

Cairns

Smart Green

Economy

## CASE STUDY: BIODIVERSITY AND CARBON MARKETS

# Reef Credits GreenCollar

The Great Barrier Reef is one of the world's most cherished natural wonders, renowned for its extensive marine biodiversity and crucial ecological functions. Yet, it faces significant threats from climate change and water pollution caused by agricultural runoff.

GreenCollar's Reef Credits Scheme offers a pioneering solution to help protect and enhance this vital ecosystem. By supporting Reef Credits, stakeholders can drive significant improvements in water quality and contribute to the reef's long-term sustainability.

## IMPROVING WATER QUALITY

Reef Credits is a groundbreaking environmental scheme that quantifies and monetises the efforts of farmers and graziers to improve water quality entering the Great Barrier Reef. It creates a market-driven incentive for landholders to adopt practices that reduce nutrient (Dissolved Inorganic Nitrogen, or DIN) and sediment runoff, delivering environmental and economic benefits.

The primary objective is to incentivise practices that decrease the amount of these pollutants from entering the reef, thereby generating tradable credits. Each Reef Credit represents a verified reduction of either 1 kilogram of DIN or 538 kilograms of sediment, achieved through sustainable land management practices.



*"With Reef Credits, investors have the confidence that what they are investing in scientifically measured and audited outcomes. In addition, our goal is to establish a robust and sustainable market mechanism that protects the Great Barrier Reef and generates economic opportunities for stakeholders and local communities."*

**Neil Hereford, Chief Investment Officer, GreenCollar**

## HOW IT WORKS

The Reef Credits Scheme employs a comprehensive approach involving several key actions:

**Collaborative engagement:** GreenCollar collaborates with farmers and graziers, integrating best practice into land management projects tailored to individual properties. This includes strategies such as precision agriculture, managed fertiliser application, efficient irrigation systems and sustainable grazing methods.

**Wetland systems:** These projects utilise engineered and natural wetlands, which can filter up to 70% of nitrogen loads. They target significant DIN removal.

**Gully rehabilitation:** Tackling the issue of gully erosion, which is a major source of sediment pollution, through land reshaping, vegetation planting, and engineering solutions.

**Verification and auditing:** Eco-Markets Australia apply a robust framework that quantifies and independently validates (via third-party audits) the water quality improvements to ensure that they are real, additional and permanent.

**Market integration:** The verified credits are then sold to businesses, investors, philanthropists and governments seeking to deliver on their water quality targets or achieve corporate sustainability outcomes. The revenue generated from Reef Credits, provide land managers with an additional and diversified income stream that can be reinvested into ongoing improved practices.

The Scheme has helped many corporate buyers, including Qantas, HSBC, Tourism Australia, and the Australian Museum, meet their corporate sustainability and environmental strategic objectives.

# 45,000

Reef Credits  
issued

# 1kg

Of nitrogen for each  
credit sold

# 538kg

Of sediment for each  
credit sold

# \$10m

Committed by the  
Queensland Government



*"While confidence in this new market is increasing, we require scalable action if we are to reach the United Nations internationally recognised water quality targets. And this will require an investment of at least \$2 billion."*

**Bart Dryden, Head of Water - GreenCollar**

Cairns

Smart Green

Economy

## WHY IT MATTERS

The Reef Credits Scheme delivers a range of benefits:

**Enhanced water quality:** Reducing pollutants entering the Reef helps maintain the health of coral and seagrass ecosystems, which are essential for marine life.

**Increased resilience:** By improving water quality, the Reef becomes more resilient to the impacts of climate change and other environmental stressors.

**Economic growth:** The scheme generates additional income for farmers and graziers, fostering economic development in rural areas.

**Community engagement:** Encouraging community participation in environmental stewardship and sustainable practices.

The Reef Credits Scheme represents a proactive approach to environmental management, making it a compelling opportunity for investors committed to sustainability and corporate social responsibility to participate in the market

## SUPPORT THIS PROJECT

Reef Credits offers an innovative and effective way to contribute to the preservation of the Great Barrier Reef.

**For more information visit [greencollar.org.au](http://greencollar.org.au)**

Cairns  
Smart Green  
Economy