

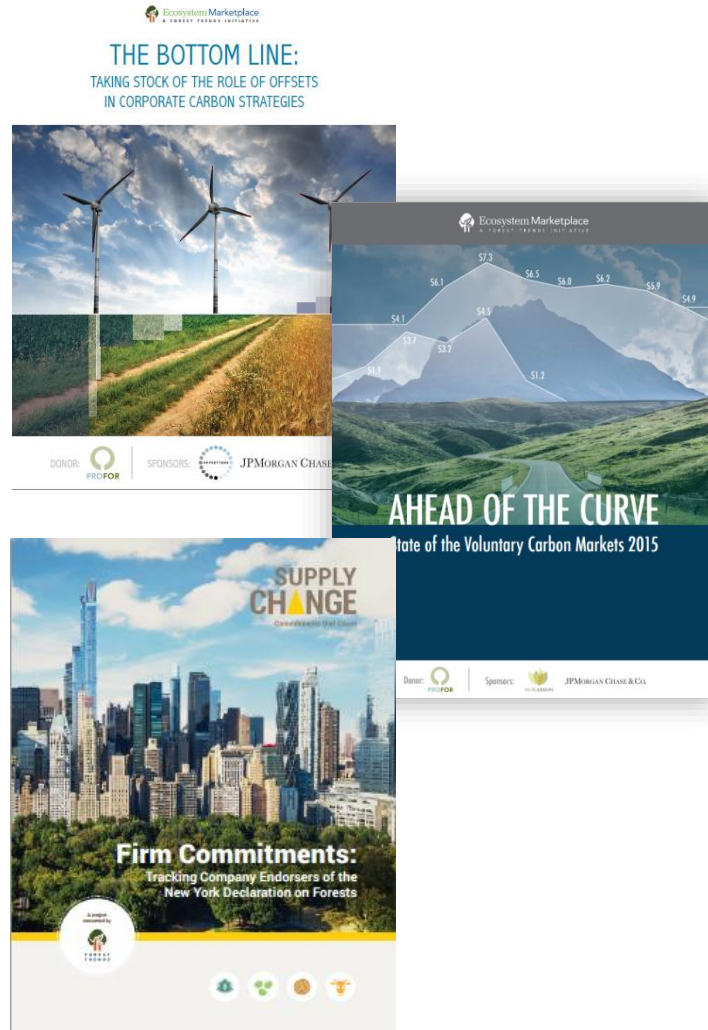
# Ecosystem Marketplace in 2016 Webinar Presentation November 24, 2015



Yaeda Valley REDD+ Project. Photo Courtesy of Carbon Tanzania



**Ecosystem Marketplace in 2015:** Nearly 400,000 report downloads; fresh format; new audiences



- ✓ **Coverage informed practice change and/or market decisions** among major buyers of ecosystem services
- ✓ **Government officials sought EM insight into market dynamics;** staff met in person with representatives from China, Ghana, Japan, and Korea
- ✓ **Report downloads increased** from about 25k in 2010 to nearly 400k last year
- ✓ **Launched new initiatives and products:** Supply-Change.org and *The Bottom Line*



**Looking Ahead:** We aim to develop tools, publications, and data to actively inform business and policy decision-makers

- ✓ **Make reports more usable;** focus on headline findings, strong graphics, and “plain language”
- ✓ **Adapt content for new audiences** with less technical knowledge but more capacity for impact
- ✓ **Upcoming redesign of EcosystemMarketplace.com;** exploring GIS-based web tool that will draw on a master database on carbon, water, and biodiversity
- ✓ Goal is to develop products that **empower landscape-level climate solutions**







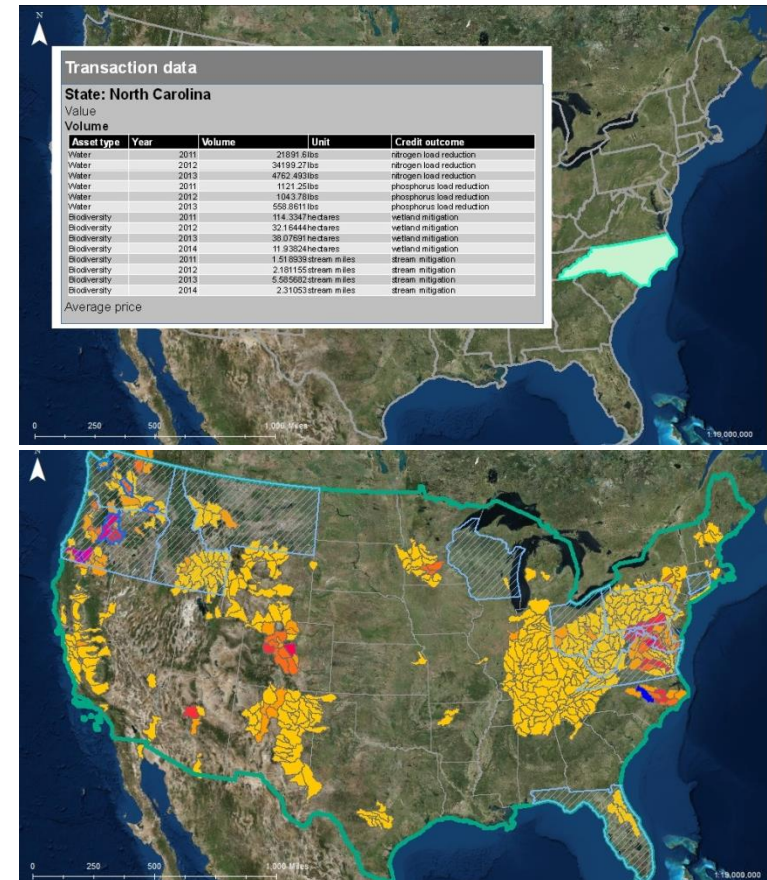
**EM Website 2.0:** Exploring a GIS-based web tool integrating carbon, water, and biodiversity data for more powerful cross-cutting market analysis

✓ **Spatial data on projects, markets, transactions, impact, and policy/environmental context**

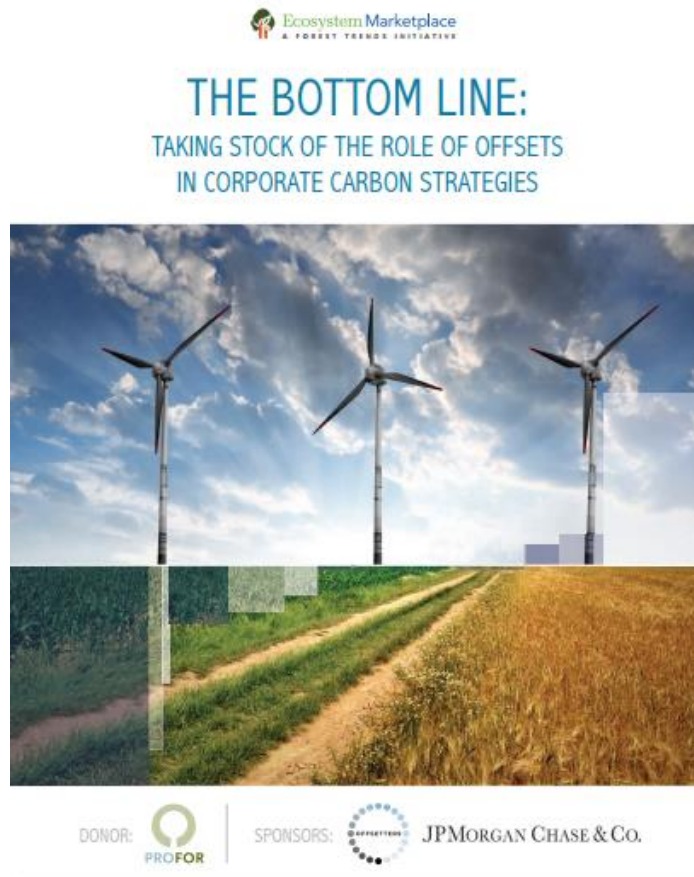
✓ Platform to query data, create maps, perform simple spatial analysis, and submit new info

✓ **Integrate cross-cutting market data:** Investigate impact at the landscape level, stacking and bundling, investment opportunities

✓ Anticipated release: **USA dataset in mid-2016**; our goal is to scale up to a global dataset in 2016-2017



**Buyers' Report:** A who's who of offsetting; with a potential expansion to look at the remaining “carbon liability” from past climate commitments

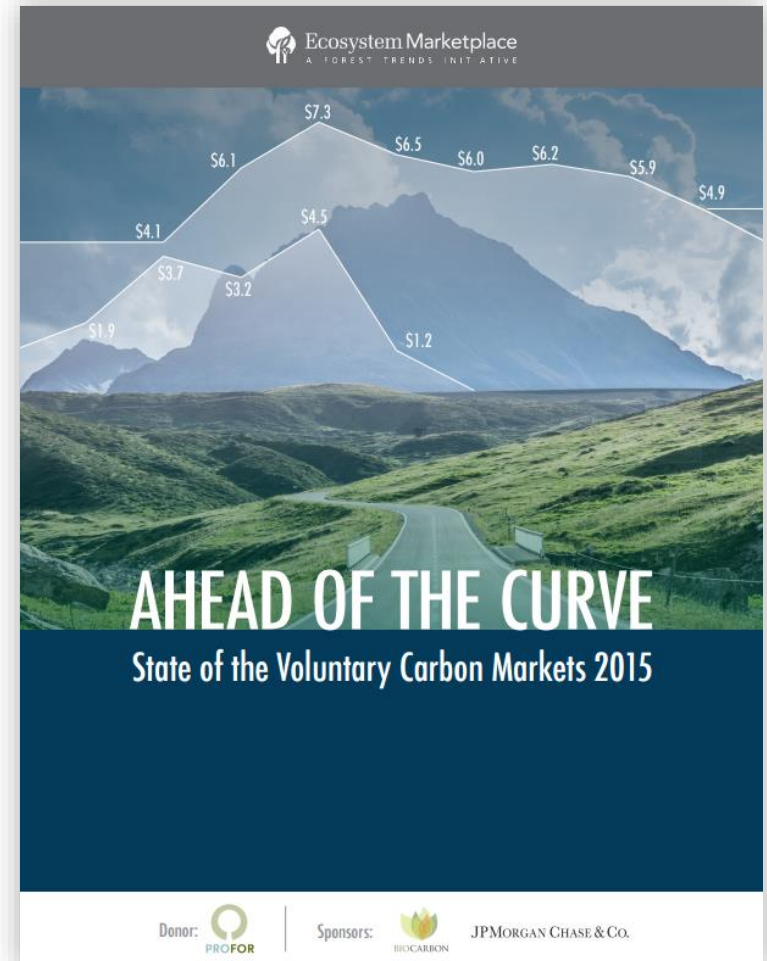


- ✓ Using CDP carbon disclosures to **assess the role of offsets in corporate carbon strategies**
- ✓ Insight into offset purchases from the buyers themselves
- ✓ A **potential extension** of this report could look at corporate emissions reductions targets set since 2005: Which targets have been met? **What is the remaining emissions gap that could be addressed through offsetting?**
- ✓ Anticipated release: winter 2016 (or early fall 2016 for extended version)



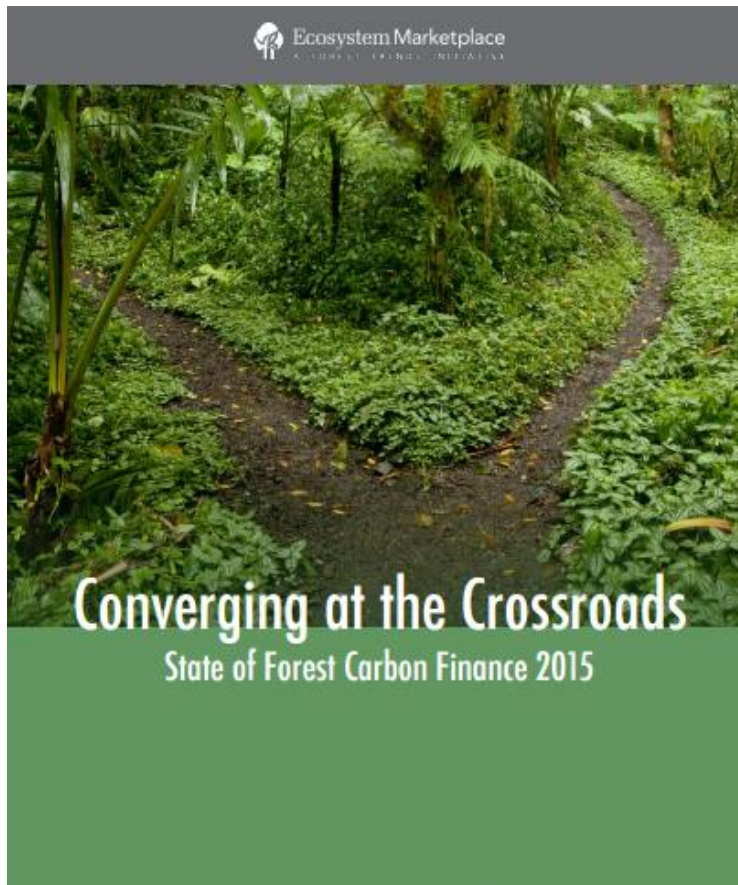
## State of the Voluntary Carbon Markets 2016: A decade of insight into the projects and players acting ahead of carbon regulation

- ✓ A comprehensive picture of 2015 market dynamics
- ✓ Insight into project development, pricing, projects, and impacts
- ✓ **Stand-alone graphics** that communicate concepts to policy and business leaders
- ✓ Insight into the **influence of the voluntary market** on corporate strategy and government policy
- ✓ Anticipated release: spring 2016





## State of Forest Carbon Finance 2016: A new era of results-based payments as private and public finance streams converge



- ✓ **2014 was the biggest year for the forest carbon markets yet**, and \$1.2 billion in results-based payments are in the pipeline
- ✓ Report will track **voluntary and compliance market developments** as well as non-market payments for forest-based emissions reductions as countries move from readiness to performance
- ✓ Insight into **supply and demand dynamics** amid many different market signals
- ✓ Anticipated release: fall 2016

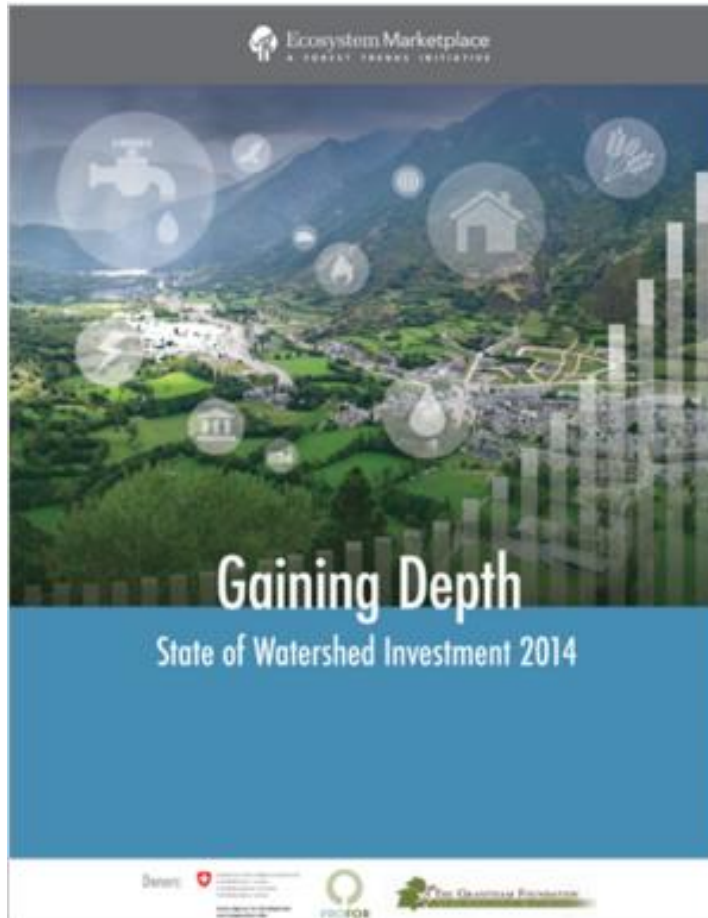
**Supply Change:** Nearly 300 companies currently profiled are fighting deforestation in their supply chains – how are they doing?

- ✓ Annual report reveals trends in the nature of corporate commitments to reduce deforestation and tracks how close companies are in meeting them
- ✓ **Supply-Change.Org** lets users view profiles and real-time updates
- ✓ **A collaborative project** with Ecosystem Marketplace, CDP, and World Wildlife Fund
- ✓ **New for 2016** – Financial Institution commitments and hundreds more company profiles
- ✓ Anticipated release: March 2016





## State of Watershed Investment 2016: In the 21<sup>st</sup> century, water infrastructure goes green



- ✓ **2014 report tracked a near-doubling in the number of programs**, with \$12.3B in new finance for nature-based solutions for clean water supplies
- ✓ New report will track emerging funding mechanisms, development benefits, and new insights on **green infrastructure project finance, US water quality trading markets, and green-grey hybrid infrastructure financing models**
- ✓ Anticipated release: August 2016

## State of Biodiversity Markets 2016: Finance in the fight to save the landscapes critical to species protection

- ✓ Long-awaited update to still the only global source of info on biodiversity markets activity – **a \$2.4-\$4B market in 2011 that has almost certainly grown significantly**
- ✓ Report will deliver insights into markets' performance, demand and supply, **credit prices, and new developments in project finance**
- ✓ Review of government and corporate policies on **no net loss, net gain, compensation/mitigation**
- ✓ Anticipated release: Fall 2016





**Sponsorship Levels:** We rely on sponsorships for flagship reports; 2016 product development will be shaped by you

<i><b>Sponsorship Level</b></i>	<b>Premium Sponsor (\$10,000)</b>	<b>Sponsor (\$5,000)</b>	<b>Supporter (\$3,000)</b>
<i>Logo placement</i>	Large logo on report cover and report webpage	Logo on report cover and report webpage	Logo Inside report cover and report webpage
Findings consultation with author(s)	✓		
Company description inside report	✓	✓	
Ad space in our newsletters for 6 months	✓	✓	
Acknowledgement in press release and launch materials for report , and in Ecosystem Marketplace newsletters (10,000+ subscribers)	✓	✓	✓



Examples of 2014-2015 report sponsors. Thank you!

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- How did you use our research in 2015?
- Is what we're proposing to do in line with your information needs for 2016? If not, what's missing?
- What format of information is most useful to your organization? (e.g. reports, info briefs, searchable platform, data in spatial format)
- What new and emerging trends are you seeing?
- Ideas for collaborative projects?