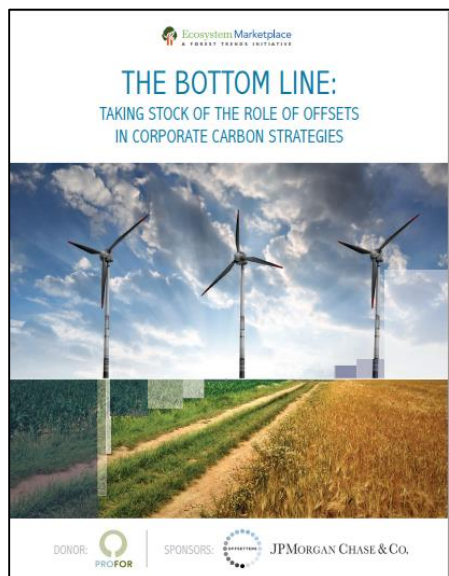


Taking Stock of the Role of Offsetting in Corporate Carbon Strategies



Description: This report will take a deep dive into major corporations' carbon disclosures to CDP to assess the role of offsetting in their emissions reductions strategies. It will produce a "who's who" of voluntary carbon offsetting and provide quantitative data on demand across offset types and project locations. The report will also explore private sector motivations for offsetting, including felt climate risk, anticipated regulation, and cost effectiveness. In this second iteration of this buyers' report, Ecosystem Marketplace will look at disclosures across the past three years of CDP data to assess how companies' offsetting strategies have evolved over time, who the new players are, and which (if any) companies have discontinued offsetting. Select company case studies will highlight why major buyers decided to include offsetting in their carbon management strategy, how they are navigating decisions about how to engage in the voluntary carbon market, and their impact to date.

New developments to explore in 2016:

- **Internal carbon pricing.** CDP recently reported that 437 companies (more than triple the number as the previous year) now have an internal price on carbon, and 583 plan to implement one in the next two years. This is significant because Ecosystem Marketplace found that companies that internally priced carbon in 2014 were five times more likely to offset.
- **No-deforestation commitments meet climate commitments?** Ecosystem Marketplace's [Supply Change project](#) has now tracked nearly 300 companies with no or low deforestation commitments, and a couple of key companies ([Marks & Spencer and Unilever](#)) recently made a commitment to prioritize commodity sourcing from regions with strong no-deforestation policies in place. Regions or even project areas implementing avoided deforestation (REDD+) carbon projects are an obvious fit for meeting this requirement. A special section of the buyers' report could explore the business connection (if any) between companies' no-deforestation and climate commitments.

2016 Specs & Plans

- **~20 page report** with eye-catching figures
- Seeking panel speaker opportunity at **Sustainable Brands**, June 2016
- **Expanded press outreach strategy** to reach business reporters
- Expanded **buyer case studies** on EcosystemMarketplace.com
- Will work with sponsors on additional ideas
- **Anticipated release:** June 2016

Seeking \$20k in sponsor commitments by Feb. 15th

Impact of 2015 Report

- Report **launched at Sustainable Brands** in San Diego in June 2015 as part of a panel hosted by Offsetters (now NatureBank) with panelists from Code REDD, Intuit, and Volcom
- **42k downloads** to date
- Evidence that **sustainability managers** used it to justify offsetting programs to executives (e.g. Intuit)
- **Press coverage** in *Detroit Free Press*: [link](#)
- **Invited to write keynote article** on the report findings in *World Cement*: [link](#)