



Case Study

Uruguay Grasslands Regeneration Project A Scalable, High-Integrity Grassland Carbon Credit Program

ABOUT

The Savory Institute is a non-profit organization founded in 2009 to regenerate the world's grasslands through Holistic Management. It operates a global network of locally-led Savory Hubs that train farmers and ranchers in regenerative grazing practices, aiming to reverse desertification, restore biodiversity, sequester carbon, and improve food and water security.

“The engagement with Gordian Knot Strategies was professional, well organized and incredibly valuable. The knowledge we gained during the engagement moved us leaps ahead of where we were prior to the engagement. We feel significantly more prepared to move our project forward and will be trying to find a way to remain engaged with GKS as we move forward.

– Jim Snyder
Chief Financial Officer (CFO),
Savory Institute

IMPACT PORTFOLIO
Savory Foundation 2025



Source: Savory Foundation

Map of the collective potential to regenerate 50 million hectares of grasslands.

THE CHALLENGE

Savory sought to commercialize high-integrity carbon credits from the Uruguay Grasslands Regeneration Project. They needed both a clear commercialization strategy and practical support to secure offtake agreements and investment that would unlock predictable cash flow, while also building internal understanding of the end-to-end credit sales process to inform future projects.

OUR SOLUTION

To address these needs, Gordian Knot Strategies developed a targeted engagement that included:

STRATEGY AND STRUCTURING

Defined a commercialization strategy for Savory's grassland credits, including target segments

MARKET EDUCATION AND PROCESS MAPPING

Mapped the full sales and contracting journey so Savory's team gained a deeper understanding of how credits move from issuance to offtake

TARGETED OFFTAKER OUTREACH

Identified and prioritized potential corporate and institutional buyers for credits from the Uruguay Grasslands Regeneration Project and supported targeted engagement

THE IMPACT

Equipped Savory with a practical understanding of credit sales mechanics to replicate and scale the model in future projects, starting with the Uruguay Grasslands Regeneration Project which will result in:

210,000 CREDITS annually over 20 years

135,000 HECTARES regenerated

9
MONTHS

LENGTH OF ENGAGEMENT

150+
BUYER
PROSPECTS

DELIVERABLES

- COMMERCIALIZATION STRATEGY
- SELLER MANDATE VIA INTERVIEWS
- CREDIT SALES COLLATERAL
- TERM SHEET & ERPA OFFTAKE AGREEMENT

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