



From Policy to Progress

As Canada's carbon removal industry gains momentum, cross-sector collaboration becomes increasingly vital. While carbon removal companies are dedicated to the critical task of extracting carbon from the atmosphere, a thriving and responsible industry depends on a broad network of stakeholders. **That's where Carbon Removal Day comes in.**

Carbon Removal Day 2025 showcased the industry's remarkable progress over the past year—measured in deployed projects, tonnes removed, and policy advancements. Bringing together over 200 leaders from carbon removal companies, Indigenous businesses, financial institutions, and federal and provincial governments, the event underscored the urgency and growing momentum needed to position Canada as a global leader in carbon removal.

229 individuals participated in Carbon Removal Day

- 70 from the private sector
- 60 from the government
- 32 from supply chain partners
- 30 from the financial sector
- 25 from NGOs
- 12 from academia

Carbon Removal Canada is creating momentum

Carbon Removal Canada is an independent nonprofit focused on accelerating the responsible deployment of carbon removal technologies to spur innovation and meet Canada's climate goals.

By positioning Canada as a global leader, we can unlock substantial economic and environmental benefits for the future.

\$143B

in potential GDP



\$2.5B

in industrial demand for steel



332K

potential jobs



\$23B

in industrial demand for construction



Overarching messages

Canada must act now

Canada has a chance to be the world leader in carbon removal, but the time to accelerate progress is now. What we do in the next few years is critical to setting the domestic industry up for success. By fostering a strong policy environment and industry collaboration, we can generate tens of thousands of jobs and establish new Canadian supply chains.



Learning by doing

There is still so much to learn in this nascent stage of the carbon removal industry, and deploying projects at a demonstration scale is crucial to understanding how these technologies perform in the real world. This hands-on approach is essential for scaling to commercial viability.



Building public trust is crucial

No matter the technology, community trust and buy-in are essential. Companies must engage early and often and ensure that local voices have a meaningful role in decision-making. Transparency and collaboration will determine success.



A technology-neutral approach is essential

At this early stage, no potential solution should be overlooked. Canada has unique advantages—from vast geological storage capacity to extensive coastlines, agricultural land, and renewable energy. A diversified approach to carbon removal will maximize our climate impact.



Highlight the broader benefits

Scaling permanent carbon removal to the gigatonne level requires widespread support across industries and communities. Beyond reducing carbon in the atmosphere, these technologies can drive job creation, restore ecosystems, and mitigate wildfires. We must emphasize these co-benefits to drive momentum.



Expanding the buyer base

Early buyers from the philanthropy and tech sectors have been vital in jumpstarting carbon removal innovation, but long-term success requires a diverse and expanded market. Governments must step in by purchasing carbon removal, integrating it into compliance markets, and creating new incentives to attract more buyers.

2024 in review

- The Government of Canada announces that it will procure a minimum of \$10M of carbon removal credits through the Low-Carbon Fuel Procurement Program
- Ontario, Quebec, and Manitoba all take steps towards developing provincial CO₂ storage frameworks.
- The Carbon Capture, Utilization and Storage Investment Tax Credit, which includes direct air capture, becomes available, providing a 60% tax credit to carbon removal companies.
- The Government of Canada announces it will hold consultations on the role of permanent carbon removal technologies in Canada's economic and environmental future.
- The Government of Canada, along with the governments of Alberta and British Columbia, continue developing offset protocols, making it the first time carbon removal technologies can generate credits for use in Canada's compliance markets.

90+
Canadian
carbon
removal
companies
and value
chain
partners in
2024

