# Viridios & BeZero Partner to Improve Carbon Market Transparency

written by Viridios AI | August 25, 2022

**LONDON –** Viridios AI ("Viridios AI") has signed a partnership agreement with BeZero Carbon ("BeZero Carbon"), a global ratings agency for the Voluntary Carbon Market, to provide its VAI platform customers with access to BeZero Carbon's headline ratings for more than 250 carbon projects around the world.

The partnership will see the BeZero Carbon Rating, which gives an independent quality assessment on the likelihood of a carbon credit avoiding or removing a tonne of carbon dioxide equivalent, integrated on VAI's carbon pricing and valuation platform through BeZero Carbon's API technology. Its ratings use a seven point scale ranging from "AAA+, high likelihood" to "A, low likelihood" of removing or avoiding a tonne of carbon dioxide equivalent.

> "Our partnership with BeZero brings together our unique carbon project datasets on our VAI platform, making it easier for those operating in the voluntary carbon market (VCM) to make more informed investment decisions," says Viridios AI CEO Marcelo Labre.

"This partnership is another important step towards improving transparency in the VCM and helping market participants price and manage risk as they strive to reach their net-zero targets. For the first time VAI customers will be able to see BeZero's ratings alongside other carbon project information such as vintage and sustainable development goals (SDG)," Labre says.

> According to BeZero Carbon CEO, Tommy Ricketts: "In order for the VCM to scale effectively, we need to build information architecture that helps all market participants to price and manage risk. This partnership is critical to increasing access to the data, insight and analytics that participants need to build confidence in this rapidly growing market and support the transition to net-zero."

For further information on Viridios or to start a 14-day free trial of the VAI service which includes BeZero Carbon's headline ratings, visit: viridios.ai. For information on BeZero Carbon, visit: https://bezerocarbon.com/.

**ENDS**

**Viridios AI CEO Marcelo Labre and BeZero Carbon's Co-Founder and CEO, Tommy Ricketts**

**are available for interviews.**

**Media contacts:**
Tom Godfrey | +61 (0)477 486 095 | tom@viridios.ai
Alice Neave | (+44) 7719156451 | alice.neave@bezerocarbon.com

**Viridios AI** (www.viridios.ai), a Viridios Group company, is committed to improving the value discovery around carbon projects to allow capital to flow more freely into the complex carbon markets as the world seeks to meet its climate and net-zero targets. Its mission is to bring robust valuation methodology and instruments found in all other commodity markets, to this critical asset class and to help clients future-proof their carbon offset strategies. The VAI platform provides access to Viridios AI's market-leading modules, Valuation Risk Engine (VRE) and PRICES, providing subscribers with a full suite of carbon market intelligence on a single dashboard.

**BeZero Carbon** (www.bezerocarbon.com) is a global ratings agency for the Voluntary Carbon Market. Its carbon credit ratings allow all market participants to price and manage risk. BeZero's carbon ratings and research tools support buyers, intermediaries, investors, and carbon project developers. Founded in April 2020, its 100 strong team combines climatic and earth sciences, sell-side financial research, earth observation, machine learning, data and technology, engineering, and public policy expertise. Its head office is in London, with its people working across five continents.