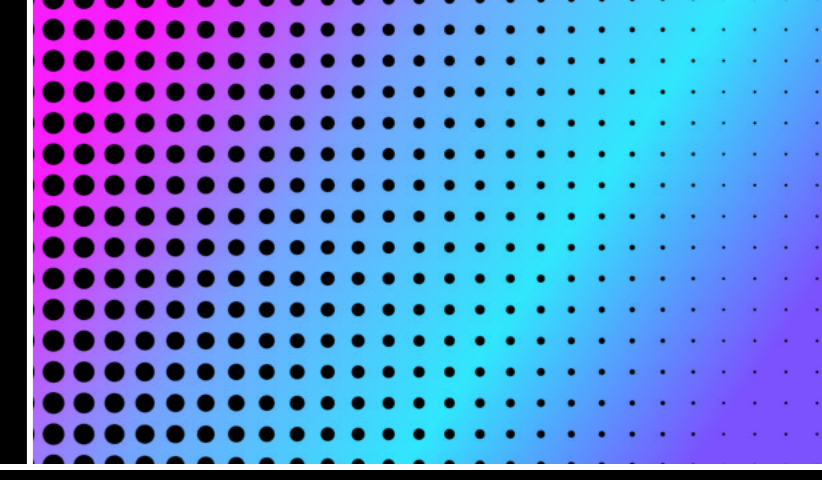
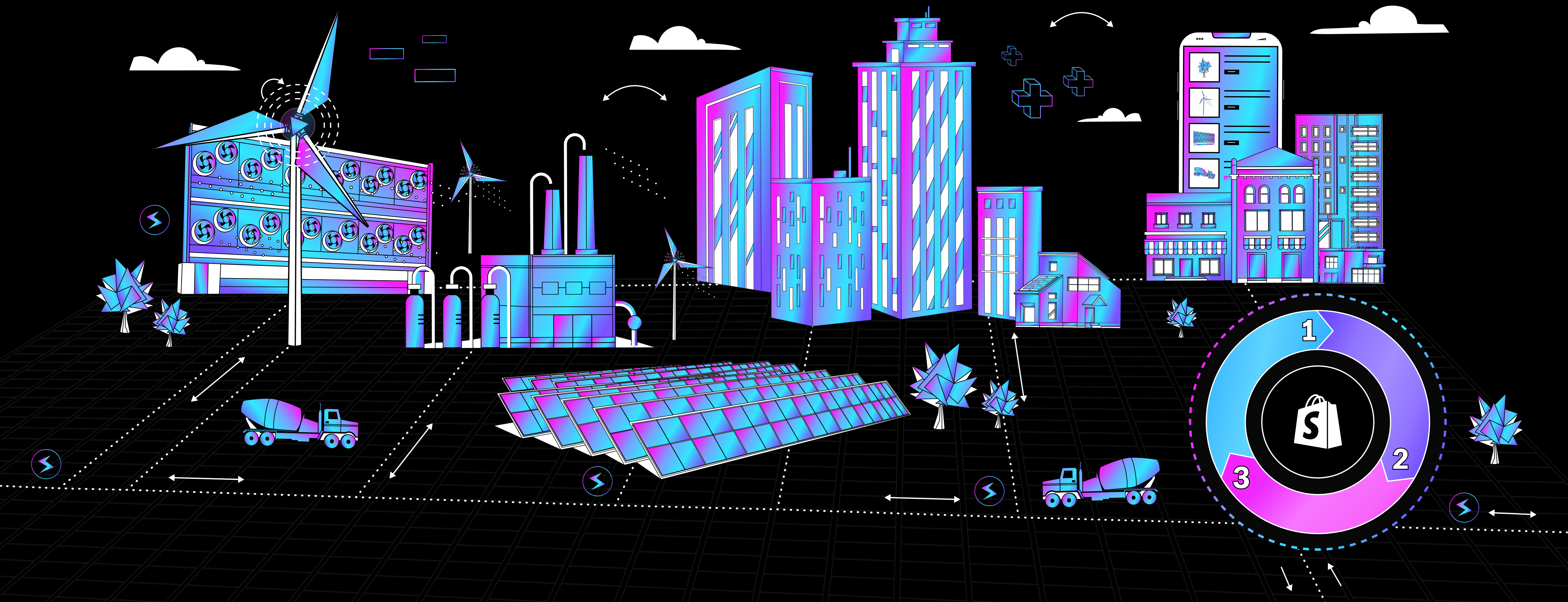


2023



Climate report



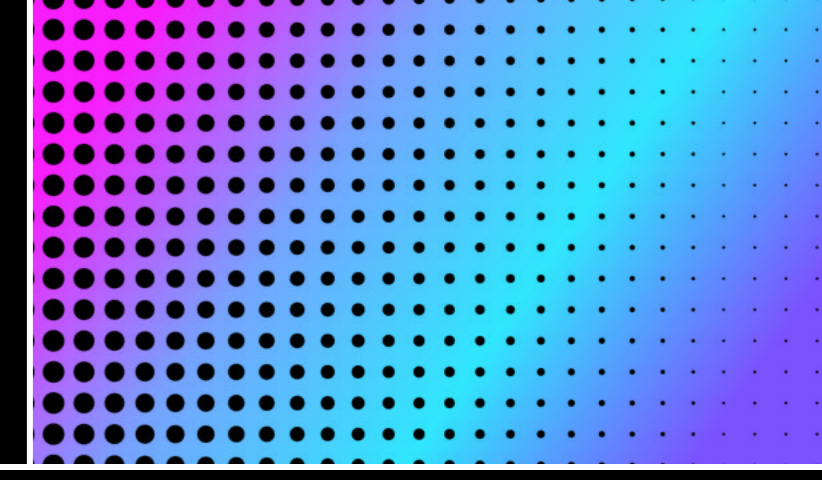
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1 Climate solutions

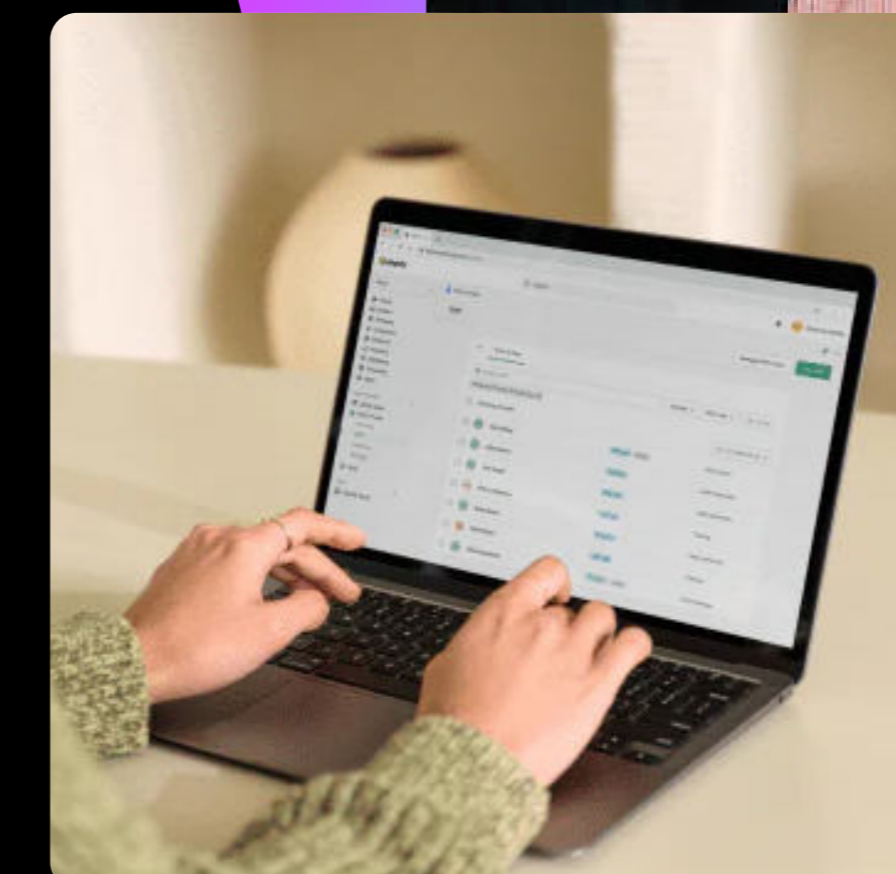
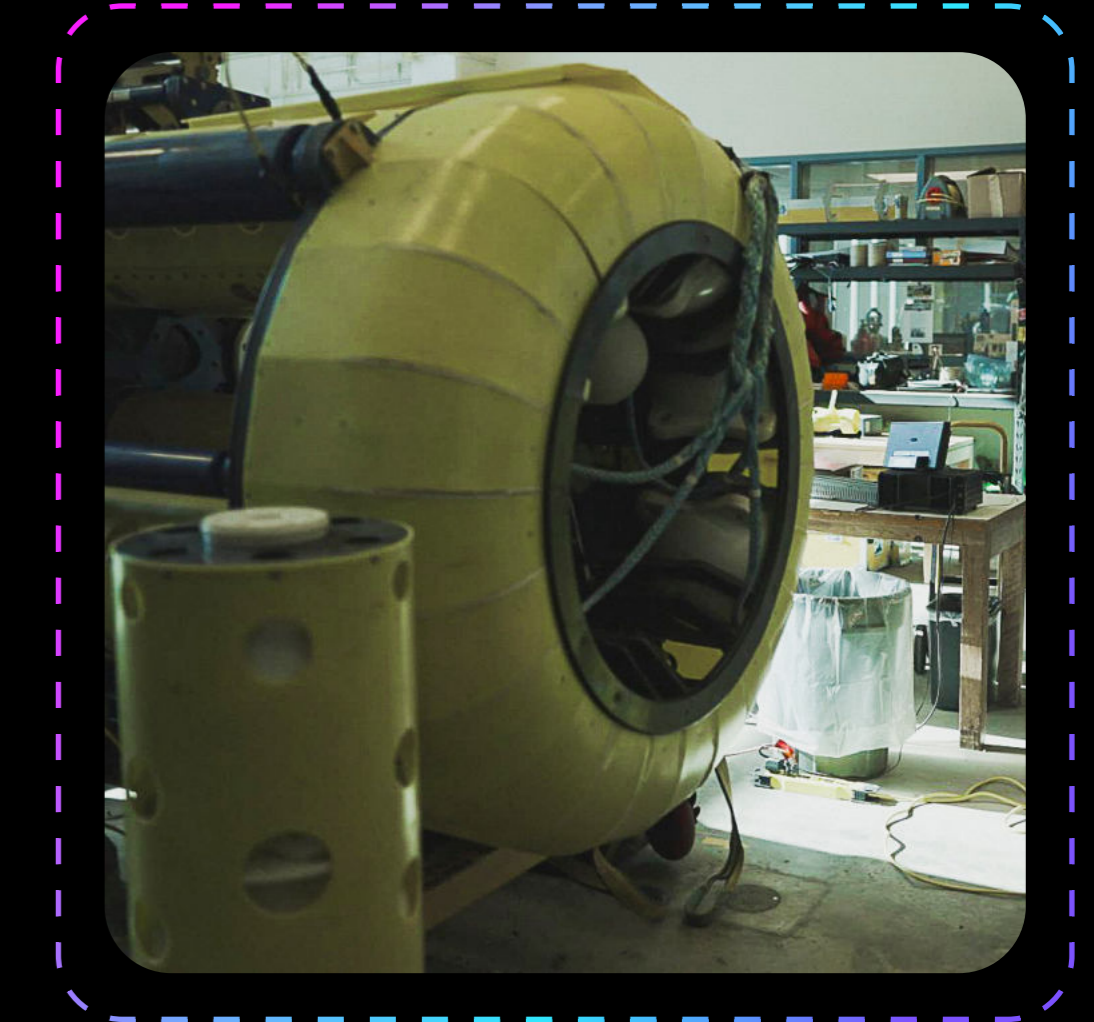
2 Company sustainability

3 Merchants and buyers





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Shopify backs climate entrepreneurs.

Shopify allows anyone – regardless of technical ability and experience – to start, scale, market, and run a retail business of any size. Millions of merchants across more than 175 countries turn to us to power their commerce offerings online, in store, and everywhere in between. But commerce can only thrive in the long-term if our planet thrives too.

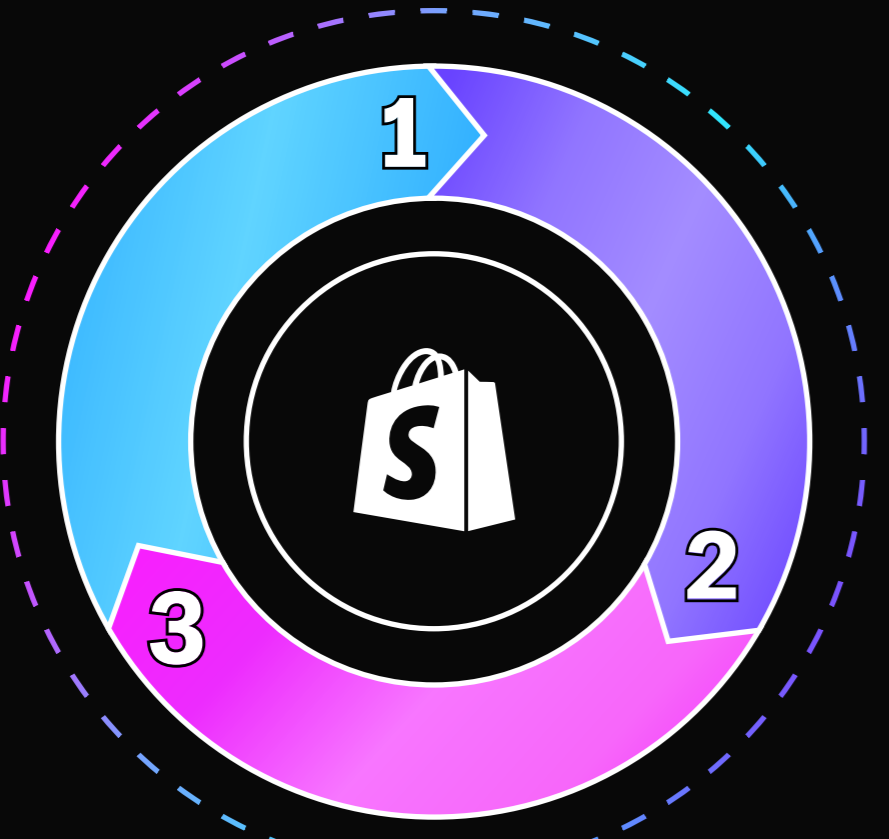
It's now been five years since we launched Shopify's Sustainability Fund in late 2019. Our fund was created to house all of our environmental investments and initiatives. We committed to spend a minimum of \$5M annually on the most promising, impactful technologies and projects fighting climate change globally.

We placed a bet that the world would need carbon removal at massive scale to stave off the worst impacts of climate change. Five years later it's clear that it was an important bet. We've made great strides, having signed contracts totalling \$55.7M across 39 companies to deliver 84.4k tonnes of durable carbon removal. When we started on this journey there was no carbon removal to buy and now we're seeing signs of an emerging market.

While progress has been made, there is more to do on the way to a fully decarbonized and sustainable future.

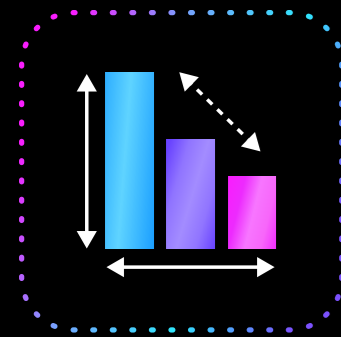
Commitment area	2019 Commitment	2020	2021	2022	2023
All	> \$5M spent annually		✓	✓	✓
Climate solutions	> \$1M on Carbon removal	✓	✓	✓	✓
Company sustainability	Carbon-neutral operations	✓	✓	✓	✓
	Carbon-neutral platform	✓	✓	✓	✓
Merchants and buyers	Planet app	✓	✓	✓	✓
	Black Friday Cyber Monday (BFCM)	✓	✓	✓	✓
	Shop Pay	✓	✓	✓	✓

This report provides an update on our 2023 Sustainability Fund initiatives.



The scope of this commitment includes:

- 1 Climate solutions**
 We kickstart carbon removal and other climate solutions, buying a minimum of \$1M of permanent carbon removal annually at any price
- 2 Company sustainability**
 We leverage these solutions to future proof Shopify, and maintain carbon-neutral operations and a carbon-neutral platform
- 3 Merchants and buyers**
 We help merchants future proof their businesses, too, which makes it easier for merchants and buyers to take climate action, and creates more demand for carbon removal and other climate solutions





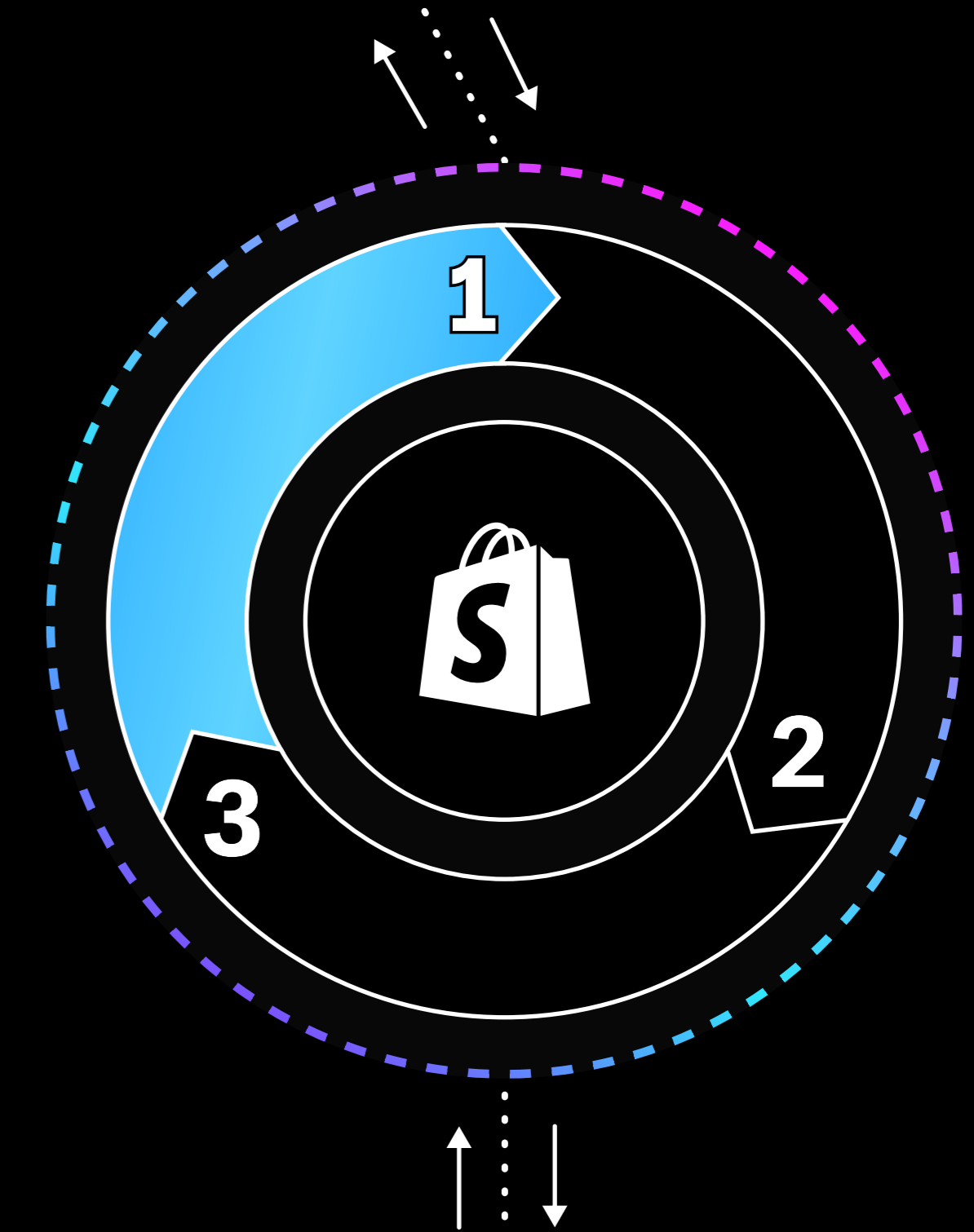
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2023 Climate Report

Climate solutions

We leverage solutions available at scale to reduce our emissions, including renewable energy projects. We go even further by backing promising climate solutions, including clean fuels and carbon removal, with funding and additional support now, to make sure they are available in the long-term to help reverse climate change.

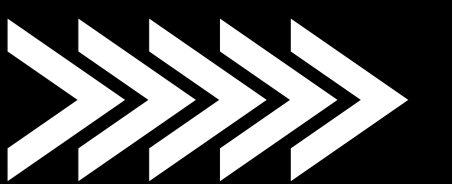


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1 Climate solutions

2 Company sustainability

3 Merchants and buyers

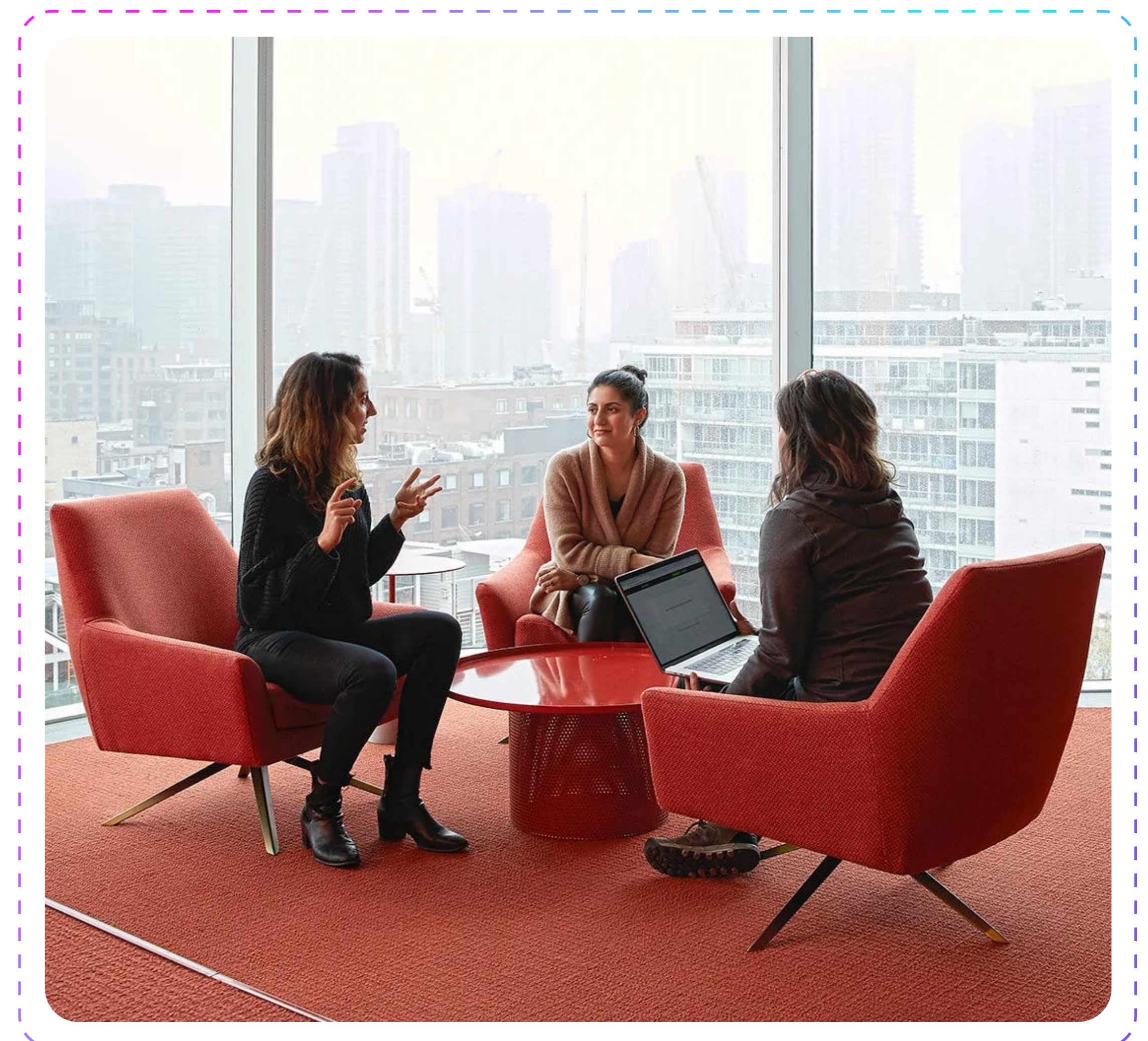
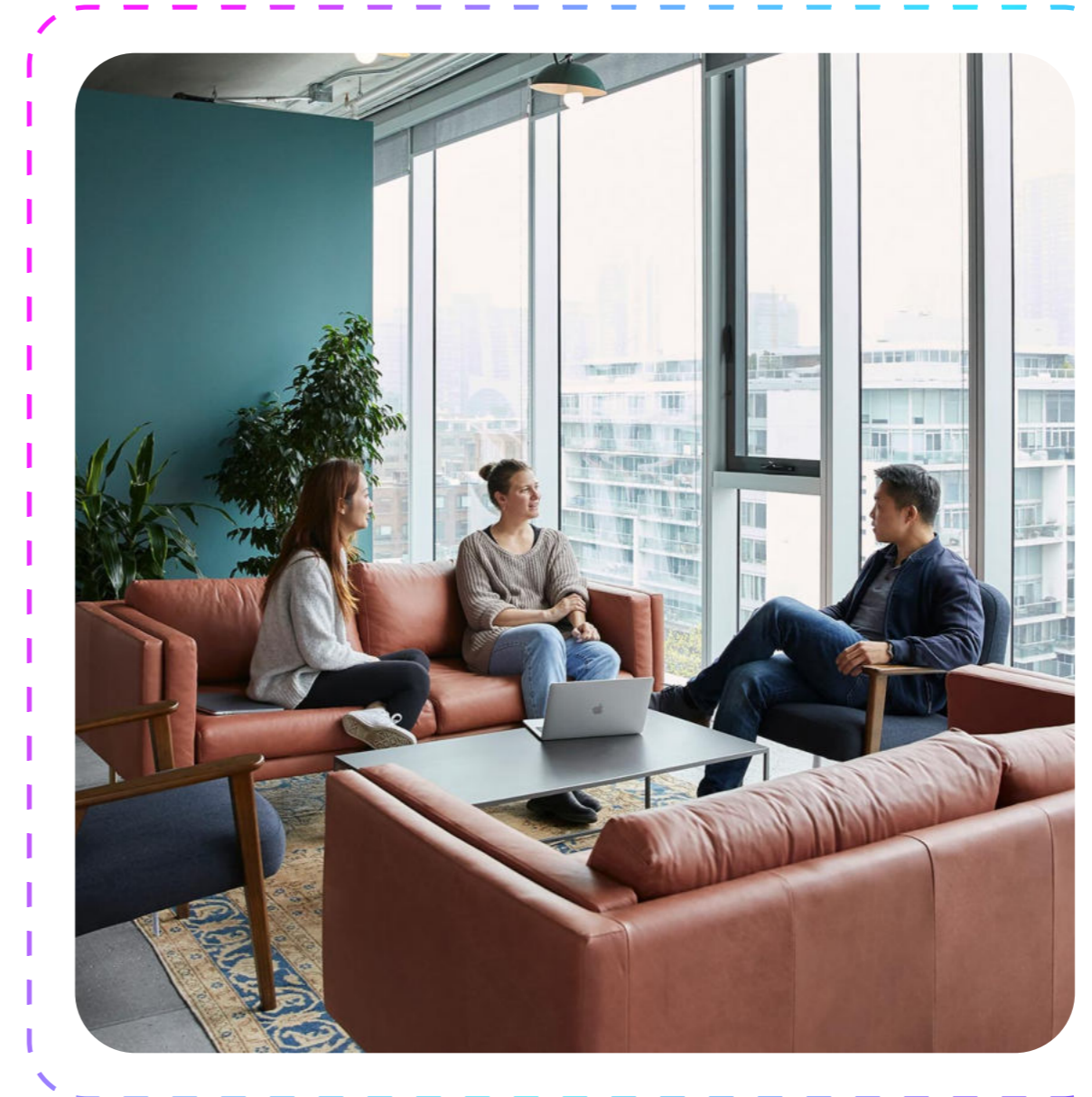




Rattlesnake Ridge Wind PPA

A clean grid is essential for a net-zero future. Our Power Purchase Agreement (PPA) with Berkshire Hathaway Energy Canada helped enable the new 130MW Rattlesnake Ridge Wind Power project to come online in June 2022 near Medicine Hat, Alberta.

Since completion, the project has generated more than 35,000 MWh of clean energy from Berkshire Hathaway Energy Canada due to Shopify's involvement. We retire the resulting renewable energy certificates against the energy usage of Shopify's leased spaces and employee home offices in North America. While it doesn't directly power these buildings, it counteracts our electricity use by adding the equivalent amount of clean electricity to the energy grid.



[Read more about the Rattlesnake Point Wind Power project](#) →





Twelve

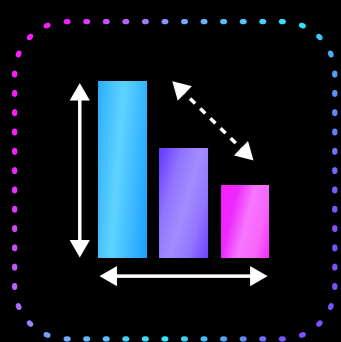
Shopify pays the green premium for clean fuels to help accelerate transportation decarbonization to create a more sustainable future of commerce. In 2022, Shopify signed a first-of-its-kind agreement with clean fuel company Twelve, with the goal to help promote adoption of their fuel by commercial airlines and freight carriers.

Through this \$2.5M deal, we'll pay the green premium for Twelve's E-Jet®: aviation fuel, which currently costs more than fossil jet fuel but has an 80%+ lower carbon footprint.

During 2023, Twelve broke ground on its first commercial facility in Washington state, which is expected to produce around 40,000 gallons of fuel per year and will be online towards the end of 2024. They also announced an MOU with Etihad Airways to work towards an international demonstration flight and supply roadmap to support the airline's decarbonization strategy.



[Read more about Twelve's progress](#) →

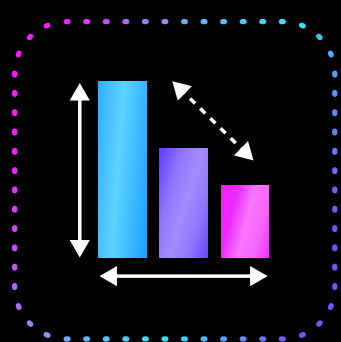
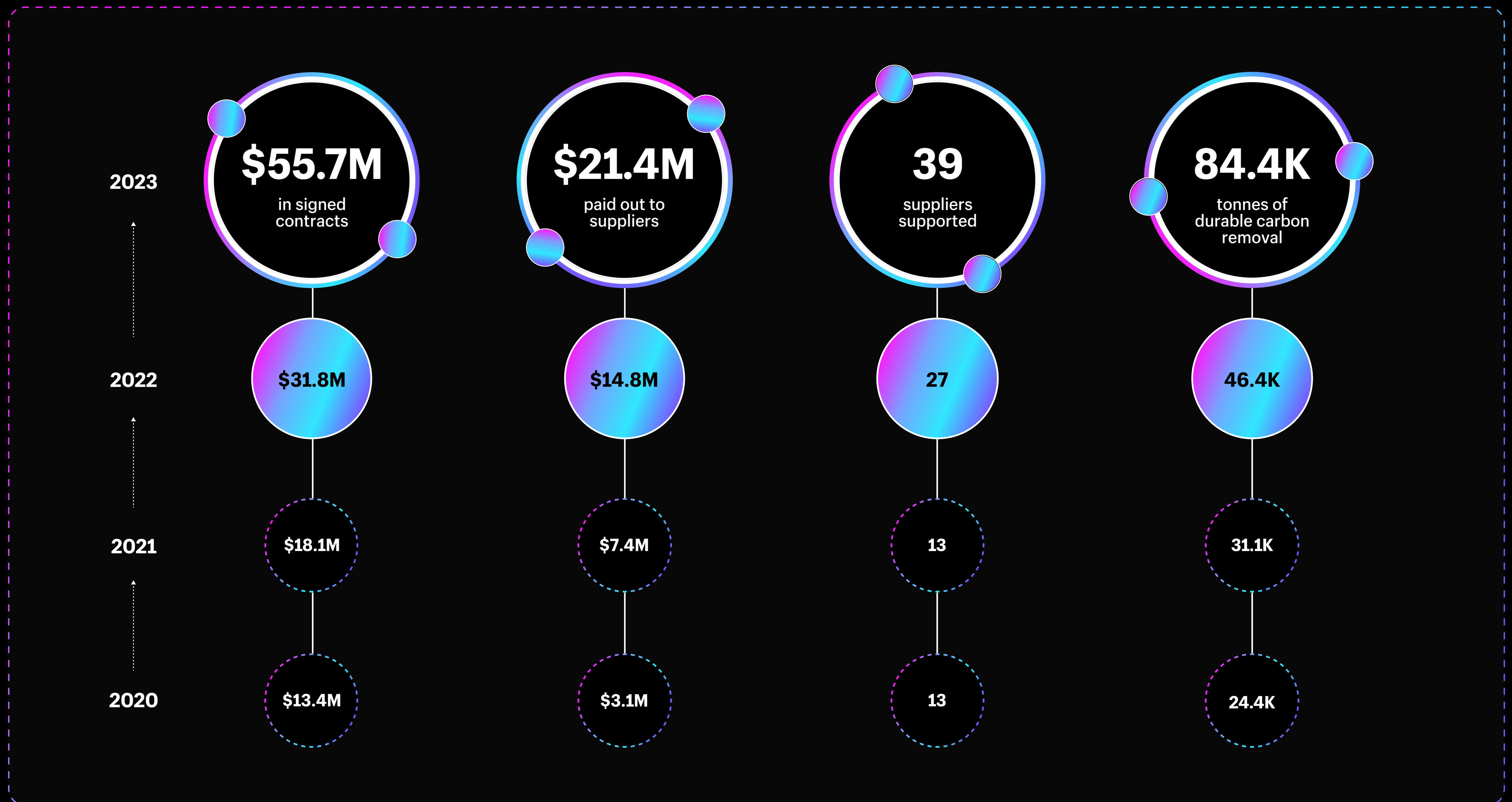




Carbon removal

We're using our Sustainability Fund to kickstart the carbon removal market, which is where we've allocated the majority of our capital to date. We've signed contracts worth a total of \$55.7M with 39 carbon removal suppliers.

We take a portfolio approach by funding companies that develop durable carbon removal technologies, and also supporting some high-volume, shorter-term storage solutions like reforestation and soil carbon storage, to buy us precious time while durable carbon removal technologies develop and scale.





Frontier

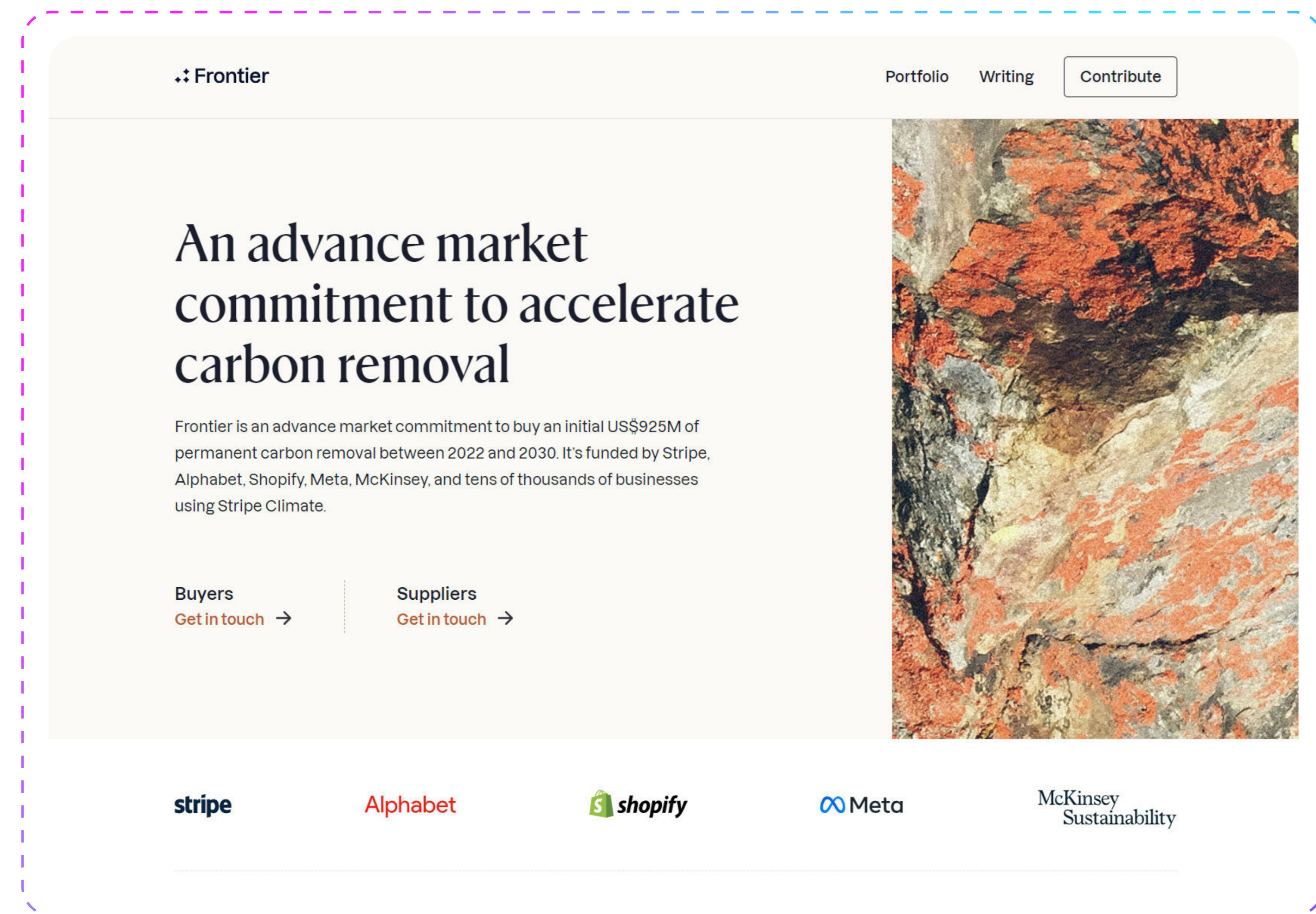
We know we can't scale carbon removal alone. In 2022, we founded Frontier, an advance market commitment to buy an initial \$925M of permanent carbon removal by 2030, alongside Stripe, Alphabet, Meta, and McKinsey Sustainability. Frontier aims to accelerate the development of permanent carbon removal technologies by guaranteeing future demand.

In 2023, the combined commitment grew to over \$1B with the addition of new members Autodesk, H&M Group, JPMorgan Chase, and Workday. Frontier members signed four offtakes ranging from \$20.0M to \$57.1M with suppliers that are ready to scale commercially, and 12 \$500K pre-purchases with high-potential suppliers at proof of concept and pilot scale.

Amount allocated in signed contracts

\$156.6M

of the combined \$1B+ commitment



CarbonCapture™

\$20.0M

Direct Air Capture

Heirloom

\$26.6M

Direct Air Capture

LITHOS

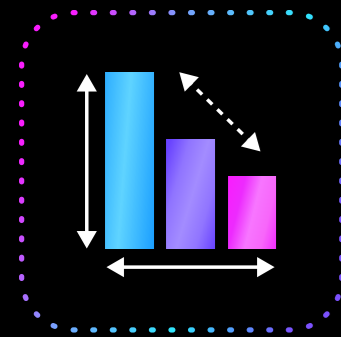
\$57.1M

Enhanced Rock Weathering

CHARM INDUSTRIAL

\$53.0M

Bio-oil Sequestration





State of the carbon removal market

Shopify’s thesis for purchasing carbon removal is that by creating demand for carbon removal as a buyer of credits, we can help suppliers scale, which in turn will decrease their costs and reduce the price of carbon removal credits over time.

A number of development areas will determine the supply and cost of carbon removal in the long term. Shopify is one of the largest corporate buyers globally, which gives us a unique view of the state of the market based on data we’ve collected from the suppliers in our portfolio. Only durable carbon removal (atmospheric or biogenic capture with storage of 100+ years) suppliers were included in the following assessment, and suppliers without complete data were excluded from any metrics.

Summary

Category	Development area	Status (2022)	Status (2023)
Technology	New market entrants	● Progressing well	● Progressing well
	Technology development	● Progressing well	● Progressing well
	Deployment	● Current challenges	● Current challenges
Finance	Pre-seed and seed funding	● Needs critical attention	● Needs critical attention
	Venture funding	● Progressing well	● Needs critical attention
	Project finance	● Needs critical attention	● Progressing well
Commercialization	MRV	● Current challenges	● Progressing well
	Public policy	● Current challenges	● Current challenges
	Corporate buyers	● Needs critical attention	● Needs critical attention
	Talent acquisition	● Progressing well	● Progressing well





Technology

New market entrants

Progressing well

To scale the most efficient, cost-effective, and safe carbon removal solutions for the long-term we need many entrepreneurs developing different technologies now.

- New suppliers continued to enter the market with approaches never seen before. Frontier's 2023 pre-purchase round saw 132 applications (a similar number to 2022) across a wide range of geographies. Most encouraging, novel approaches in categories like direct air capture have lower projected costs than incumbent technologies.

Technology development

Progressing well

Suppliers need to demonstrate that their technologies work at proof of concept and prototype scales before they're ready to scale up.

- Technology development issues were more common in 2023 but still infrequent, causing 20.0% of suppliers to be delayed compared to 5.3% in 2022. These were primarily due to a system or component not working as efficiently as expected, forcing suppliers to swap components or undertake redesigns. While these issues could be perceived as concerning, we see this as progress—we want suppliers to fail, learn, and improve their approaches.

Deployment

Current challenges

Once a supplier de-risks their technology at a small scale, it's time to deploy it in the real world.

- Deployment sped up in 2023. Delays were less frequent across our portfolio, affecting 30.0% of suppliers (36.8% in 2022). Carbon removal capacity grew at an even faster rate, with 66.7% of suppliers experiencing growth in 2023 (53.3% in 2022). Some suppliers were able to catch up on a portion of previously delayed credit deliveries but there remains a backlog. Slowdowns that did occur in 2023 were due to difficulties securing industrial partners, decisions to switch project sites, and pilots and first of a kind facilities taking longer than expected to construct and bring online.

Delivery status of credits purchased by Shopify



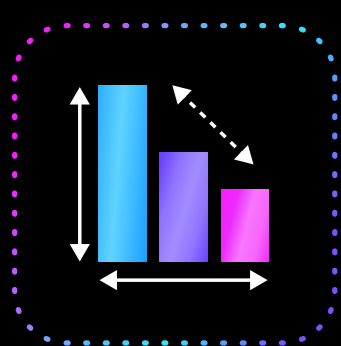
* In one instance a supplier delivered 2024 credits ahead of schedule in 2023

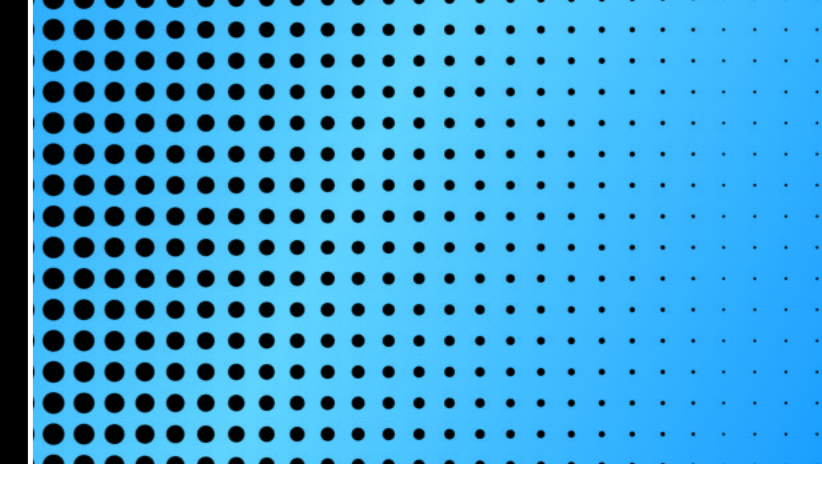
Technology deployment: Durable carbon removal supply is increasing slower than anticipated, which is reflected in the delivery status of Shopify's credits.

+13.4% YoY

Carbon removal capacity growth

More suppliers in our portfolio grew their capacity in 2023 compared to 2022 (66.7% vs 53.3%), with many graduating from prototype to pilot.





Financing

Pre-seed and seed funding

Needs critical attention

These funding rounds help suppliers make their first few hires and prove that key components of their technologies work at a small scale.

Tito Jankowski, CEO, AirMiners

AirMiners runs a 6-week accelerator program called Launchpad alongside XPRIZE and Creative Destruction Labs that has graduated 151 carbon removal teams that have raised \$100M and counting. The program is backed by Breakthrough Energy, the Grantham Foundation, and the US Department of Energy.

“To date, 151 early-stage startups have graduated from AirMiners Launchpad accelerator. We need all of them and more to hit our carbon removal targets. But a lack of funding is threatening this generation of startups. In 2023 some of our very best tech stalled out for months, sometimes closing funding but usually not. Investors are hesitant because of concerns about how quickly carbon removal will grow. We need to take bold actions today, such as creating \$100K grants to fund new possibilities. We want to see \$100M of new pre-seed and seed stage funding deployed in the next 12 months.”

Venture funding

Needs critical attention

Venture funding enables suppliers to hire engineers and scientists, purchase materials, and progress to pilot phase.

- 2023 was a difficult year to raise venture funding. This was heightened in carbon removal because investors are still worried about execution risk; there's a lack of buyers from pilot-stage suppliers, plus these are novel technologies that require permitting and social license to operate. Suppliers struggled to raise venture funding, and those that did complete a raise often received a subpar valuation and less money than they were targeting. This was reflected in our portfolio, where a lack of venture funding was a driver of an average decrease in funding raised per supplier of 23.5% YoY.

Project finance

Progressing well

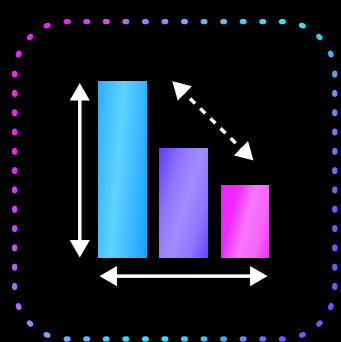
This is low-cost capital used for long-term infrastructure projects that suppliers typically target to fund their first large-scale deployment and beyond.

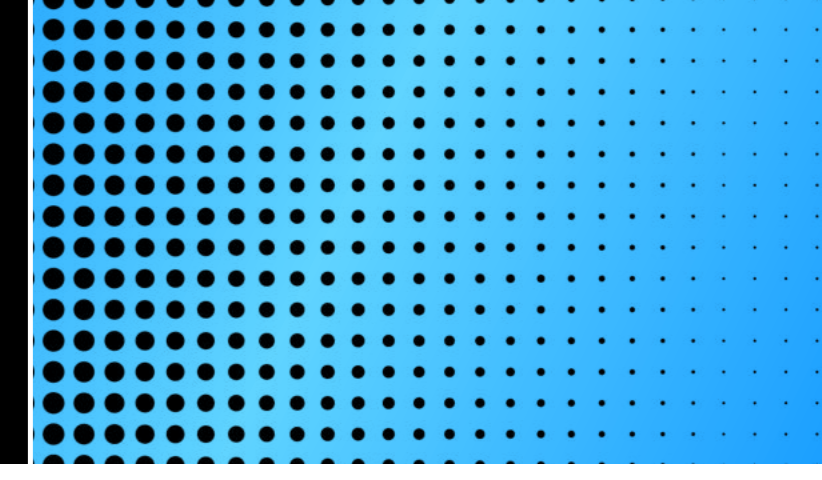
- Existing and new corporate carbon removal buyers stepped up in 2023, with a handful of large, multi-year purchases from near-commercial suppliers that will unlock project finance. The stage is set for more of these to be signed with an even greater number of suppliers moving forward.

-23.5% YoY

Funding raised

Suppliers in our portfolio raised an average of 23.5% less in 2023 compared to 2022, largely driven by difficulties raising venture capital.





Commercialization

Measurement, reporting and verification (MRV)

Progressing well

MRV includes protocols to quantify carbon removal, and third-party verification to determine credit accuracy, all giving buyers confidence in their purchases.

- 2023 was a strong year for protocol development. A few new carbon removal protocols were introduced by credit issuers, while suppliers with more niche methods, particularly in ocean carbon removal continued to develop and release their own protocols. Overall, 52.4% of suppliers in our portfolio now have a protocol (28.6% in 2022), and those who don't have one are working diligently on this behind the scenes. The focus now needs to be ensuring protocols are rigorous and appropriately account for uncertainty.

Public policy

Current challenges

Governments can accelerate carbon removal's trajectory through tax incentives, funding mechanisms, generating demand for credits, and more.

Tim Bushman, Director of Policy and Research, Carbon Removal Canada

Carbon Removal Canada is an independent policy initiative focused on the rapid and responsible scale-up of carbon removal solutions needed to meet Canada's climate goals by 2050.

“2023 saw growing government support that will help get the first major wave of carbon removal demonstrations and commercial projects built, with an emphasis placed on learning by doing and knowledge sharing. In the EU, work was underway on a Carbon Removal Certification Framework to set the rules for project quality. In North America, the U.S. launched a first-of-its-kind government procurement program and made its regional DAC hub selections, while Canada released further information for an investment tax credit that includes eligibility for DAC and began protocol creation for carbon removal inclusion in regulated offset markets. Market needs moving forward are numerous and include funding mobilization and creating high-integrity markets.”

Corporate buyers

Needs critical attention

Securing financing is dependent on whether suppliers have guaranteed revenue. Voluntary corporate buyers are currently the most promising source of demand.

- A lack of corporate buyers continues to be a problem. New and existing corporate buyers made large purchases from more established suppliers in 2023, which is exactly what we asked for in 2022. Where corporate buyers fell short was purchases from suppliers at pilot stage and earlier. This negatively impacted funding available and if this trend persists it will result in fewer suppliers overall finding success. We need buyers to take a risk on unproven technologies, recognizing they may not pan out but are absolutely critical for the success of the market. Overall, we only saw a small average increase of credits sold by suppliers in our portfolio of 1.9% YoY.

Talent acquisition

Progressing well

Carbon removal suppliers need the right combination of employees to build a technology, test it, and bring it to market.

- Headcount growth declined by 33.3% on average per supplier between 2022 and 2023. This is not a result of talent availability, but rather a symptom of suppliers operating with less money. In a few extreme cases, we had suppliers pause hiring or conduct layoffs. We need to reverse this trend so suppliers can staff up sufficiently to support their growth.

+1.9% YoY

Carbon credit sales

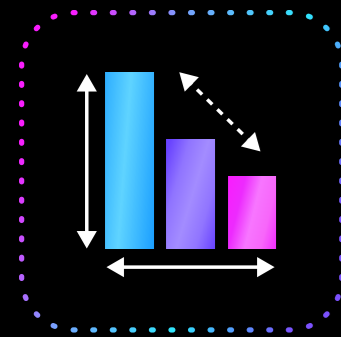
Suppliers in our portfolio only sold an average of 1.9% more credits in 2023 compared to 2022, as corporate buyers made purchases from more established companies, but failed to support suppliers at pilot stage and earlier.



2

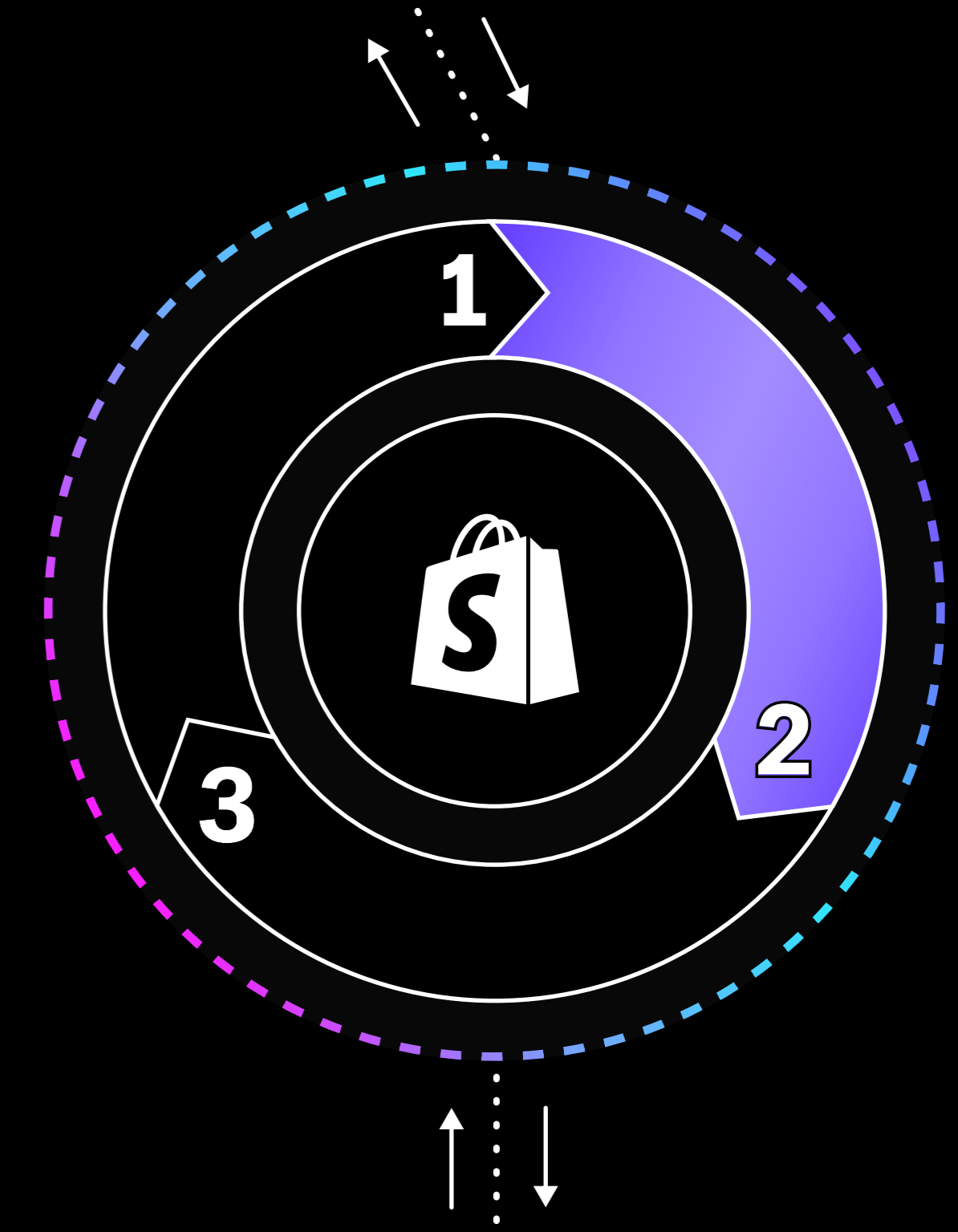


2023 Climate Report



Company sustainability

We leverage the climate solutions funded by Shopify's Sustainability Fund to future proof our business, so that we can support our merchants well into the future.



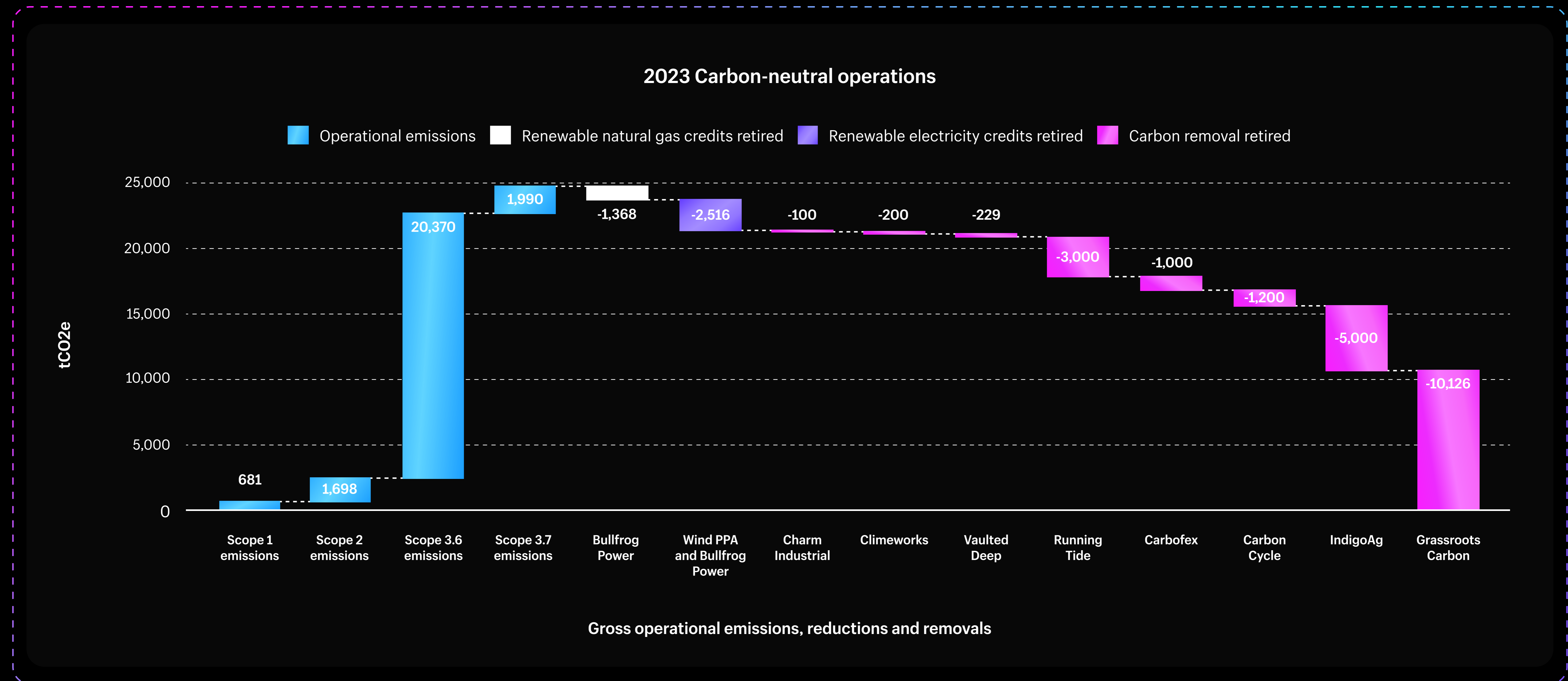


Carbon-neutral operations

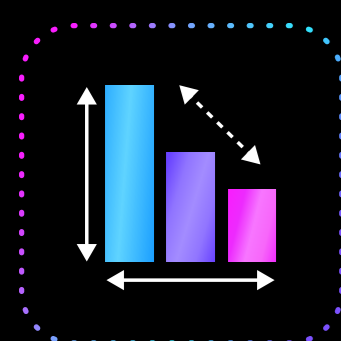
Our carbon-neutral operations commitment means we reduce or remove all emissions from our building and home office energy usage, and business travel, including transportation and accommodations energy.

To maintain our carbon neutral operations in 2023, Shopify:

- Reduced emissions with renewable energy from our Rattlesnake Ridge Wind PPA, and other renewable energy certificates
- Purchased renewable natural gas credits, and
- Removed remaining operational emissions with carbon removal



Protocol and registry of carbon removal credits: Charm Industrial ([protocol](#), [registry](#)), Climeworks ([protocol](#), no registry), Vaulted Deep ([protocol](#), [registry](#)), Running Tide ([protocol](#), no registry), Carbofex ([protocol](#), [registry](#)), Carbon Cycle ([protocol](#), [registry](#)), IndigoAg ([protocol](#), [registry](#)), Grassroots Carbon ([protocol](#), [registry](#))





Energy and emissions

	Unit	2020	2021	2022	2023	Change (2022-2023)
Energy use - Buildings						
Natural gas	m ³	592,715	308,219	1,286,561	243,396	-81.1%
Electricity	MWh	6,770	5,083	18,310	9,107	-50.3%
Energy use - Home offices						
Natural gas	m ³	345,292	418,673	666,489	529,713	-20.5%
Electricity	MWh	3,139	6,382	7,479	5,616	-24.9%
Operational emissions						
Scope 1	tCO ₂ e	1,447	701	2,841	681	-76.0%
Scope 2	tCO ₂ e	493	356	2,236	1,698	-24.1%
Scope 3.6 Business Travel	tCO ₂ e	1,715	4,183	22,314	20,370	-8.7%
Scope 3.7 Home office natural gas and electricity	tCO ₂ e	1,302	2,105	2,931	1,990	-32.1%
Gross operational emissions	tCO₂e	4,957	7,345	30,322	24,739	-18.4%
Gross operational emissions intensity	tCO ₂ e / revenue	0.0000017	0.0000016	0.0000054	0.0000035	-35.6%
Gross operational emissions intensity	tCO ₂ e / employee	0.71	0.73	2.61	2.56	-2.2%
Gross operational emissions	tCO₂e	4,957	7,345	30,322	24,739	
Renewable natural gas credits	tCO ₂ e	924	1,199	2,870	1,368	
Renewable electricity certificates	tCO ₂ e	795	1,382	3,652	2,516	
Carbon removal credits retired	tCO ₂ e	3,238	4,764	23,800	20,854	
Net operational emissions	tCO₂e	0	0	0	0	

Methodology

Buildings: includes offices/ports, warehouses (as applicable) and merchant spaces.

Home office: includes employee home offices.

Business travel: includes flight, rail, automobile and hotel emissions.

Employee commuting: emissions reported here is home office natural gas and electricity emissions.

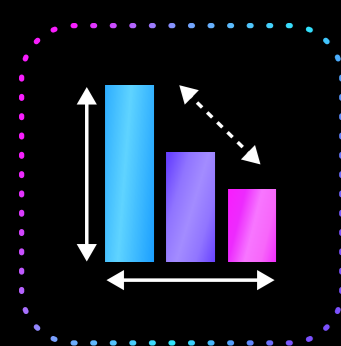
2020 and 2021 emissions estimates in this table include electricity transmission and distribution loss and natural gas leakage, whereas 2022 and 2023 do not.

Observations

Buildings: In June 2023, Shopify completed the sale of the majority of its logistics business which reduced the number of leased buildings and facilities contributing to a reduction in our energy consumption and associated scope 1 and 2 emissions.

Business Travel: Remained relatively flat year-over-year as our Burst program continued, where employees meet in our offices and other locations throughout the year.

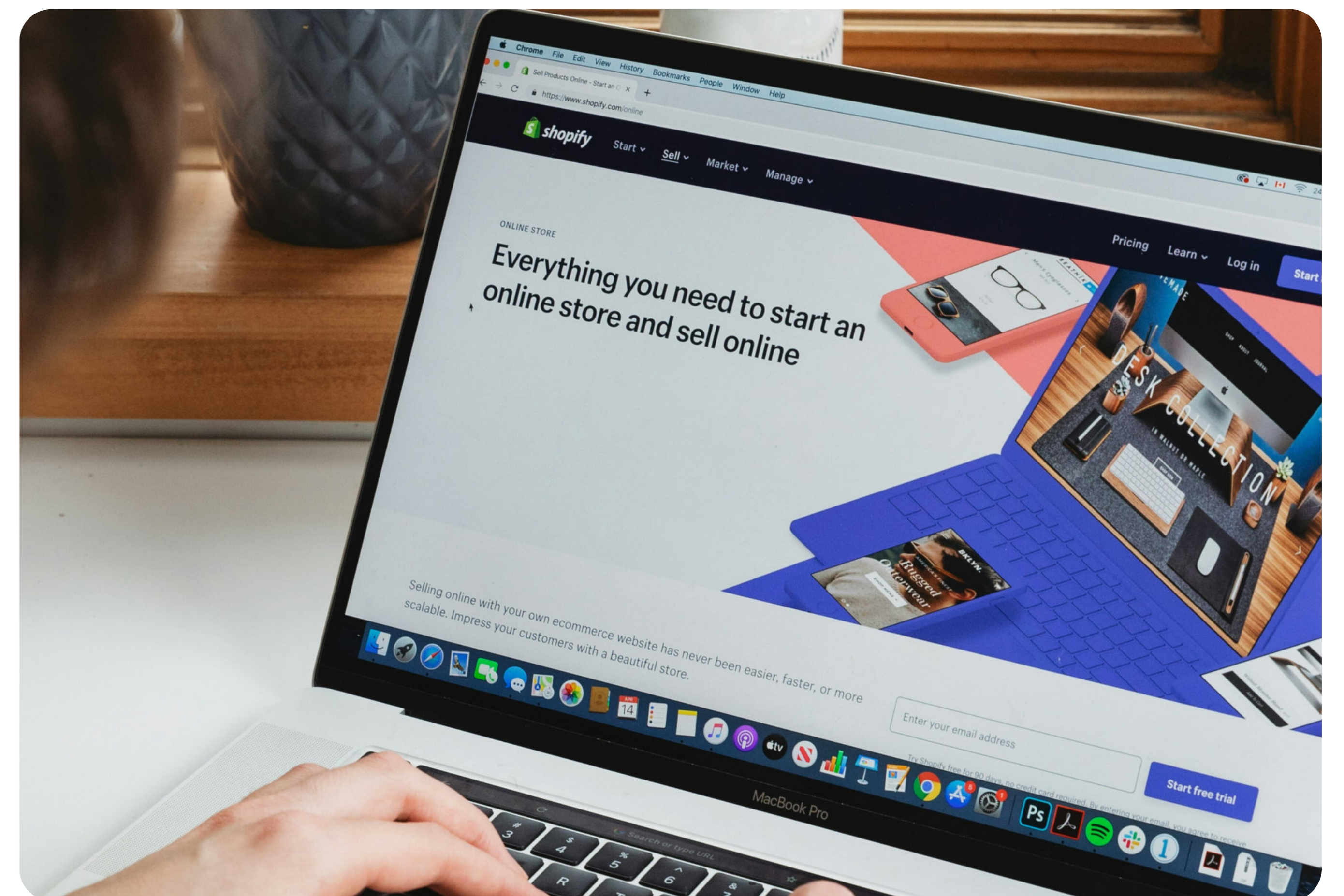
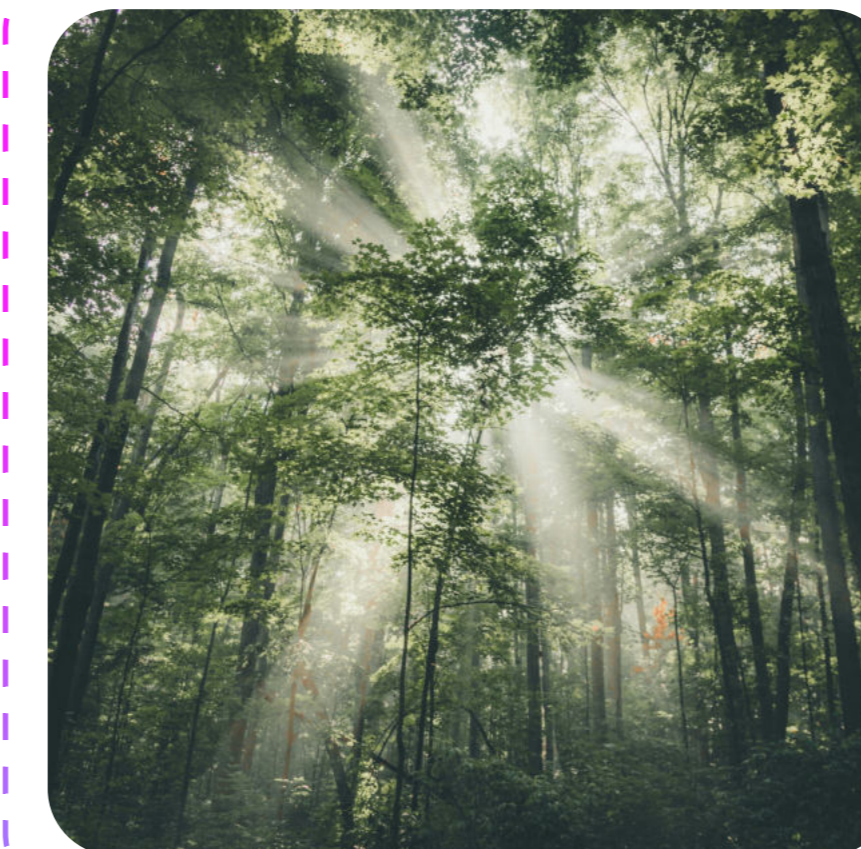
Employee Home Office Emissions: In the second quarter of 2023, a reduction of Shopify's workforce and the sale of its logistics business resulted in a reduction in employee home office emissions for the second half of the year.





Carbon-neutral platform

Our platform operates on Google Cloud, which runs on 100% renewable energy. With the acquisition of Deliverr in 2022, a small component of our platform operated on an alternate cloud service until June 2023 when Shopify sold its logistics business. Shopify purchased and retired 138 tCO2e of carbon removal to cover the associated emissions.





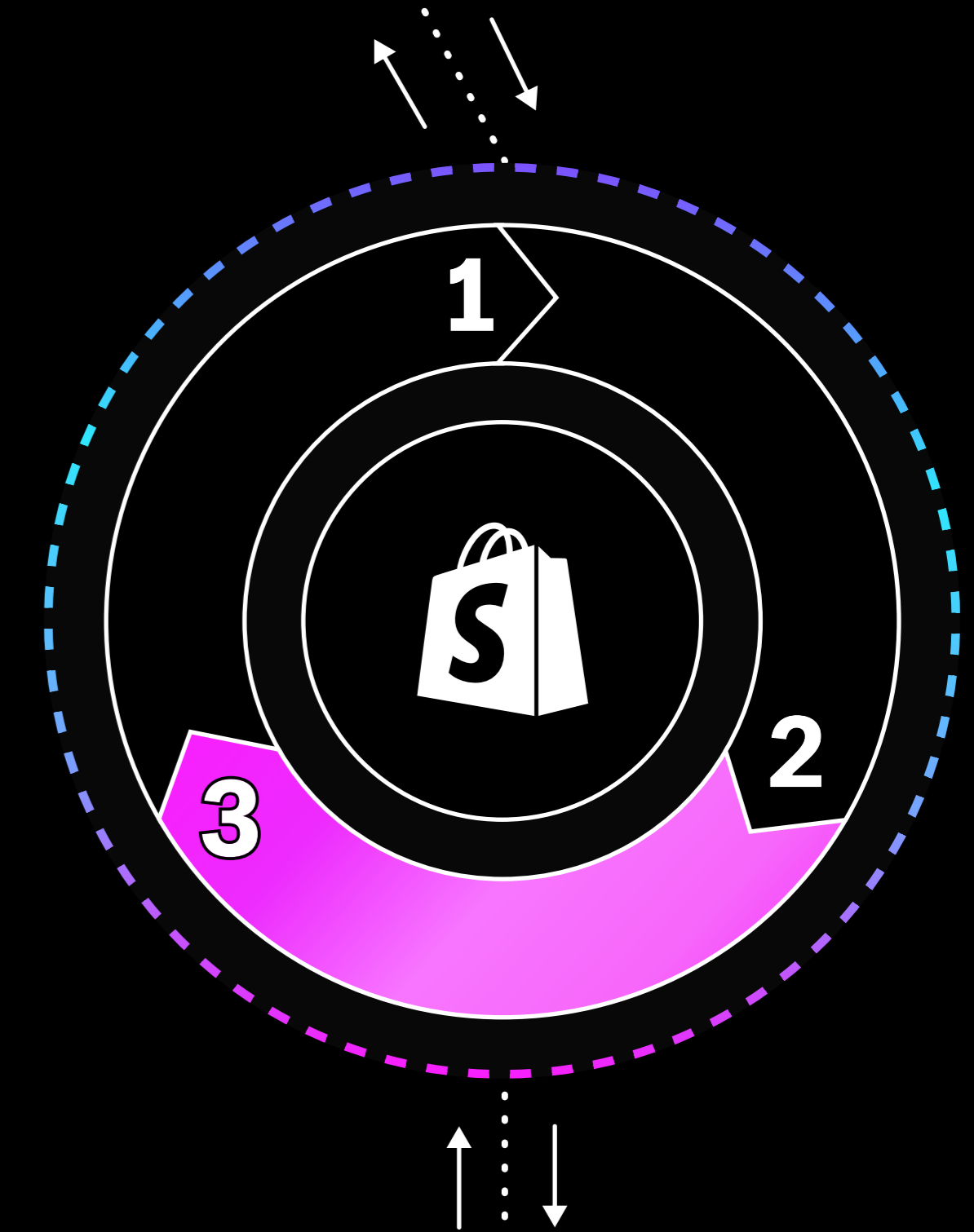
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2023 Climate Report

Merchants and buyers

We help our merchants future proof their businesses by giving them access to the same high-quality climate solutions Shopify uses.





Planet app



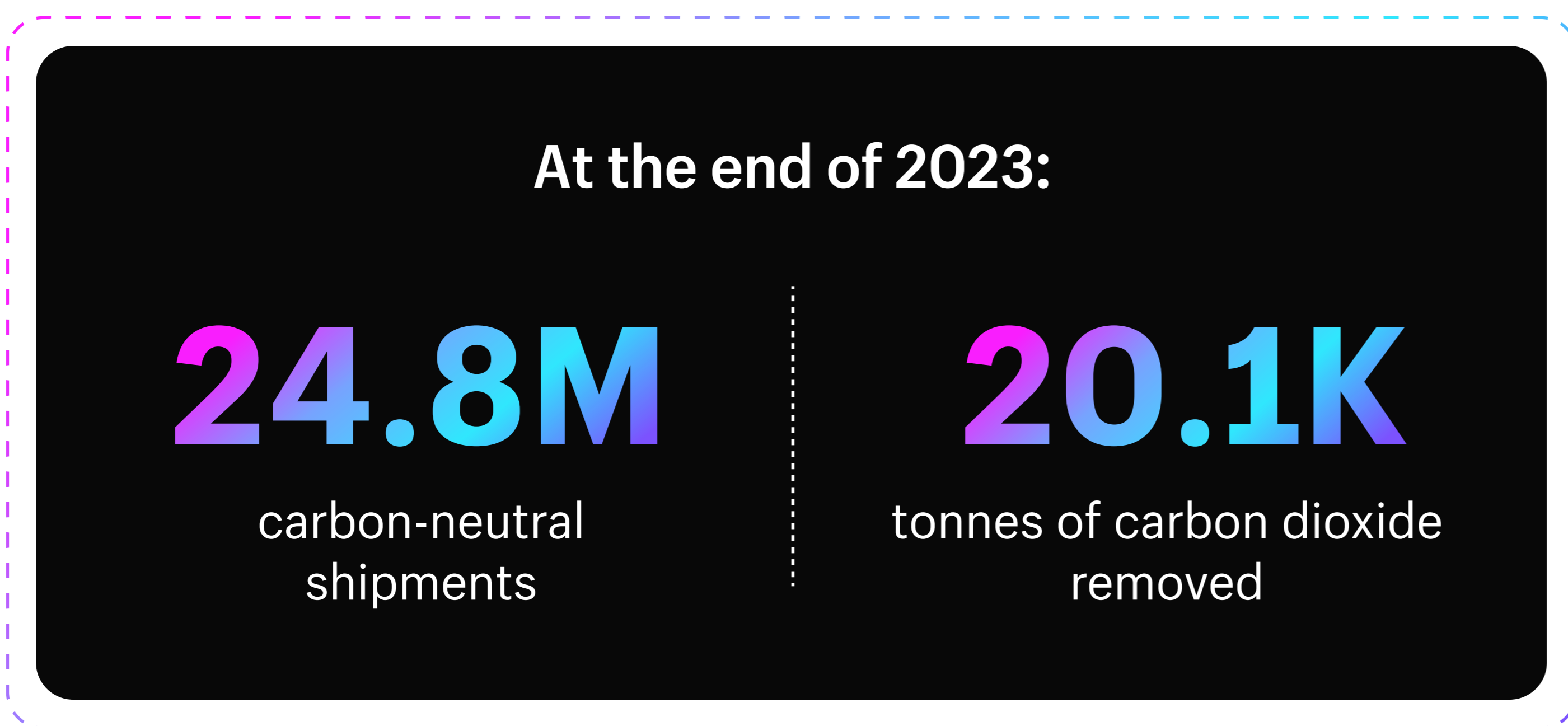
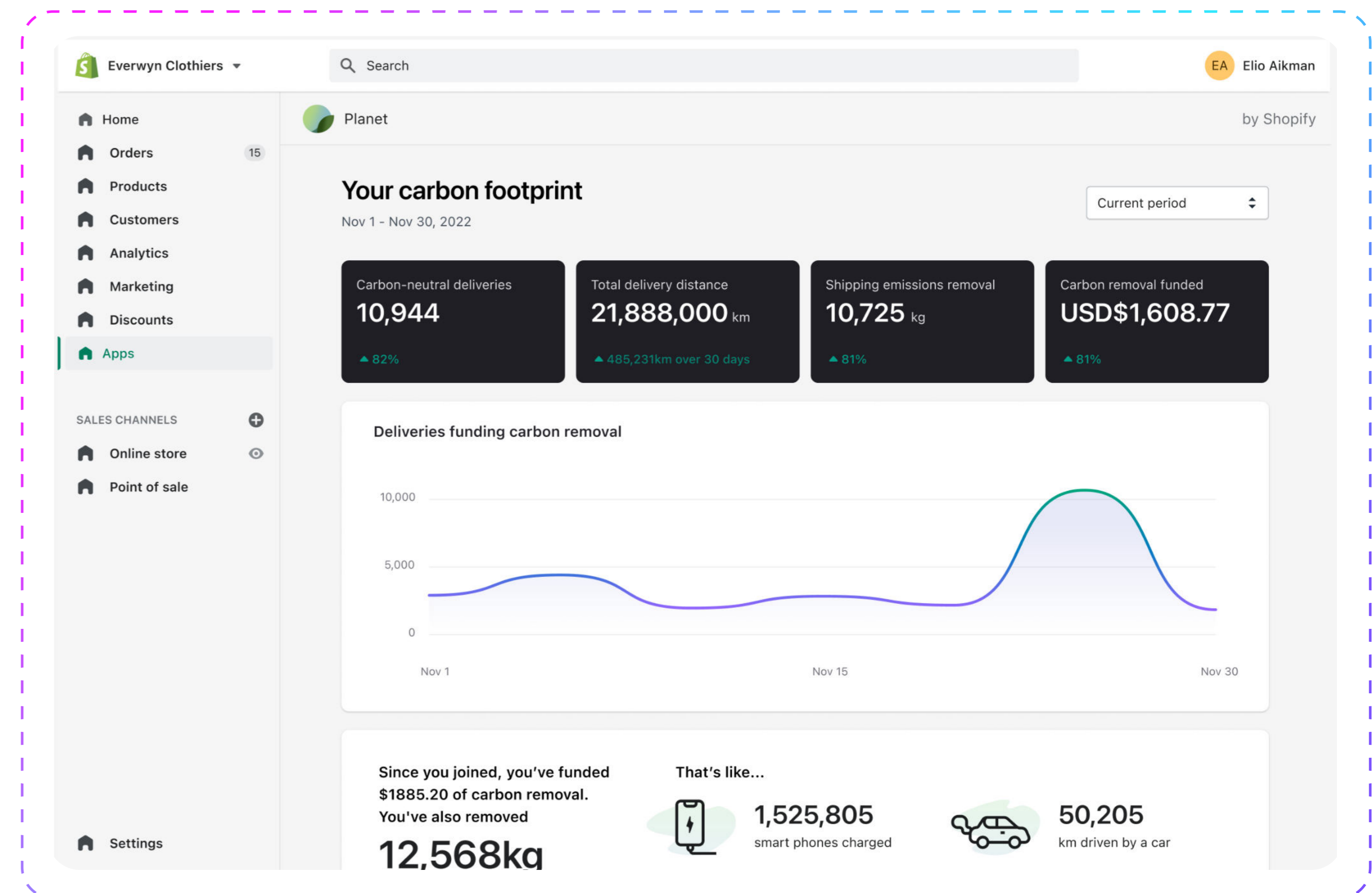
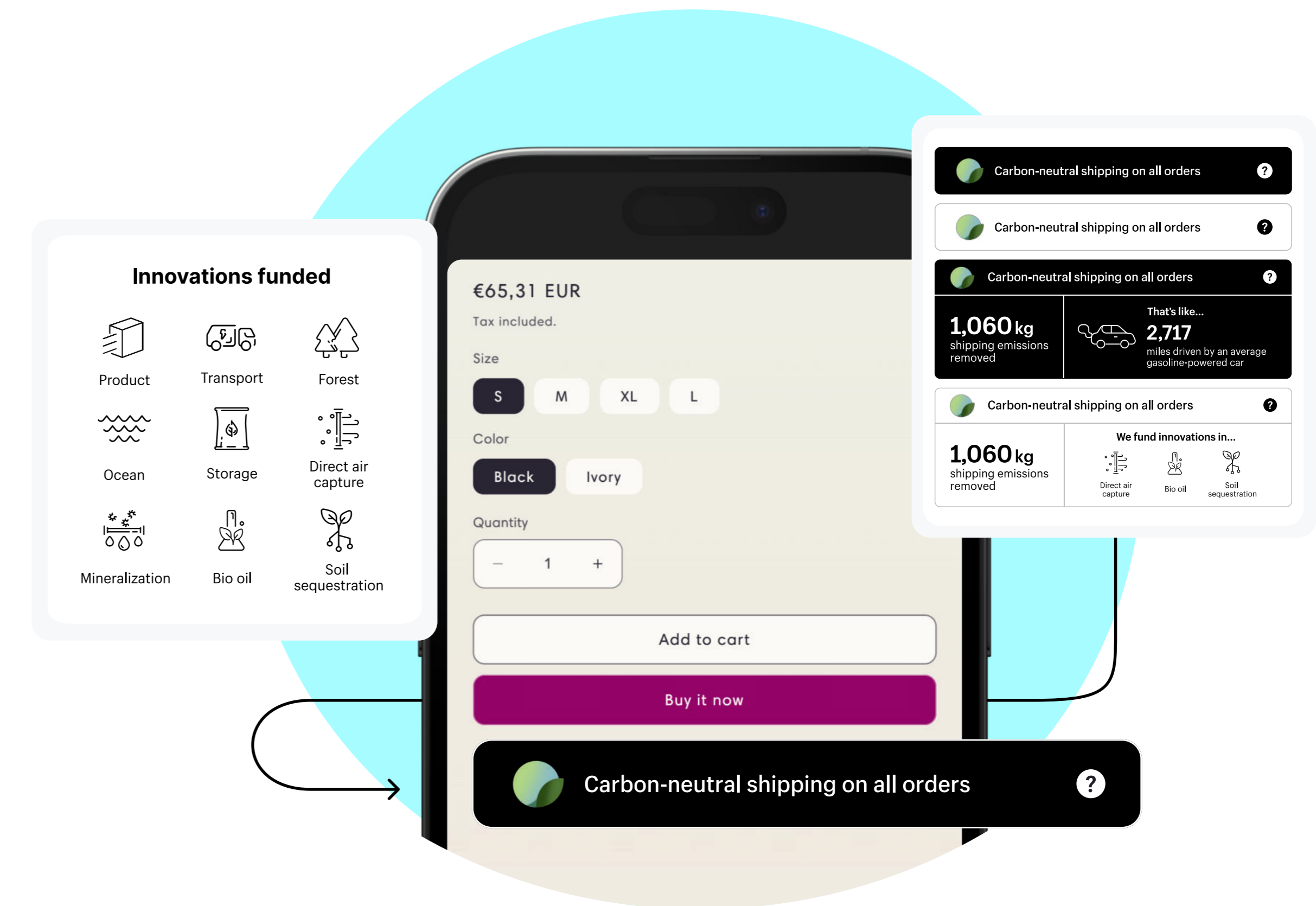
Merchants

Launched in June 2022, [Shopify Planet](#) is an app that powers carbon-neutral shipping and helps merchants connect with climate-conscious consumers. Shopify research shows that 43% of shoppers are more likely to buy from brands with sustainable practices like carbon-neutral shipping. Planet comes with customizable badges and marketing assets that showcase users' climate commitment and drive value for participating brands.

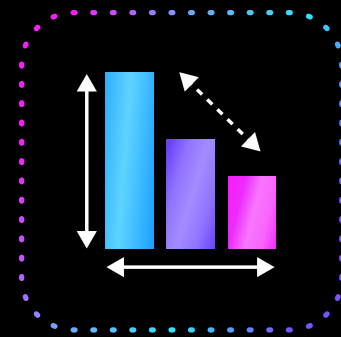
Planet works by estimating shipping emissions, and enabling both merchants and their customers to neutralize the carbon produced by their shipments. All of the money that Planet generates for carbon removal goes to entrepreneurial, early-stage companies that are actually removing emissions from the atmosphere.

With Planet, commerce entrepreneurs are funding climate entrepreneurs, and it's happening via the entrepreneurship company – Shopify.

Merchants choose a subscription plan – Decade, Century, or Millennium – which costs an average of \$0.035 USD to \$0.15 USD per order and funds a mix of carbon removal suppliers.



Planet app: Merchants using Planet get access to analytics such as their carbon footprint, total delivery distance, and how much carbon they've removed. They can also add a Planet badge to their storefront to share their carbon-neutral commitment with their buyers.





Featured merchants

MrBeast.Store Team



Sustainability is incredibly important to our brand. We prefer to align ourselves with programs that make a real impact. Planet connects us with customers by letting us fund innovators doing legitimately groundbreaking stuff.

James Higgins, Founder, Ethical Bedding



Ethical Bedding was a proud early adopter of Shopify Planet. Sustainability and protecting the natural world underpins every decision at Ethical Bedding, so having an easy to use tool which supports us with that mission is terrific. Planet should be an essential app for any conscientious brand selling on Shopify.

Shaen Goetsch, Owner - Perfectly Natural Soap



Implementing Planet has been a meaningful step in making it possible for us to achieve carbon neutrality in our shipping operations. We're proud to partner with a solution that not only aligns with our environmental goals but also makes greener logistics possible, reinforcing our commitment to the planet and our customers.

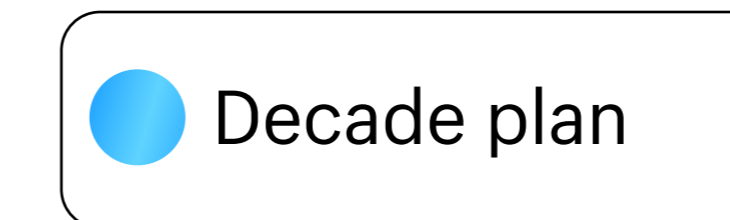
Bradley Steenkamp, Director, Horsham Coffee Roaster



Shopify Planet allows us to enhance our eco credentials and ensure that our environmental objectives are met. It's also a great tool to enhance customer satisfaction. We regularly receive feedback from customers reminding us that carbon removal and environmental projects are reasons they choose us.

Subscription plans

Planet users can choose from three different subscription plans: Decade, Century, and Millennium.



Funds solutions like reforestation and soil carbon storage that remove carbon for 10+ years.

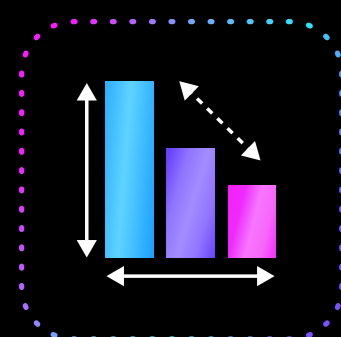
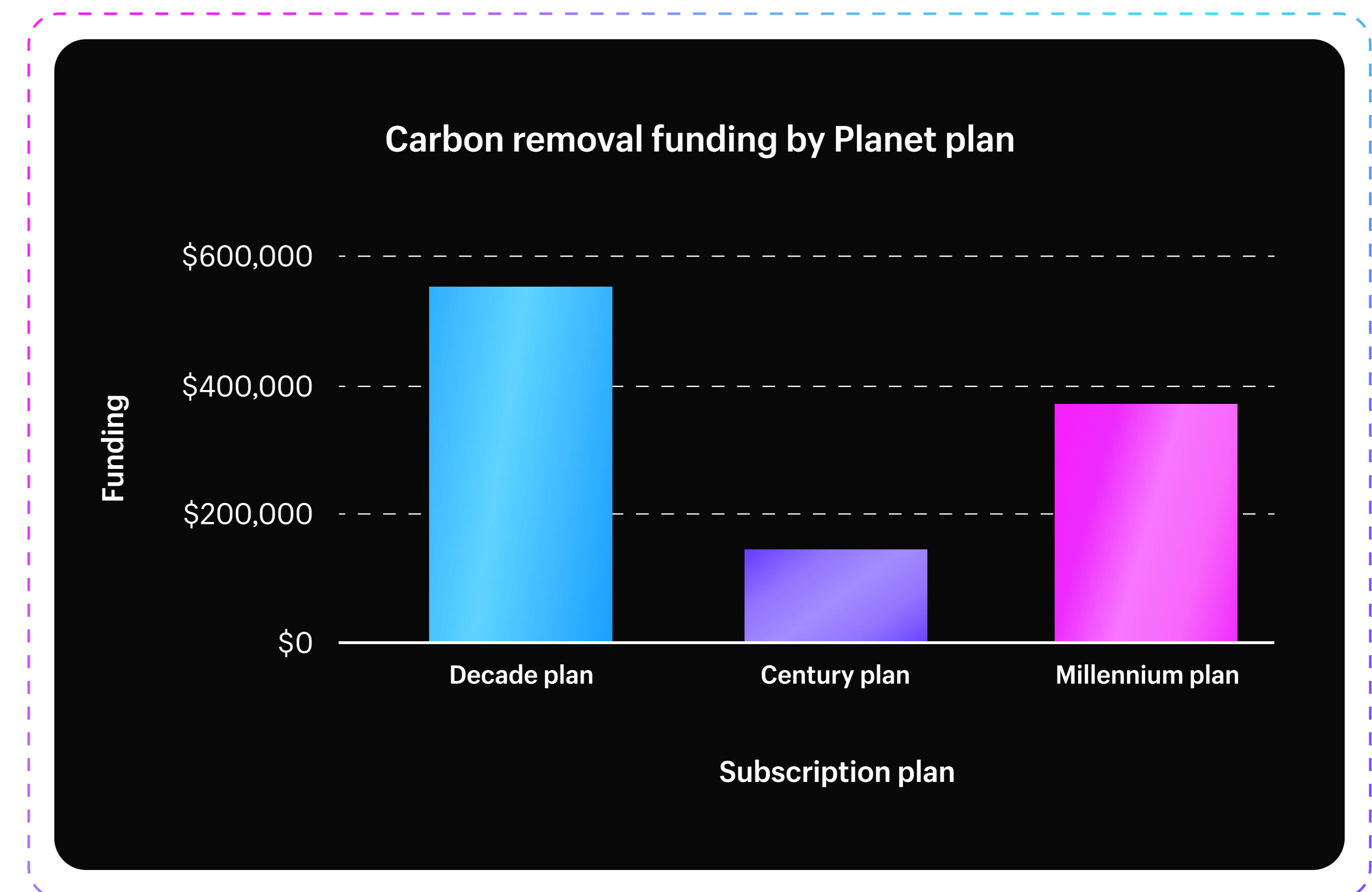


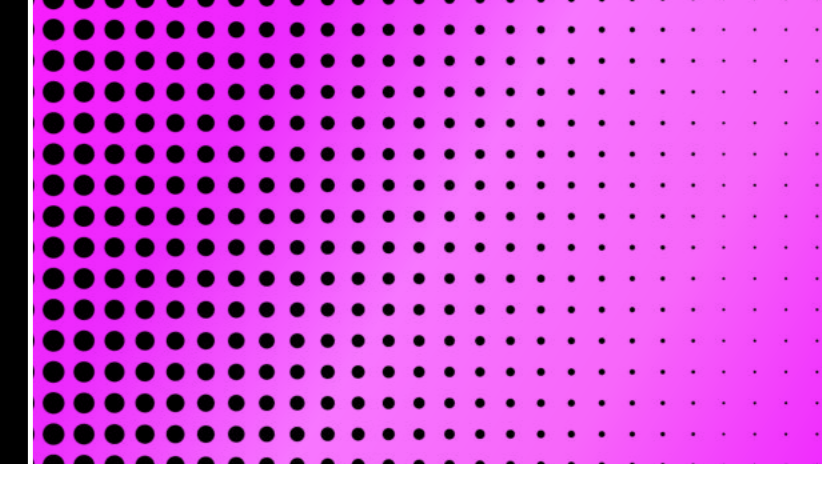
Funds a mix of Decade and Millennium plan solutions.



Funds solutions like ocean-based removal, direct air capture, and bio-oil that remove carbon for 1000+ years.

This graph shows a breakdown of funding per subscription plan through the end of 2023.





Featured carbon removal partners

Funding generated by Planet is used to buy carbon credits from our network of carbon removal partners. Here are a few of the companies helping Shopify merchants ship carbon neutral.

Grassroots Carbon

Decade plan

Soil



Grassroots Carbon's carbon credit approach helps ranchers modify land management practices to improve soil and ecological health, which captures and stores more carbon in soil.

“We are very excited to be featured as a reliable nature-based solution in Shopify’s Planet app. The app helps businesses take climate action by offering a menu of solutions to compensate their emissions and help reverse climate change.”

Dr. Henk Mooiweer, Co-founder, Grassroots Carbon

InPlanet

Century plan Millennium plan

Enhanced weathering



InPlanet uses enhanced weathering to permanently sequester carbon dioxide and regenerate tropical soils.

“We are excited to be included in Shopify’s Planet app as a high-impact solution. By bringing greater accessibility to enhanced rock weathering—one of the most durable and scalable types of carbon removal—Shopify is further enabling innovation in climate action.”

Felix Harteneck, CEO and Co-founder, InPlanet

44.01

Century plan Millennium plan

Storage



44.01 eliminates CO2 by turning it into rock. The company’s pioneering technology accelerates the natural process of CO2 mineralization to remove captured CO2 permanently.

“Shopify has taken a leading role in supporting our burgeoning industry. We’re delighted to have been selected as a provider of high-quality permanent carbon removal.”

Karan Khimji, Chief Commercial Officer, 44.01





Black Friday Cyber Monday

Merchants

The Black Friday Cyber Monday shopping weekend is an annual reminder of the ingenuity and drive of Shopify-powered brands. But Shopify merchants aren't the only relentless entrepreneurs who take center stage on Black Friday Cyber Monday (BFCM) weekend.

Some of our favorite climate entrepreneurs join the party as well.

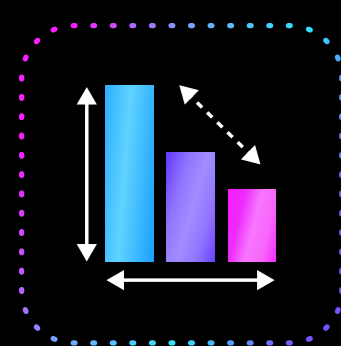
For the fourth year running, Shopify Sustainability Fund partners powered carbon-neutral shipping on every single Black Friday Cyber Monday order that happened on Shopify. At no cost to our merchants or their customers, Shopify purchased and retired 92,932 tCO2 of carbon removal credits from Charm Industrial, Climeworks, Pachama, and Running Tide to neutralize shipping emissions on tens of millions of BFCM orders. This brings our four-year BFCM total to more than 300,000 tCO2.

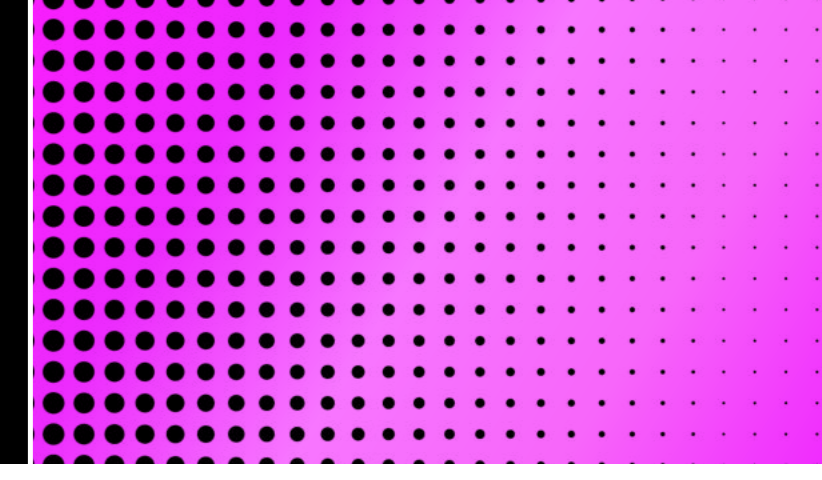
2023 BFCM delivery emissions and carbon credits

■ Delivery emissions ■ Carbon removal ■ High-quality carbon credits

Emissions and carbon credits retired	tCO2e
BFCM delivery emissions	92,932
Charm Industrial	-23
Climeworks	-30
Running Tide	-100
Pachama	-92,779
Total	0

Protocol and registry of carbon credits: Charm Industrial ([protocol](#), [registry](#)), Climeworks ([protocol](#), no registry), Running Tide ([protocol](#), no registry), Pachama ([protocol](#), [registry](#))





Featured BFCM carbon removal partners

To achieve carbon-neutral shipping over BFCM, we buy carbon credits from our network of carbon removal partners. Here are a few of the companies helping Shopify merchants ship carbon neutral.

Climeworks

 Direct Air Capture



Climeworks' high quality direct air capture technology removes CO₂ from the air, after which it is destined for permanent storage underground.

“Shopify keeps raising the bar for what it means to help boost the carbon removal industry's scale-up. We're proud to be a long-standing supplier and partner for innovation.”

Jan Huckfeldt, Chief Commercial Officer, Climeworks

Charm Industrial

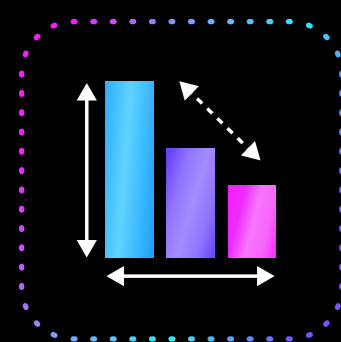
 Biomass



Charm captures CO₂ using plant waste, converts it into a stable, carbon-rich liquid, and safely stores it deep underground—out of reach of wildfires and soil erosion.

“Shopify has been doing amazing work to empower and elevate carbon removals for years now. We're proud to be teaming up with them to permanently remove carbon from the atmosphere.”

Harris Cohn, Head of Sales, Charm Industrial





Shop Pay is the highest converting, accelerated checkout on the internet, and enables buyers to fund carbon removal projects with every order. In 2023, the program generated \$476K for multiple carbon removal projects including partially funding an investment in a first-of-its-kind reforestation project from Pachama, called Águas da Mata Atlântica.

Reforestation Brazil's Atlantic Forest

Brazil's Atlantic Forest is recognized as one of the planet's most biodiverse regions but it has been devastated by centuries of deforestation with only 12% of the original forest remaining. In 2023, Shopify used a portion of the funding generated by the Shop Pay program as part of a 17-year deal with Pachama to facilitate the reforestation of approximately 200 hectares of land in the region. This project will help establish a rich ecological corridor between two remaining patches of dense forest and enhance water quality and access affecting 10 million people in nearby Rio de Janeiro.

While Shopify's focus is durable carbon removal, given the concerns with existing forest-carbon projects, we made a reforestation investment in 2023 to demonstrate what a high quality project looks like for both project developers and credit buyers.



[Read about the Shopify and Pachama partnership](#) →



