

FOR IMMEDIATE RELEASE

Glad Climate Introduces New Demand Model for Carbon Removal and Makes First Biochar Buy from Restord

LONDON, UK (9 July 2025) - Glad Climate, the UK startup making climate action simple and affordable, has made its first biochar carbon removal purchase from Cornwall-based manufacturer Restord - marking a new chapter in how the carbon removal market can grow.

Despite there now being over 800 carbon removal startups globally, and verification standards rapidly maturing, one crucial piece is still missing: demand. So far, the market has leaned heavily on a handful of corporations to make big voluntary purchases. That model is too narrow, too slow, and too risky.

For carbon removal to reach gigatonne scale, we need a new demand model - one that's broad-based, resilient, and built to last.

That's where Glad comes in.

Glad members pay £5 a month for the Climate Saver Card, which gives them access to savings on everyday essentials from purpose-led brands, while their fee goes directly into carbon removal. By pooling small monthly contributions from individuals and businesses, and providing an incentive for them to act, Glad is opening the door to a much broader group of climate contributors and channelling those funds into meaningful carbon removal.

Glad operates in three-month-long Seasons, aggregating membership fees into a Climate Pot, then deploying them to a carefully curated portfolio of carbon removal technologies, favouring fast-acting, permanent approaches that are verified with third-party certification. With each Season, the Climate Pot grows - and so does its impact. Season 1 delivered 21,532 kg and Season 2 24,440 kg of greenhouse gas removed.

This first purchase from Restord is part of Glad's Season 1 Climate Pot and will remove 1 tonne of CO₂ from the atmosphere, using biochar made from locally sourced biomass and applied to enrich soil near Restord's facility in Cornwall.

"We've followed Restord's development closely via the [Grounded](#) podcast, and we're glad to support their growth with this first purchase", said Ben Wynn, Co-Founder and CEO of Glad. "They're earlier stage than most of the solutions we're backing, but we believe it's vital to accelerate a diverse mix of removal methods. We see huge potential in what Restord is building".

Restord is one of a growing number of UK-based biochar producers with big ambitions to scale local, permanent carbon removal. The company expects delivery of this initial order within two months.

“We’re really grateful for Glad’s support and belief in what we’re building”, said Tom Previte, Founder and CEO of Restord. “We’re big fans of the innovative approach Glad is taking to grow this industry, and we’re excited to see that impact totaliser go up”.

Together, Glad and Restord are showing what a cleaner, fairer carbon removal market can look like - one where anyone can chip in and help fix the atmosphere.

About Glad

Glad is a UK-based climate company on a mission to help fix climate change by cleaning up the greenhouse gases already in our atmosphere. Its flagship product, the Climate Saver Card, costs £5 a month. All membership fees go directly to funding permanent carbon removal - and members get access to exclusive savings on everything from insurance to wellness, travel, and mobile bills. Learn more at www.gladclimate.com.

About Restord

Restord is a Cornwall-based biochar startup working to turn waste biomass into high-quality carbon removal. By locking carbon away for hundreds of years and supporting local agriculture, Restord is creating a model of climate action that’s rooted in place and built to scale. Learn more at www.restord.earth and hear how the first year of this incredible start-up story unfolded via the *Grounded* podcast.