2021

Annual Report

Carbon180

From our Executive Director

When Carbon180 first launched in 2015, carbon removal was just a tiny speck on the climate landscape. We started on the ground floor, when carbon removal was without federal funding, buzzy headlines, or infrastructure to scale upward — but we knew what the climate math demanded and got to work.

Fast forward to today: The carbon removal field is *flourishing*. The government has committed billions of dollars to its growth, the demand for voluntary corporate purchases outpaces supply, and new innovations break through like clockwork.

In short, carbon removal has gone mainstream. What's possible today would've been hard to fathom in 2015 — and it's no wonder Carbon180 looks so different, too. Last year, we grew the size of our staff and created two new teams, while preserving our distinct culture and vision.

It's imperative we take this momentum and turn today's 35,000 metric tons of CO_2 removal into billions, then hundreds of billions. Just as important? That we do this in ways that are durable, just and equitable, and focused on legacy emissions.

This requires government action. To that end, Carbon180 has been advocating for new policy, meeting with dozens of Hill staffers, working with the Department of Energy (DOE) and other agencies, talking to the White House, launching a tool to track ongoing legislation, laying the foundation for federal procurement, and much more.

Our work leading up to and in 2021 has created a window to scale carbon removal quickly, correctly, and fairly, with enthusiastic federal and private support. This report will give you an insider's view of what we've been up to and the game-changing opportunities ahead of us.

Sincerely,

Erin Burns
EXECUTIVE DIRECTOR

MISSION

Design and champion equitable, science-based policies that bring carbon removal solutions to gigaton scale.

VISION

Eliminate legacy carbon emissions and create a livable climate in which current and future generations can thrive.

Values

ONE BOAT

We work hard to ensure that we are rowing in one direction as a team, aligning our work and resources to shared goals.

PENCIL TO PEN

We think critically, do our research, and weigh multiple options. Then, we commit to move to action.

WIN AND LOSE TOGETHER

When one of us succeeds, we all win. When we encounter challenges, we determine how best to redirect the energy and resources of the team to solve them.

PERSON IN THE PROFESSIONAL

Our team is composed of real people with real passions, interests, and needs, within and outside of our work. To be our best and most productive selves at work, we believe we need to care for ourselves and others.

MAKE SPACE, SHARE SPACE

We believe in making space for all voices to be heard, within our team and our broader work — particularly and especially voices historically disenfranchised and disproportionately impacted by the effects of climate change.

BE A WINDOW, NOT A DOOR

We're committed to transparency and shining light on how and why decisions are made. We are honest with one another, ask for clarity, and operate with integrity to build a culture of trust.

GROW THE BRAINTRUST

We are committed to constantly learning and staying up to speed on the science of our field. We work to grow our knowledge, sharpen our skills, and bring great minds to the field of carbon removal.

Last year, we grew our team—and our impact on carbon removal.

OUR BOARD

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CHAIR

Roxanne D. Brown
DIRECTOR

Gabriel Kra
DIRECTOR

Erin Burns
DIRECTOR

Noah Deich
DIRECTOR

OUR SCIENCE ADVISORY BOARD

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Sasha Wilson
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OUR STAFF


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POLICY DIRECTOR AND CO-FOUNDER


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EXECUTIVE DIRECTOR


Noah Deich
PRESIDENT AND CO-FOUNDER


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Treshia Thomas
DEPUTY DIRECTOR OF OPERATIONS


Tracy Yu
SENIOR COMMUNICATIONS ASSOCIATE


Cristel Zoebisch
SENIOR POLICY ADVISOR

“Research, development, demonstration, and deployment of carbon removal solutions needs to be a major priority *now* in order for us to drive down the cost and bring these solutions to scale in time to be meaningful.”

SEN. MARTIN HEINRICH

A Breakthrough Year

After years of crafting and championing our vision for a carbon-removing future to policymakers, 2021 saw an exciting uptick in momentum. Last year, carbon removal earned more federal attention, Congressional support, and field-wide investments than ever before. President Biden's budget included two historic firsts — a line item for carbon removal with mention of direct air capture (DAC) and funding for soil carbon monitoring, reporting, and verification (MRV).

Across the federal government, we saw massive investments in carbon removal aimed at supercharging the field as we know it. Congress fortified its previous support with major carve-outs in the Bipartisan Infrastructure Law, including $8 billion for transformative forestry programs and $3.5 billion to build four regional DAC hubs with the potential to ramp up global DAC capacity by 400 times.

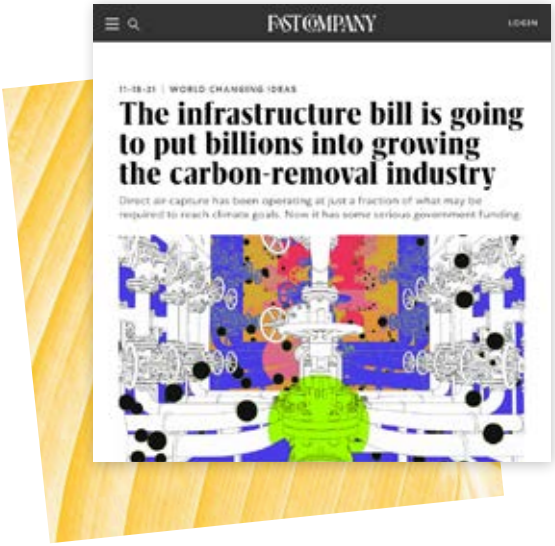
Federal agencies helped execute Biden's climate ambitions with sweeping carbon removal initiatives of their own. DOE launched its Carbon Negative Shot to catalyze gigaton-level deployment of carbon removal at less than $100 per ton. This landmark effort positions the US to spur new innovations field wide and emerge as a global leader in carbon removal. Meanwhile, the United States Department of Agriculture (USDA) committed up to $1 billion for its Partnerships for Climate-Smart Commodities program that could transform the carbon removal capacity of US farms and forests to the benefit of producers.

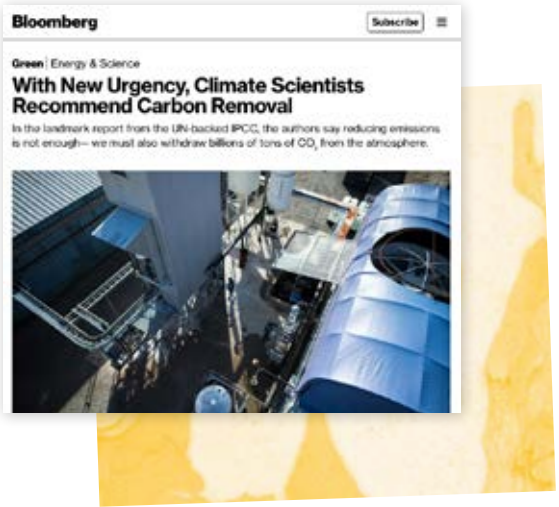
Combined, these record-setting investments point toward an exciting new reality in which carbon removal is fast becoming a key pillar of the government's climate strategy. We're seeing broad support roll in for research and development, new infrastructure, large-scale deployment, and regulatory capacity across the field. We were thrilled to see recommendations from our experts reflected throughout new legislation, from the FY2022 appropriations bill to the Bipartisan Infrastructure Law to the first drafts of the Build Back Better plan's historic investments in DAC, agriculture, and forestry.

As carbon removal policy continues to evolve, we'll be at the forefront of conversations about implementation, championing policies that ensure all carbon removal projects are scaled responsibly and justly in communities that truly want them.

In the News

As carbon removal enters the mainstream, our experts have been leading the conversation — from every corner of the field. C180 weighed in on stories about DAC infrastructure, soil credits, equity considerations, and more. We've dedicated more time toward media engagement, shaping the narrative on carbon removal and centering our vision for the future.





The New York Times · AXIOS · TechCrunch · The Atlantic · Atmos

FORTUNE · npr · nyt mag · Forbes · Mother Jones · Bloomberg Green

Policy Advocacy

Over the last year, we played a role in a number of wins for carbon removal at the federal level. Amid negotiations for the Bipartisan Infrastructure Law, our team championed major carbon management provisions including the Regional Direct Air Capture Hubs program, the first comprehensive policy for CO_2 transportation and use infrastructure (the SCALE Act), funding for Class VI wells, and additional investments for reforestation projects.

These initiatives, which our policy team helped structure, open up scores of opportunities for meaningful carbon removal. We developed visionary recommendations for the implementation of DOE's first-of-its-kind DAC hubs program and USDA's new climate-smart commodity program. Congressional offices also incorporated our thought leadership into an ever-growing number of new carbon removal bills, including the Energy Sector Innovation Credit Act of 2021 (S.2475), an investment tax credit for DAC.

At DOE, we've championed key components of the Carbon Negative Shot and guided organizational changes at the agency. In alignment with our Transition Book recommendations, the Office of Fossil Energy officially added "Carbon Management" (now FECM) to its name, reflecting a tectonic shift in the department's priorities. Current and former C180 staff are making an impact at the agency, with our former Science Advisory Board member Dr. Jennifer Wilcox and former Deputy Director of Policy Dr. Shuchi Talati running FECM and President Noah Deich sitting on the Secretary of Energy Advisory Board.

The Braintrust Grows

2021 was a landmark year for advocacy, but we've also been heads-down on building and amplifying a knowledge base for carbon removal. The Carbon180 braintrust expanded significantly as our policy team grew to 10 people, including a new senior policy advisor dedicated to environmental justice (EJ) work.

With these policy heavyweights behind us, we rolled out a landmark Congressional blueprint, Zero, Then Negative, and amplified its contents in an event with guest speakers Senator Martin Heinrich, DOE's Dr. Jennifer Wilcox, and more. We followed that with a comprehensive EJ report, Removing Forward, and partnered with Grist to host a webinar on equitable paths toward a carbon-removing future.

The Carbon180 resource library also grew by leaps and bounds, with the launch of our policy deep dives and addition of more than 30 new blog articles. And to help everyone parse out this bustling landscape, we launched the carbon removal policy tracker, a tool that houses every piece of field-relevant legislation in one searchable hub. We also initiated Spanish translations of our online resources to enhance language accessibility.

We haven't been working alone, either. Last year, we assembled an Environmental Justice Advisory Board and meaningfully embedded their expertise into our work, held a listening session with our EJ partners, and conducted a survey landscape to better understand perspectives and attitudes toward carbon removal amongst EJ stakeholders.

INSIGHTS FROM THE BLOG

- The future of DAC is knocking
- Getting BECCS right
- We can't just plant our way out of the climate crisis
- The future of carbon removal is built on reimagined public engagement

"To avoid the worst impacts of climate change and reach President Biden's goal of net-zero emissions by 2050, we need to safely develop and deploy technologies that keep carbon pollution from entering the air and remove pollution from the air."

BRENDA MALLORY
COUNCIL ON ENVIRONMENTAL QUALITY CHAIR

Key Expansions

Carbon180 established two new teams to further our impact at a critical inflection point.

Science & Innovation

One of Carbon180's key differentiators is our ability to leverage scientific rigor and relationships with the innovation community toward making informed policy recommendations. Last year, we launched our science and innovation team to expand our thought leadership around the technical direction of the carbon removal field and identify the policy opportunities that will make a gigaton-scale industry possible. So far, it's been a fruitful first year for this team. In collaboration with eight top DAC and carbontech startups, we submitted a letter with recommendations detailing how the $3.5 billion allotted for DOE's DAC Hubs can be implemented to best support early-stage innovation. The newly minted team has also been identifying avenues to strengthen engagement with the entrepreneurial ecosystem in our policy work. A first major step was a collaboration with Activate to develop and launch a CDR Imperative — which ultimately raised $4 million for eight new carbon removal fellowships, drew 193 applications, and brokered a novel partnership with Stripe to secure advanced procurement contracts for Activate Fellows building carbon removal solutions.

Government Affairs

To increase engagement with the White House, Congress, and federal agencies, we launched our government affairs team. In a few short months of proactive outreach, we've built new relationships and made significant inroads with key offices, securing their endorsement of critical carbon removal legislation. Beyond direct advocacy, this team broadens the reach of our thought leadership and educational resources among policymakers — shoring up the Hill's knowledge on all things carbon removal.

2021 by the Numbers

7 NEW C180 HIRES

5,700 NEW FOLLOWERS ACROSS NEWSLETTERS AND TWITTER

475+ APPROPRIATIONS REQUESTS PREPARED AND SUBMITTED

87 REPORTER BRIEFINGS ON CARBON REMOVAL AND 112 ARTICLES FEATURING CARBON180 RESEARCH, RECOMMENDATIONS, MENTIONS, OR COMMENTARY

5 VIRTUAL EVENTS HOSTED

$3.5B ALLOTTED FOR DAC HUBS, $8B FOR FORESTRY, $75M FOR CLASS VI WELLS, AND $310M FOR CARBON UTILIZATION FUNDING IN THE BIPARTISAN INFRASTRUCTURE DEAL

The Next Wave

This year, Carbon180 will continue championing R&D alongside two new priorities: launching an effort to design and advocate for federal procurement of carbon removal across a range of solutions and ensuring that the billions in funding secured by recent legislative wins are implemented well.

Carbon180 has identified federal procurement as the vital next step in carbon removal policy. Positioning the federal government as a customer for carbon removal will help ensure that a portfolio of removal pathways are scaled in line with climate goals and in ways that are durable, equitable, and just — and leverage the success we've seen with private sector purchases.

We'll also be focused on implementation for newly-enacted legislation, like the Regional Direct Air Capture Hubs program. With funding secured, strong deployment requires engaging frontline communities, maintaining broad and bipartisan support for carbon removal, and enabling future innovation that can help us meet our climate goals.

Financial Transparency and Responsibility

The successes outlined in this report would not have been possible without the gracious support of our donors. Carbon180 is committed to fiscal responsibility and integrity, so we work hard to minimize the organization's operational expenses and maximize the impact of our budget. Accordingly, we aim for transparency in detailing how we put your donations to work.

As our team grows, we've continued to center Carbon180 values. This past year, we increased our salary bands, expanded health benefits, and conducted a transparent pay equity review. As Carbon180 expands to meet this pivotal moment in carbon removal, living our values will remain a top priority in 2022 and beyond.

PROGRAMS:	$2,803,198.68	81%
POLICY	$1,845,320.19	66%
COMMUNICATIONS	$458,582.66	16%
SCIENCE & INNOVATION	$386,498.55	14%
LOBBYING	$112,797.28	4%
OVERHEAD	$609,024.12	17%
FUNDRAISING & DEVELOPMENT	$69,256.22	2%

FOUNDATION GRANTS	$9,192,256.58	60%
INDIVIDUAL DONATIONS	$5,867,252.92	38%
CORPORATE DONATIONS	$257,364.83	2%
IN-KIND DONATIONS	$100,000.00	<1%
CONSULTING INCOME	$87,500.00	<1%

THESE FIGURES HAVE NOT BEEN AUDITED.
FOR AN AUDITED VERSION OF OUR FINANCIALS,
PLEASE EMAIL HELLO@CARBON180.ORG.