

State of the Voluntary Carbon Markets 2015

About

Even as countries and states around the world begin to implement carbon pricing policies, the voluntary carbon markets remain a space for innovation – and a place for the private sector to act ahead of regulation, investing in projects that halt deforestation, produce wind or solar energy, capture methane from landfills, and more. For nearly a decade, Ecosystem Marketplace has kept the pulse of this market, collecting data about thousands of discrete transactions between buyers and sellers in order to provide transparent information on pricing and the ultimate climate impact of voluntary action. A more concise version of our previous *State of* report series, this summary will pack the same punch in terms of the depth of our data collection but present findings more visually, with key numbers easily accessible. We'll answer important questions about the 2014 market: What was the voluntary demand for offsets last year, and what motivated buyers? How did offset prices vary by project type, project location, standard, and other factors? What emerging trends should market participants have their eye on next?

Anticipated release: Carbon Expo, May 2015

Sponsorship Levels

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- Logo inside report cover and on report webpage
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- Early recognition for support (via *Voluntary Carbon News*, *Forest Carbon News*, *Mitigation Mail* and/or *Water Log* briefs, reaching a collective 15,000 subscribers)
- Pre-launch findings consultation with author(s)

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- Early recognition for support (via *Voluntary Carbon News* and/or *Forest Carbon News* reaching a collective 10,000 subscribers)
- Opportunity to be a panel speaker at all relevant report events, including launch (attendance generally > 150) & in webinars
- Tailored 2-hour pre-launch findings consultation with author(s)

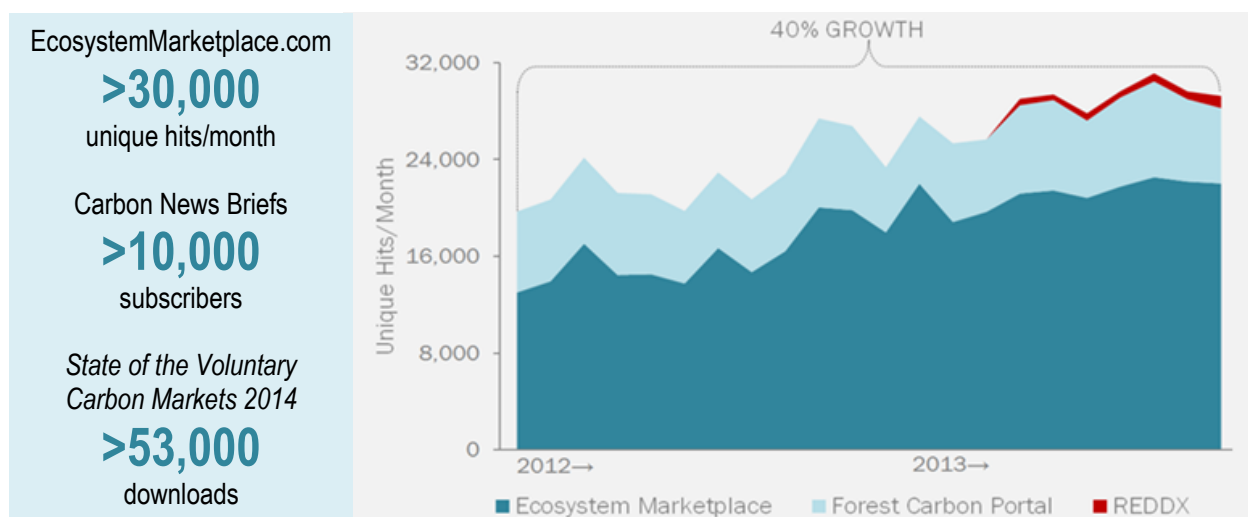
Influence

Ecosystem Marketplace's 2014 reports informed consultations with noteworthy private sector stakeholders ranging from IFC to Nestlé to John Deere to the Walt Disney Company regarding the structure of their sustainability policies and offset purchases/investments.

They also had a significant influence on public policy-making processes in South Africa, where the report was cited in discussion drafts of a national "tax-and-trade" offset-inclusive legal framework; in South Korea and Japan, where Ecosystem Marketplace team members consulted in-person with national policy-makers regarding the inclusion of offsets in the next phase of the country's cap-and-trade regulation; across dozens of countries involved in the REDD+ Partnership, for which we more deeply analyzed *State of* data to inform country-level REDD+ negotiations as they relate to public-private partnerships; and in jurisdictions as local as US states where our multimarket analyses informed the further development and funding of statewide market policies and programs in Oklahoma, Oregon and Washington states.

The launch of the *State of the Voluntary Carbon Markets 2014* report at the Carbon Expo conference in Cologne, Germany in May 2014 featured panelists from the BioCarbon Group, ClimateCare, EcoAct, and the International Carbon Reduction and Offset Alliance. More than 250 people attended the launch event, which was standing room only. A follow-up event in Washington, DC in June 2014 included panelists from South Pole Group, National Geographic Society and Carbonfund.org. Findings from this report were featured in content written by major media outlets such as *Thomson Reuters*, *The Guardian*, *Yahoo! News* and *Bloomberg* as well as dozens of trade publications, including *Argus Media*, *Climate Connect*, *Fierce Energy* and *Mongabay*.

Readership



Sample of Relevant Institutional Partners and Readers

Bunge	Microsoft	DuPont
CDP	CME Group	Cargill
Ministério do Meio Ambiente, Brasil	Ghana Forestry Commission	Forest Stewardship Council
UN REDD Programme	USAID	Danone
Unilever	Marks & Spencer	PepsiCo
The World Bank	Walmart	CONAFOR, Mexico
Programme on Forests (PROFOR)	International Finance Corporation	UN Development Programme
Chinese Society of Forestry (CSF)	Bloomberg New Energy Finance	Ministerio del Ambiente del Perú (MINAM)