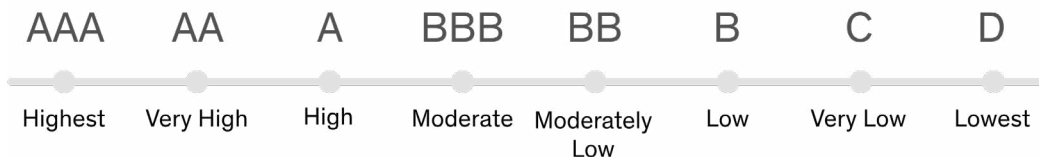# BeZero | Project Owners and Developers FAQ

Who is BeZero Carbon?

BeZero Carbon is a ratings agency for the voluntary carbon market (VCM). Our ratings provide a risk based quality assessment reflecting our opinion of a credit's carbon efficacy. We rate carbon credits on the likelihood that they will deliver on their promised carbon avoidance or removal. Our methodology applies to projects from all sectors, regions and methodologies. We have rated over 390 projects as of March 2024.

AAA	AA	A	BBB	BB	B	C	D
Highest	Very High	High	Moderate	Moderately Low	Low	Very Low	Lowest

Why do ratings exist?

At BeZero Carbon, we recognise that not all carbon credits are equal in quality. Our project analysis helps buyers to navigate the market and allows developers to differentiate their projects and credits.

Why does BeZero Carbon reach out to project owners and developers?

The BeZero Carbon team will make an effort to reach out to the developer when we start rating a project to notify them that the process has begun and, where necessary, clarify any questions the rating team has, or to request additional data.

Once a rating is published, developers will be contacted and provided with the full analysis of their project. We are always open to receiving feedback on our ratings but do not expect developers to provide this. The main reason for sharing our analysis with a developer is to be transparent.

Why is this project rated / in the process of being rated by BeZero Carbon?

BeZero Carbon's coverage is based on its clients' requests and the wider market's interest.

Why does BeZero Carbon rate projects when they have already been validated and verified?

The purpose of our rating is not to assess if the project complies with the methodology, this is what has already been done by the auditors and standard bodies. We look beyond methodology requirements, providing an additional layer of analysis. We assess how several different risk factors impact the likelihood of a credit meeting its one tonne avoidance / removal commitment.

How does BeZero Carbon rate projects?

The BeZero Carbon assessment includes a detailed, bottom-up (project specific) and top-down (macro level) analysis to provide a comprehensive assessment of risk. Analysts use a broad range of qualitative and quantitative inputs including primary and secondary data sources we assess several different risk factors relating to additionality, non-permanence and carbon accounting. Developer outreach also takes place when data is missing or requires clarification.

Data science and machine learning methods are used to enhance the rating process, while geospatial and earth observation from the ground, air and satellites help strengthen the analysis.

Ratings are then only assigned after unanimous approval by an internal Ratings Committee composed of experts in the field of environmental and geospatial science.

BeZero Carbon ratings reflect all relevant sources of information when making a rating assessment including publicly available project information, proprietary datasets and modelling tools, and independent or third party sourced information. We will also consider accepting non-public information where it improves the accuracy of our rating without violating transparency principles in the carbon market. Independent auditors (VVBs) have the responsibility of carrying out site visits and ground-truthing activities. Therefore, the rating process does not require the team to visit the project.

Ratings do not reflect a project's co-benefit or biodiversity impacts, they focus on the carbon efficacy of credits.

Why do we prefer information to be public?
Our focus on public information motivates better information disclosure. Improved transparency builds confidence in the market, encouraging more investment to flow to high-quality carbon projects and allowing the market to scale. However, we understand that some information may be sensitive or non-public for legitimate reasons. Therefore we can accept some information privately.

Can ratings change?
Ratings are monitored on an ongoing basis and as a result could change at any point in time. BeZero Carbon will always incorporate additional material information or feedback into the analysis and are happy to speak to developers to discuss the ratings.

Who uses the ratings? Where are they available?
BeZero Carbon ratings are helping all stakeholders to understand and operate in the VCM. Buyers can make informed purchase decisions while developers can use ratings to benchmark themselves against the wider market, engage in pricing conversations and learn about best practices for risk mitigation.

The ratings are available for free on the BeZero Carbon [website](). The full analysis behind the ratings, alongside market insights and other tools are available via a subscription to our platform. BeZero Carbon also has numerous partnerships with other market stakeholders who host the ratings on their sites too.

Further reading:
GEO analysis - ground measurements:
[Applied Geospatial Analysis]()
[Taking Stock of Forest Carbon]()

Developer outreach process:
[Flowchart]()

Methodology:
Our universal methodology and sector-specific methodologies are available [here]().

BeZero Carbon is a global carbon ratings agency. It uses data analysis, climate science, artificial intelligence and geospatial technology to assess the likelihood that carbon credits deliver on their climate commitments, across the entire project lifecycle.

Contact the team at [project-developers@bezerocarbon.com]() or learn more at [bezerocarbon.com]()