





Everything we do will be in vain if we  
don't stop climate change.



Climate change has not been stopped because we have approached the problem in the wrong way, and no one knows where the responsibility belongs to.



In solving the problem, we should focus on one thing: the amount of CO<sub>2</sub> in the atmosphere.

In addition to radical emission reductions, we need to start capturing carbon from the atmosphere on a systemic level.



**Compensate will change the way we fight against climate change.**

**When we create emissions, our responsibility is to overcompensate the damage we cause by capturing more carbon from the atmosphere than our daily activities create.**



Compensate<sup>®</sup> offers a fixed price per tCO<sub>2</sub> which it channels to the best available carbon capture projects

**20€ / tCO<sub>2</sub>**

Current price\*

\*Our price always aims to achieve a significant overcompensation.

**Target: 2-5x compensation**

Example allocation based on currently available projects

**60**

Trees planted

**5 tCO<sub>2</sub>**

Mitigated

**40**

Trees protected



Compensating the average annual  
emissions of one Finnish person

**220€**

Daily average

**0,60€**



Compensate partners with leading developers in emissions reduction projects that plant trees and protect forests

**Gold  
Standard**<sup>®</sup>



**Verified Carbon  
Standard**

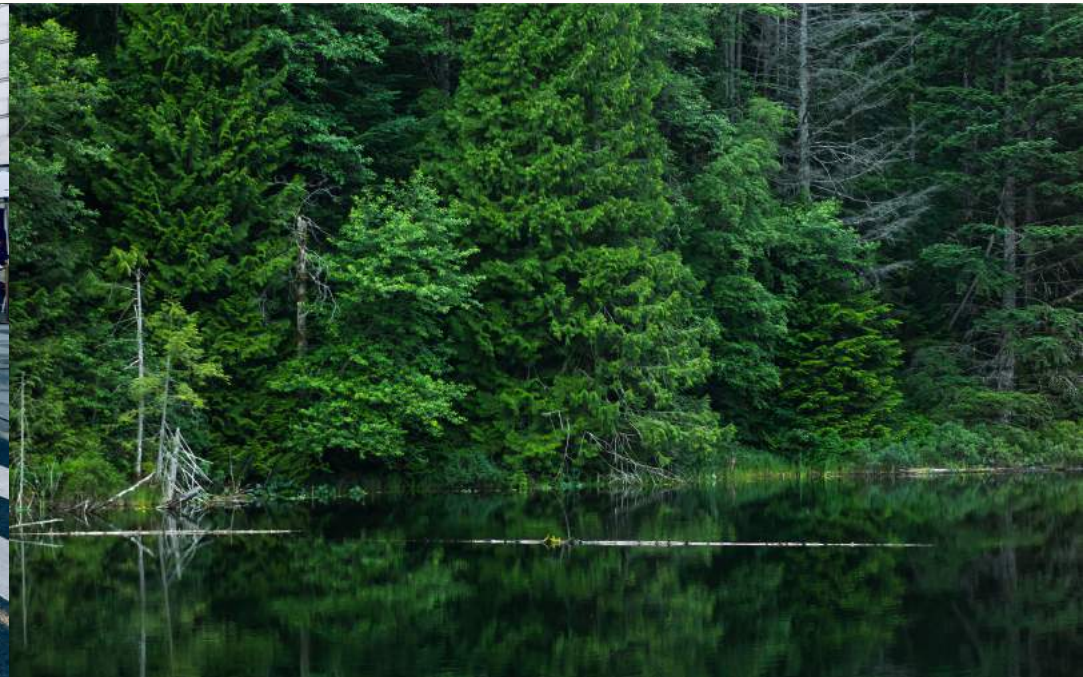
A VERRA STANDARD

**REDD+**



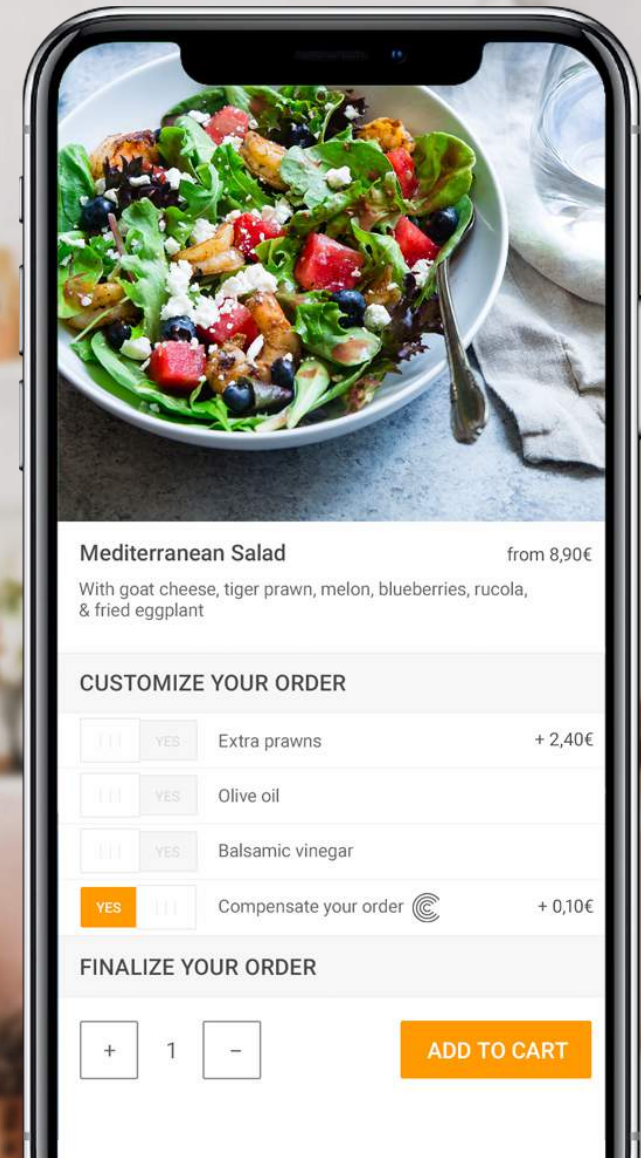


People are yearning to find real ways to fight climate change. Sustainability is one of the key values consumers demand from businesses, and will be increasingly so in the future.



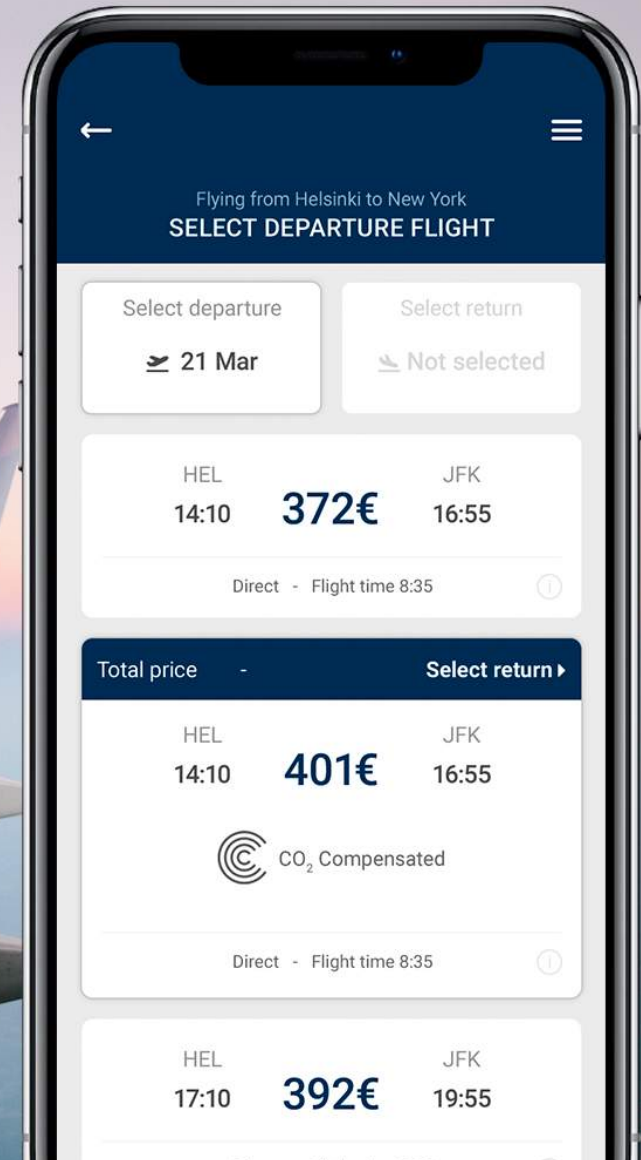


Compensate can be  
integrated into all kinds of  
products and services.





Compensating does not  
have to require any extra  
steps from the consumer.





Consumers can be  
rewarded for their  
responsible actions.



Responsible choices  
can be made visible.



As long as we are producing CO<sub>2</sub> emissions, we need to make sure the amount of CO<sub>2</sub> in the atmosphere does not increase.



**FUEL**

Regular Gasoline **1.519**

© Regular Compensated Gasoline **1.569**

Plus Gasoline **1.599**

Service center



Consumption can  
be made responsible  
extremely easily.



Forerunner companies enable  
a global paradigm shift.





A trademark that can create a  
movement that scales globally.

**#compensate**





Compensate is in a search for the  
most effective way to compensate,  
because we need to become carbon negative now.



## **Our mission**

It is time to start a global movement that truly empowers people to stop climate change.

**#WeCompensate**



Antero Vartia  
[antero@compensate.com](mailto:antero@compensate.com)  
+358403580091