



## Mālama Labs: Rebuilding Trust and Integrity in Carbon Markets Beyond “Net Zero”

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As world leaders convene in Belém for COP30, the conversation around climate credibility has reached a breaking point. In recent weeks, three influential analyses have defined that debate: **Dr. Joëlle Gergis**, writing in *\*The Guardian\**, warned that “net zero” has become a political loophole; **Professor Rohini Pande**, in *\*Science\**, dissected the auditing failures that undermined forest carbon markets; and **Fiona Harvey**, environment editor at *\*The Guardian\**, reported from COP30 on the clash between rhetoric and reality—where populism, finance gaps, and forest politics threaten to derail progress even as the planet surpasses 1.5 °C.

*“Gergis exposed the moral hazard of delay, Pande revealed the weakness of verification, and Harvey’s frontline reporting shows how global politics is still outpacing planetary limits,” said Tyler Malin, Founder of Mālama Labs. “COP30 is the moment when data must replace diplomacy. Mālama exists to rebuild trust through verifiable impact—turning climate promises into measurable outcomes that markets and communities can believe in.”*

### From Offsets to Integrity

The voluntary carbon market now exceeds \$36 billion, yet many systems still rely on unverifiable data and inconsistent baselines. Mālama Labs calls not for abandonment but for

**reinvention**—anchored in science and transparency.

- **Durable Removal:** Biochar and enhanced rock weathering projects that store carbon for centuries or longer, complementing forest preservation.
- **Digital MRV:** Real-time measurement, reporting, and verification combining IoT sensors, satellite imagery, and blockchain records to eliminate bias.
- **Open Standards:** In line with the spirit of Verra's new REDD methodology (VM0048), Mālama promotes **public, replicable datasets** so each tonne removed can be independently validated.

*"Transparent, real-time data is the cure for an ailing market," said **Jeffrey Wise, Co-Founder and COO of Mālama Labs**. "Armed with accurate data, the market—not a central authority—can decide which projects deserve investment. Capital will naturally flow toward what genuinely works."*

*"We see value in both forestry and more durable carbon removal," added **Dominic Garey, Co-Founder and CTO**. "Our role isn't to arbitrate between methods but to measure each with precision and transparency so every tonne, regardless of origin, stands on verifiable ground."*

## Learning from REDD and Moving Forward

Verra's recent article, \*“REDD Has Never Been Easy, But It's Too Important to Not Make It Work,”\* acknowledges the methodological gaps that eroded confidence in forest credits and introduces jurisdiction-level baselines to restore integrity. Mālama Labs supports this evolution while extending it through open, decentralized verification—ensuring that data and incentives remain transparent.

*"REDD is vital, but credibility requires transparency at every step—from satellite data to sensor readings to on-chain proof," said Malin. "Verra's move toward jurisdictional datasets is progress; the next step is making those datasets open and interoperable."*

As Brazil champions its proposed **Tropical Forests Forever Facility (TFFF)** at COP30, Mālama Labs underscores that funding alone is not enough—**trust requires proof**. Forests become true climate assets only when protection is measured transparently and benefits are distributed equitably. Digital MRV ensures that every hectare preserved and every dollar spent can be traced, verified, and reinvested where it matters most.

## Aligning Science, Equity, and Policy

Mālama Labs integrates technology with justice. By enabling **direct, traceable payments to Indigenous and rural land stewards**, the platform guarantees that communities safeguarding ecosystems share equitably in the climate value they create.

*"We must ensure that local communities actually receive the financial and ecological benefits promised in credit sales," said Malin. "Digital contracts and wallet-based verification make that not just possible—but provable."*

This model aligns with emerging **Article 6.4** standards under the Paris Agreement and forthcoming **U.S. Commodity Futures Trading Commission** guidance, both emphasizing additionality, quantification, and public disclosure.

## Restoring Credibility, Building Permanence

Global forests store roughly 861 billion tonnes of carbon. Preserving them is essential, yet permanence demands coupling natural sinks with mineral and biochar sequestration. Mālama Labs' hybrid approach values both immediate protection and long-term durability—linking **nature and technology** through verifiable data.

### About Mālama Labs Inc.

Mālama Labs is building Hawai'i's first regional carbon market, integrating **durable carbon removal, digital MRV infrastructure, and community-based regeneration**. Its mission: *to turn nature-based impact into verified, investable climate solutions that honor both ecological integrity and cultural values.*

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### Key Takeaways

- COP30 reveals the gap between political rhetoric and measurable progress; Mālama Labs delivers proof, not promises.
- Verra's REDD reforms mark progress—Mālama Labs extends them through open, real-time verification.
- Forest preservation and durable carbon removal are complementary pathways in a unified, data-driven market.
- Equity is enforced through direct, verifiable compensation to land stewards.
- Amid global division, **data integrity is the new diplomacy.**

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