



# **The Great Green Wall**

**A carbon market strategy for impact and acceleration**

**LAST MILE TO NET ZERO**

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**offset** *verb* [T]

where a detriment has been caused to our environment, to mitigate that negative impact by investing or engaging in a reparative or restorative activity so that balance may be restored

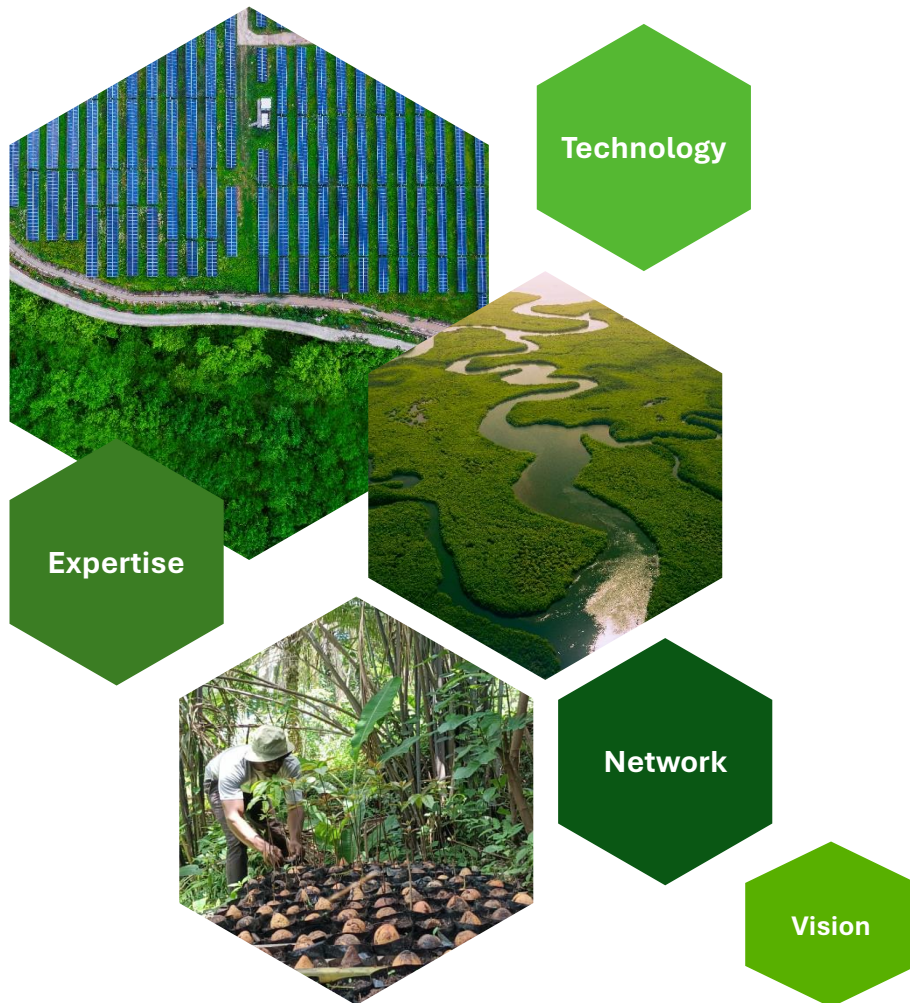
# THE VCM PARADOX

Major institutions committed to achieving Net Zero are withdrawing from carbon markets to counteract **GREENWASHING**. Instead, they are choosing to plant trees and invest in off-market portfolios.

This approach widens the gap between last mile communities and their capacity to navigate the climate transition effectively.

Key considerations	Off-market portfolios	Carbon Credit Programmes
Community Revenues per lifetime of tree (approx.)	\$ 1.00 - \$ 20.00	\$ 50.00 - \$ 75.00 <sup>1</sup>
Offsetting costs for company	Fraction of actual offsetting cost but benefits from lifetime offsetting value	Market price of offsetting commensurate with carbon footprint
Risk factors	<ul style="list-style-type: none"> <li>• Subsistence workforce</li> <li>• Great effort for little reward</li> <li>• Lack of impact transparency</li> <li>• Lack of accountability</li> </ul>	<ul style="list-style-type: none"> <li>• Unequal revenue shares</li> <li>• Lack of carbon credit sales</li> <li>• Self-regulation</li> <li>• Lack of transparency</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>• Easy pathway to funding</li> <li>• Increased land restoration activities</li> <li>• Job creation</li> </ul>	<ul style="list-style-type: none"> <li>• Evolving standards/frameworks</li> <li>• Higher revenue potential</li> <li>• Exit subsistence work to thrive</li> <li>• Global market awareness</li> <li>• Scale up and accelerate activities</li> <li>• Increase jobs and infrastructure</li> </ul>

<sup>1</sup> Based on fluctuations in carbon prices ranging from \$15 to \$25 per tCO<sub>2</sub>e over two 15-year crediting periods, it is noted that Sahel trees sequester almost double the amount of carbon during the years 15 to 25. Additionally, the Compound Annual Growth Rate (CAGR) of the Voluntary Carbon Market (VCM) is 38%, a factor not yet incorporated into the current assumptions. Consequently, the overall price per tree could be considerably higher over the full crediting lifetime.



# GUD AND THE GREAT GREEN WALL

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- GUD operates the only carbon credit programme specifically dedicated to support the Great Green Wall.
- Collaborate extensively with the UN Great Green Wall teams, African Union stakeholders, the One Billion Trees for Africa movement, Sahel government agencies and communities to bring “fair trade” carbon credits to market.
- We are cataloguing all activities for verification and can issue verified carbon credits from the Great Green Wall portfolio within 60 days of receiving requests.
- We operate a grouped carbon project on a public ledger blockchain to ensure transparency and integrity of carbon credits being issued. This system allows us to issue carbon credits as required during the cataloguing process, maintaining the highest standards of accountability.

# THE GREAT GREEN WALL CARBON CREDITS

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Our vision is to sustainably complete restoring the remaining **100 million hectares** of the Great Green Wall by 2030, providing generational economic upliftment to people in over 22 African countries.

- +120 million hectares of land committed for reforestation and afforestation spanning the width of Africa from Senegal to Djibouti
- Population: approx. 90 million, more than 50% are under the age for 25
- Half agricultural workforce are women
- 3 GtCO<sub>2</sub>e of carbon sequestered over 15-year crediting period

**GUD operates an equitable carbon credit system to mobilise private sector funds to accelerate progress on the Great Green Wall.**

“The Great Green Wall, once fully catalogued, would be the world’s largest stock of nature-based carbon credits and constitutes almost a third of the global forestation target set by the Bonn Challenge.”

“This is one of the largest humanitarian and environmental projects of our time”



# Great Green Wall 2030 Commitments

The Sahel Region is home to approximately 90 million people, over 50% of whom are under 25 years old. Women constitute half of the agricultural workforce. This initiative empowers local communities with generational impact by enhancing access to opportunities and tackling resource scarcity.

**100M**

**HECTARES**

Degraded land to be restored and agricultural lands to be transformed

**1500+**

**FORUM PARTICIPANTS**

Global collaborative stakeholder reach is expanding

**10M**

**GREEN JOBS**

Sustainable employment created in the local communities we serve

**250M**

**TONNES CARBON SEQUESTERED**

Impact of at-scale sustainable agriculture land management efforts



# GGWI REVENUE POTENTIAL

18% of Target Achieved

- A few private carbon credit deals have taken place off-market with low to none realised returns for the local communities
- Substantial untapped revenues
- Low-hanging opportunity



Carbon markets take into account realised and unrealised carbon sequestration over a 15-year period.

**Buyer sentiment is evolving towards creating impact.**

21.6 million

4.86B tCO<sub>2</sub> available USD 72.9 bn

120 million hectares land

22.5B tCO<sub>2</sub>  
+USD 337.5 bn



# CHANGING THE PARADIGM EQUITABLE PARTNERSHIP

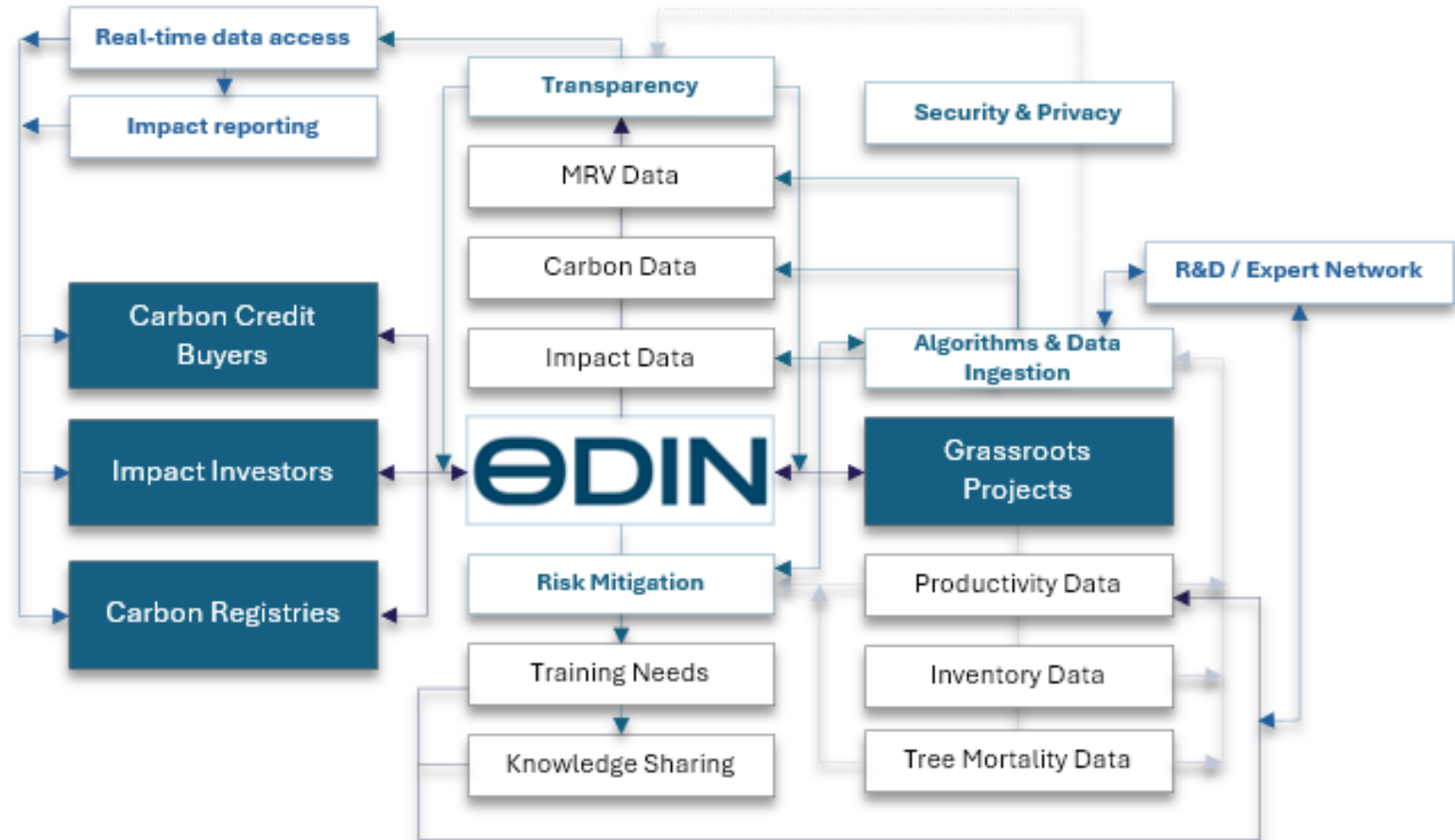
## THE GUD DIFFERENTIATION

Activity	Project Developer	Government/Community
Effort required to bring carbon credits to market	Research and write up 30-60page project design document (PDD), arrange listing and periodic project audits.	Consolidate and compile all data required to do PDD, ongoing land restoration activities for 15 years.
Revenue Share of carbon credit sales	70-85%	15-30%
Great Green Wall +\$450bn (100mn Ha)	\$382.5bn (85%)	\$67.5bn (15%)
Per hectare per year (85%/15%)	\$364.31 per hectare	\$64.29 per hectare
<b>50/50 Partnership</b>	<b>\$214.29 per hectare per year</b>	<b>\$214.29 per hectare per year</b>



# GUD DIFFERENTIATION

Grassroots engagement and support through AI-driven and science-based ODIN proprietary platform



# THE PROCESS EXPLAINED

- 10% of **CONCEPT** carbon credit potential can be released before implementation.
- Carbon credits can be issued against activities dating back to 2015.
- **GUD** has various sales avenues for carbon credits, including large institutional buyers and carbon auctions.
- Communities can sell carbon credits for the full 15-year period in advance. 20% of carbon credits are held back for insurance.
- **GUD** will provide a proprietary app at no charge to connect communities and track progress.

