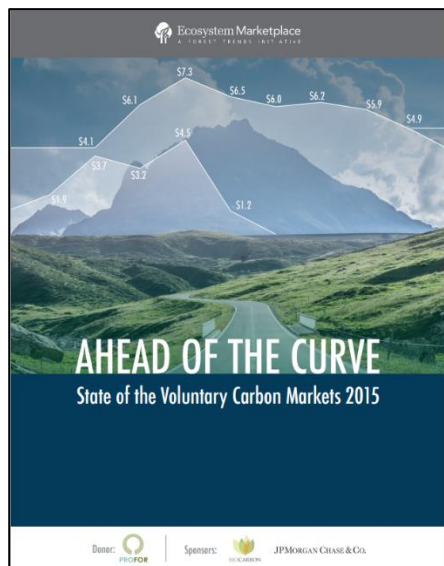


State of the Voluntary Carbon Markets 2016



Description: Even as compliance carbon markets proliferate and grow, the voluntary carbon markets remain a space for innovation – and a place for the private and public sectors to act ahead of regulation, investing in projects that halt deforestation, produce wind or solar energy, capture methane from landfills, and more. For the last 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. The report serves as the annual benchmark of the voluntary carbon market and is known to inform business decisions, carbon methodology development, and even compliance market policies. In the 2016 report, we'll answer important questions about the 2015 market: What was the voluntary demand for offsets, and what motivated buyers? How did offset prices vary by project type, project location, standard, and other factors? What are the emerging “trends to watch”?

New developments to explore in 2016:

- **Less length, more impact.** Based on feedback from market actors, our 2016 report will be more concise – it will have less narrative but will include all of the data in the form of figures, tables and infographics for those who need the specifics. In partnership with report sponsors, we will intensify our outreach to policy and business decision-makers. This could include speaking opportunities, webinars, and targeted information produced for specific groups at key decision points, such as the International Civil Aviation Organization meeting in September 2016.
- **More demand-side insight.** Expanded survey questions on buyers paired with CDP carbon disclosures on offsetting will allow us to provide more detailed information on the demand side of the voluntary carbon market equation. We will also explore offset demand among individuals, a growing area of interest.

2016 Specs & Plans

- **~20 page report** with eye-catching figures
- **Additional data available** in clear tables and figures for those that want more detailed information on pricing, regional breakdowns, etc.
- **Report navigable online**, organized by major findings (alternative to downloading the PDF)
- Separate **2-page summaries for targeted audiences:** *A Summary for Policymakers* and *A Summary for Business*
- Seeking speaking opportunities at **Navigating the American Carbon World** and **Carbon Expo**, May 2016
- Expanded **press outreach strategy**
- **Webinar series** highlighting report findings for different audiences
- Will work with sponsors on additional ideas
- **Anticipated release:** Late May 2016

Seeking \$30k in sponsor commitments by March 30th to accomplish all of the above

Impact of 2015 Report

- **302k downloads** to date
- **Webinar** with 100+ participants
- **Presentation at Navigating the American Carbon World** on North American market
- **Government officials sought EM insight** into market dynamics; staff met in person with representatives from China, Ghana, Japan, and Korea
- **Press coverage** in *Environmental Finance*, *Mongabay*, *ClimateWire*, and *EcoAmericas*