

Net Zero Marketplace Carbon Credit FAQ

Get answers to common questions about Net Zero Marketplace.

These are the questions we hear a lot, and you'll find the answers below. But if you have others, please don't hesitate to contact us — we're here to help.

- **What is Net Zero Marketplace?**

Net Zero Marketplace, powered by Salesforce Commerce Cloud, is a climate action hub for everyone and a site where organizations can find and purchase carbon credits offered by ecopreneurs. With detailed information, clear pricing, and third-party ratings for most carbon projects, Net Zero Marketplace gives organizations information and tools to help identify the carbon projects and carbon credits that best align with their priorities and standards. It energizes the ecopreneur revolution by providing values-aligned buyers with a platform to find ecopreneurs and carbon projects they can invest in. Salesforce is not a party to any purchase agreements among the parties and does not endorse any ecopreneur or carbon project.

- **What is the voluntary carbon market (VCM)?**

The voluntary carbon market is a decentralized marketplace where organizations and individuals can learn about carbon credits for purchase on a voluntary basis with no intended use for compliance purposes.

- **What is an ecopreneur?**

Salesforce defines an ecopreneur as an environmentally-focused entrepreneur who leads and drives climate action worldwide. Carbon projects are implemented by ecopreneurs, and the purchase of carbon credits can help to finance a project run by an ecopreneur.

- **What is a carbon project?**

A carbon project is a project that seeks to avoid, remove, or reduce CO₂ or another greenhouse gas (GHG) in the atmosphere. Projects can include forest conservation, tree planting, wind farms, solar cookstoves, better farming methods, and beyond. Every metric ton of CO₂ or equivalent emissions reduced or removed by a project creates one carbon credit.

- **What are carbon credits?**

Carbon credits represent the avoidance, reduction, or removal of emissions of greenhouse gases in order to compensate for emissions made elsewhere. They are measured in metric tonnes of carbon dioxide-equivalent (tCO₂e). One carbon credit is equal to one tCO₂e reduced or removed from the atmosphere.

- **What are greenhouse gases (GHGs)?**

The United Nations Framework Convention on Climate Change (UNFCCC) lists six main atmospheric gases (GHGs) causing global warming and climate change. They are carbon dioxide (CO₂), methane (CH₄), and nitrous oxide (N₂O), as well as the less prevalent but very powerful hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), and sulphur hexafluoride (SF₆). To simplify how much each gas impacts climate change, their amounts are usually expressed in a common unit, the so-called CO₂e, or CO₂ equivalent.

- **What is net zero?**

A net zero world is a world in balance. Achieving net zero on a global level means emitting no more greenhouse gases than we are able to remove, either by natural means or through technological solutions. Right now, we are way out of that balance.

- **What is Salesforce doing as a company to reach net zero?**

Salesforce has been on a sustainability transformation journey for over a decade and has been publicly committed since the Paris Agreement to achieving net zero emissions by 2050.

- **Is Salesforce's definition of "net zero residual emissions" synonymous with the SBTi's definition of "net zero"?**

It is not. The Science Based Targets initiative's (SBTi) definition of net zero states that, in order for a company to claim it has achieved net zero, it must reduce 90% of its gross emissions before offsetting any remaining emissions with carbon removal credits only (no carbon reduction or carbon avoidance credits).

- **Is Net Zero Marketplace built using Salesforce technology?**

Yes, Net Zero Marketplace is built on Commerce Cloud with Stripe as a payment processor.

- **Why do organizations buy carbon credits?**

The climate crisis impacts everyone, and each of us must play a role in our collective journey to limit global warming to 1.5°C. To avoid surpassing 1.5°C of warming, we must collectively cut emissions in half by 2030 and achieve net zero emissions by mid-century. Reaching this milestone will require both deeply decreasing our emissions and, at the same time, removing CO₂ that has already been added to the atmosphere.

- **Where do the carbon credits on Net Zero Marketplace come from?**

Net Zero Marketplace identifies and provides a diverse catalog of carbon projects from around the world, which produce the carbon credits available for purchase. These carbon projects go through independent verification against global standards established by carbon credit registries. If they pass the verification process, the projects may support the issuance of carbon credits, which (if approved) can then be sold. Net Zero Marketplace provides information about carbon credits that have already been issued and verified, and are available on a spot basis only.

- **Who can buy carbon credits from Net Zero Marketplace?**

Organizations based in the U.S. (with an EIN) can purchase carbon credits offered by ecopreneurs on Net Zero Marketplace, with the goal to soon expand to additional regions. Please contact us for updates about your region.

- **How do I purchase carbon credits through Net Zero Marketplace?**

To purchase carbon credits through Net Zero Marketplace, you must first register for an account. As an approved buyer, you can research and identify carbon projects, save carbon projects to your portfolio, and enter into spot purchase agreements with ecopreneurs to purchase carbon credits issued by the project. Projects can be added to your cart when carbon credits are available for purchase. You can modify the projects and the quantities of metric tonnes of carbon dioxide equivalent (tCO₂e) in your cart before you checkout and submit your order. Salesforce is not a party to any purchase agreements among the parties.

- **Are there any fees associated with Net Zero Marketplace purchases?**

The sales price includes a 4% fee that includes the transactional costs and an estimated 1% Salesforce commission. Fees are subject to change.

- **Why doesn't a project display a rating?**

Project rating information is provided by independent third-party raters. Our third-party raters are working as quickly as possible to review all the projects in our catalog, and new ratings are being added regularly. If a rating is currently unavailable for a project, check again soon.

- **Why does one project show different ratings?**

Projects are reviewed and rated by our independent third-party raters. They've evaluated the projects based on their unique review processes and standards.

- **Why can't I find any projects with the highest ratings?**

Our third-party raters are working as quickly as possible to review all the projects in our catalog, and new ratings are regularly being added. Once project ratings are published, our highest-rated projects are typically the most highly desired, and their inventory is more likely to be purchased quickly. However, our project catalog also updates regularly with new inventory. Check again soon to find carbon projects aligned with your priorities and standards.

- **If carbon projects are verified, why are third-party ratings needed?**

Carbon credit registries determine whether projects have been designed, executed, and measured according to their prescribed standards. Independent third-party raters - like those providing ratings for Net Zero Marketplace - can provide another level of quality checking. These third-party raters use other tools and approaches, such as remote sensing and modeling applications, to provide more detailed views of project quality. It's worth noting that even when a project receives high ratings, it still may not be a perfect match for specific criteria that a given organization has chosen to prioritize. Organizations should review available information to choose the projects that best fit with their climate action strategy and priorities.

- **Why should I sign up for a Trailblazer.me account?**

Sign up and create a Trailblazer.me account if you don't have one already. This is the free, unified account that provides you with access to Salesforce digital properties.

- **I'm interested in getting involved with Net Zero Marketplace. Where can I learn more?**

Are you a carbon credit provider interested in joining Net Zero Marketplace or an ecopreneur interested in listing your

project on the marketplace?

- **How can I stay informed about the latest on Net Zero Marketplace?**

Join the Net Zero Marketplace group in the Trailblazer Community to ask questions, get answers, learn best practices, and share experiences as you start or continue on your net zero journey.