



## **Project Brief & Request for Proposals Global Biochar Industry Market Research Report**

The International Biochar Initiative (IBI), the US Biochar Initiative (USBI), in cooperation with the U.S. Endowment for Forestry and Communities, Inc. (Endowment) and funding partners, are seeking proposals for a global biochar industry market research report and stakeholder assessment.

The market research report and stakeholder assessment is intended to:

- Compliment and leverage publicly available biochar market research
- Provide a clear picture of biochar industry market size, scale, and potential market growth.
- Identify market segments by product and use in each geographical region.
- Characterize biochars and biochar-based products according to the needs of the consumer, the added value, costs, benefits, and competition.
- Assess market performance, including market potential, such as Total Achievable Market, Serviceable Available Market, and Serviceable Obtainable Market.
- Obtain cost models for each major product stream at small, medium, and industrial scales.
- Create quantifiable data for the global biochar industry's use in planning, fundraising, and expansion.
- Create quantifiable data to engage with stakeholders that can help the biochar industry scale quickly.

The companies and or consultants are encouraged to propose a scope of work that will include a rapid assessment of current and potential biochar products and markets and a survey of the existing industry to ascertain current industry focus and status. Direct interviews with biochar producers and limited surveys will be required since public information is limited. The consultant will work with IBI and USBI to convene the emerging biochar industry in the second quarter of 2023 to evaluate potential markets, current product development status. This engagement with commercial producers will determine priorities and actions that are needed to fully develop these markets. The target date for completion of the market research report and final deliverables is October 2023.

To provide your expression of interest in submitting a proposal, please send an email to [info@biochar-international.org](mailto:info@biochar-international.org) by April 14, 2023. IBI and USBI desire to make a selection and release a contract for this scope of work by May 4, 2023.

**You can also submit any questions about this scope of work to [info@biochar-international.org](mailto:info@biochar-international.org).**

### **About IBI**

IBI is a global platform for fostering stakeholder collaboration, good industry practices, and environmental and ethical standards to support biochar systems that are safe and economically viable. With over 575 members based in 63 countries, IBI members include carbon markets,



biochar producers, biochar users, technology innovators, researchers, and other non-profit organizations. Learn more: [www.biochar-international.org](http://www.biochar-international.org)

### **About USBI**

USBI is a 501(c)3 not-for-profit organization promoting the sustainable production and use of biochar through research, policy, technology, and practice. We promote biochar for sustainable food security, improved soil fertility, environment, and climate resilience. Our vision is to leave a legacy of fertile soils and carbon sequestered by raising awareness of and increasing the utilization of biochar through collaborative efforts with organizations involved in production, application, and research. We engage the scientific, agriculture, and biomass communities to use safe, stable, sustainable biochar through collaboration to learn, educate, inform, demonstrate, and develop markets, policy incentives, and quality standards. The USBI board of directors is dynamic, talented, and diverse. It includes biochar producers, technology developers and suppliers, research, agricultural extension, policy, and education. Learn more: [www.biochar-us.org](http://www.biochar-us.org)

### **About the US Endowment for Forestry and Communities**

The Endowment is the nation's largest non-profit dedicated to keeping working forests working for all their environmental, societal, and economic benefits and values. To achieve this, the Endowment works collaboratively with partners in the public and private sectors to advance systemic, transformative, and sustainable change for the health and vitality of the nation's working forests and forest-reliant communities. Our programs range across traditional, future, and ecosystem markets, along with programs for asset creation and forest retention and health. Learn more: [www.usendowment.org/](http://www.usendowment.org/)