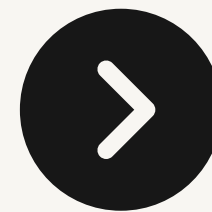


INSIGHT SERIES N°1



Monetizing climate solution' contribution to ***decarbonization***

#Deeptech #Greentech #Naturetech #Cleantech #Proptech

A Strategic Lever for green
company' market access



Global winners

The next generation of **global winners** will be companies that **minimise their own emissions** while **driving their customers toward Net Zero.**



veracity

EVIDENCE. IMPACT. VALUE.

Avoided emission

Guidance

A key metric in evaluating the environmental impact of technological green innovation is “**Avoided emissions**” with guidance from the World Business Council for Sustainable Development (**GHG Protocol**), **EU Green Deal Taxonomy** and other new initiatives.

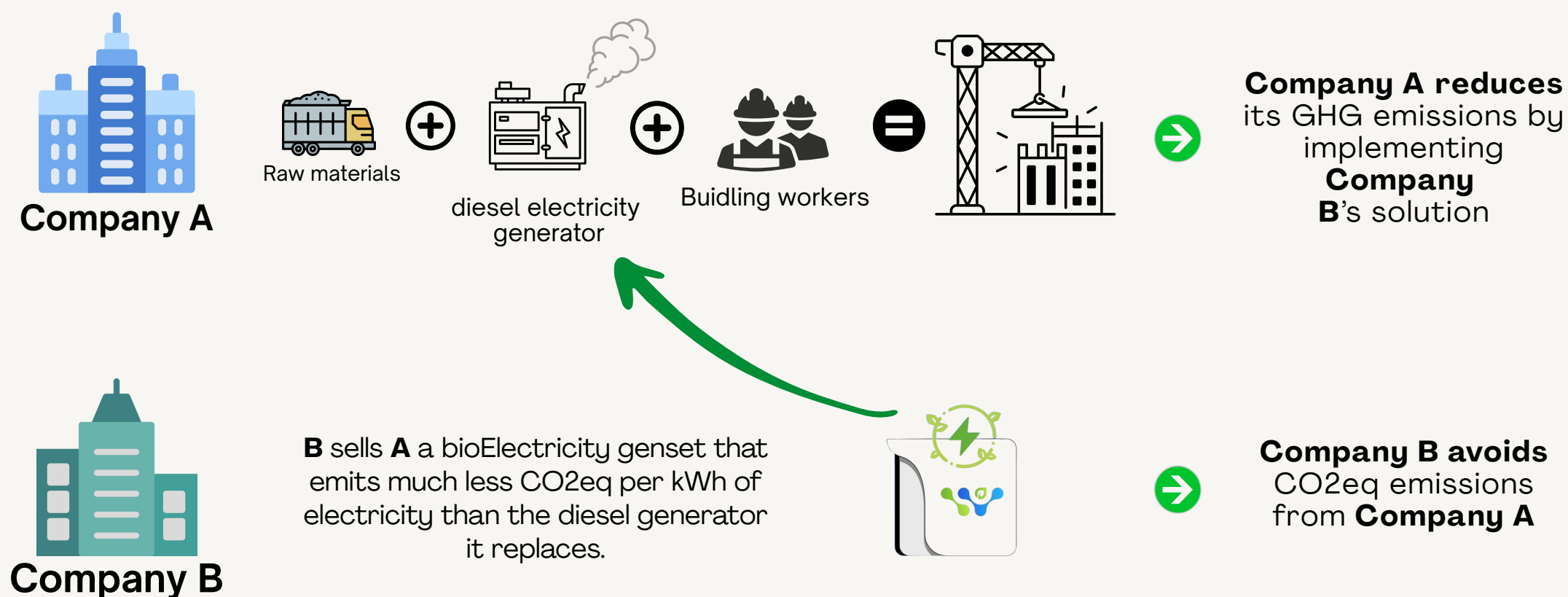


veracity
EVIDENCE. IMPACT. VALUE.

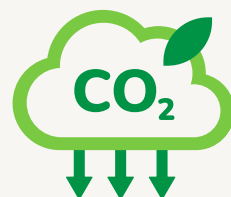
Avoided Emission

Use case

Company A is replacing its diesel electricity generator with a Bioelectricity generator

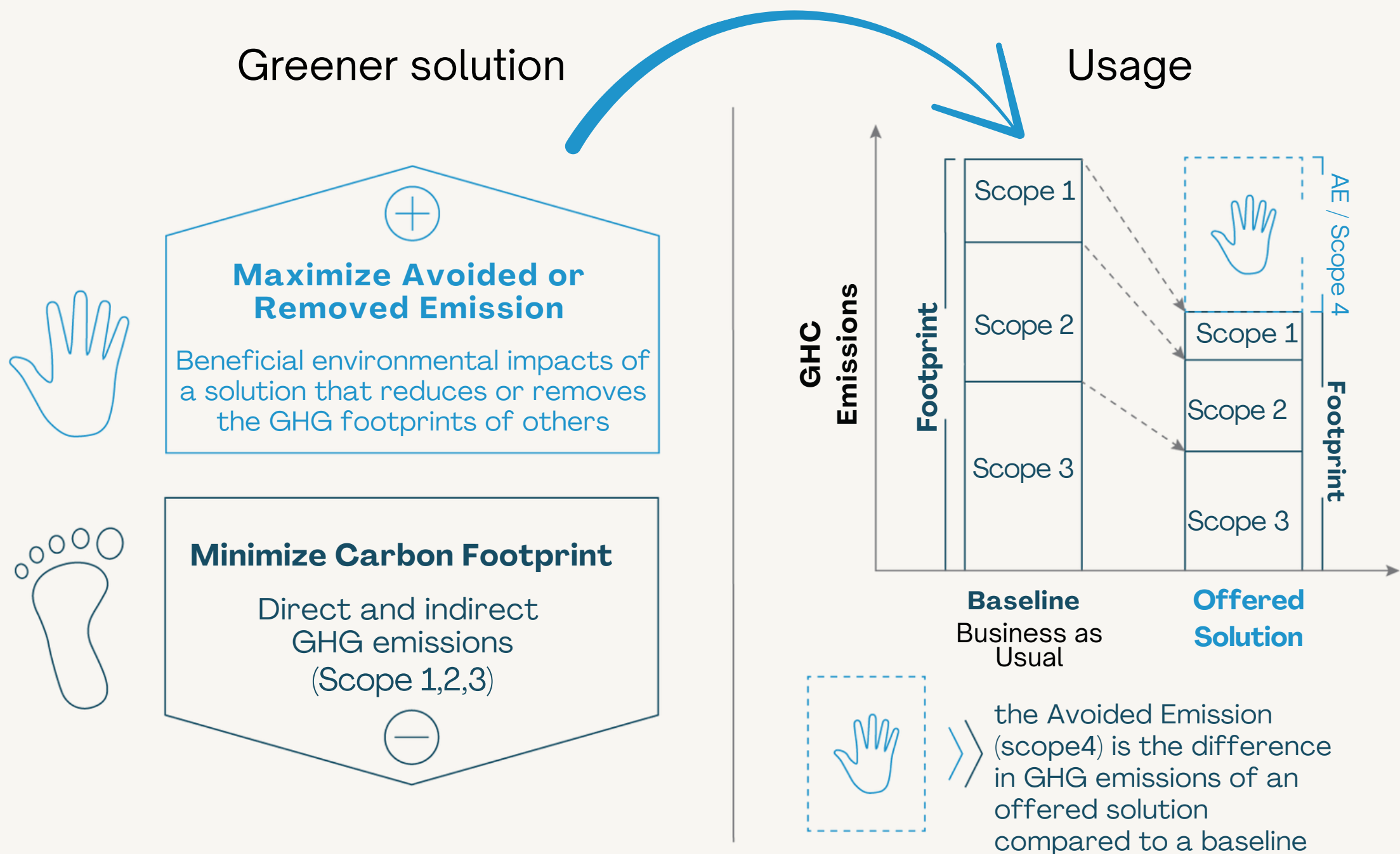


Avoided emissions result from substituting a product/service with **lower-carbon alternatives** that serve **the same function**.



Avoided Emission

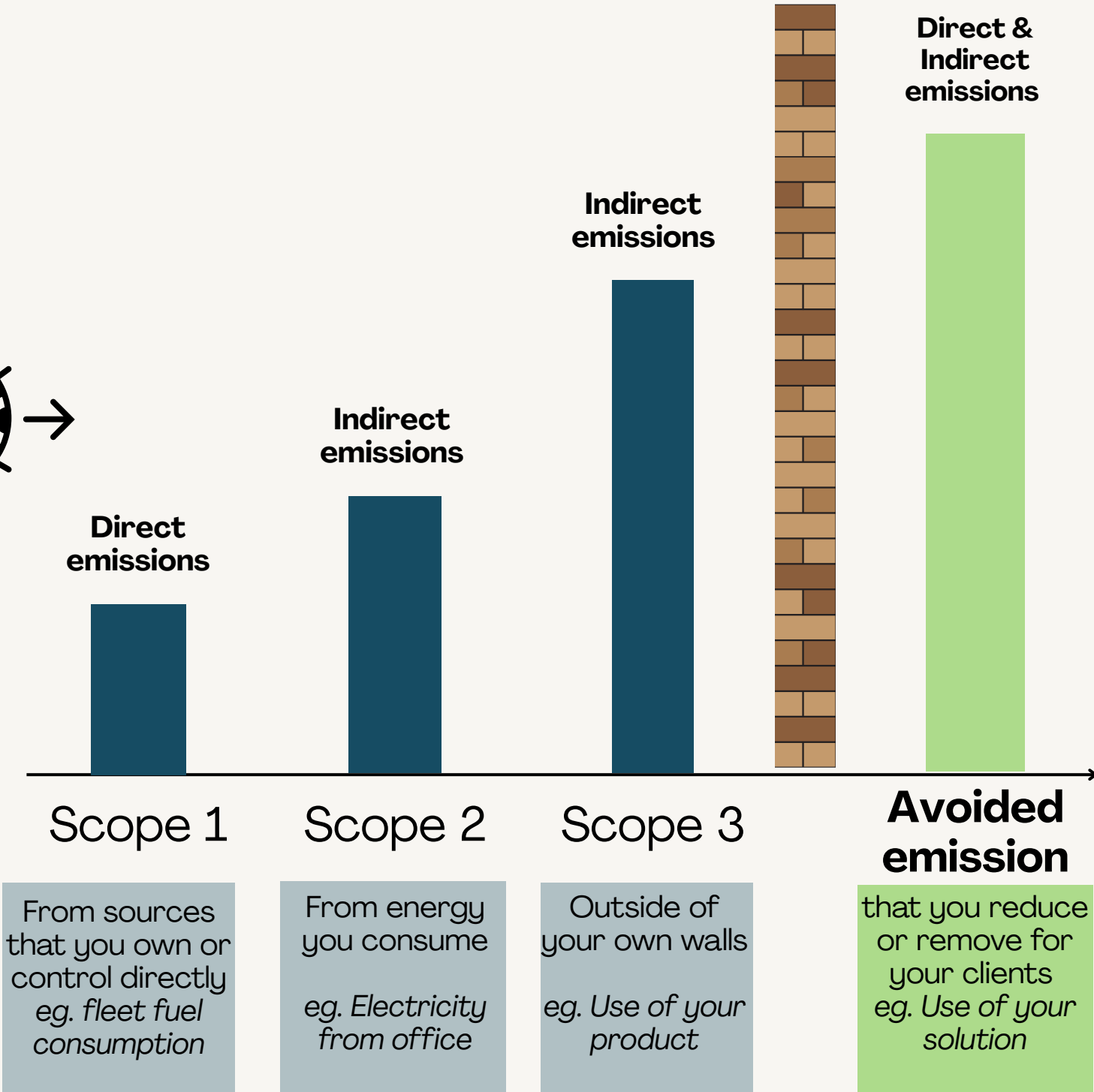
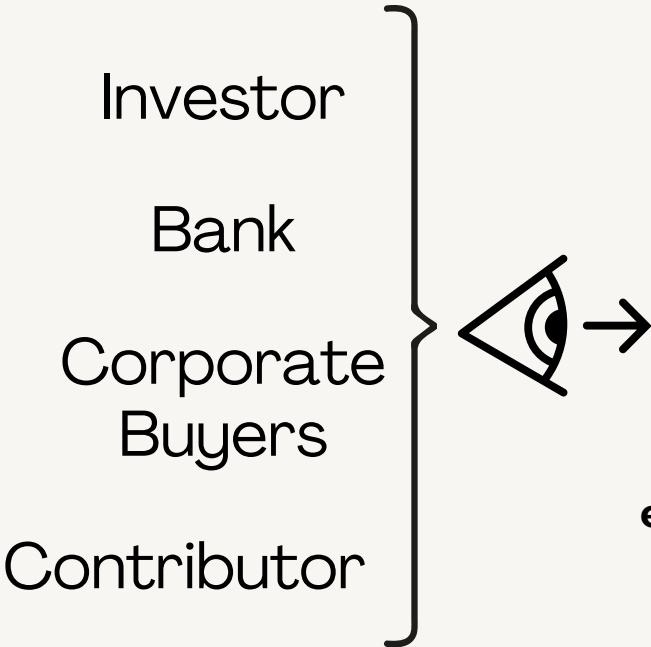
Emission Scope



Avoided emission

Perceived Value

**Market
demand-side
stakeholders**

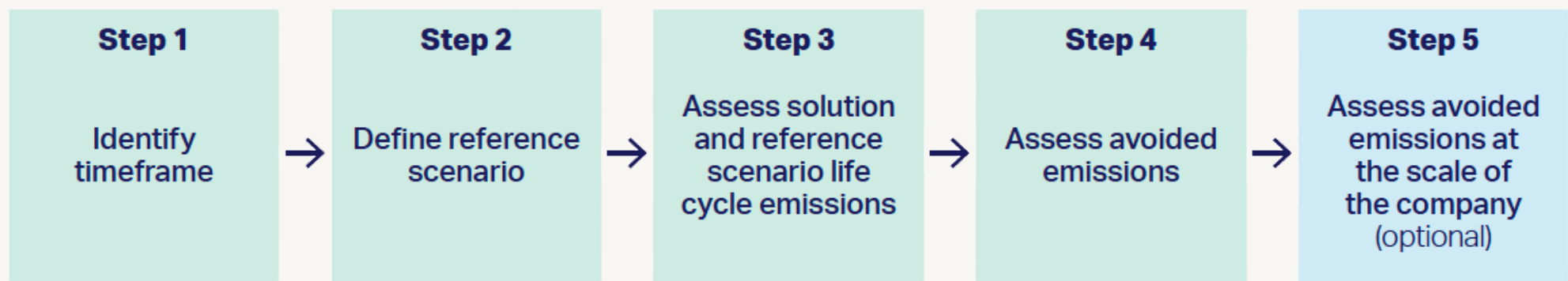


Avoided emission

Value proposition

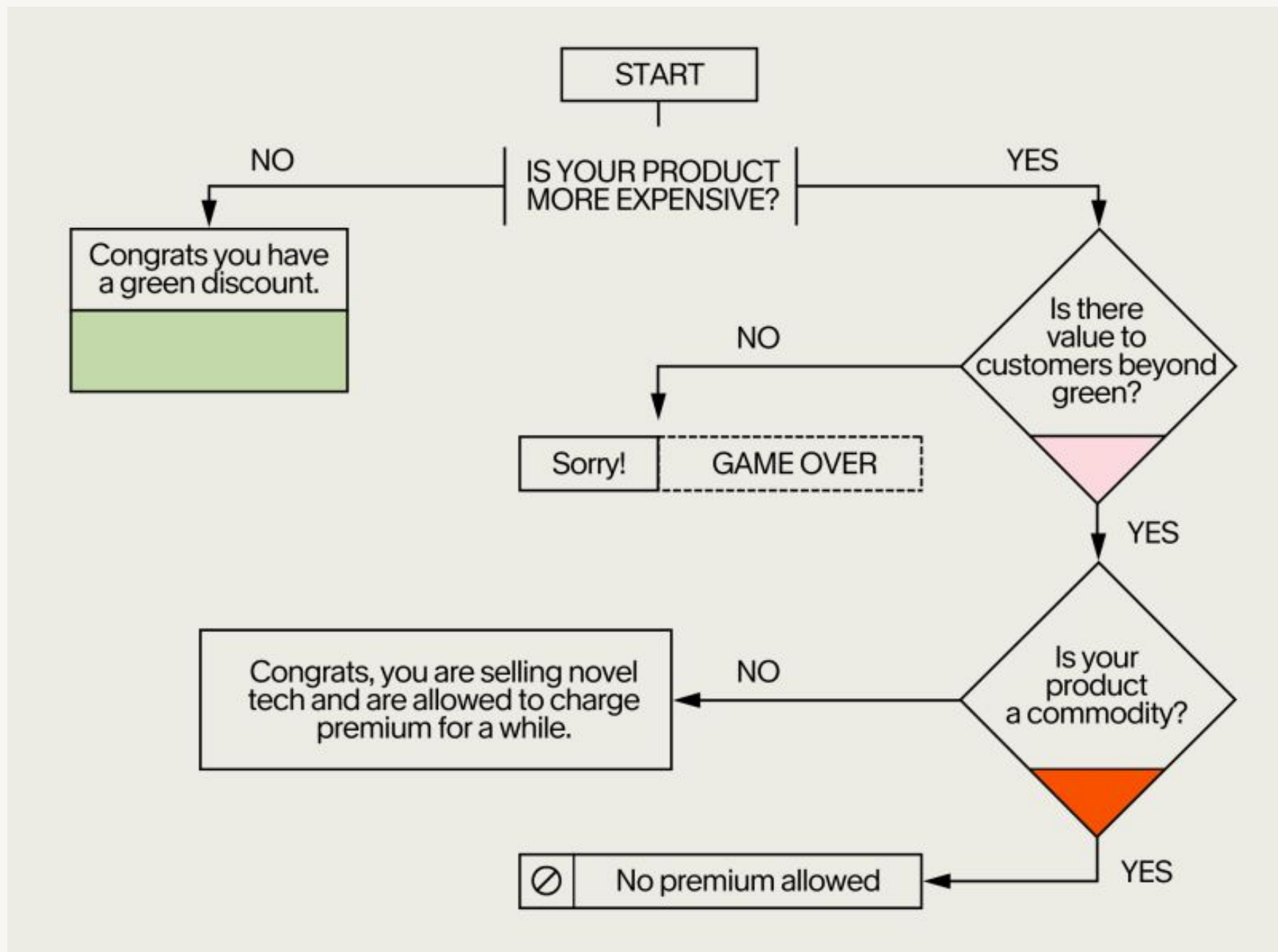
For **climate tech startups**, avoided emissions are central to their **value proposition**, showcasing their broader, **positive impacts**. But simplistic calculation methods often fail to account for the complexities of **systemic impact**.

Avoided emission Assessment



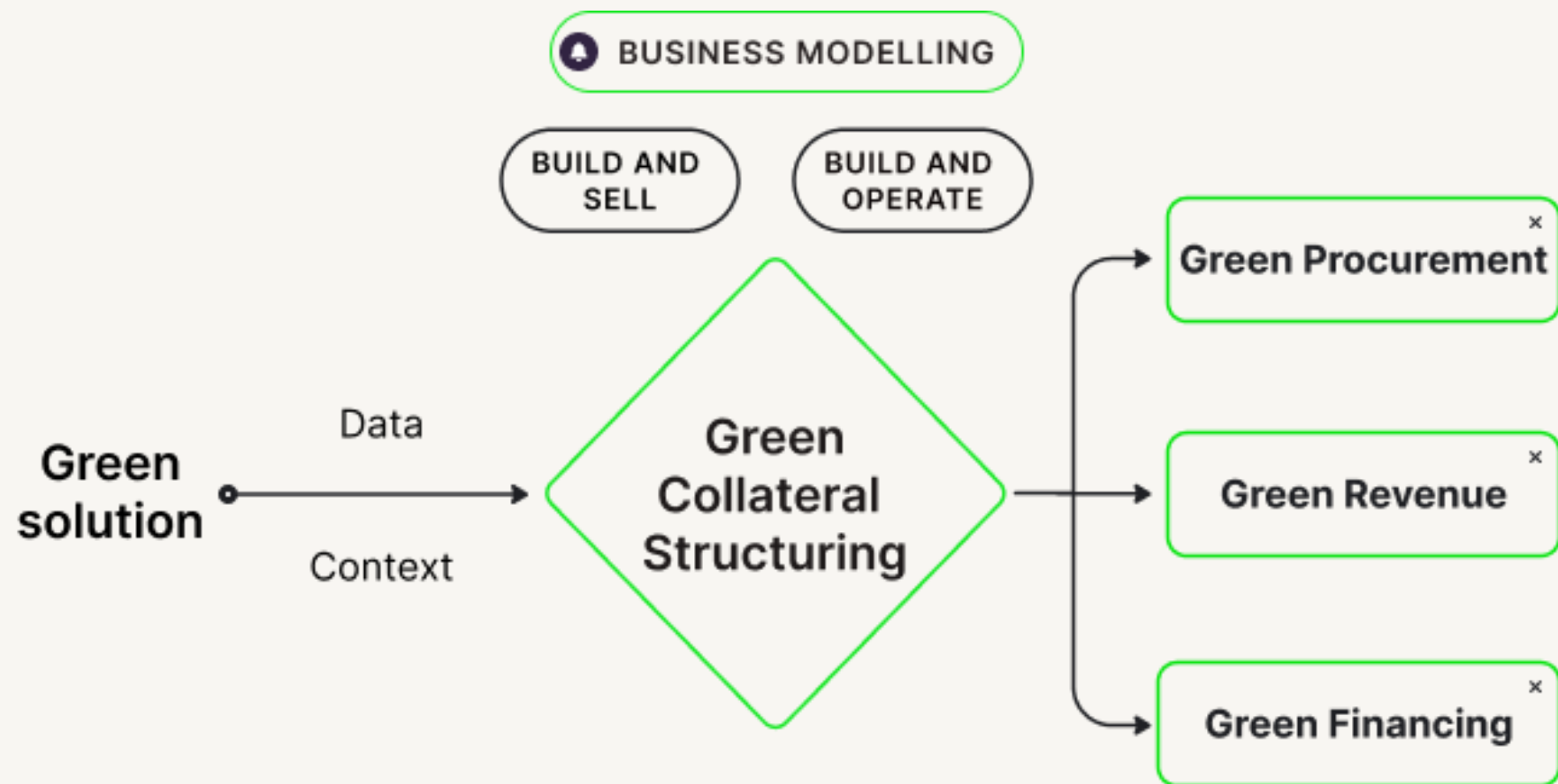
● At the scale of one solution ● At the scale of the company

Do you deserve a green collateral? (Premium/Discount)



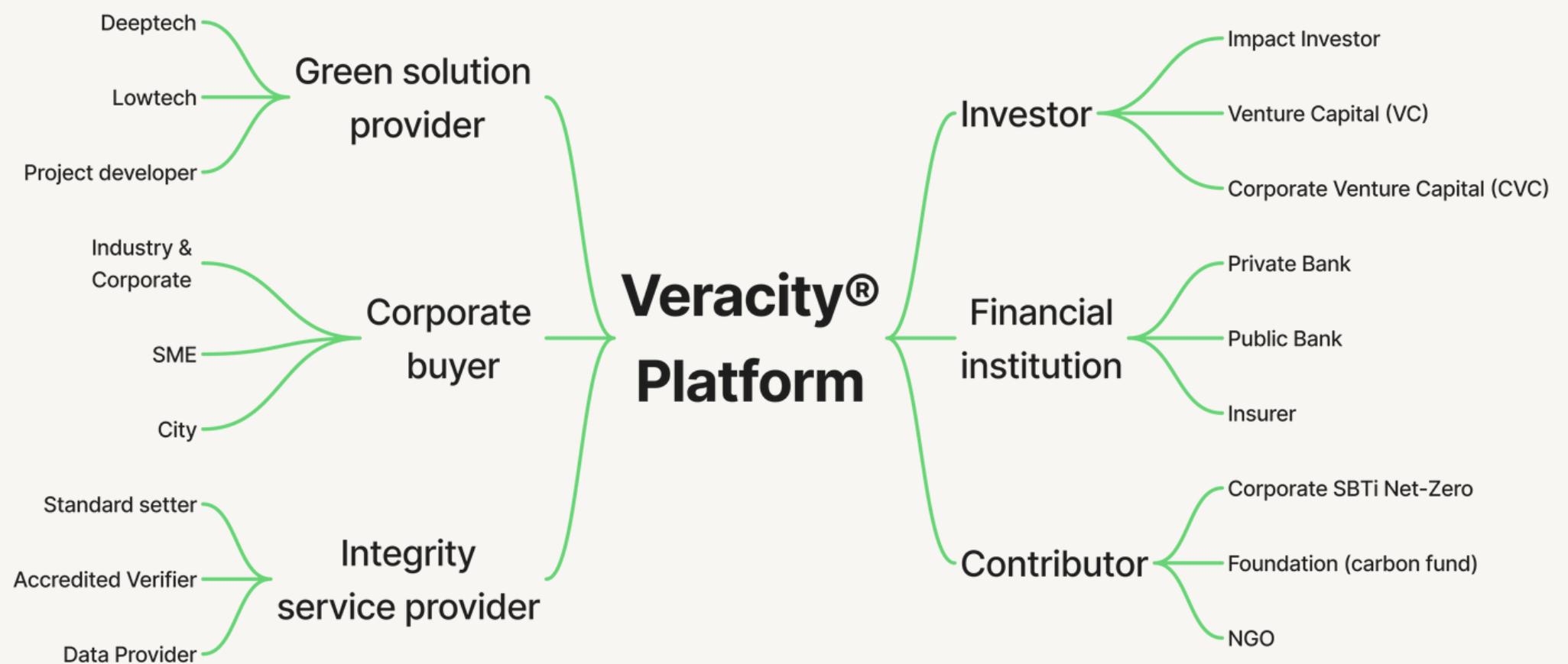
How to monetize ?

Your Green Collateral



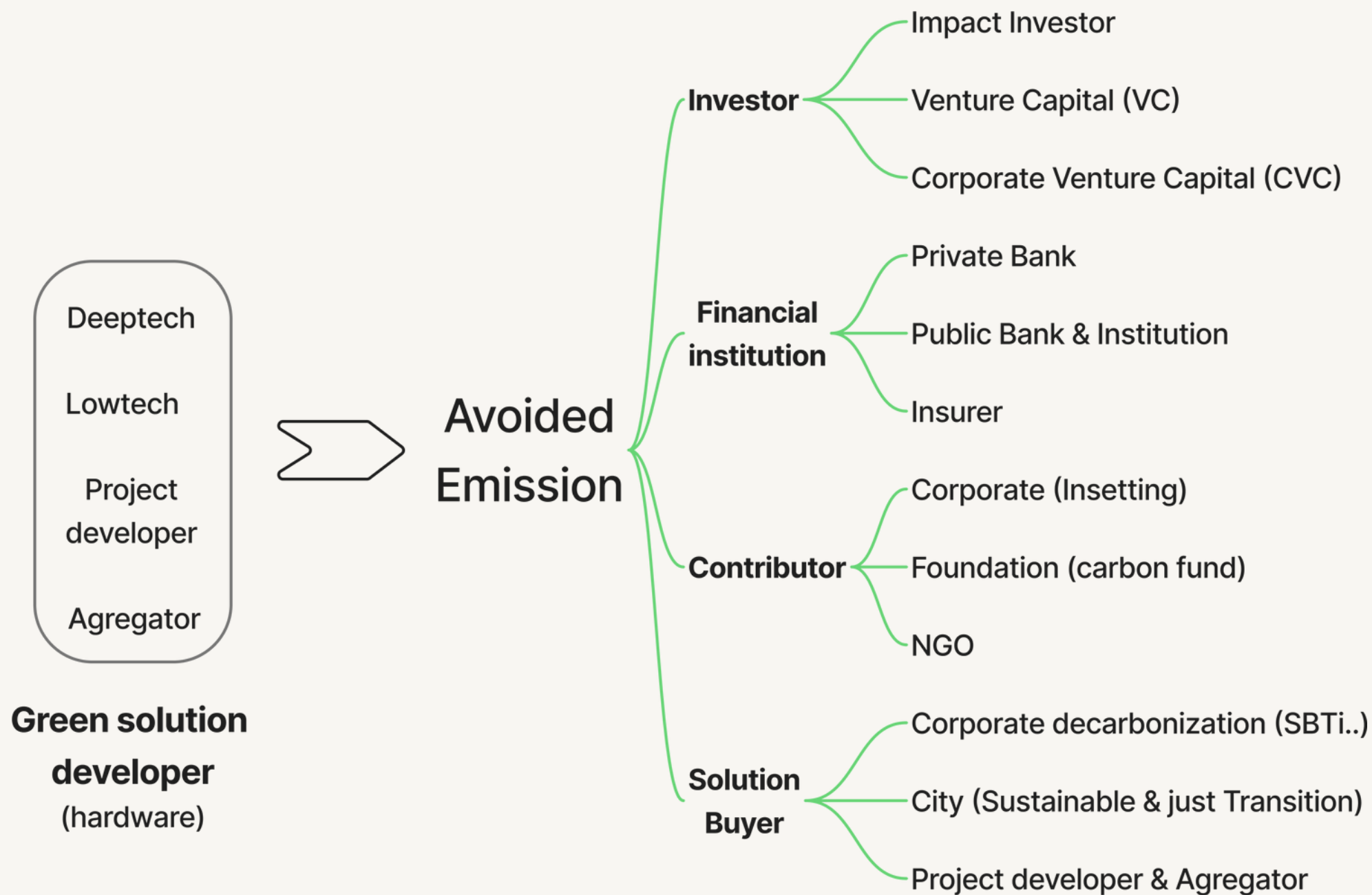
Monetization Ecosystem

Market stakeholders



Monetization Channels

Systemic approach



**REACH OUT TO OUR EXPERT TEAM
TO UNDERSTAND HOW AVOIDED
EMISSIONS COULD HELP YOUR
BUSINESS !**

CONTACT US

WWW.VERACITY.EARTH