Proba, Pinea Partners and Value Factory Ventures launch Proba Projects

AMSTERDAM, NETHERLANDS, September 17, 2026 / EINPresswire.com/ -- Proba, Pinea Partners and Value Factory Ventures launch Proba Projects



Proba Projects and founding partners

Proba Projects originates and finances agricultural transition projects that help farmers reduce fertilizer-related emissions. It connects farmers and cooperatives with suppliers, traders, commodity buyers, end customers and financing partners to turn sustainable solutions into investable projects. Proba can subsequently quantify and certify the resulting climate impact.

By bringing together the right partners and providing upfront funding, Proba Projects helps these projects get off the ground, with a focus on sustainable agriculture. The same approach applies to bioenergy feedstocks, where lowering fertilizer emissions in cultivation directly reduces the carbon intensity of the fuel produced from them. Each project is financed through a dedicated structure that covers the cost of the intervention up front, so the money is there when the fertilizer decision is made rather than after the harvest has been settled.

> “Proba Projects is exactly the type of development platform we want to build: combining strong sector partners with capital to turn promising opportunities into real, scalable projects.”
>
> *Kevin Duisters*

Learn more at https://probaprojects.com/.

Founding Partners

Proba Projects is jointly founded by Value Factory Ventures, Pinea Partners and Proba.

For Proba, the venture adds a project finance capability to its existing climate quantification and

certification offering. Proba provides the standards, MRV and certification needed to quantify and certify the impact of emission reduction projects in agricultural supply chains. Proba Projects complements this by helping finance the upfront investment required to put those projects into practice.

“Launching Proba Projects creates a more complete offering: from developing and financing a project through to quantifying, certifying and delivering its Scope 3 reduction impact to many participants in the agri-food supply chain. We are looking forward to working with Kevin and his team to bring this to scale.” - Sijbrand Tieleman, Co-founder and CEO, Proba

For Pinea Partners, Proba Projects brings its development approach into agriculture, where the transition requires new ways to connect projects, capital and long-term demand. The partnership with Proba creates an opportunity to build a scalable project development platform around these emerging value chains. This is also where the two value chains meet: fertilizer emissions in feedstock cultivation carry straight through into the carbon intensity of the resulting fuel.

“Proba Projects is exactly the type of development platform we want to build: combining strong sector partners with capital to turn promising opportunities into real, scalable projects. On a personal note, I’m excited to lead this new venture and work with Proba and Value Factory to make it a success.” - Kevin Duisters, CEO Proba Projects and Managing Partner, Pinea Partners

For Value Factory Ventures, investing in Proba Projects builds on its existing investment in Proba. The venture extends Proba’s capabilities into project origination and financing, creating a new avenue for growth alongside the core Proba business.

“Proba enables participants in agricultural supply chains to convert certified emission reductions into commercial assets that are recognised across the agri-food value chain. Proba Projects adds what is needed to turn that impact into action: project origination and financing. This strengthens Proba’s proposition, helps food companies move from ambition to implementation and enables us to create impact at a much larger scale.” - Sander van Heteren, Investment Manager, Value Factory Ventures

About

Proba
Proba is a Dutch company providing Scope 3 impact quantification and insetting services for agri-food supply chains, with a core focus on reducing fertilizer-related emissions. Proba provides a platform to analyze, quantify, implement and certify emission reduction programs run by actors across the supply chain, from fertilizer producers to CPGs. Learn more at https://proba.earth/.

Pinea Partners

Pinea Partners is an infrastructure development company focused on energy and commodity value chains. Pinea originates, structures and sells projects in renewable fuels, industry and agriculture, pursuing opportunities created by changing regulations and markets. Learn more at https://pineapartners.com/.

Value Factory Ventures
Value Factory Ventures invests in early-stage groundbreaking startups in Agritech, Food and Climate that develop disruptive deeptech solutions to create real impact. By combining capital with hands-on support, Value Factory Ventures accelerates innovations that combat climate change and improve food security - working together to achieve maximum impact. Learn more at https://valuefactory.vc.

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