

The background of the cover features a scenic view of the Washington Monument in Washington, D.C. The monument is a tall, white, obelisk-shaped structure that rises prominently against a clear blue sky with a few wispy clouds. In the foreground, there are rows of cherry blossom trees in full bloom, displaying vibrant pink and white flowers. A body of water, likely the Tidal Basin, is visible at the bottom, reflecting the monument and the blossoms. People can be seen walking along the paths near the water.

# Carbon Removal Policy Guide: A Trillion Dollar Opportunity

FAQs & Resources  
for Policymakers

Prepared by the  
Carbon Business Council

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The Carbon Business Council (CO2BC), a member-driven and tech-neutral coalition unified to restore the climate, represents more than 100 carbon management companies and organizations across six continents with more than \$16.5 billion dollars in combined assets.

Our coalition provides carbon removal FAQs for policymakers and related resources about scaling removals to become a trillion dollar market. Carbon removal is creating jobs and benefitting communities throughout the U.S. today.

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## ■ What is carbon removal?

Carbon dioxide removal (CDR) is taking place across the U.S. today, with billions of dollars of private sector investments, which have been boosted by significant support from the public sector. The United Nations' Intergovernmental Panel on Climate Change (IPCC) defines CDR as “anthropogenic activities removing carbon dioxide (CO<sub>2</sub>) from the atmosphere and durably storing it in geological, terrestrial, or ocean reservoirs, or in products.” The Carbon Business Council strongly favors a clear and consistent definition of CDR for policy that is method-neutral, criteria-based, and IPCC-aligned to support the portfolio of CDR approaches that the world will need to meet our climate goals.

For a deeper understanding of CDR, the Carbon Business Council has a [Defining Carbon Removal for Policy Issue Brief](#) which explains how defining CDR can accelerate the responsible deployment of CDR. CDR is an essential component of climate mitigation, and works in tandem with the important work of reducing emissions.

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## ■ What are the economic benefits of carbon removal?

Billions of dollars in private sector funding have been committed to carbon removal, which has been galvanized by public sector funding. There are hundreds of companies working to advance carbon removal, including many project developers based in the U.S. and many who are entering the American market because of the enabling environment created by policymakers.

A report from McKinsey finds that carbon removal can scale to be a [\\$1.2 trillion dollar market](#) by 2050. An analysis from Lawrence Livermore National Labs finds that carbon removal can create [440,000 long-term jobs](#) across the United States.

Fom states with National Labs working on carbon removal like West Virginia, to states like Utah and Texas that have geology suited to carbon storage, to states like Florida and California that are seeing a boom in carbon removal entrepreneurs and innovators, member districts throughout the U.S. stands to gain from investments in carbon removal.

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## ■ Why is increased demand needed to scale carbon removal?

The private sector is leading the way in building the carbon removal market, but the public sector also has an important role to play in creating more demand for removals. The Carbon Business Council published a policy primer, Demand-Side Support for Scaling CDR, which highlights reasons for implementing demand-support policy for removals; identifies demand-support policy opportunities; and offers a set of best practices for policymakers and advocates to advance the portfolio of demand-support policies for CDR.

Demand-side policy for CDR can come in the form of direct government procurement, tax credits, price supports, regulation of environmental claims, and ultimately government-mandated compliance markets. In addition to providing direct demand support, these policies can serve to establish standards for high-quality CDR, and unlock additional demand as well as new sources of private capital. Just as there is no “silver bullet” for meeting our CDR targets, we will need to advance and innovate on a range of policy interventions. In the process of building demand, it is critical to ensure a level playing field in policy developments. Both Republicans and Democrats in Congress have a strong history of supporting carbon removal, including provisions in bipartisan legislation like the Bipartisan Infrastructure Law (BIL) and CHIPS Act.

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## ■ Why does a level playing field advance carbon removal?

The Carbon Business Council supports a level playing field for carbon removal to spur innovation and advance a range of removals pathways. The emerging CDR sector recognizes that no single removal pathway has the capacity to achieve multi-gigaton annual scale by mid-century. To reach this objective will require a full portfolio of solutions. Governments globally should seek to enact policy that is reflective of this fact, and that lets the market and innovation compete to deliver the best climate outcomes.

U.S. CDR policy to date has not addressed all CDR pathways. CDR encompasses land-based soil and forest carbon sinks; biomass-based carbon removal and storage (BiCRS, which includes biochar carbon removal); marine carbon dioxide removal (mCDR); mineralization-based approaches; and direct air capture (DAC) — as well as emergent and potentially as yet undiscovered methods. The carbon removal ecosystem benefits from thoughtful method-neutral and criteria-based policy to support them all, and to avoid a patchwork approach in favor of a definition of CDR that remains consistent across relevant legislation, regulatory frameworks, and jurisdictions. Doing so helps to unleash innovation and incentives greater levels of support from the private market.





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## ■ What is the role of the private sector?

Hundreds of companies are actively working to remove carbon from the atmosphere, spurring economic opportunities across the United States. Corporate partners play a significant role in creating demand for CDR businesses to scale. The Carbon Business Council outlines how responsible corporate leadership can help accelerate the CDR market in our joint report with the BMW Foundation- Herbert Quandt. Here, we highlight how corporates can incorporate carbon removal into their climate action plans. The report includes case studies about market leaders who are cumulatively investing billions of dollars in private capital to scale removals.

Scaling carbon removal is a beneficial investment for multiple sectors of the economy. In the Carbon Business Council's Utilities and Carbon Removal: A Gigaton Scale Opportunity Report, we deep dive into utilities and highlight how utilities can not only provide essential support for the carbon removal industry to grow but also how removals offer substantial economic benefits to utilities. While this report focuses on utilities, there's engagement in removals across the economy from airline companies to banks.

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## ■ How can I learn more about specific carbon removal pathways?

The Carbon Business Council is technology neutral and supports a level playing field to spur innovation. We convened expert working groups to create method-specific policy resources for enhanced weathering and marine carbon removal and plan to build out similar briefs for other major CDR pathways.

Our Enhanced Weathering Policy Primer explains how enhanced weathering (EW) is a promising CDR approach that also offers substantial agronomic and economic co-benefits to farmers. The Primer highlights the EW moment; identifies key challenges; and offers a set of focused recommendations for policymakers, the emerging EW commercial sector, and other CDR ecosystem actors to responsibly accelerate the advancement, deployment, and scaling of EW.

Similarly, our Marine Carbon Dioxide Removal Issue Brief provides an overview of why mCDR has the potential, when responsibly deployed and scaled, to offer significant benefits, while also contributing to sustainable economic development for coastal communities, maritime nations, and small island developing states. The Congressional Subcommittee on Environment and Subcommittee on Energy held a hearing on mCDR, "Navigating the Blue Frontier: Evaluating the Potential of Marine Carbon Dioxide Removal Approaches."

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## ■ Why is the responsible deployment of carbon removal important?

Carbon removal creates a safer, healthier climate for all Americans. Ongoing engagement at the community level is critical to ensure that CDR maximizes benefits to local communities and minimizes any potential risks. The Carbon Business Council created the CDR Responsible Deployment Training which offers a suite of resources and training on the responsible deployment of carbon removal. The introductory resources are developed by Carbon Business Council and our partners, with input from a diverse group of industry experts.

Trust and transparency are absolutely necessary to scale CDR deployment. Beyond pathway specific-policies, it is vital to create clear, high-quality, and independent monitoring, reporting, and verification (MRV) standards for CDR. MRV is the process of accounting for, communicating, and certifying a CDR project's net carbon removed over time, including complete measurement of the project's total greenhouse gas (GHG) emissions. We advocate for clear MRV standards in our Monitoring, Reporting, and Verification Issue Brief which includes further information on the importance of MRV.

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## ■ Where can I find additional resources?

If you have questions about any of these resources or would like to learn more about carbon removal, please contact us at [info@carbonbusinesscouncil.org](mailto:info@carbonbusinesscouncil.org). To dive deeper into our work, please visit [carbonbusinesscouncil.org/resources](https://carbonbusinesscouncil.org/resources) to view our policy and issue briefs, white papers, reports, and more.



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