

# SavePlanetEarth Launches Planetary Carbon Standard, Targeting Carbon Credit Market Integrity

*SPE introduces the Planetary Carbon Standard, a tech-driven initiative for credible carbon credits, addressing climate with innovation, integrity, and impact.*

COLOMBO, SRI LANKA, December 29, 2023 /EINPresswire.com/ -- In an era marked by urgent climate challenges, [SavePlanetEarth](#) (SPE) introduces the [Planetary Carbon Standard](#) (PCS), a groundbreaking initiative set to reinvigorate the carbon credit market. This strategic partnership with the [Sri Lanka Climate Fund](#) under the Ministry of Environment represents more than a significant advancement in carbon sequestration and emission reduction. It embodies a steadfast commitment to the 3Is: Innovation, Integrity, and Impact, principles that are now more crucial than ever in our collective quest for environmental sustainability and climate resilience.



SavePlanetEarth CEO Imran Ali with Dr. Anil Jasinghe, Secretary, Sri Lanka Ministry of Environment

**Context and Urgency of Climate Challenges:** The world faces unprecedented climate challenges, with the urgency for effective and innovative solutions at an all-time high. The impacts of climate change are widespread, affecting ecosystems, economies, and communities globally. Rising temperatures, erratic weather patterns, and extreme climate events underscore the immediate need for concerted action. Climate change is not a distant threat; it is a present reality, reducing carbon emissions is an imperative task for all nations.

**The Challenges Plaguing Carbon Credits:** Despite its potential, the carbon credit market faces significant challenges that undermine its effectiveness and credibility. Greenwashing, quality and

integrity of credits, double counting, and complexity and accessibility are critical issues that SavePlanetEarth's Planetary Carbon Standard aims to address. By leveraging innovation and technology, SavePlanetEarth is setting a new standard in the carbon credit market, ensuring transparency, accuracy, and accessibility.

Carbon Credit Market Outlook: The carbon credit market's financial outlook is promising, with growth projections and trends indicating a robust future. However, financial experts emphasize the need for innovative solutions like PCS to meet market demands and address existing challenges effectively. The PCS initiative is positioned to capitalize on this growth while ensuring the integrity and impact of carbon credits.

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At SPE, we're committed to integrity in carbon credits. Our technology is designed to mitigate risks and validate the additionality of each project”

*Imran Ali, CEO,  
SavePlanetEarth*

SavePlanetEarth's Technological Solutions (Addressing the Challenges): At the heart of the Planetary Carbon Standard's innovation is the use of blockchain technology, ensuring unparalleled transparency and traceability in carbon credit transactions. This robust system records every issuance, transfer, and retirement of credits on an immutable ledger, effectively eliminating risks such as double counting and enhancing the market's integrity. By providing a transparent and secure platform, SavePlanetEarth is setting new standards for accountability and trust in carbon trading.

Complementing the blockchain's security are advanced remote sensing and artificial intelligence technologies, which SavePlanetEarth harnesses for precise monitoring and verification of carbon sequestration projects. State-of-the-art satellite imagery, Predictive Analysis and LiDAR provide continuous, accurate measurements of environmental indicators, while AI and machine learning algorithms analyze this data to ensure the integrity and effectiveness of each project. This high level of scrutiny and real-time analysis guarantees that every carbon credit represents a genuine contribution to reducing global emissions, making the Planetary Carbon Standard a reliable tool in the global fight against climate change.



Imran Ali, giving a presentation about the Planetary Carbon Standard to investors and governmental officials.

Recognizing the need for accessibility in the carbon market, SavePlanetEarth has developed a user-friendly digital platform that streamlines the carbon credit certification process. This innovative platform democratizes access to carbon trading, allowing project owners of all sizes to participate easily and effectively. By streamlining the certification process and making it more accessible, SavePlanetEarth is encouraging wider participation in carbon offsetting efforts and driving a more significant impact on global emission reduction. With these technological advancements, SavePlanetEarth's PCS is not just addressing the current challenges of the carbon credit market but is paving the way for a more robust, effective, and inclusive future in carbon management.



SavePlanetEarth, Planetary Carbon Standard, and SLCF together for a handshake ceremony to celebrate the first project approval

**SavePlanetEarth's Market Response and Future Outlook:** The SavePlanetEarth Marketplace, set to launch in 2024, embodies the 3Is. It promises a transparent, efficient, and reliable platform for trading carbon credits, backed by the robust technology that powers the Planetary Carbon Standard. With millions of hectares under application from Africa and a significant amount of credits already approved for sale, the marketplace is poised to set new standards in the carbon credit industry. SavePlanetEarth's vision for the future includes expansion plans and technological advancements, ensuring continuous innovation and impactful solutions.

**SavePlanetEarth's Commitment to Environmental Sustainability:** SavePlanetEarth's initiatives significantly contribute to natural CO<sub>2</sub> sequestration and reducing greenhouse gas levels. The introduction of Climate Action NFTs represents an innovative financing approach, linking climate change efforts with the digital currency market. These initiatives reflect SavePlanetEarth's dedication to environmental sustainability and its role in promoting a sustainable business model in the burgeoning cryptocurrency market.

**Innovation, Integrity, and Impact in Detail:** SavePlanetEarth's PCS is transforming the market with its technological innovation, ensuring the integrity of carbon credits through rigorous standards and independent validation, and making a positive impact on the environment and communities. SavePlanetEarth's commitment extends beyond technology and standards, aiming

to make a profound impact on CO2 sequestration and the broader fight against climate change.

**Addressing the Energy Sector's Emissions:** The Planetary Carbon Standard provides solutions for the Energy Sector with Verified Emission Reductions (VERs), promoting renewable energy and efficiency, and supporting the transition to low-carbon technologies. This initiative is crucial in reducing the sector's global emissions and enhancing its contribution to climate change mitigation.

**PCS's Inaugural Project: A Benchmark of Excellence:** The Planetary Carbon Standard's first project sets a high standard for future initiatives, covering 1001 hectares with over 8 million carbon credits approved for sale. This project demonstrates the stringent criteria and comprehensive standards of the Planetary Carbon Standard framework, ensuring that each credit issued is a step towards a more sustainable future.

**Global Expansion and Future Outlook:** SavePlanetEarth's strategic expansion plans are aligned with its mission of widespread environmental sustainability and effective climate change mitigation. The streamlined onboarding process of the Planetary Carbon Standard ensures broad participation in global carbon sequestration efforts, making a significant impact on the environment.

**Invitation to Join the Transformative Journey:** SavePlanetEarth invites individuals, businesses, governments, and communities worldwide to participate in this crucial environmental initiative. By adopting the Planetary Carbon Standard, stakeholders can contribute significantly to a sustainable future, embodying the principles of Innovation, Integrity, and Impact.

**For More Information:** Interested parties are encouraged to visit [SavePlanetEarth.io](https://saveplanetearth.io) and [planetarycarbonstandard.com](https://planetarycarbonstandard.com) to learn more about SavePlanetEarth's innovative approach to carbon credits and how to participate in the transformative journey.

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SavePlanetEarth

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