



Carbon credits market in the NOVASOIL project

Carbon credits are a tradable permit or certification that represents the right to emit one metric ton of carbon dioxide or the equivalent amount of another greenhouse gas. The NOVASOIL project has three case studies related to carbon credits: "CO2-Land": This is a newly established carbon farming initiative in southwestern Germany that offers carbon credit certificates enabled by carbon sequestration on partner farms. The case study will focus on learning from experiences in the initiative by exploring success factors to foster similar projects across Europe. "AgoraNatura": Germany's first online marketplace for certified nature conservation projects. Since October 2020, AgoraNatura has enabled anyone who manages land and wants to implement a conservation project to finance it through crowdfunding or partnerships with companies. Private investors and companies can specifically promote biodiversity and ecosystem services by investing in nature conservation certificates. "Rabo Carbon Bank": A private (bank) pilot initiative that remunerates farmers for carbon credits. Farmers can earn credits by sequestering carbon in farm soils, for instance, through adding compost or reducing ploughing activities. The case study will investigate the willingness to participate in the scheme among farmers and the potential for upscaling. Carbon credits are a relatively new market, but they have the potential to play an important role in the transition to a more sustainable future. The NOVASOIL project is making an important contribution to this effort by studying and promoting carbon credit business models for sustainable land management.

