

Climate Orders

Brand & communication guidelines

Summary

- **Our goal:** Our goal with Climate Orders is to enable millions of businesses and individuals to purchase high quality, permanent carbon removal so that we can have a better chance of [reaching our collective climate goals](#). The [Frontier](#) team obsesses over making sure every dollar spent goes to accelerating high quality, responsible carbon removal. Given (1) how fraught and confusing the offsetting space has been generally, and (2) that Frontier is still quite nascent, it's important to us that carbon removal purchased through Frontier is represented clearly and accurately.
- **Goal of this deck:** We hope this deck helps you create a clear and informative user experience for your customers.

General principles (what we are trying to achieve)



- Ensure **accuracy and consistency in descriptions of Frontier**
- Ensure **accuracy in the *kind* of carbon removal** Frontier is focused on
- **Avoid confusion about *when*** the carbon removal is going to be delivered
- **Prevent misunderstanding or inaccurate claims** about what Frontier carbon removal can be used for

Guidelines

We'd love any feedback to make these more clear and easier to incorporate

1. Describing your relationship with Frontier

- If you or your customers want to reference your relationship with Frontier, you may say you are *buying permanent carbon removal via Frontier*.
- Terms that imply a direct relationship with Frontier such as “partnership” or “membership” refer to [Frontier founders, members and partners](#).

Do 	Don't 
CarbonCleaners™ is purchasing carbon removal via Frontier.	CarbonCleaners™ is partnering with Frontier to offer permanent carbon removal.
CarbonCleaners™ is using Climate Orders to purchase carbon removal via Frontier.	CarbonCleaners™ is teaming up with Frontier to offer permanent carbon removal.

2. Describing Frontier (1/2)

Please borrow liberally from this language, and feel free to check with us for your specific use case

Product Description

Version 1:

The [Frontier offtake portfolio](#) focuses exclusively on the most innovative permanent carbon removal technologies ready to rapidly scale. Frontier technologies are highly vetted against [target criteria](#), including the ability to store removed carbon for more than a thousand years and the potential to be low-cost and high-volume in the future, in line with 2050 climate goals.

Offtake carbon removal units come from a diverse and globally distributed portfolio of the most promising carbon removal technologies, vetted by [industry experts](#) and Frontier's team of scientists. The portfolio approach is intended to accelerate the broader carbon removal ecosystem and mitigate delivery risk. The portfolio includes a combination of: direct air capture, biomass carbon removal and storage, enhanced rock weathering, and other pathways as they become offtake ready.

Version 2:

Frontier focuses on carbon removal approaches that store carbon permanently (> 1,000 years), do not compete for arable land, and have a path to being affordable at scale (< \$100/ ton), even if they're not there today.

Frontier signs offtake agreements to accelerate carbon removal technologies that have the *potential* to be low-cost and high-volume in the future. Importantly, Frontier aims to pull net new carbon removal supply into existence, rather than compete of the limited supply that exists today. Early offtakes help projects start building today so that they can deliver tons in the near future.

2. Describing Frontier (2/2)

Please borrow liberally from this language, and feel free to check with us for your specific use case

Background

To avoid the worst effects of climate change, most [climate models](#) agree we need to remove carbon dioxide from the atmosphere on the scale of [5-10 gigatons per year by 2050](#). Existing solutions such as planting trees and soil carbon storage, will be part of the global portfolio of solutions. But these solutions by themselves are unlikely to [scale to the size of the problem](#), as we'll run out of arable land.

By buying carbon removal today, companies can **catalyze innovative new solutions** and **set new standards for corporate climate action**.

Specifically, offtakes are a uniquely catalytic way to buy carbon removal. In short, offtakes are a contractual agreement to purchase carbon removal at a certain price if and when tons of carbon removal are delivered and verified. Offtakes are crucial to scaling the carbon removal market because the guaranteed multi-year demand allows suppliers to secure financing (e.g. a loan from a bank to develop the project) and expand supply capacity. If more buyers purchase offtakes, we can help create *new* carbon removal supply, rather than just compete over what exists today.



Background on Frontier

Frontier is an [advance market commitment](#) to buy \$1B+ of permanent carbon removal between 2022 and 2030. It was founded by Stripe, Alphabet, Shopify, Meta, McKinsey and tens of thousands of businesses using Stripe Climate.

Frontier aims to accelerate the development of carbon removal technologies by guaranteeing future demand for them. The goal is to send a strong demand signal to researchers, entrepreneurs, and investors that there is a growing market for these technologies.





3. Describing *what* you are purchasing

- Purchases made through Climate Orders should be referred to as carbon removal, tons, or carbon removal units - not credits or offsets.

Do 	Don't 
CarbonCleaners™ is purchasing <u>carbon removal / tons / carbon removal units</u> from Frontier's growing portfolio.	CarbonCleaners™ is purchasing Frontier carbon removal <u>credits / offsets</u> .

4. [For blended portfolios] Distinguishing inventory

- If you're bundling inventory from Climate Orders with other carbon credits (e.g. creating your own portfolio), **clearly delineate what relates to Frontier and what doesn't.**

Do 	Don't 
<p>ACME +  Frontier</p> <p>Forestry Carbon removal</p>	<p>ACME +  Frontier</p> <p><i>Portfolio of Forestry and Carbon Removal</i></p>



5. Using the Frontier logo

- You may use the Frontier logo but may not pair it with yours unless you are describing a portfolio composition (see prior slide).

Don't ❌	Don't ❌
ACME + ⚡ Frontier	ACME ⚡ Frontier



6. Communicating delivery & making claims

- **Clearly communicate forward looking delivery dates** to users for all purchases made via Climate Orders.
- All tons are measured against a Frontier-approved protocol, third-party verified, and intended to be used for voluntary claims once the tons are delivered. Additionally, it's important to highlight that the voluntary carbon market is evolving quickly, and while the intent is for these tons to meet or exceed standards for high-quality removal, we can't guarantee compliance at this time. **If buyers are using these purchases against a specific regulation or standard, please ensure they align with your specific requirements.**

Do 	Don't 
You're purchasing carbon removal that will be delivered <u>in the future</u> .	You're purchasing carbon removal that you can count towards your Net Zero or carbon neutral goals <u>today</u> .

7. Communicating delivery risk

- **Clearly articulate the risk of delivery delays and failures** and how Frontier handles it.

Do 	Don't 
<p>Frontier <u>minimizes delivery delays and failures</u> by conducting rigorous upfront diligence, monitoring progress, reallocating ordered tons across suppliers, and maintaining an inventory buffer.</p> <p>In case of delivery delays, you'll have the option of receiving a full refund or waiting for the tons to be delivered.</p> <p>In case of delivery failure, you will receive a full refund.</p>	<p>Frontier's portfolio is <u>risk-free</u> and <u>guarantees deliveries</u>.</p>

8. Leveraging media assets

- We welcome you to use Frontier's media assets (accessible in your Stripe Dashboard) when designing your product experience, announcements, and user comms.
- **Assets may only be used when discussing permanent carbon removal technologies available via Climate Orders.**

9. Mentioning Frontier carbon removal pathways

- **Be specific in the carbon removal pathways you list out.**
- **Suggested language:** *Direct air capture, enhanced rock weathering, permanent biomass carbon removal and storage, and other pathways as they become available in Frontier's portfolio.*
- Link out to the [Frontier's offtake portfolio page](#) for more information.