

Pemba Capital Partners selects leading carbon offset solution provider Tasman Environmental Markets to support their decarbonisation goals

30 January 2025

Pemba Capital Partners, a leading investor in high-growth, entrepreneurial businesses, has partnered with [Tasman Environmental Markets \(TEM\)](#), a leading Asia-Pacific carbon offsetting solutions provider to support its decarbonisation goals and overall sustainability strategy.

Through TEM's proprietary climate action technology, BlueHalo®, Pemba Capital Partners will offset its environmental impact across various operations, including travel emissions. This strategic partnership reflects Pemba's dedication to reducing its carbon footprint and lessening its environmental impact now, and in the future.

"When discussing our options with TEM, we found the Clean Cookstoves project in Nepal to be the perfect fit for us to include in our portfolio as it resonates directly with our brand story," said Shannon Potts, Pemba ESG Manager.

Pemba Doma was the first Nepalese female mountaineer to climb Mount Everest, and since then, the word "Pemba" is now commonly used in Nepal to reference a Sherpa. The unwavering determination of Pemba Doma has always inspired the Pemba Capital Partners philosophy and informs their core values to this day.

Pemba is proudly supporting the Nepal Clean Cookstove project which has distributed efficient cookstoves to the region, providing community benefits beyond carbon emission reduction by reducing smoke pollution and the health risks associated with smoke inhalation. The cookstoves also require less fuelwood per meal, helping to reduce household expenditure on firewood as well as the amount of time women and children spend gathering it from local sources.

"TEM's BlueHalo technology has been a game-changer in Pemba's sustainability journey. As a UN Principles for Responsible Investment (UNPRI) signatory, we're committed to embedding Environment, Social and Governance (ESG) principles across our operations. The implementation of this technology has been seamless and has made offsetting our travel emissions easy and effective. TEM's solutions align perfectly with our goals, and we plan to continue building on our ESG initiatives," said Shannon Potts, Pemba ESG Manager.

"We're proud to support Pemba Capital Partners sustainability journey by seamlessly integrate our BlueHalo technology to calculate their carbon footprint and investing in high-quality carbon offset projects, that benefit both people and the planet." said Adrian Enright, TEM CEO.

ENDS

About Pemba Capital Partners

Pemba Capital Partners (Pemba) is a leading investor in high-growth, entrepreneurial businesses. Pemba partner with ambitious owners and management teams to support and

guide them as they turn their strategic visions into realities and deliver accelerated and sustainable growth. They help entrepreneurs scale and reach their next stage of success. Providing more than just capital, Pemba help accelerate and de-risk the pathway to summit.

About TEM

Tasman Environmental Markets (TEM) is a leading Asia-Pacific carbon offsetting solutions provider, across voluntary and compliance markets, including being the largest provider of voluntary Australian carbon credits. TEM partners with businesses of all sizes to help them achieve their decarbonisation goals and make a real difference to climate change, people and the planet via financing high-quality carbon offsetting projects.

About BlueHalo

BlueHalo® is TEM's proprietary climate action technology that delivers a simple software solution for organisations to offset their environmental impact across travel and logistics. TEM provides this technology to leading corporates, travel organisations, airlines and transport businesses who are looking to calculate and offset their customer's carbon footprint. This is done by integrating carbon offsetting into their digital experiences, such as ecommerce checkouts or booking flows.