

Voluntary Carbon Markets

Understanding the business opportunities in the voluntary carbon markets

America Square, London, UK ♦ 14-15 October 2008

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Learn from Leading Carbon Market Experts, Including:



Mark Kenber,
Policy Director,
The Climate Group



Jonathan Shopley,
Executive Director,
The CarbonNeutral Company



Guy Turner,
Director,
New Carbon Finance



Robert Rabinowitz,
Director,
European Climate Exchange



Jochen Gassner,
Director Climate Neutral Division,
First Climate



Charlotte Streck,
Director,
Climate Focus



Mike Mason,
Managing Director,
ClimateCare



Kate Hamilton,
Carbon Project Manager,
Ecosystem Marketplace

Plus Practical Case Studies, Insight and Analysis from:

- ▶ **Shelagh Whitley**, Voluntary Asset Origination and Placement, Commercial Division, **Camco**
 - ▶ **Jasmine Hyman**, Marketing Director, **The Gold Standard**
 - ▶ **Stephen Phillips**, Managing Partner, **Spring Research**
- ▶ **Lisa Ashford**, Associate Director, Head of Commercialisation, Europe, **EcoSecurities**
 - ▶ **Mallen Baker**, Director, **Business Respect**
- ▶ **Chris Shearlock**, Environment Manager, **The Co-operative Group**
- ▶ **Thomas Classen**, Manager, Voluntary Carbon Market, **TUV-SUED**
 - ▶ **Amit Oza**, Emissions Broker, **TFS**

- ✓ The only event to focus solely on the voluntary carbon market
- ✓ Learn from practical case studies from companies involved in voluntary offsetting
- ✓ Find out what consumers really want, and how you can give it to them
 - ✓ Benefit from a series of interactive panel discussions
 - ✓ Prepare your business for climate regulation
 - ✓ Fantastic networking opportunities

PLUS

Receive a FREE copy of the *Environmental Finance Handbook 2008/09* from Euromoney – worth £115

PLUS

Pre-Conference Workshop – Monday 13 October 2008

Measuring your carbon footprint: calculating emissions from business operations

Take advantage of this invaluable learning opportunity, hosted by First Climate. Learn from the experts how to correctly evaluate your carbon footprint and avoid the common mistakes and pitfalls of this process.

DON'T MISS OUT! Due to the intimate nature of the workshop, places are limited and are allocated strictly on a 'first come, first served basis'.

firstclimate

Part of:

Carbon Markets Series

The speakers and attendees were of very high quality
ACTIVE INTERNATIONAL

Organised by:

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Voluntary Carbon Markets

Endorsed By:

The voluntary carbon market experienced further growth in 2007, and experts predict the pattern to be repeated through 2008. Yet this rapid expansion of the market has not been without its difficulties. As the number of consumers grow, so too does their awareness of the opportunities and pitfalls in this exciting and innovative market. 2007 saw the establishment of several standards, registries and other market mechanisms in a bid to bring credibility and transparency to the market. A year on, have these initiatives achieved their purpose, and is the market really providing the consumers with what they want?

Following extremely successful events in London and New York, the 3rd **Voluntary Carbon Markets** forum will continue to provide an excellent platform for businesses to learn about the latest developments in VCM standards and market opportunities.

You will learn:

- ▶ What businesses and consumers really want from the offsets they buy
- ▶ Best practice in the communication of your carbon neutral activities
- ▶ How to reach your target audience - those responsible for driving the market forwards



2 days of information rich presentations, debates and networking:

- ▶ The only event to focus solely on the voluntary carbon market
- ▶ What is the current status of the voluntary carbon market?
- ▶ Have standards brought credibility to the market?
- ▶ How can companies communicate their actions to consumers?
- ▶ What can be learned from the experiences of VCM pioneers?
- ▶ Are registries & exchanges building a robust infrastructure?
- ▶ Trends in project type: which are most popular and why?
- ▶ How does the market look set to develop into 2009 and beyond?
- ▶ Where are the biggest opportunities in terms of project development?

FEEDBACK FROM THE ATTENDEES AT PREVIOUS VOLUNTARY CARBON MARKETS EVENTS

"I really enjoyed the conference. It was very well organized, the panels were interesting, the moderators prepared and the discussion inspiring. There are few conferences which make me stay and listen to the panels throughout the days. Yours counted among them"
CLIMATE FOCUS

"It was a very interesting crowd and a lot of good conversations took place"
CENTRE FOR CLIMATE SOLUTIONS

"The caliber of the turnout was truly exceptional"
RENEWABLE CHOICE

"You covered a very dense topic in an interesting and thoughtful way"
TERRA GLOBAL CAPITAL



Here's who you'll meet at Voluntary Carbon Markets 2008:

- ▶ Industry voluntary credit buyers
- ▶ International project developers & consultants
- ▶ Policy & advisory bodies
- ▶ Offset providers
- ▶ Governmental representatives
- ▶ Financiers & investors
- ▶ Carbon traders & brokers
- ▶ Lawyers
- ▶ Project verifiers
- ▶ Energy providers
- ▶ Equipment & technology solution providers
- ▶ Forestry experts
- ▶ Engineering consultants
- ▶ Press
- ▶ Universities/research/non profits
- ▶ Associations

Over 300 carbon mitigation experts and business leaders have benefited from attending the VCM series to date, including representatives from:

Veolia • BP • Shell • Nuon • Alcoa Power Gen • Chevron • Masdar • EDF • Acciona • Walt Disney • Dow Chemical Company • Caisse des Dépôts • Morgan Stanley • Merrill Lynch • Radio Taxis • DEFRA • Orbeo • Linklaters • Carbon Resource Management • Clifford Chance • South Pole Carbon • EcoSecurities • Cheyne Capital Management • SGS • Natsource • CantorCO2e • ECX • Barclays Bank and many more.

Carbon Markets Series

Over 1750 sustainability professionals have participated in our global Carbon Markets events which provide first class networking platforms for project hosts, carbon credit buyers, government representatives, DNA's and carbon experts.

Our events have an excellent track record for attracting high calibre representatives from both the mandatory and voluntary carbon arena to help drive the growth of the market across the globe.

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08.30 Registration, welcome coffee & exhibition visit

09.00 Chair's Opening Remarks

09.10 **Overview of the Voluntary Carbon Market**

This introductory panel will give an introduction to the size and shape of the voluntary market, and the opportunities that abound this exciting arena.

- ▶ What, where and how big is the market?
- ▶ Role and functionality of the market
- ▶ Size and growth of the market
- ▶ Regulatory context in which it sits

Guy Turner

Director, **New Carbon Finance**

Shelagh Whitley

Voluntary Asset Origination and Placement,
Commercial Division, **Camco**

Thomas Classen

Manager, Voluntary Carbon Market, **TUV-SUED**

10.40 Networking refreshment break & exhibition visit

11.20 **Standards: Bringing Credibility to the Market**

According to a recent survey, 2007 was the 'Year of the Standard'. Suppliers embraced the idea of the standard as a way to demonstrate credibility and legitimacy, but many companies still find the fragmented market a complex arena. 2007 saw the emergence of several new standards, but how has the situation developed on the ground in 2008? This interactive panel discussion will examine the range of standards on offer and how they are being received in the market place.

- ▶ How are people responding to the standards?
- ▶ Have they achieved what they set out to do?
- ▶ Have they created credibility in the market?
- ▶ Just how effective are they at adding value to offset projects?
- ▶ Is the range of standards a good thing?
- ▶ Are we moving towards one uniform standard?

Mark Kenber

Policy Director, **The Climate Group**

Jonathan Shopley

Executive Director, **The CarbonNeutral Company**

Tom Slater

Lead Policy Advisor, Quality Assurance Scheme for Carbon Offsetting, **DEFRA**

Jasmine Hyman

Marketing Director, **The Gold Standard**

Kirsty Clough

Climate Change Policy Officer, **WWF**

12.50 Networking lunch break & exhibition visit

14.10 **Reaching the Target Market**

The green marketing revolution is driving the voluntary market and the number of European buyers is growing. How can you communicate your actions to reach consumers and profit from your green initiatives?

- ▶ How do we reach consumers?
- ▶ What do you need to bear in mind when making statements about 'carbon neutrality'?
- ▶ Which avenues of communication work best in the green arena?
- ▶ What are the key considerations to bear in mind when publicising your actions?
- ▶ How effective are carbon labelling or trade marks?
- ▶ What factors does a consumer take into account when purchasing offsets?
- ▶ Why are businesses purchasing offsets?

Robert Rabinowitz

Director, **European Climate Exchange**

Stephen Phillips

Managing Partner, **Spring Research**

Lisa Ashford

Associate Director, Head of Commercialisation, Europe,
EcoSecurities

Mallen Baker

Director, **Business Respect**

David Willans

Head of Strategy, **Futerra**

Harry Morrison

General Manager, **The Carbon Trust Standard**

15.35 Networking refreshment break & exhibition visit

16.10 **Carbon Offset Programmes**

Over the past 2 years hundreds of organisations from a range of industries and sectors have announced initiatives to offset their emissions, go 'carbon neutral', or provide services for their consumers to do so. This series of case studies will examine the experiences of a range of companies, how their programmes were received, key success points and barriers, and lessons learned.

Chris Shearlock

Environment Manager, **The Co-operative Group**

Peter Krahenbuhl

Vice President, **Sustainable Travel International**

Bryony Worthington

Founder, **Sandbag**

Jochen Gassner

Director Climate Neutral Division, **First Climate**

Naomi Korolew

targetneutral Programme Manager, **BP Alternative Energy**

17.40 Close of day one & networking drinks

08.30 Registration, welcome coffee & exhibition visit

09.00 Chair's Opening Remarks

09.10 **Transparency in the Market Place**

Transparency of the voluntary carbon market goes hand in hand with its credibility. Once a carbon credit has been deemed 'credible' it is important to be able to track its life from creation to retirement, in order to avoid things like double counting and to prove a credit's existence. Numerous registries, platforms and other tracking mechanisms have been set up to increase the robustness of the market, and this panel will examine how successful they've been.

- ▶ Are registries & exchanges building a robust infrastructure?
- ▶ How do they bring consumer confidence and integrity to the market?
- ▶ Does the plethora of registries mean double counting is a problem?
- ▶ Exploring the need for linking registries
- ▶ Legal aspects of VERs
- ▶ VER pricing trends
- ▶ What factors go into VER pricing?

Charlotte Streck
Director, **Climate Focus**

Kate Hamilton
Carbon Project Manager, **Ecosystem Marketplace**

A representative, **APX**

Natalia Gorinaon
Emissions Portfolio Manager, **Essent Trading**

10.40 Networking refreshment break & exhibition visit

11.20 **Project Trends**

This panel will examine how the offset project market is developing, areas of growth, the types of projects which are being developed and considerations to bear in mind when creating a carbon offset project.

- ▶ Considerations to bear in mind when creating sellable offsets
- ▶ Project aggregation & the role of project portfolios
- ▶ Trends in project type: which are most popular and why?
- ▶ International vs. domestic projects: do consumers prefer local projects?
- ▶ Why is the share of forestry and land use VERs down?
- ▶ Does the voluntary carbon market really promote sustainable forestry?
- ▶ Can the voluntary carbon market be linked to the biodiversity market?

Simon Petley
Chief Executive Officer, **Enviromarket**

Amit Oza
Emissions Broker, **TFS**

Max Horstink
Business Development Manager, **OneCarbon International**

Greg Janetos
Head of Carbon Programme, **Sustainable Forestry Management**

12.50 Networking lunch break & exhibition visit

14.15 **Future Directions**

The latest figures signal that 2008 will see even bigger growth in the voluntary offset market. But how will this growth take shape and what does the longer term future of the market look set to hold? This panel will discuss the opportunities and barriers that look to affect the market over the next few years.

- ▶ How does the market look set to develop into 2009 and beyond?
- ▶ How does the price of VERs look set to move?
- ▶ How can allowances in cap-and-trade schemes be used for offsetting purposes?
- ▶ What is the approach of governments to voluntary actors?

Mike Mason
Managing Director, **ClimateCare**

Dan Lewer
Founder, **Carbon Retirement Ltd**

Alice Chapple
Director, Sustainable Financial Markets, Business Programme, **Forum for the Future**

15.45 Chair's closing remarks & close of conference

FORTHCOMING CARBON MARKETS EVENTS

Carbon Markets India

Migrating business to a low carbon economy
Mumbai, India • 29-30 September 2008

Carbon Markets Africa

CDM business opportunities in Africa
Cape Town, South Africa • 17-19 November 2008

Measuring your carbon footprint: calculating emissions from business operations

This interactive workshop will provide a practical guide for companies looking to calculate emissions from business operations, products and services, with in-depth analysis of:

Session 1 – Strategic Carbon Management

- ▶ Carbon related risks and opportunities
- ▶ Stakeholder expectations

Session 2 – Carbon Footprinting Standards

- ▶ GHG protocol
- ▶ PAS 2050
- ▶ ISO 14040

Session 3 – Technical Aspects of Carbon Footprinting

- ▶ Scope and system boundaries
- ▶ Allocation
- ▶ Data collection and quality

Session 4 – Best Practice Examples

- ▶ Examples from industry

Run by:



First Climate is a leading Carbon Asset Management firm employing more than 70 specialists with extensive experience in project development, risk management, trading strategies and financial consulting. The Climate Neutral Division offers corporate VER purchases and climate neutral services including retirement of credits from the market on behalf of international corporate clients. As a globally positioned company, First Climate covers the entire carbon credit value chain to meet the demand of shareholders and stakeholders alike. With a network of partners, First Climate develops measures to reduce the energy input and GHG emissions of production processes, buildings and logistics to amore sustainable level.

Registration 09.30

Start 10.00

Close 17.00

Sponsorship & Exhibition Opportunities

The 3rd **Voluntary Carbon Markets** event offers an integrated solution of brand positioning, business development and face-to-face networking opportunities with senior decision makers.

Connecting you with the right people

With a proven track record of delivering high calibre project developers, **Voluntary Carbon Markets** provides the perfect environment for you to do business with industry voluntary credit buyers & project developers under one roof..

First class business opportunities

- ▶ Generate new high level business contacts
- ▶ Reinforce existing partnerships
- ▶ Increase your market share and gain competitive advantage
- ▶ Enhance your company's brand visibility globally
- ▶ Find new partners and business opportunities

Cost effective packages to meet your business needs

Our sponsorship and exhibition packages are designed to help you meet your business objectives. If you are looking to win prospective clients, strengthen existing relationships or enhance your company profile, we will help you do so in a cost effective manner.

Contact Santosh Sarma for further details

Tel: +971 508 801 671 or +44 20 7099 0600 Email: santosh.sarma@greenpowerconferences.com



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Green Power Conferences consistently work in strategic partnership with industry leading organisations and trade publications. Our international and targeted marketing campaigns ensure excellent marketing exposure for our partners. If you would like to partner with us, please contact Ryan Winchester: ryan.winchester@greenpowerconferences.com



Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts and were the first to offer professionally organised events focusing on the sustainability sector. Over the last five years, we have welcomed over 6000 delegates from 76 countries and built a global database of 140,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and partners alike. Green Power Conferences offsets the impacts of its commercial activities towards renewable energy projects.

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