



GREAT EUROPEAN SUSTAINABLE FARMING PROJECT

**Information pack for the
development of national soil
health projects and farmer
certification of carbon credits**

**Great for you
Great for the Planet**

FOREWORD FROM ANDREW BOWEN

CEO OF ONE CARBON WORLD



Hi all,

We are One Carbon World (OCW), a climate-positive, not-for-profit organization and a global resource partner of the Climate Neutral Now Initiative, launched by the United Nations Climate Change (UNFCCC). We are registered in the UK but have operations in over 31 countries, offering advice and support on measuring, reducing, and rebalancing the emissions of small and large organizations. We have already secured a commitment to reducing and retiring over 20 million tons of CO₂e from the atmosphere.

38% of our planet's land surface is used for agriculture, and we believe we have a unique opportunity to sequester carbon back into our soils as a way to mitigate the effects of climate change. Regenerative agriculture practices can help achieve this potential, but farmers need the proper incentives and support to carry out these changes. If we improve the top soil health by only 1% in Europe, we can more than rebalance the total emissions generated by this continent.

That's why we have launched the GREAT BRITISH SUSTAINABLE FARMING PROJECT, a national project that aims to improve agricultural land management practices and increase carbon sequestration across the country. This will be the first internationally-validated project in the UK to help and guide farmers to implement these practices on their farms, and generate financial rewards through carbon credits, creating a virtuous cycle of sustainability efforts.

One of the project's objectives is for farmers to generate carbon credits from regenerative agricultural practices in line with VERRA Standards and Methodologies. VERRA is currently the world's largest environmental registry and a global leader in helping to tackle global environmental and social challenges. VERRA develops and manages standards that help the private sector, countries, and civil society achieve ambitious sustainable development and climate action goals. VERRA also catalyzes measurable outcomes by driving large-scale investment in activities that reduce and prevent emissions, improve livelihoods and protect nature - such as regenerative farming!

Our project also aims to raise farmers' awareness of the benefits of regenerative agriculture and how simple and concrete changes in agriculture can help in climate change mitigation and adaptation. The project activity consists of introducing Precision Agricultural Technologies (PATs) with digitalization tools in existing or to-be-implemented land management practices to reduce and remove carbon dioxide emissions. It also includes the latest earth-observation technology through satellites, which makes it not only more accurate, but also more time and resource-efficient. The application is now open for farmers in the UK to join! Please see below further information on how to apply.

We are also pleased to announce that we are now launching 100% funded national projects to develop in other parts of Europe. Please see below more information on how to register your interest.

We look forward to hearing from you shortly!

Greenest regards,


Andrew Bowen

OPPORTUNITIES FOR NETWORKS AND NATIONAL PROJECTS

ARE YOU A NETWORK, NATIONAL OR REGIONAL GOVERNMENT, OR ALREADY COLLABORATE WITH MANY REGENERATIVE FARMERS?

WE ARE PLEASED TO ANNOUNCE THAT WE ARE NOW LAUNCHING 100% FUNDED NATIONAL PROJECTS

IN ORDER TO APPLY, YOUR ORGANISATION WOULD BE REQUIRED TO SIGN UP AND REGISTER AT LEAST 50,000 HECTARES TO BE ALLOCATED TO REGENERATIVE FARMING IN YOUR PREFERRED COUNTRY*

WE WOULD THEN REGISTER A NATIONAL PROJECT AT NO COST!



[CLICK HERE](#) TO APPLY FOR 100% FUNDING

*ALTHOUGH NOT REQUIRED, IT WOULD BE PREFERRED IF THE FIRST FARMS REGISTERED HAD A MINIMUM OF 1,000 HA PER FARM

WE ARE EXPERTS IN NATURE-BASED SOLUTIONS AND VERIFIED CARBON CREDITS



ONE CARBON WORLD IS A CLIMATE-POSITIVE, NOT-FOR-PROFIT ORGANISATION OFFICIALLY RECOGNISED BY THE CLIMATE NEUTRAL NOW INITIATIVE, LAUNCHED BY THE UNITED NATIONS CLIMATE CHANGE

WHAT WE DO

WE ARE WORLD LEADERS IN NATURE-BASED SOLUTIONS FOR OUR PLANET, AND EXPERTS IN VERIFIED CARBON CREDITS AND CARBON CREDIT REGISTRIES

WE WORK WITH PARTNERS FROM DIFFERENT SECTORS TO MAXIMISE CARBON SEQUESTRATION AND REWARD FARMERS FOR THEIR EFFORTS

OUR EXPERTISE

WE OFFER ADVICE AND SUPPORT ON MEASURING AND REDUCING THE EMISSIONS OF SMALL AND LARGE ORGANISATIONS

WE OPERATE IN 31 COUNTRIES AND HAVE ALREADY SECURED A COMMITMENT TO REDUCING AND REBALANCING OVER 20 MILLION TONS OF CO₂E FROM THE ATMOSPHERE

OUR CREDENTIALS

- WE ARE OFFICIALLY APPROVED AS THIRD-PARTY VERIFIERS BY THE UNITED NATIONS CLIMATE NEUTRAL NOW INITIATIVE, AS WELL AS THE CDP (CARBON DISCLOSURE PROJECT) AND AIRPORT ACCREDITATION SCHEMES
- OVER 31% OF THOSE ORGANISATIONS WHO JOINED THIS INITIATIVE DID SO THROUGH ONE CARBON WORLD
- WE HAVE ALSO BEEN RECOGNISED AS A KEY INNOVATOR BY THE EUROPEAN COMMISSION'S INNOVATION RADAR

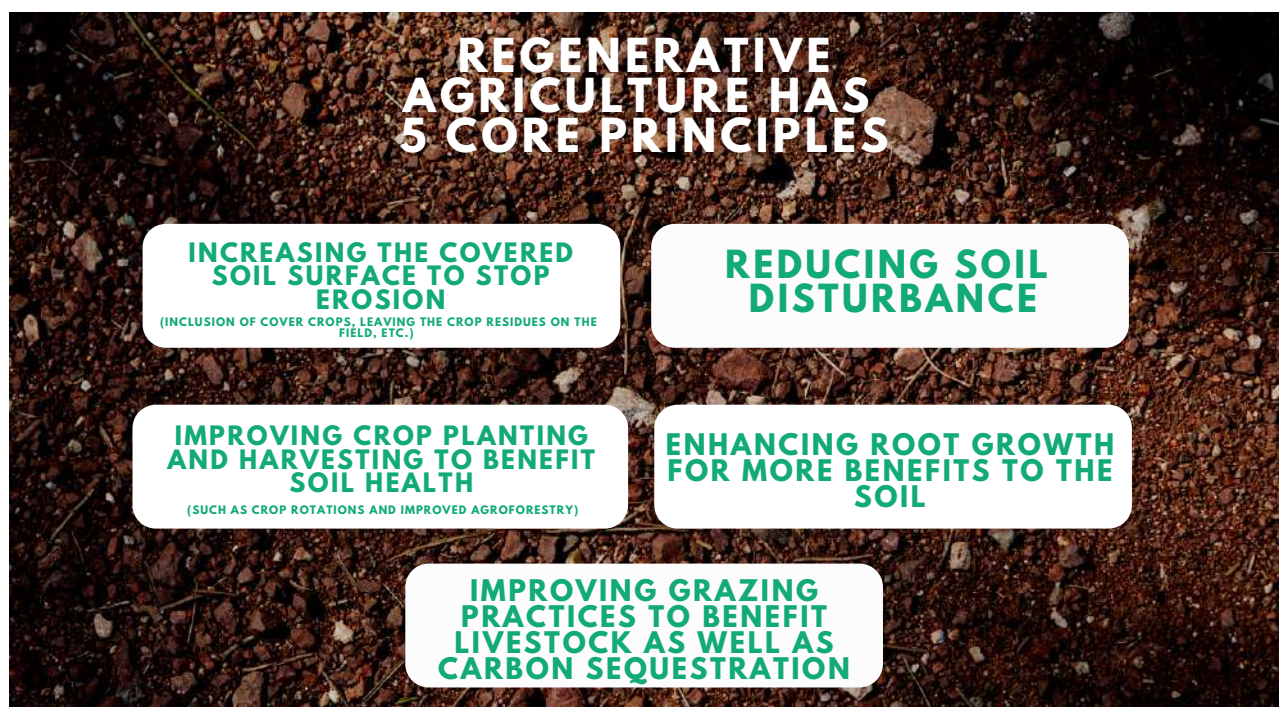
WE HAVE ALREADY SECURED OFFERS FOR YOUR CARBON CREDITS AND HAVE MULTIPLE CONNECTIONS WITH BUYERS



REGENERATIVE AGRICULTURE, CARBON SEQUESTRATION AND CARBON CREDITS

AGRICULTURE HAS A SIGNIFICANT POTENTIAL TO **SEQUESTER AND STORE CARBON IN SOILS** WHEN THE CORRECT REGENERATIVE AGRICULTURAL PRACTICES ARE APPLIED.

REGENERATIVE AGRICULTURE IS CENTRED AROUND **RESTORING AND REVITALISING THE SOIL** AND WIDER ENVIRONMENT TO SUPPORT PRODUCTIVE FARMING, NOT ONLY MINIMISING THE IMPACTS OF PRODUCTION.



THIS IS A UNIQUE OPPORTUNITY TO MITIGATE THE EFFECTS OF CLIMATE CHANGE THROUGH LOCKING CARBON BACK INTO OUR SOILS

CARBON SEQUESTRATION CAN BE **MEASURED**, TRACKED, AND QUANTIFIED

CARBON CREDITS ARE THE MOST COMMON WAY TO MEASURE CARBON SEQUESTRATION



THE CARBON CREDIT MARKET IS HIGHLY DYNAMIC AND **DEMAND** FOR CARBON CREDITS IS SUBSTANTIALLY INCREASING

1 CARBON CREDIT
EQUALS
1 TON OF CARBON DIOXIDE
SEQUESTERED FROM THE ATMOSPHERE

THIS MEANS THAT FARMERS CAN BE **FINANCIALLY REWARDED** FOR APPLYING THESE PRACTICES AND CONTRIBUTING TO CLIMATE ACTION



BENEFITS FOR FARMERS

**LOWER FUEL
AND FERTILIZER
COSTS**

**GENERATE AND
SELL CARBON
CREDITS**

**ACCESS BEST
PRACTICES AND
KNOWLEDGE FROM
YOUR REGION**

**IMPROVED SOIL
HEALTH AND
FUNCTION**

**GREATER FARM
RESILIENCE**

**MAXIMISE
ON-FARM
INCOME**



BENEFITS FOR THE PLANET

**MITIGATION OF
CLIMATE
CHANGE**

**REVITALIZATION
OF DAMAGED
SOILS**

**IMPROVED
ECOSYSTEM
SERVICESN**

**PROTECT
BIODIVERSITY AND
ENVIRONMENT**

**MORE HEALTHY
AND NUTRITIOUS
FOOD**

**MORE RESILIENT
FOOD SUPPLY
CHAINS**

THE POWER OF EARTH OBSERVATION TECHNOLOGY

**WE USE SATELLITES TO ITS FULL POTENTIAL
TO OFFER AN END-TO-END SOLUTION AND
GUARANTEE HIGH-QUALITY CARBON
CREDITS**



1

CAN YOU PARTICIPATE?

**WE WILL
CONFIRM IF
YOUR FARM
MEETS THE
BASIC
REQUIREMENTS
TO PARTICIPATE**



2

KEEP A CHECK

**WE WILL
REMOTELY
VERIFY IF
REGENERATIVE
AGRICULTURE IS
TAKING PLACE
ON YOUR FARM**



3

COUNT ON OUR SUPPORT

**WE CAN OFFER
TRAINING COURSES
AND PROVIDE DIGITAL
AGRI-SUPPORT
SERVICES TO SUPPORT
CARBON FARMING**

**DID YOU KNOW THAT WE COLLECT AND PROCESS A
CONTINUOUS FLOW OF PICTURES AND DATA GATHERED
BY THE EUROPEAN UNION'S SENTINEL SATELLITES,
GAINING A CONSTANT WORLDWIDE VIEW OF
AGRICULTURAL LANDSCAPES?**

WHAT ARE THE BASIC REQUIREMENTS TO PARTICIPATE?

NOT YET IMPLEMENTED THE FOLLOWING COMBINATION OF PRACTICES

(DEPENDING ON THE BASELINE SCENARIO*)

ALREADY IMPLEMENTED SOME OF THE FOLLOWING OF PRACTICES

OPTIMISATION IN THE USE OF FERTILIZERS

(ORGANIC OR INORGANIC)

REPLACED PART OF SYNTHETIC FERTILIZERS FOR FOR ORGANIC FERTILIZERS

(SUCH AS ANIMAL MANURE, COMPOST AND SEWAGE SLUDGE)

REDUCTION OF TILLAGE (OR NO TILL)

IMPROVED CROP PLANTING AND HARVESTING

IMPROVED GRAZING PRACTICES

IMPROVED WATER MANAGEMENT/IRRIGATION

FURTHER ELIGIBILITY CONSIDERATIONS

- 1) FARMERS MUST EITHER OWN THE LAND, OR RENT THE LAND AND HAVE A MINIMUM OF FIVE YEARS REMAINING
- 2) PROJECT AREA MUST NOT HAVE BEEN CLEARED OF NATIVE ECOSYSTEMS WITHIN THE 10-YEAR PERIOD PRIOR TO THE PROJECT START DATE
- 3) PROJECT AREA CANNOT OCCUR ON A WETLAND
- 4) YOU WILL BE EXPECTED TO PROVIDE GOVERNMENT OR NATIONAL STATISTICS ON REGENERATIVE ACTIVITIES CARRIED OUT IN YOUR COUNTRY
- 5) YOU WILL BE ASKED TO PROVIDE ANNUAL SOIL SAMPLES WHICH WILL HELP WITH THE NATIONAL SOIL HEALTH PROGRAMME

*BASELINE SCENARIO: CONTINUATION OF PRE-PROJECT AGRICULTURAL MANAGEMENT PRACTICES THAT WERE BEING CARRIED OUT AT THE FARM

GETTING REWARDED FOR SAVING THE PLANET

**100%
FULLY FUNDED
NO START-UP
COSTS OR
ANNUAL FEES**



THE GREAT EUROPEAN SUSTAINABLE
FARMING PROJECT USES TECHNOLOGY
DEVELOPED WITH FUNDING FROM THE
EUROPEAN UNION'S HORIZON 2020
RESEARCH AND INNOVATION PROGRAMME

**GIVEN OUR NOT-FOR-PROFIT STATUS,
THERE WILL ONLY BE A TRANSACTIONAL
FEE (LIKE VISA OR PAYPAL)
OF 7.5% PER CARBON CREDIT SOLD**

EXAMPLE OF REVENUE FORMULAS

**1,000 HECTARES X 2 CARBON CREDITS GENERATED PER HECTARE PER YEAR
EQUALS
2,000 CARBON CREDITS PER YEAR**

**2,000 CARBON CREDITS X £30/€36 PER CARBON CREDIT
EQUALS
£60,000/€72,000 PER YEAR**

**OTHERWISE, INSTEAD OF SELLING THEM, YOU COULD USE YOUR
CARBON CREDITS TOWARDS MAKING YOUR FARM CARBON
NEUTRAL, OR EVEN NATURE POSITIVE!**

DISCLAIMER: PLEASE NOTE THAT THE PRICE OF CARBON CREDITS CAN VARY DEPENDING ON THE MARKET DEMAND.
PLEASE NOTE THAT THE NUMBER OF CARBON CREDITS GENERATED PER HECTARE CAN VARY DEPENDING ON A MULTIPLICITY OF FACTORS,
SUCH AS SOIL OR CROP TYPE, GEOGRAPHY, AMONG OTHERS.

**WE ARE
ALREADY
DOING IT!**



**LEARN MORE ABOUT
HOW THE UK IS
ALREADY BENEFITTING
FROM NATIONAL
PROJECT FUNDING**



THE GREAT BRITISH SUSTAINABLE FARMING PROJECT

WELCOME TO THE
FIRST VERRA-VALIDATED BRITISH PROJECT TO
GENERATE CARBON CREDITS FOR FARMERS

THIS IS A NATIONAL PROJECT THAT AIMS TO
IMPROVE AGRICULTURAL LAND MANAGEMENT
PRACTICES AND INCREASE CARBON SEQUESTRATION
ACROSS THE COUNTRY

WE ARE INVITING OTHER FARMERS IN THE UK TO JOIN
US ON THIS JOURNEY

INTEGRITY

OUR PROJECT HAS BEEN ASSESSED BY INDEPENDENT
VALIDATORS AND THIRD-PARTY VERIFIERS IN LINE WITH BEST
PRACTICES FOR VOLUNTARY CARBON FRAMEWORKS (VERRA)

NATIONAL APPROACH

THESE EFFORTS RESULTED IN A SIMPLIFIED WAY FOR OTHER
FARMS TO JOIN A VERRA-APPROVED PROJECT, MAKING IT FAR
EASIER AND QUICKER FOR THEM TO DEMONSTRATE AND
UNDERSTAND THE POSITIVE IMPACT OF THE PRACTICES THEY
HAVE APPLIED OR WOULD LIKE TO IMPLEMENT

FINANCIAL REWARDS

WE PROVIDE DIRECT PAYMENTS FOR THOSE WHO HAVE APPLIED
THESE PRACTICES AND FINANCIAL INCENTIVES FOR THOSE WHO
WANT TO IMPLEMENT THEM



INDICATIVELY, CARBON CREDITS
FROM THIS PROJECT ARE PRICED AT **£30/€36 PER TON**



THIS PROJECT IS PART OF AGRICAPTURECO2, A 3-YEAR PROJECT FUNDED BY THE THE EU
HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME

JOIN THE

CLIMATE HEROES

BECOME CARBON CREDIT CERTIFIED IN

30 DAYS

IN 3 EASY STEPS



DID YOU KNOW
THAT UK FARMERS
ARE NOW ELIGIBLE
TO JOIN THIS
NATIONAL PROJECT?

APPLY TO [JOIN HERE](#) 

NEXT STEPS FOR APPLYING FOR FUNDING FOR A NATIONAL PROJECT

1) APPLY FOR A 100% GRANT [CLICK HERE](#)

- A) WE WILL REVIEW THIS WITHIN 5 WORKING DAYS
- B) YOU WILL BE SENT A SIMPLE AGREEMENT TO BE SIGNED

2) INFORMATION ABOUT THE FARMS

- WE WOULD NEED:
- A) SHAPEFILE OF THE FARM AND FIELDS
 - B) A QUESTIONNAIRE ABOUT THE FARMS JOINING
 - C) EVIDENCE OF FARM ACTIVITIES
 - D) COMMITMENT TO TAKE SOIL SAMPLES

3) START CARBON FARMING TO INCREASE THE SOIL HEALTH OF YOUR COUNTRY

- A) GAIN ACCESS OUR SUPPORT WEBINARS
- B) IMPLEMENT REGENERATIVE CARBON FARMING TECHNIQUES
- C) EARN CARBON CREDITS



**WE ARE
LOOKING
FORWARD
TO WORKING
TOGETHER
WITH YOU!**

CONTACT US:

hello@onecarbonworld.com