GROUP 2 | FIVE POINTS TO REMEMBER

Carbon Claims & Trust

1. Connect traceability to carbon accounting at the plantation.
2. Show the proof: Traceability, carbon accounting and clear claim boundaries
3. A carbon claim without clear evidence can damage trust.
4. Checkable data helps the business answer customer questions.
5. Credible product evidence can support customer qualification.

One-sentence close

Make the claim only as strong as the evidence.

The supplied Drive file is an 11-page image-based PDF, not a video. These drafts use Khun Nuch’s actual class deck, with page references. No spoken transcript or timestamps exist in the shared folders. Confirm the chosen example against what she said in class before presenting.