



Bringing Biochar Projects into the Carbon Marketplace

Sponsorship Prospectus

Biochar Protocol Development
www.biocharprotocol.org
June 2010

Join Us to Deliver the Protocol

Carbon Consulting and Blue Source are leading the effort to create a broad-scope, public domain, definitive greenhouse gas quantification protocol. It will not only enable biochar project developers across a wide variety of biochar projects and technologies within the industry-led Voluntary Carbon Standard and the Alberta Offset System programs to benefit from carbon capture, but it also paves the way into other emerging carbon markets across North America and the globe.

In the first phase of this effort, with support from our founding sponsors The Carbon War Room and ConocoPhillips Canada, we are leading a series of events to solicit input from the biochar community on the science and policy implications for opening up carbon markets to biochar and pyrolysis technologies. A strategy for completion of a rigorous and inclusive protocol for biochar will arise out of this process.

To complete the protocol, we are seeking financial contributions totalling \$150,000 to cover the anticipated costs of developing the methodology and VCS double validation. We are not seeking to profit from this venture – only to cover the costs of creating a protocol within the public domain.

A Smart Investment in Biochar's Future

This protocol cannot happen without your support. The biggest incentive for sponsoring Biochar Protocol Development is the protocol itself. If this public domain, broad-scope protocol does not go through, it will mean that project developers will have to dedicate \$100K+ and massive time commitments in order to realize the carbon value of their biochar projects. We recognize that the carbon value is just one piece of the biochar economic puzzle, but we also believe that we must access *all* potential value streams to ensure biochar's success. This protocol will provide faster routes to the financial opportunities carbon markets offer. We are offering a range of options for Project Developers and Technology Owners to engage with and support us in this venture.



Silver Sponsor: \$5,000

For silver sponsors we will review an outline of your project and advise as to whether the protocol will meet the needs of your project. This offers an important way for us to ensure that the protocol is robust, and it provides valuable information for you. In addition to this assessment, you will receive feedback relevant to your project type at regular intervals throughout the protocol development process.

- Project review based on draft protocol
- Project-specific updates during protocol development and review period

Gold Sponsor: \$7,500

For Gold Sponsors, in addition to the assessment above, we will offer up to three, one-hour consultations to provide advice on how to proceed toward project validation against the protocol. If you choose to work with us to develop your project, up to \$2,500 of this sponsorship will be offset against future fees.

All Silver level benefits, plus:

- Consultations with the development team on implementation of approved protocol
- Can be offset against future consultancy costs

Platinum Sponsor: \$15,000+

Platinum sponsors will be recognised in all briefing and marketing materials and will be offered the opportunity to actively participate in the protocol development process via monthly calls. Participants will gain first-level knowledge and early-stage expertise regarding biochar in the carbon market. This is an excellent opportunity for carbon markets, brokers, and project financiers to get a broad understanding of the biochar opportunity, while directly helping to realize biochar's potential in the carbon marketplace.

- Direct access to protocol development team
- Participation in briefing calls
- Valuable insight into biochar evolution in the carbon markets relevant to your interests
- Recognition in all protocol materials

In-Kind Sponsorship

As we move forward, in-kind support is being broadly sought from the biochar community to support the review and analysis required for this effort. We anticipate undertaking some tasks that will have academic merit. Contribution to this effort would not prevent publication, and such in-kind support will reduce the total funds required.

Please contact us at info@biocharprotocol.org to discuss how you can help us in this exciting venture.

