



Wilder Carbon

Native habitats. Natural solutions.

www.wildercarbon.com

Wilder Carbon Standard For Nature and Climate

The Challenge

1. This decade is critical for our planet – we must enable UK investment in restoring nature now to tackle the crises we face.
2. Carbon units generated for the voluntary carbon market (VCM) from tangible projects that remove or avoid emissions can provide this investment.
3. Natural Climate Solutions (NCS) are about harnessing what nature has been doing for millions of years: storing carbon to deliver up to 37% of what's needed to limit warming to 2°C.
4. Nature is the infrastructure on which we ultimately rely, fundamental to societies health & wellbeing, as well as its economic future based on sustainable business growth.
5. But NCS must be high quality, delivering for biodiversity and society by generating conservation-grade carbon units.
6. The **Wilder Carbon Standard for Nature & Climate** assures buyers that this is what they're getting.



Wilder Carbon Standard for Nature and Climate

Approved buyers
with a
net zero commitment
&
carbon reduction plan

Restoring natural
processes and 50% on-site
biodiversity uplift
requirement
for maximum climate
& carbon unit resilience.

Nature Based
Carbon Removal

Minimum
defensible estimate
of carbon sequestered or
avoided over multiple
habitats for 50 years
**enabling scaled portfolio
investment**

Projects delivered / monitored
by Trusted Deliverers
corporate accounting &
independently verified
to international requirements.

Wilder Carbon has moved at speed to create a nature-based carbon standard as per recommendation 6.2 of the latest report by the **Financing Nature Recovery UK initiative***

The Independent Technical Board for the Wilder Carbon Standards is composed of individual experts from statutory agencies; green finance; corporate sustainability; insurance and food sectors, as well as conservation NGOs.

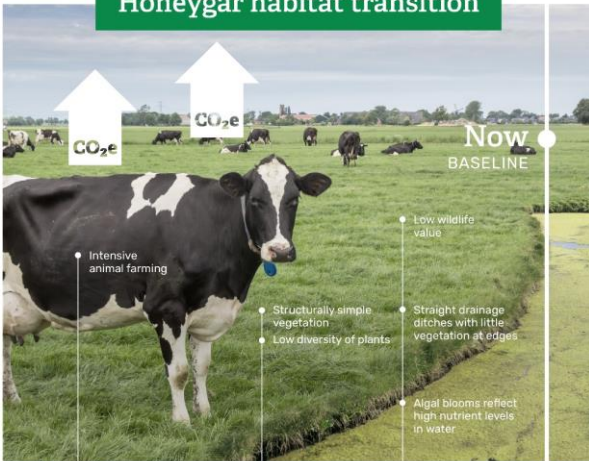
They are the guardians of the Standards and signed off v1 in November 2021. V2 now live on website, to be launched next week.

Wilder Carbon's aim is to restore carbon-rich native habitats across the UK for climate, wildlife, and for society, whilst delivering genuine carbon removals.

It is harnessing the networked expertise of conservation, accreditation, finance and land management sectors to demonstrate a scalable, future-proofed multi-habitat carbon proposition for revenue generation in 2023.

*[Recommendations and Roadmap: pathway to unlock private finance investment in nature's recovery across the UK](#)

Honeygar habitat transition



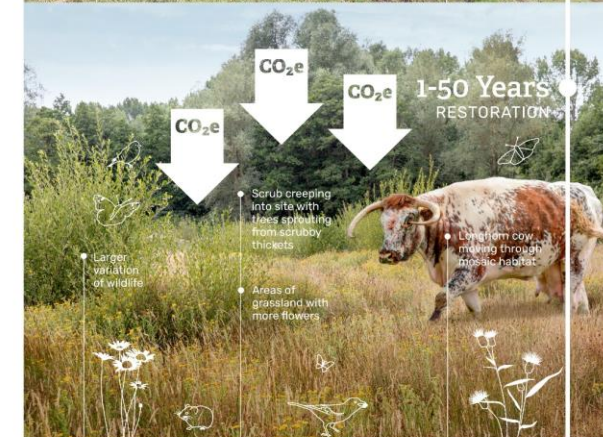
Wilder Carbon Pathfinder Projects now live

Conservation grade voluntary carbon units available under Wilder Carbon Standard for UK based Approved Buyers



Apply to become an Approved buyer

Heather Corrie Vale habitat transition



Assessing Buyers

2.3 UNIT BUYERS

The purchase of Estimated Issuance Units (EIUs) and Verified Carbon Units will only be open to organisations who demonstrably align with the Wilder Carbon Principles¹. In order to be eligible, buyers must demonstrate:

- 2.3.1. UK company registration
- 2.3.2. A public commitment to achieving net zero emissions
- 2.3.3. A robust, credible plan to achieve net zero emissions that follows recognised criteria derived from science-based targets² and has been approved by a verified Wilder Carbon assessor³
- 2.3.4. The timely submission of due-diligence information to the Wilder Carbon Team that provides a clear strategy to minimise their own carbon footprint prior to carbon removals to deal with unavoidable residual carbon⁴
- 2.3.5. Timely delivery against their carbon reduction strategies⁵
- 2.3.6. A commitment, and active monitoring, to ensure they avoid any specifically excluded activities⁶.

Wilder Carbon Units

[View our Standard Terms and Conditions of Purchase →](#)

Approved Buyer Agreement

[View our Approved Buyer Standard Agreement →](#)

FAQs

[What happens if you lose Approved Buyer status? ▾](#)

[What is the eligibility criteria to become an Approved Buyer? ▾](#)

[What monitoring will Approved Buyers be subject to? ▾](#)

[What are the Wilder Carbon excluded/exempted activities? ▾](#)

[What if I don't meet the eligibility criteria to become an Approved Buyer? ▾](#)

Find out more
wildercarbon.com



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Progress 2023 – Buyer approach analysis

Key Barriers based on analysis from cold leads

57% don't meet eligibility (largely down to not having a finalized Net Zero Commitment / Strategy / Carbon Reduction Plan)
3% too expensive
12% units not 'Ex-post' / Post verification. Can't be used 'in-year'. Many operating to offset on a year-by-year basis.
3% Wilder Carbon not an internally recognised standard (pursuing internal advocacy with all)
2% No ICROA
23% pursuing

Key positives

Nature
UK
Transparency
Showcasing good use of offsetting / profile / reputation
Association with eNGOs

Take Aways:

Buyer badging / promotion - important

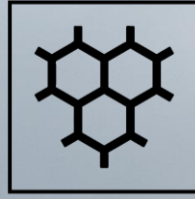
Net Zero Strategies and planning support to get them 'buyer ready'.

Sales Training – deep and technical understanding of the product, projects and end-to-end mechanism.

More profiling of Trusted Deliverers and Projects needed.

More advocacy and profiling of the credibility of the Standard needed.





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UK businesses taking voluntary action to tackle the nature and climate crises with Wilder Carbon.

Step 1

Measure your emissions and set a date to reach net zero by 2050

Contact the Wilder Carbon Team for support in completing Step 1 and 2

Undertake an NBS assessment on any landholdings you have to assess inseting potential

Step 2

Create a plan to achieve net zero* incorporating
1. reduced operational emissions

2. any inseting potential,
3. quantified offsets against residual emissions

*following science led guidance i.e. from IPCC

Step 3

Apply to become a Wilder Carbon Approved Buyer

Purchase EIUs from validated Wilder Carbon projects to compensate residual emissions to 2030

..or...

Invest in co-developing a WC Project to meet larger offtake needs

..and...

consider compensating for historical emissions by purchasing more EIUs/ Units

Marketing & Communications

- Translating complex mechanism
- Audience awareness – eligibility helps target those who understand the complexities
- Timeline of sale
- Price setting



Wilder Carbon meets the **UK Government's Good Quality Criteria for Environmental Reporting** as well as emerging international practice on **high integrity nature-based carbon offsets**.

- ✓ **Additionality** - Wilder Carbon Projects evidence Legal and investment additionality, with wider considerations e.g. barriers, timing.
- ✓ **No Leakage** - Wilder Carbon projects do not facilitate increased carbon emissions elsewhere.
- ✓ **Permanence** - Projects demonstrate that any carbon and biodiversity gains will be maintained for a minimum of 50 years, and wherever possible into perpetuity (effectively 99 years).
- ✓ **Validation and Verification** - Wilder Carbon projects are externally validation and verified by UKAS Accredited Soil Association Certification, against the Wilder Carbon Standard, ISO Environmental Standards and GHG good accounting guidance.
- ✓ **Timing** - Wilder Carbon Units may only be used in Environmental Reporting once verified, but these units can be secured up front as Estimated Issuance Units, and you can set out your intention to use them within your reporting.
- ✓ **Avoiding double counting** – The Wilder Carbon High Integrity registry, externally managed to the Standard, registers, tracks, retires and permanently cancel credits to avoid double counting or double selling.
- ✓ **Transparency** - The High Integrity registry provides granular transparency, from the full project detail to, uniquely, registering who buys the units from our Approved Buyer pool to support meaningful Net Zero claims.

Wilder Carbon sets the bar for end-to-end integrity assuring high quality conservation-grade units, matched to buyers who want to take **meaningful action for Nature and Climate.**