

Stakeholder Questionnaire

CDR Providers

Part 1: Profile

The following questions are intended to develop a profile of the CDR provider, their approach, and maturity of company and technology.

a.	Company name:	
b.	Interviewee name:	
c.	Interview date:	
d.	Interviewer:	
e.	Company location:	City, State, Country
f.	Company website:	
g.	Year founded:	
h.	Type of CDR provider:	DAC, mineralization, biomass, ocean
i.	CO2 storage medium:	
j.	Stage of development:	Bench scale, lab pilot, commercial pilot, demonstration, full commercialization
k.	Technology-readiness level:	

Part 2: Barriers to Scale

The following questions are intended to rank the importance of different factors that CDR providers perceive as bottlenecks or barriers in scaling up the market for long-duration (LD) CDR.

a.	What do you think is the biggest institutional barrier to scaling up LD CDR and why? <i>Long answer</i>
b.	How would you assess each of the following barriers, with 1 being not a concern, and 5 being a major concern? <ul style="list-style-type: none"> ● Cost ● Third-party certification and verification ● Private sector buyer interest and education ● Public sector support ● Buyer interest in removal due to net zero standards
c.	Please expand on your rankings above. <i>Long answer. Potential prompts:</i> <ul style="list-style-type: none"> ● <i>Why did you rank X higher than Y?</i> ● <i>Why do you think X is a large concern? Why do you think Y is a small concern?</i> ● <i>What barriers do you think receive more attention than others?</i> ● <i>Why do you think X receives so much attention vs. Y?</i>
d.	What do you think each of the following stakeholders perceive to be the largest barriers to scale? Why do you think that is? <ul style="list-style-type: none"> ● Your current corporate buyers

	<ul style="list-style-type: none"> • Your prospective corporate buyers • Brokers and intermediaries • Potential investors • <i>Prompt: In your view, what other stakeholders are important to consider when it comes to scaling up LD CDR? Why are they important?</i>
e.	<p>How do you think the major barriers identified above (ranked 4 or 5) - and any barriers you have identified not on the list - need to be addressed in order to scale up LD CDR? <i>Long answer. Potential prompts:</i></p> <ul style="list-style-type: none"> • <i>Tell me more about barrier X, what is making that a bottleneck at the moment?</i> • <i>Which stakeholders in the CDR space should be working to address barrier X?</i> • <i>What does successfully addressing barrier X look like to you?</i>
f.	<p>What role do CDR brokers, marketplaces, advisers play in determining what kind of CDR projects get support? <i>Long answer</i></p>
g.	<p>What else, if anything, would you like us to know about the barriers associated with scaling up LD CDR? <i>Long answer</i></p>

Part 3: Plans for Certification

The following questions seek to understand current and planned certification and validation mechanisms in place, and the alternatives employed where certification and verification gaps exist.

a.	<p>What plans for third-party certification do you currently have under way? What alternatives, if any, to third-party certification have you explored? <i>Long answer.</i></p>
b.	<p>What problems, if any, do you think third-party certification can solve for you? What effect, if any, do you think it would have on scaling up your LD CDR solution? <i>Long answer.</i></p>
c.	<p>What is working well / not working well in existing third-party certification and verification systems? <i>Long answer.</i></p>
d.	<p>What is the role for the public sector, if any, in setting carbon removal standards?</p>
e.	<p>This past year, the European Commission initiated a process to develop a certification framework for CDR projects. Are you aware of this development, and what effect do you think it will have on the CDR field? <i>Long answer. If the response focuses on the interviewee's own LD CDR solution, try to also get a broader perspective on CDR space, and vice versa.</i></p>

Stakeholder Questionnaire

CDR and Offset Buyers

Part 1: Profile

The following questions are intended to develop a profile of the CDR provider, their approach, and maturity of company and technology.

a.	Company name:	
b.	Interviewee name:	
c.	Interview date:	
d.	Interviewer:	
e.	Company location:	City, State, Country
f.	Company sector:	E.g. tech, finance, etc.
g.	General portfolio mix of most recent purchases:	<ul style="list-style-type: none"> a) LD CDR direct from providers b) LD / SD CDR from various sources c) Primarily avoidance offsets with some SD CDR

Part 2: Approaching Purchases

The following questions attempt to get greater clarity on the criteria that are important to the buyer around CDR/offset purchases.

a.	<p>How would you assess the importance of each of the following criteria in making purchase decisions of CDR/offsets? (1 is low, 5 is high)</p> <ul style="list-style-type: none"> ● Mechanism: avoided emissions vs. carbon removal ● Additionality and measurability: Degree to which your intervention avoids or removes carbon; extent to which that intervention is measurable ● Permanence: The duration of avoided/removed emissions ● Cost: Cost on a per-ton basis ● Third-party certification and verification ● Other: <i>Define</i>
b.	<p>Please expand on why each of the above criteria are important / not important.</p> <p><i>Long answer</i></p>
c.	<p>What other stakeholders in your organization are involved in thinking about or making decisions about CDR/offset purchases? What are some of their perceptions of LD CDR? What purchase criteria matter to them?</p> <p><i>Long answer</i></p>
d.	<p>What is the role of brokers, marketplaces, and/or advisers in determining what kind of CDR projects are supported?</p> <p><i>Long answer</i></p>

Part 3: Barriers to Scale

The following questions are intended to rank the importance of different factors that CDR buyers perceive as bottlenecks or barriers in scaling up the market for long-duration (LD) CDR.

CarbonPlan Assessment of Institutional Barriers to Scaling up Long-Duration CDR

a.	How would you rank your degree of familiarity with LD CDR? How about executive leadership at your organization? <i>(1 is low, 5 is high)</i>
b.	What do you think is the biggest institutional barrier to scaling up LD CDR and why? <i>Long answer</i>
c.	How would you assess each of the following barriers, with 1 being not a concern, and 5 being a major concern? <ul style="list-style-type: none"> • Cost • Third-party certification and verification • Private sector buyer interest and education • Public sector support • Buyer interest in removal due to net zero standards
d.	Please expand on your rankings above. <i>Long answer. Potential prompts:</i> <ul style="list-style-type: none"> • <i>Why did you rank X higher than Y?</i> • <i>Why do you think X is a large concern? Why do you think Y is a small concern?</i> • <i>What barriers do you think receive more attention than others?</i> • <i>Why do you think X receives so much attention vs. Y?</i>
e.	As a buyer, in what order do you think the above barriers should be addressed? Why is that? <i>Long answer.</i>
f.	What does successfully addressing the major barriers above (ranked 4 or 5) look like to you? <i>Long answer. Potential prompts:</i> <ul style="list-style-type: none"> • <i>Tell me more about barrier X, how does that impact your CDR purchase decisions at the moment?</i> • <i>Which stakeholders in the CDR space should be working to address barrier X?</i> • <i>How much does addressing barrier X make you more inclined to buy LD CDR?</i> • <i>What would be a good outcome that would arise from addressing barrier X?</i>
g.	What else, if anything, would you like us to know about what you think are the barriers associated with scaling up LD CDR and how they impact your CDR/offset purchase decisions? <i>Long answer.</i>

Part 4: Certification and Verification

a.	How much does existing third-party certification impact what CDR projects you support? <i>Long answer.</i>
b.	What role, if any, do you see yourselves having in certifying or verifying the claims of CDR projects you choose to support? <i>Long answer.</i>
c.	What is working well and not working well in existing third-party certification and verification systems? <i>Long answer.</i>
d.	What is the role for the public sector, if any, in setting carbon removal standards?
e.	This past year, the European Commission initiated a process to develop a certification framework for CDR projects. Are you aware of this development, and what effect do you think it will have on the CDR field? <i>Long answer.</i>

Stakeholder Questionnaire

CDR Brokers, Advisers, and Marketplaces

Part 1: Profile

The following questions are intended to develop a profile of the CDR provider, their approach, and maturity of company and technology.

a.	Company name:	
b.	Interviewee name:	
c.	Interview date:	
d.	Interviewer:	
e.	Company location:	City, State, Country
f.	Company website:	
g.	Operating Model:	<ul style="list-style-type: none"> a) Advise clients, develop custom CDR portfolio b) CDR marketplace that customers can buy from c) Some of a) and b)
h.	LD CDR inclusion:	Exclusively LD CDR, some LD CDR, no LD CDR

Part 2: Building a CDR Project Portfolio

The following questions attempt to get greater clarity on the criteria that are important in building a CDR portfolio.

a.	<p>How would you assess the importance of each of the following criteria in building a portfolio of CDR projects? (1 is low, 5 is high)</p> <ul style="list-style-type: none"> • Mechanism: avoided emissions vs. carbon removal • Additionality and measurability: Degree to which your intervention avoids or removes carbon; extent to which that intervention is measurable • Permanence: The duration of avoided/removed emissions • Cost: Cost on a per-ton basis • Third-party certification and verification • Other: <i>Define</i>
b.	<p>Please expand on why each of the above criteria are important / not important in building your portfolio. Additionally, please expand on why they might be important to your customers.</p> <p><i>Long answer. Potential prompt:</i></p> <ul style="list-style-type: none"> • <i>What major disparities do you see between what matters to you in building a portfolio of CDR projects / recommending CDR projects and what your customers are inclined to buy?</i>
c.	<p>How much does stated or perceived customer needs play in building your CDR portfolio and selecting CDR projects? Why is that? (1 - small role, 5 - large role)</p>
d.	<p>How much of a role do you have in educating your customers or changing their perceptions? (1 - small role, 5 - large role)</p>
e.	<p>How do you envision your role in surfacing and supporting high-quality CDR projects?</p> <p><i>Long answer</i></p>

f.	What else influences or constrains CDR projects included in your portfolio or that are ultimately recommended to your buyers? <i>Long answer</i>
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Part 3: Barriers to Scale

The following questions are intended to rank the importance of different factors that CDR brokers perceive as bottlenecks or barriers in scaling up the market for long-duration (LD) CDR.

a.	What do you think is the biggest institutional barrier to scaling up LD CDR and why? <i>Long answer</i>
b.	How would you assess each of the following barriers, with 1 being not a concern, and 5 being a major concern? <ul style="list-style-type: none"> ● Cost ● Third-party certification and verification ● Private sector buyer interest and education ● Public sector support ● Buyer interest in removal due to net zero standards
c.	Please expand on your rankings above. <i>Long answer. Potential prompts:</i> <ul style="list-style-type: none"> ● <i>Why did you rank X higher than Y?</i> ● <i>Why do you think X is a large concern? Why do you think Y is a small concern?</i> ● <i>What barriers do you think receive more attention than others?</i> ● <i>Why do you think X receives so much attention vs. Y?</i>
d.	From your perspective, in what order do you think the above barriers should be addressed? Why is that? How is that different from the vantage point of recommending CDR projects to customers? <i>Long answer.</i>
e.	What does successfully addressing the major barriers above (ranked 4 or 5) look like to you? <i>Long answer. Potential prompts:</i> <ul style="list-style-type: none"> ● <i>Tell me more about barrier X, how does that impact what you include in your portfolio of CDR projects.</i> ● <i>Which stakeholders in the CDR space should be working to address barrier X?</i> ● <i>How much does addressing barrier X make you more inclined to buy LD CDR?</i> ● <i>What would be a good outcome that would arise from addressing barrier X?</i>
f.	What else, if anything, would you like us to know about what you think are the barriers associated with scaling up LD CDR and how they impact CDR projects you recommend or include in your portfolio of CDR projects. <i>Long answer</i>

Part 4: Certification and Verification

a.	How much does existing third-party certification impact whether CDR projects are included in your portfolio? Recommended to customers? <i>Long answer.</i>
b.	What role, if any, do you see yourselves having (not existing third-party certification bodies) in certifying the CDR projects in your portfolio? Verifying the claims of CDR projects in your portfolio? <i>Long answer.</i>

CarbonPlan Assessment of Institutional Barriers to Scaling up Long-Duration CDR

c.	What is working well and not working well in existing third-party certification and verification systems? <i>Long answer.</i>
d.	What is the role for the public sector, if any, in setting carbon removal standards?
e.	This past year, the European Commission initiated a process to develop a certification framework for CDR projects. Are you aware of this development, and what effect do you think it will have on the CDR field? <i>Long answer.</i>

Stakeholder Questionnaire

CDR System Actors

Part 1: Profile

The following questions are intended to develop a profile of the CDR provider, their approach, and maturity of company and technology.

a.	Company name:	
b.	Interviewee name:	
c.	Interview date:	
d.	Interviewer:	
e.	Company location:	City, State, Country
f.	Company website:	
g.	CDR focus:	Exclusive, primary, partial, none

Part 2: Barriers to Scale

The following questions are intended to rank the importance of different factors that CDR providers perceive as bottlenecks or barriers in scaling up the market for long-duration (LD) CDR.

a.	What do you think is the biggest institutional barrier to scaling up LD CDR and why? <i>Long answer</i>
b.	How would you assess each of the following barriers, with 1 being not a concern, and 5 being a major concern? <ul style="list-style-type: none"> ● Cost ● Third-party certification and verification ● Private sector buyer interest and education ● Public sector support ● Buyer interest in removal due to net zero standards
c.	Please expand on your rankings above. <i>Long answer. Potential prompts:</i> <ul style="list-style-type: none"> ● Why did you rank X higher than Y? ● Why do you think X is a large concern? Why do you think Y is a small concern? ● What barriers do you think receive more attention than others? ● Why do you think X receives so much attention vs. Y?
d.	What do you think each of the following stakeholders perceive to be the largest barriers to scale? Why do you think that is? <ul style="list-style-type: none"> ● Your current corporate buyers ● Your prospective corporate buyers ● Brokers and intermediaries ● Potential investors ● <i>Prompt: In your view, what other stakeholders are important to consider when it comes to scaling up LD CDR? Why are they important?</i>
e.	How do you think the major barriers identified above (ranked 4 or 5) - and any barriers you have identified not on the list - need to be addressed in order to scale up LD CDR? <i>Long answer. Potential prompts:</i>

	<ul style="list-style-type: none"> • <i>Tell me more about barrier X, what is making that a bottleneck at the moment?</i> • <i>Which stakeholders in the CDR space should be working to address barrier X?</i> • <i>What does successfully addressing barrier X look like to you?</i>
f.	<p>What role do CDR brokers, marketplaces, advisers play in determining what kind of CDR projects get support? <i>Long answer</i></p>
g.	<p>What role do you see NGOs and philanthropy playing in scaling up LD CDR?</p>
h.	<p>What else, if anything, would you like us to know about the barriers associated with scaling up LD CDR? <i>Long answer</i></p>

Part 3: Certification

The following questions seek to understand where certification and verification gaps exist.

a.	<p>What plans for third-party certification are you monitoring in the LD CDR space? What alternatives to third-party certification have you noticed? What makes them interesting? <i>Long answer.</i></p>
b.	<p>What problems, if any, do you think third-party certification solves in scaling up LD CDR solutions? <i>Long answer.</i></p>
c.	<p>What is working well / not working well in existing third-party certification and verification systems? <i>Long answer.</i></p>
d.	<p>What is the role for the public sector, if any, in setting carbon removal standards?</p>
e.	<p>This past year, the European Commission initiated a process to develop a certification framework for CDR projects. Are you aware of this development, and what effect do you think it will have on the CDR field? <i>Long answer. If the response focuses on the interviewee's own LD CDR solution, try to also get a broader perspective on CDR space, and vice versa.</i></p>