



# Case Study

## Building Forever: A Comprehensive Carbon Strategy for 2030

### ABOUT

De Beers group is the world’s leading diamond company, with expertise that spans the global diamond value chain, from responsible discovery of diamonds to retail jewelry, rough diamond sales and innovative diamond technology.

De Beers Group has engaged Gordian Knot Strategies over the past 18 months to help us develop our carbon offset strategy with an emphasis on nature-based solutions that remove carbon from the atmosphere. De Beers operates primarily in southern Africa, where we would like our efforts to focus, and GKS has worked with us to better understand the landscapes in which we operate and the art of the possible for nature-based climate solutions that bring co-benefits for people and planet. It has been an immense pleasure to work with this team: they are incredibly knowledgeable, comprehensive and, importantly, have always been able to explain complex climate topics to our team in an approachable way. The strategy development work GKS has done for us will serve us well as we work toward meeting our climate targets. I would wholeheartedly recommend GKS for any carbon offset roadmap advisory services you may have.

– **Ruby Stocklin-Weinberg,**  
**Carbon Neutrality Specialist,**  
**De Beers Group**

### THE CHALLENGE

With ambitious 2030 “Building Forever” climate goals and a small percentage of hard-to-abate emissions, De Beers was highly motivated to deliver on those commitments. The company targets carbon neutrality across all operations by reducing energy intensity through FutureSmart Mining™ and replacing fossil fuels and fossil-based electricity with renewables. While most reductions will come from efficiency and renewables, De Beers needed a clear plan to address the residual emissions using high-integrity carbon credits and nature-based approaches.

### OUR SOLUTION

Gordian Knot Strategies developed a comprehensive carbon credit portfolio strategy for De Beers covering South Africa, Namibia, and Botswana, delivered through a detailed roadmap and strategic plan covering:

ANALYSIS	→ STRATEGY	→ IMPLEMENTATION
SCOPE	VALUE PROPOSITION	PROCUREMENT OPTIONS
ABOUT CARBON	RECOMMENDATIONS	DEVELOPMENT OPTIONS
CREDITS	PORTFOLIO PROJECTIONS	METHODOLOGIES

Gordian Knot Strategies clarified De Beers’ scope, carbon neutrality goals, and the market for available credits. With these insights, we developed the value proposition, recommended portfolio composition, and created scenario models to guide strategy. The final phase identified procurement and project development options, along with practical methodologies, so De Beers could implement this strategy.

### THE IMPACT

De Beers received a clear, practical carbon strategy that helped the company focus on credible options, set priorities, and begin implementing its climate commitments with defined partners, costs, and timelines.

**18**  
MONTHS

**LENGTH OF ENGAGEMENT**

**24**  
METHODOLOGIES  
SCREENED

**DELIVERABLES**

**8**  
CARBON  
ACQUISITION  
PROJECTS

**3**  
COUNTRY  
WORKSHOPS

**1**  
CARBON 101  
WEBINAR

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