

EARTHLY

Learn more at earthly.org

Carbon

Biodiversity

People

Impact Report 2024

Delivering impact for climate,
biodiversity and people



Table of contents

03	A message from our founders
04	Our mission
04	Company overview
05	Our positive impact in 2024
05	Our impact to date
06	Our emissions in 2024
07	New projects welcomed
09	This year at a glance
10	The Planet Earthly Webinar series
11	Event highlights
13	Awards and recognition
15	Looking forward to 2025
16	Contact us



A message from our founders



Oliver Bolton, co-founder & CEO



Lorenzo Curci, co-founder & CCO

As we look back on 2024, we want to reflect on our progress and share a glimpse of what lies ahead for Earthly. This year brought about significant challenges and transformations for the planet, the UK, the sustainability sector, and Earthly.

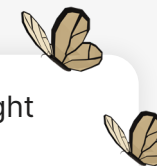
We've seen a growing demand for transparent, high-quality, nature-based solutions that restore ecosystems while benefiting local communities. Amid evolving carbon markets and heightened scrutiny of credit quality, Earthly has remained committed to setting a higher standard, ensuring funding flows to the most impactful nature projects globally.

Throughout the year, Earthly has made significant progress despite market complexities. We launched our Voluntary Biodiversity Credits in the UK and expanded our carbon-based project portfolio with major corporate clients. These efforts have helped direct substantial capital towards the protection and restoration of critical ecosystems.

Our amazing network of staff and supporters has expanded too. We welcomed five new team members, working from around the world including Spain, Northern Ireland and India, and we were delighted to see our LinkedIn following exceed 15-thousand followers.

As ever, we thank you for your support of Earthly and our mission for nature and climate recovery.

Olly & Lorenzo



Our mission

To leverage the power of nature-based solutions to protect and restore >1% of the planet by 2030 (150+ million ha).

Company overview

We are a team of entrepreneurs, engineers and scientists, brought together through a shared passion for both reversing climate breakdown and restoring nature.

We are empowering hundreds of organisations around the world to actively contribute to the protection and restoration of our planet. We do this by identifying the world's most impactful nature-based projects that align with our client's environmental and social goals.

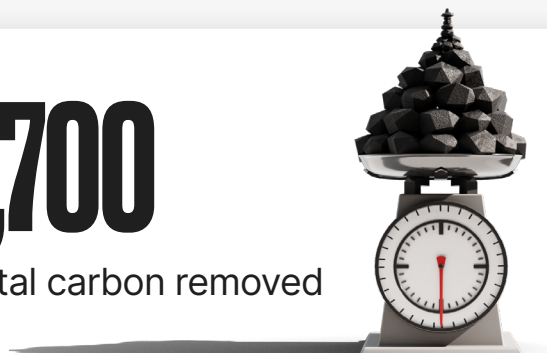
At the heart of our platform sits our rigorous project quality assessments that screens hundreds of data points across carbon, biodiversity and social impact. With backing from stakeholders including Google, we are now helping 700+ global companies invest into the top 5% of nature-based projects to de-risk their climate contributions and become the regenerative business leaders of tomorrow.



Our positive impact in 2024

921,700

tCO2e total carbon removed



777,753

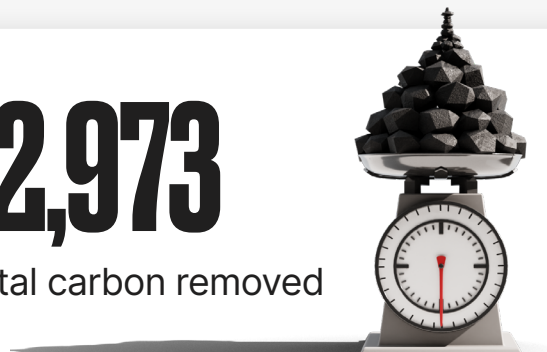
trees planted



Our impact to date

1,152,973

tCO2e total carbon removed



7,202,315

trees planted



Our emissions in 2024

86.61

tCO2e footprint
(total)



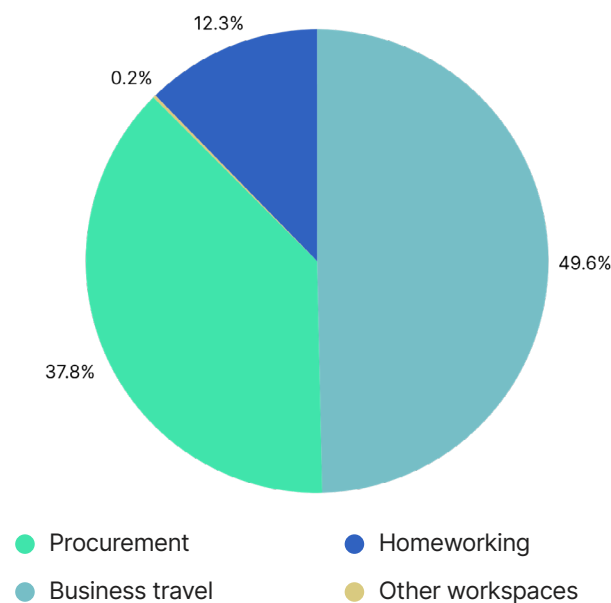
5.41

tCO2e footprint
(per employee)



Distribution of emissions

- Our reported carbon emissions increased between 2022 and 2023. This is predominantly due to increasing the accuracy and scope of our spend-based emissions, specifically purchased services.
- Business travel increased as the team grew in size.
- Commuting, homeworking and other workspace data based on an employee survey with a 100% response rate. Data for employees that left in 2023 was taken from the 2022 survey.
- Earthly is a fully remote company and all emissions fall under Scope 3.



New projects welcomed



Sharan Ghai, Research Portfolio Lead

In 2024, we added five new projects focused on woodland restoration, regenerative farming and rainforest conservation. We are working to update our assessment framework to include deeper analysis of biodiversity and social impacts, such as global North vs. South distinctions. Additionally, we conducted a field visit in the Latin American region and are expanding to new registries and methodologies, with a focus on habitats like the Amazon and biomes such as water.



Tree sponsorship – Dumyat, Scotland

The project is restoring woodlands, grasslands, wetlands and meadows to create a biodiverse ecosystem. Beyond conservation, the project boosts the local economy by employing local contractors and collaborating with institutions like the University of Stirling to provide research and training opportunities.



Earthly rating
7.7



Native woodland restoration - Sofala, Mozambique

The Kukumuty project focuses on restoring approximately 400 hectares of degraded Miombo woodland. The project combines native woodland restoration with the establishment of agroforestry nurseries and systems to reduce commercial pressure on the forest while improving local livelihoods.



Earthly rating
8.5

New projects welcomed



Regenerative farming - Indo-gangetic plains, India

Spanning seven Indian states, this project engages over 51,000 farmers to transform traditional agricultural practices. By promoting sustainable techniques, the project aims to support smallholder farmers to reduce greenhouse gas emissions, restore degraded land and enhance soil health and crop yields.



Earthly rating
8.0



Woodland creation – Iford Estate, UK

Across 1,200 hectares of land within the South Downs National Park, this project is reshaping degraded farmland. By restoring historic and native ecosystems, this initiative enhances biodiversity, sequesters carbon and provides essential habitats for over 1,000 species.



Earthly rating
7.7



Rainforest conservation - Sabah, Malaysia

The project protects 83,381 hectares of tropical forest once designated for commercial logging. The area is now a Class I Forest Reserve that safeguards biodiversity corridors. The project enhances local livelihoods through job creation, improved healthcare, education and clean water access.



Earthly rating
7.6

This year at a glance

New Earthly badge

We retired our Climate Positive Certification and launched the new Earthly badge. This was a big decision for our business, as many customers appreciated having a label to put to their sustainability action. However, to avoid greenwashing and conflict with regulations, it's crucial that businesses avoid any kind of vague or misleading green claims. Our customers are proudly sharing an Earthly badge to highlight their work with us, and linking to their impact dashboards.

[More information →](#)

Biodiversity credits

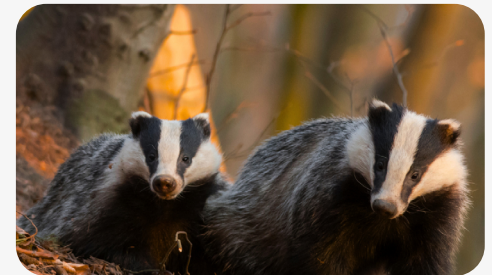
We launched a new way for businesses to connect to nature and fund UK biodiversity: Voluntary Biodiversity Credits. With DEFRA biodiversity net gain units as our starting point, we were able to create one of the first biodiversity credit systems, available for all organisations to purchase. The credits represent 3×3m² parcels of land, managed and improved for biodiversity, for 30 years.

[More information →](#)

Partnerships

This year we made progress by partnering with international organisations who want to bring high-integrity Nbs to their networks. For example, we're now working with Deloitte to be on-hand to help their member firms select projects that align with their sustainability goals. In addition, our partnership with the DMCC - as part of their Sustainability Hub - is enabling responsible businesses in Dubai to make a tangible difference to nature.

[More information →](#)



The Planet Earthly Webinar series



Biodiversity projects in the UK

Biodiversity and beyond: paving the way for high-integrity projects and credits in the UK.

Ben Taylor, Iford Estate
Ida Bailey, SLR Consulting
Rob Wreglesworth, The Environment Bank
Nick Heasman, South Downs National Park
Banashree Thapa, Earthly

[Learn more →](#)

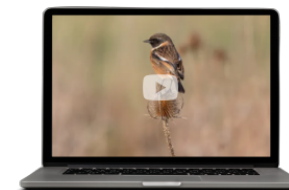


How does Earthly identify the highest quality projects?

We spotlight some of the MRV providers that are driving integrity and quality in the voluntary carbon market.

Adam Smith, Vertex AI | Google
Dr Rishi Das, BeZero Carbon
Sam Fleming, Earth Blox
Giacomo Bartoleschi, Earthly

[Learn more →](#)

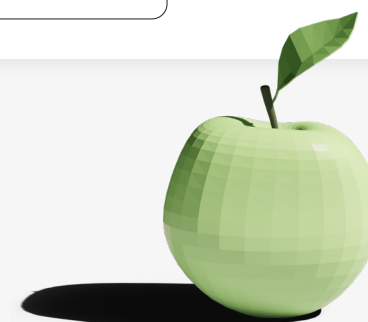


A close look at Voluntary Biodiversity Credits

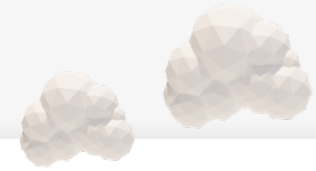
We discuss the emerging biodiversity credit market and Earthly's innovative solution: Voluntary Biodiversity Credits.

Sharan Ghai, Earthly
Lorenzo Curci, Earthly
Mark Alden, South Downs National Park Authority

[Learn more →](#)



Event highlights



Blue Earth Summit London, UK

We returned to BES this year: a 'festival for the future' in its new London location. The event grows more powerful and positive each year and we love connecting with like-minded companies, and catching the inspirational talks. We were also delighted to be nominated for the BE100 award, run in tandem with the event.

Ecology Calling London, UK

Our Co-founder Olly spoke on an expert panel for Ecology Calling's event 'Frontiers in nature finance: capital, compliance, and checks & balances'. The conversation was centred on the technicalities of mobilising finance to natural capital and nature restoration. We were more than happy to be able to offer our experience and expertise.



Saatchi Gallery Lates London, UK

Our Co-founder, Lorenzo, joined a diverse panel to discuss 'Communicating sustainability'. The panel explored how storytelling and creativity can drive real impact in the fight against climate change. The team behind the event: Saatchi Gallery, Tiny Studios and Rock Badger planted 200 trees to support nature-based solutions.

Event highlights

The Climate Change Summit

Bucharest, Romania

It was a real honour to be invited to the Climate Change Summit in Bucharest, where Olly gave an inspiring keynote on the global stage, alongside esteemed speakers from across academia and climate policy. The summit's theme 'Solutions for the future' fostered a real focus on actionable change.



Earthly summer & winter retreats

England & Wales

Our fully-remote team brings diverse skills and cultures from around the world, making in-person events special. This year, we gathered twice, in Kent, England and Monmouthshire, Wales for retreats featuring ecology tours, regenerative farming talks, games, bonding, and even AI-generated Christmas carols.



Awards and recognition



South Downs National Park to open up land for firms to invest in biodiversity credits

"Once secured, nature tech firm Earthly has agreed to take on the role of credit authoriser to help avoid the risk of 'greenwashing', double-counting of CO2 reductions, or duplications in BNG credit sales, while the South Downs National Park Authority responsible for compliance monitoring."



South Downs National Park launches green investment scheme to boost biodiversity

"The South Downs National Park has become the first in the country to launch a scheme to enable businesses to invest in "high-ethic, effective nature recovery" with the aim of boosting biodiversity. The park authority is working with tech company Earthly to help find investors and monitor the scheme."



Finalist: The Carbon Awards

ESG Investing's Carbon Awards nominated Earthly for not one but two of their specialised award categories: Best Carbon Credit Marketplace, and Best Carbon Research, Ratings & Data. The judging panel was made up of ten experts from across industry and academia. We were up against some of our amazing peers in these categories and were proud to reach the final round.



Investing in Natural Capital report, WEF

"The South Downs National Park has become the first in the country to launch a scheme to enable businesses to invest in "high-ethic, effective nature recovery" with the aim of boosting biodiversity. The park authority is working with tech company Earthly to help find investors and monitor the scheme."



Awards and recognition



Reuters Sustainability Awards: Product Innovation

We were honoured to be chosen as a finalist in the prestigious Reuters Sustainability Awards - a huge event that saw us alongside big players like the World Wildlife Fund and Environment Bank. Specifically, our Voluntary Biodiversity Credits were nominated in the Product Innovation category, just months after their launch and our first purchase.



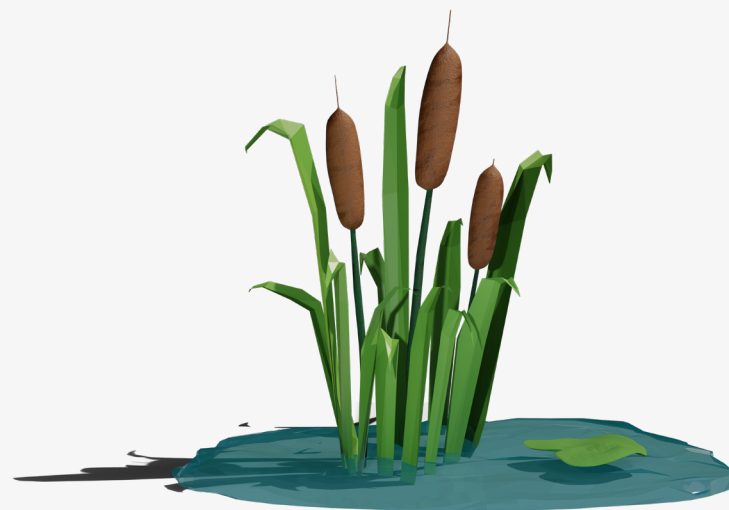
BE100 2024

The BE100, from Blue Earth Summit, spotlights game-changing startups driving positive change for the planet. We have been selected for the second year in a row. From over 1,000 applicants, we were recognised for driving system change among responsible businesses and accelerating support for nature from the private sector. We were delighted to be selected by the panel as a finalist.



Carbon pulse highlights first biodiversity credit sale

"There is a real appetite across the corporate sector to demonstrate first-class environmental integrity, meet national targets and invest in the planet for future generations and that's exactly what voluntary biodiversity credits can deliver."



Looking forward to 2025...



There is much to be positive about in 2025! Earthly's team and leadership are especially looking forward to:

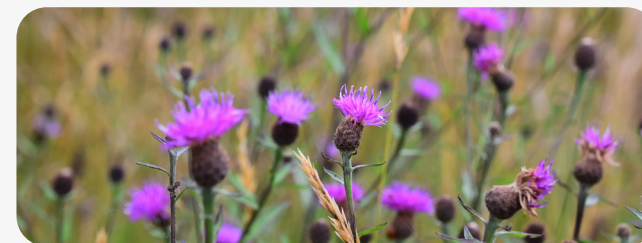
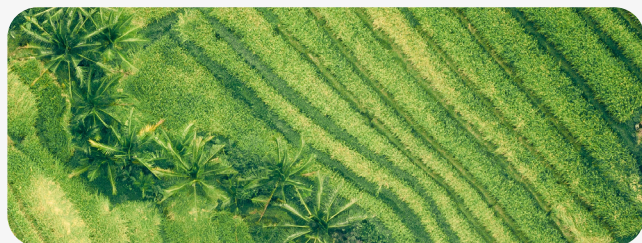
A growing recognition of nature's importance: Biodiversity is now a mainstream topic, with global initiatives like the restoring 30% of nature by 2030 pledge and the thousands of rewilding projects happening around the world that are driving meaningful action to protect life on Earth.

Stronger laws protecting nature: Movements like Ecocide law, which seeks to criminalise environmental harm, and the Rights of Nature movement, recognising ecosystems as living entities, are today reshaping how we value and protect the natural world.

Collaboration through Article 6: Following COP29, the Paris Agreement's Article 6 is accelerating climate action by enabling carbon credit trading, creating a transparent global marketplace and building international trust and cooperation.

Carbon credits as a catalyst for change: With tools now available to robustly screen carbon credits (inc. Earthly's holistic nature-based project quality assessment), these approaches are now funding critical nature-based solutions worldwide, directing investments to high-integrity projects with measurable impact.

Innovation in biodiversity: Biodiversity-focused innovation is flourishing and at Earthly we're proud to lead the way with our Voluntary Biodiversity Credit Product, enabling businesses to fund measurable, impactful conservation efforts.



EARTHLY

Learn more at earthly.org

Contact us

Earthly connects businesses to nature. We support organisations that wish to decarbonise, engage their audience and have a positive impact on climate, biodiversity and communities around the globe. We help companies accelerate their climate action, meet sustainability goals and go beyond mitigating their value chain on the journey to becoming regenerative.

We'd love to hear from you.

Get in touch at: **hello@earthly.org**

