



Frequently Asked Questions

Who is Athian?

The world's first insetting carbon marketplace for the livestock industry.

How Does Athian support the world's first insetting carbon marketplace?

Quantify and Aggregate: The Athian platform pulls disparate sustainability information from existing on-site operational systems to quantify outcomes, provide actionable monetization insights to operators, and establish product supply chain traceability.

Certify and Account: The platform provides an insetting framework, validated by third parties, to create a tradeable inset asset. The software maintains a complete ledger and inventory for all insetting activity from minting through retirement for co-claims and nested credits within the value chain.

Market and Monetize: The marketplace enables the promotion, asset and price discovery, trading, and banking of carbon insets.

What is an insetting carbon marketplace?

An insetting carbon marketplace focuses specifically on marketing carbon assets related to [Scope 3 emissions](#), or value chain emissions.

Why is Athian focusing on an insetting carbon marketplace?

Athian believes that focusing on an insetting marketplace will incentivize producers, processors, packagers, retailers, etc. to systematically change on-farm operations in the livestock industry with the goal of reducing emissions within the value chain.



Insetting and Carbon Accounting

How is an insetting program different from an offset program?

The goal of an offset program is to compensate for emissions that cannot or have not been eliminated within a company's Scope 1, 2 or 3 supply chain. They "offset" the pollutants that a company generates either directly (Scope 1) or indirectly (Scope 2 & 3). Offsets are typically external to a company's value chain.

The goal of Athian's insetting program is to incentivize producers, processors, packagers, retailers, etc. to systematically change operations with the goal of reducing GHG emissions WITHIN their value chain and affect Scope 3.

Does Athian believe there are areas of innovation needed for an Insetting Marketplace to work?

Verification and Validation Bodies (VVB) of carbon reduction / sequestration projects traditionally require labor intensive onsite processes to verify either a baseline or the reduction of carbon because of a specific protocol. Traditional GHG projects span multiple years and are designed on a case-by-case basis with only a basic framework around how the project should be implemented. This makes VVB engagements costly and difficult to scale.

Athian believes the only way to scale action on climate change is to reduce the amount of overhead associated with verifying the effectiveness of a climate intervention. Athian is built on a comprehensive data and analytics platform that leverages current and emerging data sources to aggregate, certify and monetize sustainability measures over time. This is referred to as digital MRV.

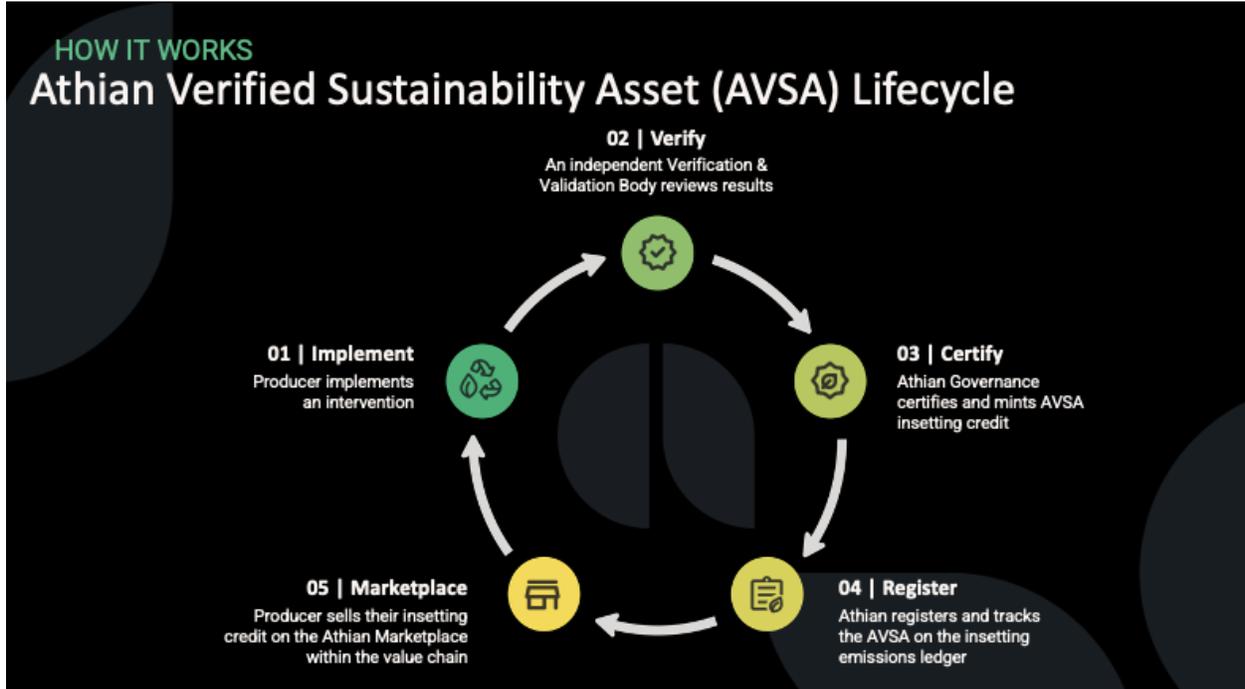
What is a digital [MRV](#)?

Measurement, Reporting, and Verification (MRV) refers to the multi-step process to measure the amount of greenhouse gas (GHG) emissions reduced by a specific mitigation activity, such as reducing emissions from deforestation and forest degradation over a period of time and report these findings to an accredited third party. The third party then verifies the report so that the results can be certified, and carbon credits can be issued.

A digital MRV seeks to leverage data and analytics tools to reduce the amount of manual intervention required to perform the MRV.

The Athian Process

Explain the Athian Verified Sustainability Asset (AVSA) lifecycle:



01 Implement: It starts with a producer implementing an intervention based on an approved protocol in the Athian platform.

02 Verify: Once an intervention has been implemented, a third-party VVB will ensure that the producer followed the requirements of the protocol and will verify the reduction in accordance with the protocol requirements.

03 Certify: Once a VVB has verified the reduction, Athian ensures the reduction meets all the requirements of our governance program and if so, certifies an Athian Verified Sustainability Asset (AVSA).

04 Register: Once certified, the Athian Verified Sustainability Asset (AVSA) will be registered in the Athian platform emissions ledger as banked and held for the producer or placed for sale on the Athian insetting marketplace to companies included in the producers' value chain for the product produced.



05 Marketplace: Once purchased, the AVSA will be registered with the purchaser(s) as either banked or retired. 75% of the purchase price will be allocated back to the producer, 25% will be the fee collected from Athian.

Where will Athian get the data used in the platform?

Athian will focus on digitization and automation, limiting the need for onsite verifications. The goal is to make the process as frictionless as possible without sacrificing accuracy by leveraging integrations to source data systems on-farm and supporting companies along the value chain. Examples include on-farm quantification tools, on-farm operational systems, feed mill systems, processor/packager systems.

Athian's initial offering will include an integration to Elanco's UpLook™ Insights Engine for Sustainable Progress.

How do protocols get approved?

All approved protocols in the Athian platform are science based and approved by Athian's Scientific Advisory Board (SAB). Approved protocols will have methodologies for quantifying GHG emission reductions and removals. These protocols will provide consistent methods for both estimating baseline emissions and determining a project's actual emissions. These protocols are used to quantify a project's emission reduction credibly.

How do Validation and Verification Bodies (VVBs) get approved?

All VVBs must meet Athian's VVB credentialing requirements to be approved to verify an intervention that will generate an AVSA.

- ISO 14065 for Greenhouse Gas activities accreditation offered under the ANSI-ISO Accreditation Program
- Demonstrated / documented subject matter expertise in the on-farm operations related to an approved protocol (e.g.: Dairy Operations; Feed Lot Operations)
- Demonstrated / documented experience in a particular region or state where the verification will occur
- Complete onboarding for the Athian Platform
- Conduct monitoring in accordance the requirements of the relevant protocol
- Attestation that all monitoring engagements for Athian will allow for a complete and transparent quantification of GHG reductions



Who are the users we expect to interact with the platform?

Athian is building a solution that will support the needs of stakeholders across the entire lifecycle of the creation, verification and sale of an AVSA. We will build tools for producers and VVBs. The marketplace will support sustainability professionals working to meet sustainability goals for processors, packers, CPGs and retailers.

Will Athian sell any of its credits as an offset?

Yes, if there are no insetting opportunities or buyers willing to invest in reducing Scope 3 emissions through the purchase of AVSAs. Critical to our mission is to empower producers to change on-farm operations to positively impact climate change and offsets will always be an option to provide financial incentives to producers.

How will we assign ownership of the AVSA’s generated?

AVSA’s are owned by the producer until the AVSA is sold. Once sold, Athian will assign ownership based on who purchased the AVSA.

Will Athian support pre-purchases of AVSA’s?

Yes, Athian will support the pre-purchase of AVSAs.

Terms and Definitions

AVSA	Athian Verified Sustainability Asset
GHG	Greenhouse gas emissions
MRV	Measurement, Reporting, and Verification
Scope 3	Scope 3 emissions are the result of activities from assets not owned or controlled by the reporting organization, but that the organization indirectly affects in its value chain.
VVB	Validation and Verification Bodies

For more information or additional questions,
contact Michael Whitmer at michael@athian.ai or
visit www.athian.ai