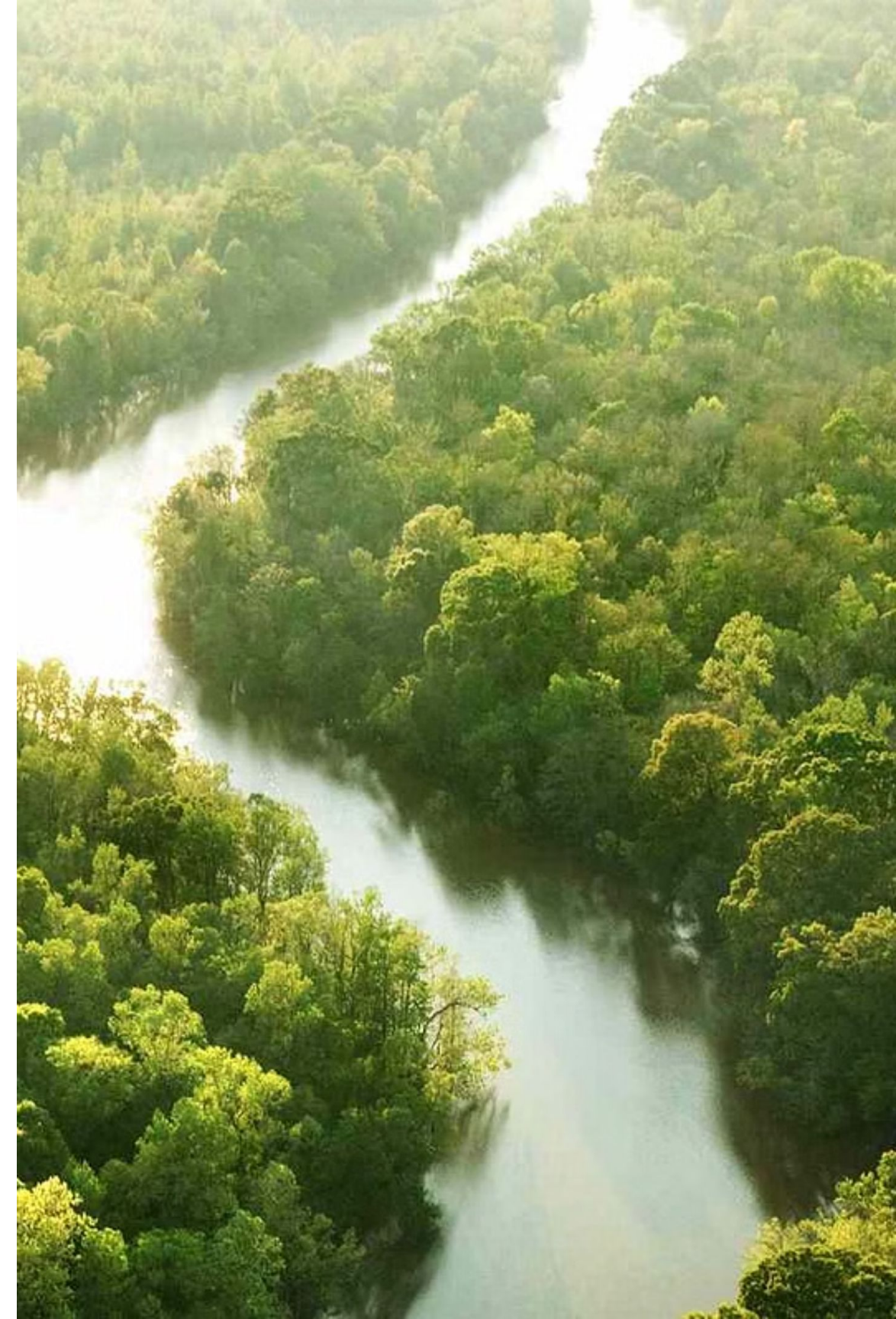
Planting new forests on degraded or previously unforested land.

Blue Carbon

Mangroves, seagrass, and coastal ecosystems — highly effective carbon sinks.

Key regions: Latin America, Southeast Asia, West & Central Africa

📄 NbS represents **~30%** of all VCM credits issued.



Section 3 — Project Types

Clean Cooking

3 billion people still cook over open fires.

The Opportunity

Replacing open-fire cooking with efficient stoves generates significant, measurable carbon reductions and massive health co-benefits.

Why It Matters

- Reduces CO₂ and black carbon emissions
- Massive health benefits for women & children
- One of the largest VCM sectors by volume
- Key regions: Sub-Saharan Africa, South Asia



Section 3 — Project Types

Biochar & Soil Carbon

What Is Biochar?

Carbon-rich charcoal produced from biomass, locked into soil for hundreds of years.

Combines **permanent carbon removal** with soil fertility improvement.

Soil Carbon

Sequestration through regenerative agriculture and better land management practices.

Market Premium

\$100–300

0

per tonne — among the **highest-priced credits** in the entire voluntary carbon market.

Section 3 — Project Types

Other Key Project

Types



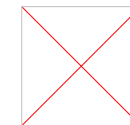
Renewable Energy

Solar, wind, and hydro projects replacing fossil fuel generation in developing markets.



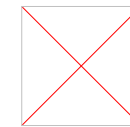
Clean Water

Water purification systems replacing fuel-intensive boiling — reducing emissions and improving health.



Methane Capture

Capturing methane from landfills, livestock operations, and coal mines before it enters the atmosphere.



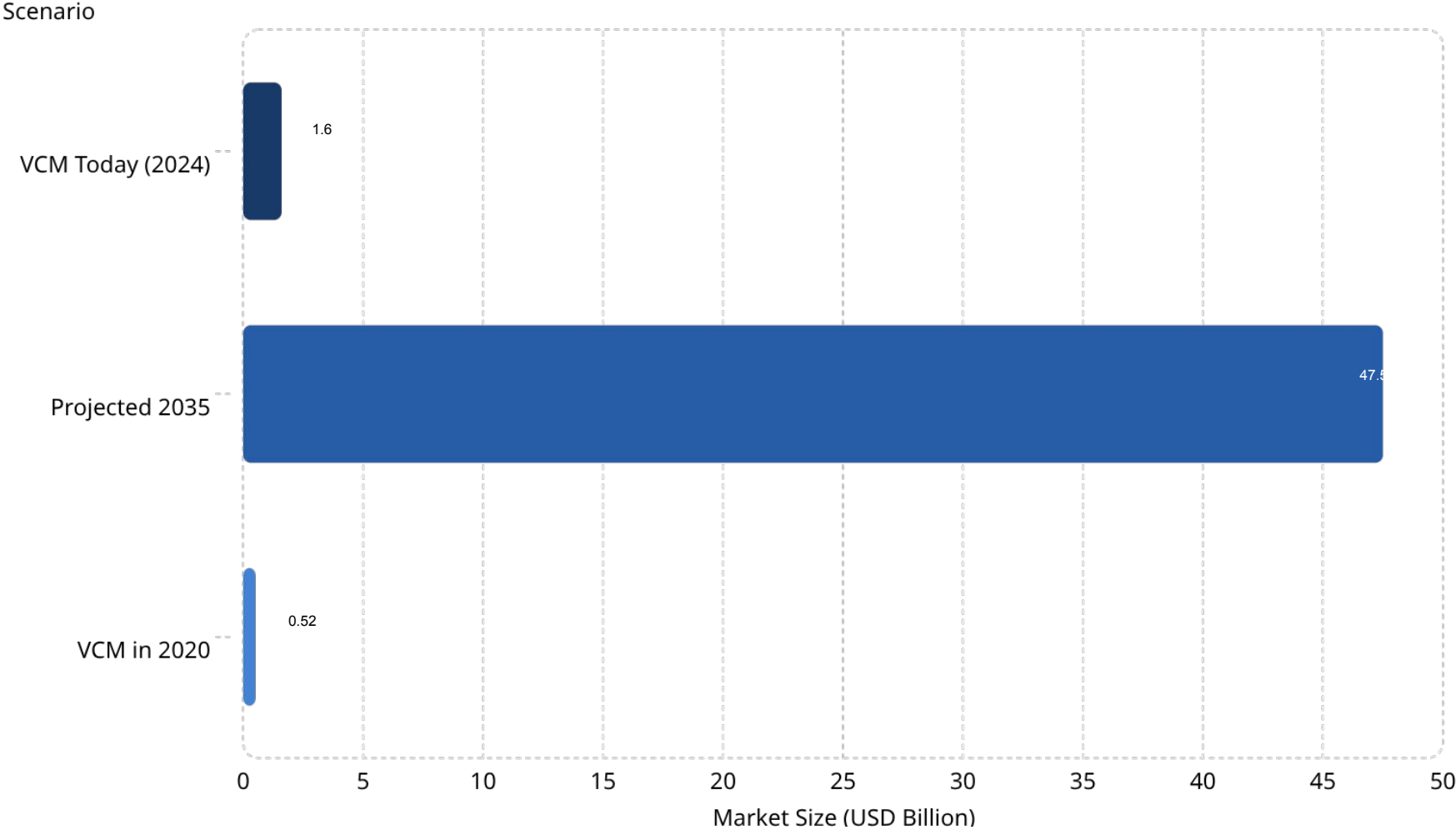
Energy Efficiency

Efficiency improvements across buildings, industry, and transport sectors.

**How big is this market, and
where is it going?**

Section 4 — Market Size

A Fast-Growing Market



40% CAGR
Projected growth rate till 2035

Corporate Net-Zero
Thousands of companies pledging net-zero by 2050

Article 6 + CORSIA
New policy frameworks unlocking massive demand

Section 4 — Policy

Article 6: The Game Changer

"Countries can now officially trade emission reductions internationally."

ITMOs

Internationally Transferred Mitigation Outcomes — the new currency of international carbon trading between nations.

Article 6.4 Mechanism

A UN-supervised carbon market — government-backed demand for high-quality credits from project developers.

COP29 Breakthrough

2024 finally agreed the rulebook. The market is now **accelerating** with clear international rules in place.



Section 4 — Demand Driver

Aviation: A Massive Demand Driver

CORSIA = Carbon Offsetting and Reduction Scheme for International Aviation (ICAO)

1

Phase 1: 2024–2026

Live now — voluntary participation with growing airline commitments

2

Phase 2: 2027–2035

Mandatory for most airlines worldwide — massive credit demand

3

Demand Scale

Hundreds of millions of credits needed to meet aviation targets



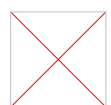
Airlines **MUST** offset emissions above 2019 baseline levels.



Section 4 — Technology

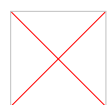
The Rise of Digital MRV

"How do you actually measure if a forest is still standing? If a cookstove is being used?"



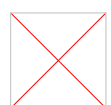
Remote Sensing

Satellites and drones monitoring land cover changes at scale with unprecedented accuracy.



IoT Sensors

Real-time data collection from cookstoves, soil sensors, and field devices.



AI & Analytics

Machine learning models that process vast datasets to verify impact cheaply and at scale.



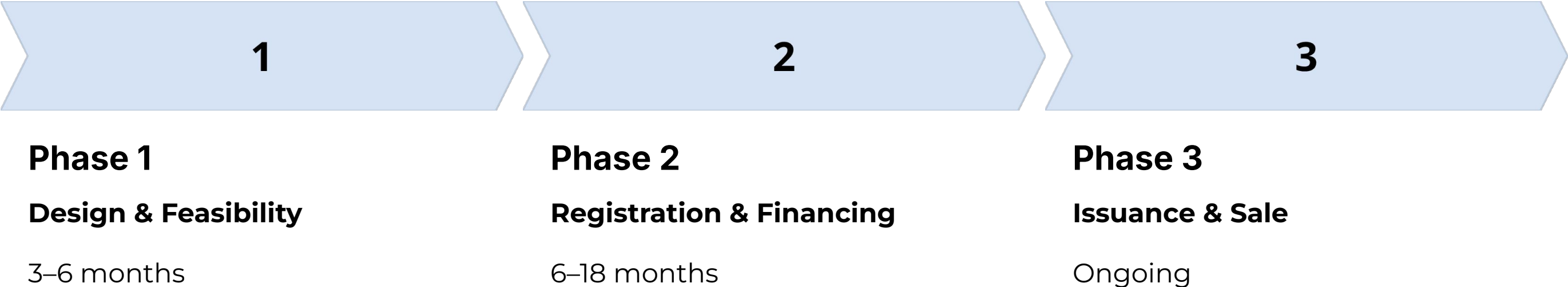
Terrava is building the infrastructure for this new era of digital verification.



**OK. So how do you actually
turn a project idea into carbon
credits you can sell?**

Section 5 — Registration

The 3 Phases Overview



📌 Total time from idea to first credit: typically **12 to 24+ months**.

Phase 1

Is Your Project Viable?

1 Define project boundaries and geography

Map the exact area and scope of your intervention

2 Choose the right methodology and standard

Match your project type to the appropriate registry and protocol

3 Estimate carbon potential

Model tonnes per year based on your baseline and intervention

4 Assess costs vs.

revenue financial model — is the project economically viable?

 **Key output:** A feasibility study + standard selection

Phase 1 — Key Document

What's a PDD?

"The Project Design Document is your project's full technical passport."

What You Do

Describes the project activity, location, and intervention in full technical detail

How You Measure It

The monitoring plan and methodology used to quantify emission reductions

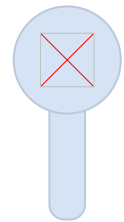
Expected Credits

Projected tonnes of CO₂ equivalent per year over the project lifetime

❏ Without a solid PDD, you cannot register. **It's the foundation of everything.**

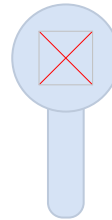
Phase 2

Getting Official: Registration & Financing



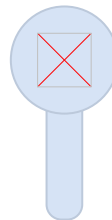
Draft the PDD

Work with technical experts to produce a rigorous, registry-compliant project document



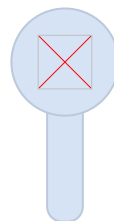
Third-Party Validation

Independent auditors review and validate your PDD against the chosen standard



Submit to Registry

Submit to Verra, Gold Standard, or other applicable registry for formal review



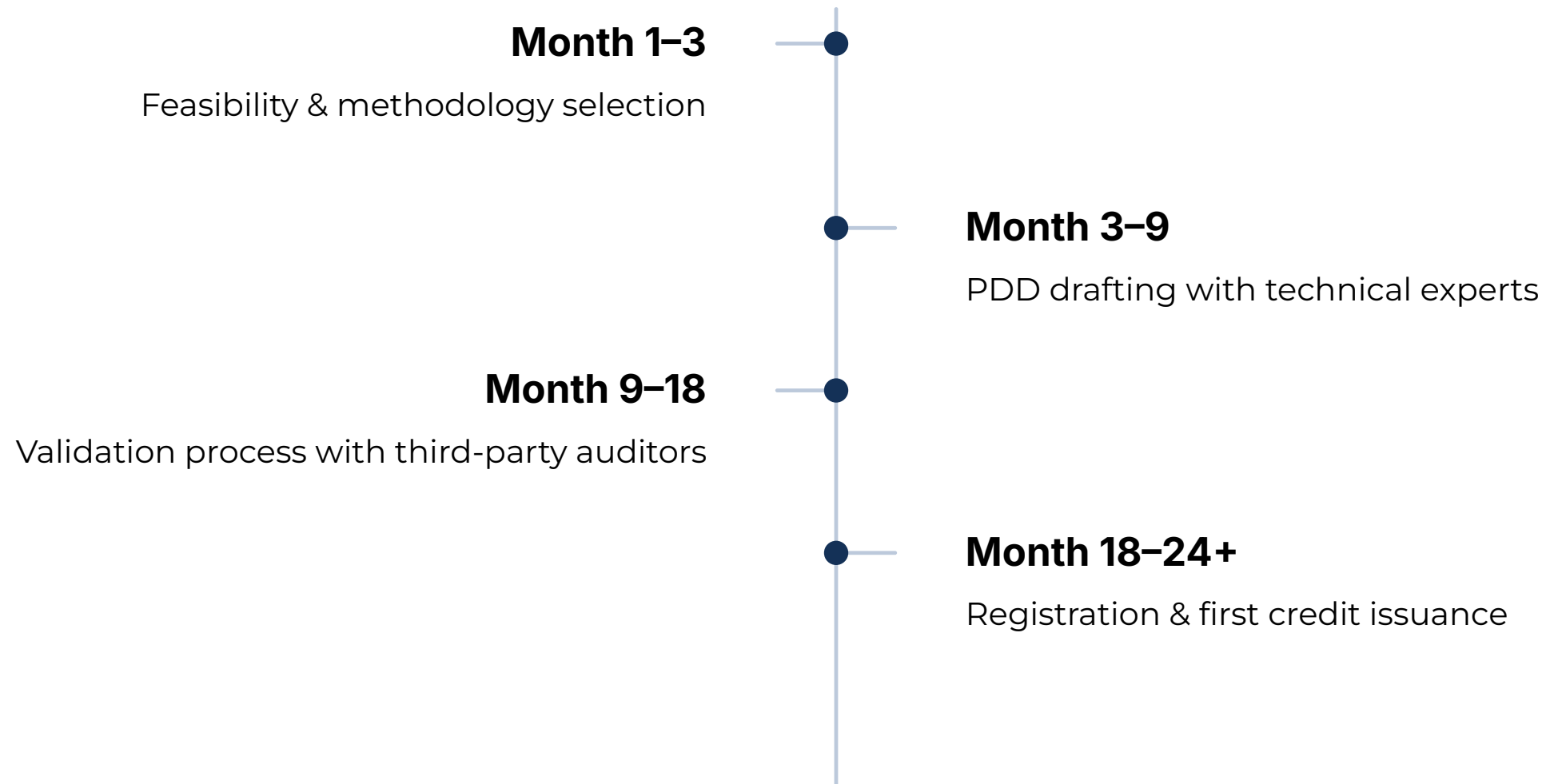
Secure Financing

In parallel: offtake agreements, grants, or blended finance to fund operations



Reality Check

Let's Be Honest About Timing



"This is a long game. But the revenue is **recurring and compounding**."

Phase 3

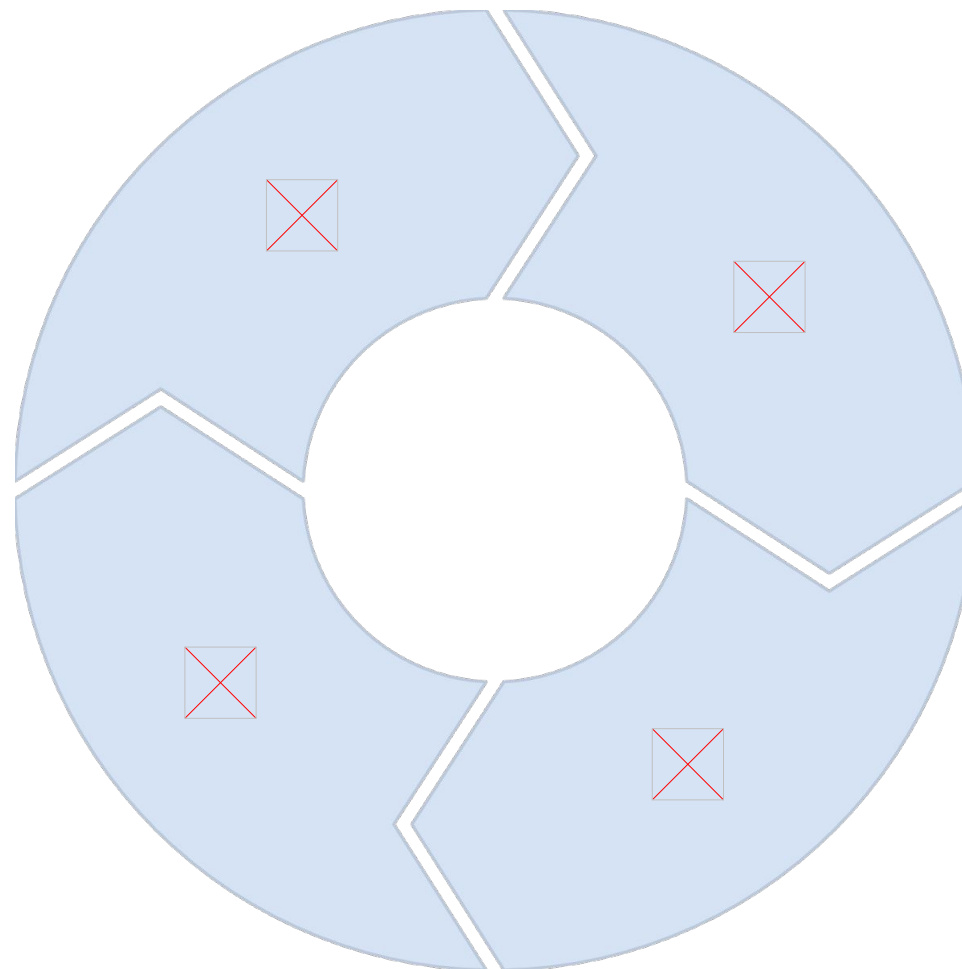
From Credits to Cash

Annual Monitoring

Collect field data and compile annual monitoring reports

Sale

Sell via brokers, direct corporate buyers, or exchanges (Xpansiv, ACX, CBL)



Third-Party Verification

Independent auditors confirm real-world impact matches reported data

Credit Issuance

Registry issues serialised carbon credits to your account

Section 7 — Pitfalls

What Goes Wrong (and How to Avoid It)



Wrong methodology choice

Choosing a methodology that doesn't fit your project type leads to failed validation



Underestimating time and costs

Registration takes 12–24 months and requires significant upfront investment



Ignoring leakage and permanence

Failing to address these risks leads to credit reversals and reputational damage



No baseline data from day one

Without early documentation, you cannot prove additionality or measure impact



Greenwashing exposure

Overclaiming impact invites scrutiny, media backlash, and buyer withdrawal

Premium Value

Co-benefits = Higher Value

What buyers pay more for:



SDG Alignment

Which UN Sustainable Development Goals does your project address?



Biodiversity

Ecosystem services and habitat protection beyond carbon



Gender & Community

Empowerment of women and local communities



Clean Water Access

Improved water quality and access for local populations

"High-integrity, high-co-benefit projects are the future of the market."

Live Poll #3

Where are you in your carbon project journey?

A

Just exploring the idea

B

I have a project but don't know
how to start

C

I've started the process

D

I'm already registered

E

I'm looking for buyers

**You don't have to navigate
this alone.**

Key Takeaways

5 Things to Remember

1 **1 credit = 1 tonne CO₂ ⇒ verified and tracked**

Every credit is serialised in a registry with full transparency

2 **Many project types exist ⇒ choose what fits your context**

From forests to cookstoves to biochar — find your fit

3 **Markets are growing fast**

Article 6, CORSIA, and corporate net-zero are driving unprecedented demand

4 **Registration takes 12–24 months ⇒ start now**

The earlier you begin, the sooner you generate revenue

5 **Quality + co-benefits = higher prices + better buyers**

Integrity is your most valuable asset in this market

Get Started

Ready to Start Your Carbon Project?

Book a free 30-minute consultation with our experts.

Human Planet

Strategic advisory from feasibility to financing.
End-to-end support for project developers
worldwide.

human-planet.com

Terrava

Digital infrastructure for your carbon project —
from design to issuance, all in one platform.

terrava.ai

"Whether you're just exploring or ready to move fast — we'll help you find the right path."

Thank You for Joining

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