



Photo of Katy Prairie Conservancy's Indiangrass Preserve in Waller County, TX, provided courtesy of Jaime González

MAY 2021

Monetize carbon storage as a property right for landowners

Climate change is a global issue requiring a portfolio of solutions. Soil carbon storage is a potentially powerful solution, yet current and past approaches to soil carbon transactions are bound by restrictions that have prevented the development of a deep and robust market.

The **Texas Carbon Market** will facilitate the development of a robust market for nature-based soil carbon storage, and, in doing so, use privately owned land as a transformative piece in the global effort to reverse the effects of climate change while economically stimulating rural economies.

Our goal: 25 million tons of CO₂ captured in the soil by 2026*

A vibrant soil carbon storage market supports *resilience* in five critical areas essential to sustainability.



Climate



Market



Social



Ecological



Water

*25 million tons of CO₂ is approximately the emissions of one million Texas households annually.

Our strategy for success

Community Engagement/Leadership

120+ stakeholders comprised of landowners, corporations, policymakers, and nonprofit organizations will inform and optimize the Texas Carbon Market. Diversity, equity, inclusion, and accessibility are foundational.

Soil Carbon Measurement and Market Expertise

Researchers at the Center for Energy Studies and Rice University drive innovation in soil science and measurement, economics, and policy research.

Certification Standard

BCarbon, an independent, principle-driven trading certification nonprofit developed by the working group of stakeholders, ensure verifiable trading and a viable, scalable, and equitable market.

Enabling a powerful climate solution

With our market's quality control and verification process, buyers will enter the market to claim net carbon reductions. Landowners will enter the market when they are appropriately compensated for the use of their land for soil carbon storage. They will, in turn, have incentive to expand their soil carbon storage capacity, through additional land allocation, improved land-use management practices, and soil amendments. The resulting virtuous soil carbon market cycle will drive the increased removal of CO₂ from the atmosphere.

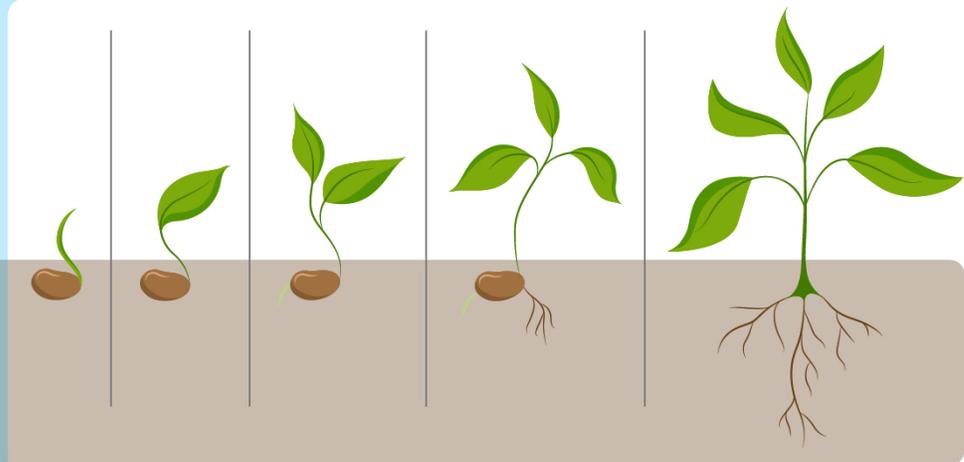
The Texas Carbon Market is rooted in stakeholder-vetted principles to ensure robust market growth for a credible carbon solution

Transactions increase as soil carbon storage capacity is certified. Economic opportunities expand in agricultural communities, driving *new investment*.

BCarbon

Certification assures product quality and underpins *transactions*.

Measurement and verification of soil carbon storage capacity facilitates *certification*.



Initial commitment of land for soil carbon storage capacity requires *measurement and verification*.

Rice University's Baker Institute

Growth results from research and innovation as well as expanded stakeholder engagement.

Investment expands soil carbon storage capacity — through adopting new land management techniques, applying soil amendments, and committing additional lands — thus requiring *measurement and verification*.

Invest in the largest conservation initiative in U.S. history

Your support will enable further development of effective market policy and soil carbon capture research that scales carbon sequestration across Texas and beyond.

For investment opportunities, please contact **Christene Kimmel** at ckimmel@rice.edu or 713-348-2136.

Learn more at www.bakerinstitute.org/nature-based.

\$1 MILLION

Increases capacity for soil carbon capture and storage (CCS) research, economic and regulatory analysis and growing the robust stakeholder engagement program.

\$5 MILLION

Implementation and testing of remote field monitoring systems, data collection and evaluation, certification of soil carbon for the Texas Carbon Market.

\$10 MILLION

Expansion of soil CCS field demonstrations, evaluation and certification for future market development and global deployment.