

An aerial photograph of a lush green landscape. A winding dirt road cuts through the dense vegetation. In the lower right, a small building with a blue roof is visible. The overall scene is vibrant and natural.

The Heart of Cnery

Guiding Our Way Forward

Introduction

At C-nery, we believe that how we work is just as important as what we do. Our commitment to sustainability extends not only to our mission but also to the way we collaborate, create, and grow together. By prioritising both process and purpose, we aim to build a future with heart - for our environment, our people, and the technology that drives us forward.

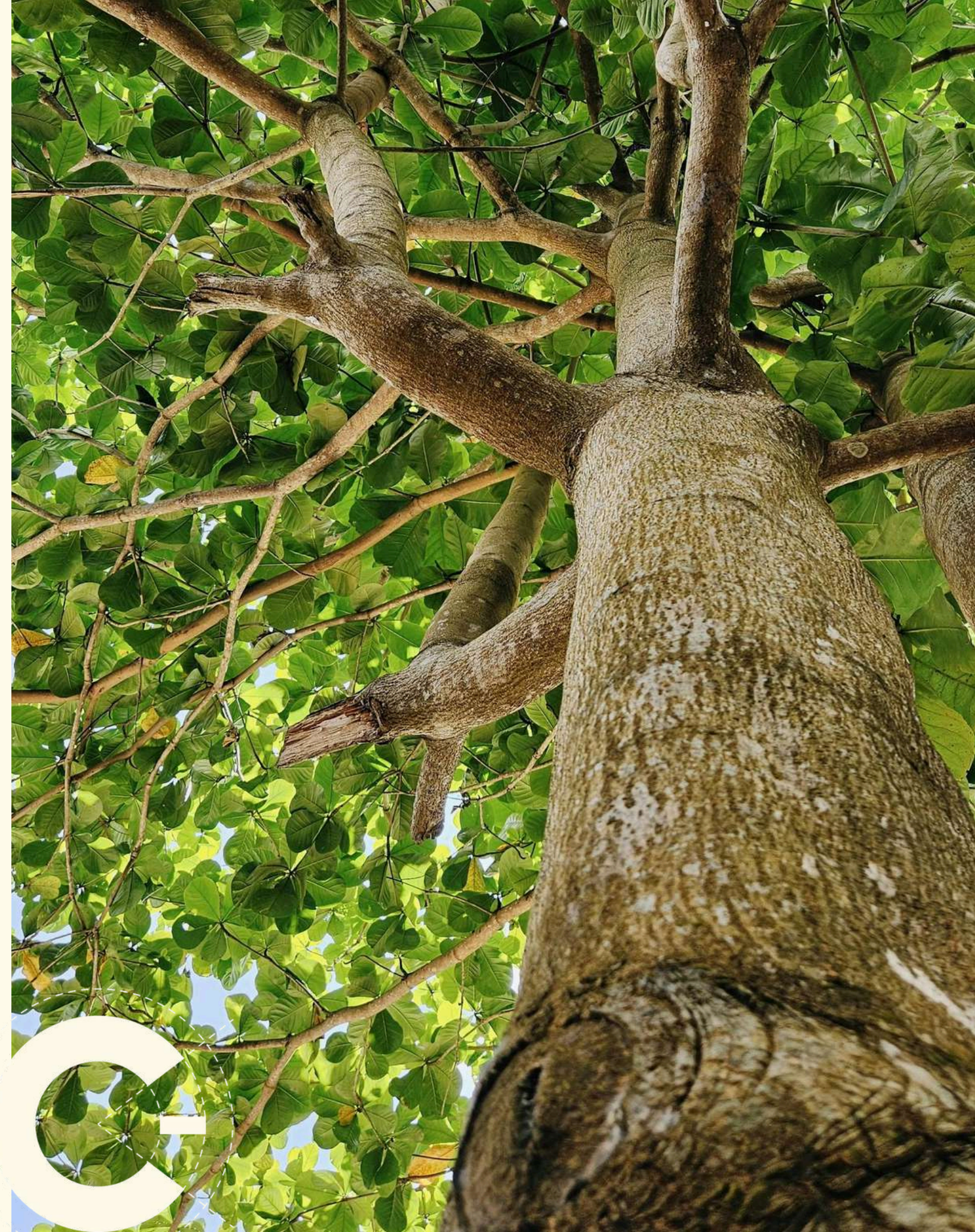
Our mission is to accelerate climate action by making the development of carbon projects radically faster, clearer, and more accessible.

We are focused on leveraging the economic value -carbon credits- for efforts put into carbon removal and avoidance projects. This approach helps drive measurable impact, ensuring that every action contributes to a more sustainable planet.

While our current focus lies on the "E" of ESG, our vision for the future extends beyond the environment to encompass the "S" – creating systems where social impact holds a similar value. We believe that by accelerating both environmental and social action, we can help build a brighter future.

This guide serves as a reflection of who we are, what we stand for, and how we envision our culture evolving over time. We understand that culture is not something we can fully define today. This guide is just a start for current and future team members, partners, and anyone curious about our journey. Through these pages, we hope to inspire, connect, and share our values that shape the way we work and live every day.

Welcome to the world of C-nery. Together, let's create a sustainable and impactful future!



Our Story

C-nery began with a shared passion for sustainability and a drive to make a measurable impact in addressing climate change and driving positive transformation. Johanna and Nele, though not actively searching for co-founders, found each other through a common interest in sustainability and education.

After connecting on social media, we decided to meet up for a casual drink. It was clear from the beginning that we shared similar values and aspirations, including the dream of building our own company someday.

Before diving into ideas, we took our time to understand each other better - exploring our strengths, weaknesses, and what kind of organisation we wanted to build. This process of discovery was essential in laying the groundwork for a strong and balanced partnership.

We, Johanna, with her deep knowledge and experience in carbon markets, and Nele, with technical and organisational expertise, realised we could combine our skills to create something impactful in the complex and emerging carbon market. The challenges in creating a carbon project can slow down progress and discourage meaningful action. Determined to change this, we set out to create solutions to unlock the potential of carbon credits to drive impactful change.

The name "C-nery" is inspired by the word "scenery", reflecting our deep connection to the environment and our broader vision. The "C" stands for carbon, complexity, and perhaps something else entirely - we like to leave it open, allowing our name to evolve with our journey.

Officially founded in July 2024, we started building a company that reflects our values and aspirations. Since March 2025, we are lucky to have Alexander on board!

We know that the true story of C-nery will be written by the people who join us, the partners we collaborate with, and the impact we collectively create.

Join us as we continue to grow, innovate, and build a future where both environmental and social actions are valued and celebrated.



Core values for C-nergy

Stay Mindful

We are conscious of our environment, our actions, and their ripple effects. Awareness ensures that we act responsibly and align with our goals and long-term vision.

Show Respect

We treat everyone with dignity and consideration, valuing their contributions and perspectives. We show respect by listening to understand, not to respond. Respect helps us create a supportive and inclusive environment.

Take Ownership

We own our actions and decisions, understanding that every choice impacts the success of our mission, our customers and our colleagues. Ownership drives trust and reliability within our team.

Think Creatively

We explore new ideas and think outside the box to solve problems and seize opportunities. Creativity drives innovation and helps us stand out.

Collaborate

We achieve more together. Collaboration allows us to combine our strengths and perspectives, fostering creativity, mutual respect, and shared success.

Stay Adaptable

We stay flexible and open-minded in a rapidly changing world, finding practical solutions and embracing new opportunities with confidence.

Act with Integrity

We let honesty and transparency guide our interactions, decisions, and practices. Integrity builds trust and strengthens our relationships with all stakeholders.

Be Ambitious

We aim high, pursuing excellence with determination and courage. Ambition drives us to take bold steps, embrace challenges, and create lasting impact.

Keep Learning

We stay curious and committed to growth, both personally and professionally. Through reflection and continuous learning, we adapt, innovate, and improve as a team.

Find Joy

We celebrate milestones and enjoy the journey together. Joy fosters a positive atmosphere and keeps us motivated to achieve our shared goals.



Our Way of Working

We love Freedom combined with Responsibility

We value autonomy and trust, giving everyone the freedom to take ownership of their work while aligning with clear goals and shared expectations. As long as our core values are taken into account, everyone is free to decide on how to reach the result. This comes with the responsibility to communicate about challenges along the way which would prevent from delivering. This balance of freedom and responsibility fosters creativity and accountability, enabling us to thrive as individuals and as a team and giving the best results.

Focus on What Matters

We prioritize deep work and meaningful progress by setting clear goals and eliminating unnecessary distractions. By focusing on one task at a time, we ensure that our efforts lead to impactful outcomes and align with our long-term vision.

Collaboration at Our Core

Collaboration is the cornerstone of our success. We actively seek diverse perspectives, we dare to challenge each other, encourage open and respectful communication in all directions, and support one another to achieve our best work. Together, we are greater than the sum of our parts.

Continuous Learning and Improvement

Growth is a constant at C-nery. We embrace curiosity, seek feedback, and reflect on our experiences to refine our approach and improve as individuals and as a team. Learning is not just encouraged - it's integral to who we are.

Sustainability in Action

Sustainability is at the heart of everything we do. From the way we approach our projects to how we interact with each other, we are committed to creating a culture that respects and values the environment, people, and resources. This means we also value a sustainable work pace, and support you in doing what you need to keep the work going in the long run, for example time to perform sports, to play music, to spend with your family,... We don't ask for crazy hours; we ask for focus, dedication, and results in a sustainable way.

Celebrate Success and enjoy the ride

We believe in finding joy along the way. Whether it's completing a challenging project, reaching a milestone, or simply taking a moment to appreciate our progress, we celebrate both big and small wins together.

How we put this in practice

Example – Focus per day

As a start up (and let's be honest: isn't it the case for non-start ups too?), it's easy to get distracted. Therefore, we prefer to work with a focus-theme every day. We usually decide on the focus per day one or two weeks ahead.

Example – Co-created MVP

We do define our MVP together with parties we call “co-creators”. Based on interviews, we made a first clickable prototype. After workshops with this prototype as a basis, we gathered all learnings which we shared with all co-creators. Currently, we are re-defining the MVP based on these learnings.

Example – High Five

Small but meaningful. Whenever something goes right, we do a “high five”. Also when we're working remotely. Slap that screen!

Example – Intention stated in agreements

In every agreement with other parties we include a text similar to this: “This agreement is established because both parties have the utmost trust in each other and are convinced that each party conducts their business with the intent to contribute positively to combating climate change. Mutual consultation will always be the standard.” Although it holds no legal value, we attach great importance to it.



Looking Forward

As C-nery grows, our mission and vision will remain at the heart of everything we do. While we are proud of the foundation we've built so far, we are equally excited about what lies ahead. Our future will be shaped by the people who join us, the ideas we bring to life together, and the impact we create as a team. We know that the challenges of today require collaboration and innovation. That's why we're committed to continuing to grow our team with individuals who share our passion for sustainability and our belief in the power of technology to drive meaningful change. We aim to create an environment where every voice is heard, every idea is valued, and everyone is empowered to contribute.

Our vision extends beyond the current focus on carbon markets. Over time, we aspire to explore new opportunities where environmental and social impact intersect. By building tools, systems, and partnerships that accelerate action, we believe we can contribute to a future where efforts to create a sustainable planet and a thriving society are equally valued.

Looking forward, we invite others to join us on this journey. Whether as team members, collaborators, or supporters, your involvement will help shape C-nery into a company that makes a lasting difference.



Closing Thoughts

Writing this guide was an insightful and enjoyable experience for us. Articulating the "how" of our culture is no easy task, but it allowed us to reflect and align on what matters most. We're excited to see how this foundation evolves as more people join us on our journey.

We welcome feedback and thoughts on this document. Your input will help us refine our culture and ensure it truly represents who we are and what we aspire to be.

Join us as we continue to grow, innovate, and build a future where both environmental and social actions are valued and celebrated.

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Getting alive thanks to
Alexander,
our co-creators,
investors,
partners,
and many more!

