



Carbon Direct Press Release: Criteria for High-Quality Carbon Dioxide Removal

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Carbon Direct and Microsoft release guidelines for high-quality carbon dioxide removal

New York City, NY – [Carbon Direct](#), in collaboration with Microsoft, has released its “[Criteria for High-Quality Carbon Removal](#).” The document comes at a critical moment of growth in the nascent carbon dioxide removal industry. It describes a broadly applicable set of benchmarks to encourage market standardization going forward. Project specific parameters are also provided for forestation and agroforestry, improved forest management, soil carbon, biomass-based pathways, carbon mineralization, and direct air capture.

“Microsoft is an industry leader and first-mover in carbon removal, and we’re pleased to bring Carbon Direct’s world-class [scientific expertise](#) to this collaboration,” said Jonathan Goldberg, Carbon Direct’s Founder and CEO. “The lack of a common framework and the need for more standardization between different forms of carbon removal is a critical gap we’re seeing across our work with leading companies and project developers.”

This month, Microsoft launched its second [request for proposals \(RFP\)](#) to procure more than one million metric tons of carbon dioxide removal. The RFP is part of Microsoft’s commitment to become [carbon negative by 2030](#).

“Our goal with these guidelines is to provide direction to hundreds of prospective carbon removal projects – both for our next company purchase, and for *any* company to leverage when considering their own purchase strategy,” said Elizabeth Willmott, Carbon Program Manager at Microsoft. “As this market evolves and matures, we hope that these criteria will inform stronger common standards to streamline and simplify our project reviews.”

[Carbon Direct](#) is an advisory and investment firm that helps clients manage their carbon commitments. The firm first collaborated with Microsoft in its inaugural procurement of over 1.3 million metric tons of carbon dioxide removal from 15 organizations, [announced](#) in January 2021.

“Carbon Direct’s [science team](#) has reviewed hundreds of projects which, in aggregate, add up to hundreds of millions of metric tons of carbon from soil carbon to mineralization,” said Julio Friedmann, Carbon Direct’s Chief Scientific Advisor. “However, many of these offered credits do not meet our standards for valid and verifiable tons. These guidelines are necessary for us to begin to make meaningful comparisons between high-quality forms of CO₂ removal and increase the market availability of high-quality carbon removal for our clients.”

Carbon Direct intends to regularly maintain the *Criteria for High-Quality Carbon Dioxide Removal* and expand its scope as more project types emerge. The firm plans to release guidelines to cover additional carbon dioxide removal pathways including blue carbon, macroalgae cultivation, peatland and freshwater wetland restoration, CO₂ utilization, and ocean alkalinity enhancement.

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