



Ecosystem Marketplace
A FOREST TRENDS INITIATIVE

EM INSIGHTS WEBINAR

Navigating the Development
of CCP-approved Projects
for Nature-based Solutions

THURSDAY
July 31, 2025

About Ecosystem Marketplace

Ecosystem Marketplace (EM) is the world's first and largest voluntary carbon market disclosure system and data platform.

EM is a non-profit initiative of Forest Trends that has **driven transparency in global carbon markets for 20 years**, by:

- Engaging with a global growing network of 200+ market participants to facilitate disclosure of over-the-counter (OTC) transactions
- Analyzing registry data and proprietary OTC transaction data and information on environmental finance, markets, and payments for ecosystem services
- Publishing internationally recognized reports, webinars, and blogs/news articles

Webinar Moderator and Speakers



Charlotte Barber

Associate Director,
Ecosystem
Marketplace,
Forest Trends



Alex Procton

Senior Manager of Data
Solutions & Insights,
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Matthew Ashpole

Nature Based Solutions
& Carbon Manager,
Tree Aid



Jo Anderson

Co-Founder,
Carbon Tanzania



Thomas Gyambrah

Manager, REDD+ Programs
& MRV,
Forestry Commission
of Ghana

Webinar Agenda

- Current Status of **Core Carbon Principles Program**
- New Findings from **EM's CCP and Demand Survey**
- **Insights** from NbS Practitioners
 - Tree Aid – Matthew Ashpole
 - Carbon Tanzania – Jo Anderson
 - Forestry Commission of Ghana – Thomas Gyambrah
- Panelist Discussion and Audience Questions

Current Status of Core Carbon Principles

- **ICVCM's CCP program** evaluates carbon credit standards and specific methodologies to label high-integrity credits
- As of July 2025, methodologies from **8 project categories** have been approved:
 - ✓ Landfill Gas
 - ✓ ODS Destruction
 - ✓ Fugitive Emissions
 - ✓ Adipic Acid
 - ✓ **REDD+**
 - ✓ **ARR**
 - ✓ Cookstoves
 - ✓ Biodigesters
- ICVCM has continued to add programs and methodologies for assessment, including additional ARR, waste disposal and methane abatement, and carbon dioxide removal methodologies
- Still awaiting final assessment results for IFM, sustainable agriculture, biochar

NbS and Core Carbon Principles

✓ REDD+

- **One project-based** REDD+ methodology has been approved:
 - VCS – VM0048
 - No projects have been registered/ transitioned as of July 2025
- **Two jurisdictional** REDD+ methodologies have been approved
 - ART – TREES (non HFLD)
 - VCS – JNR Framework
- Volumes have declined, but *REDD+ remains the largest project type by transaction volume* as of 2024

✓ ARR

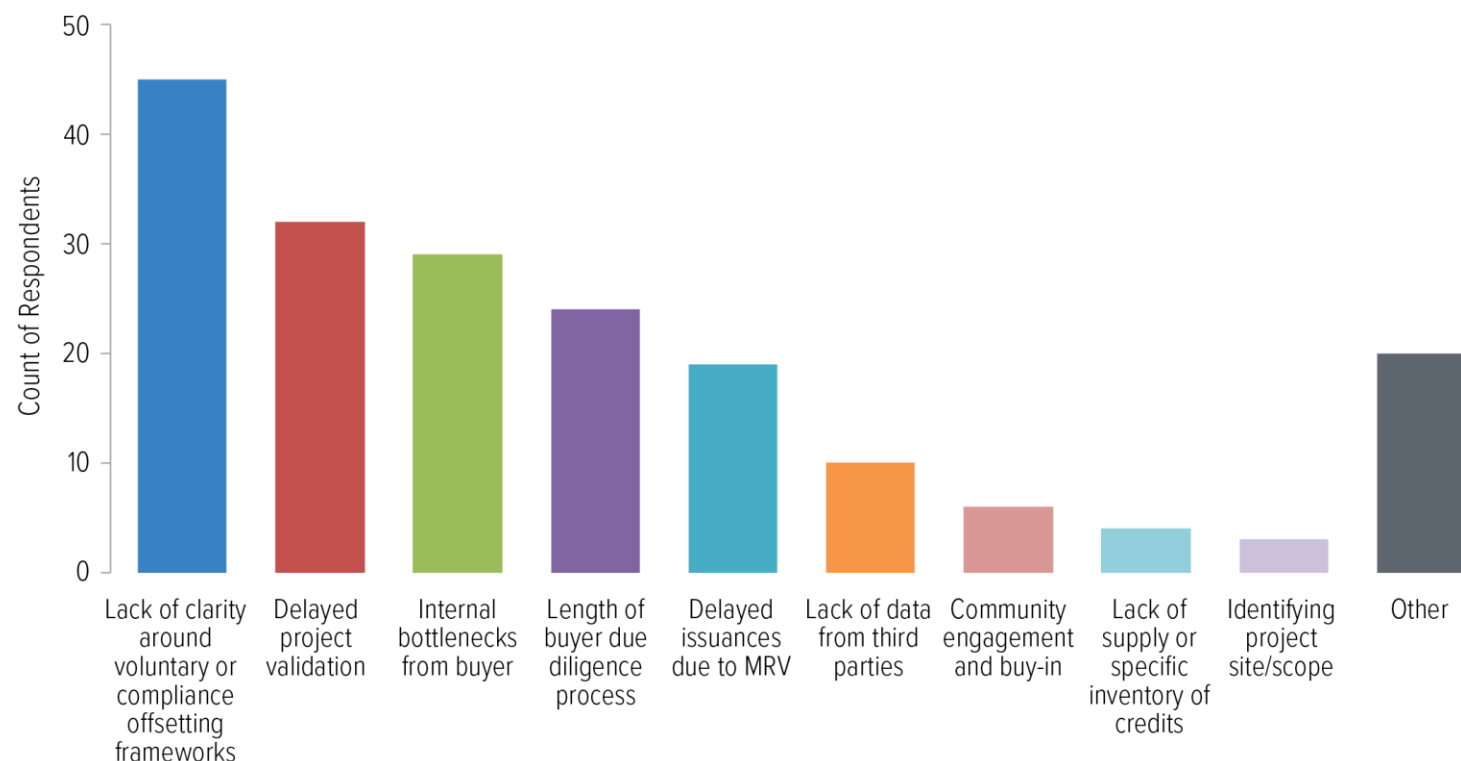
- **Two ARR methodologies** have been approved
 - VCS – VM0047 (Dec 2024)
 - ACR – Afforestation and Reforestation of Degraded Lands (Jul 2025)
- *Demand for this category remains robust despite lack of CCP-approved supply*
 - Price increased 19% from 2023 to 2024, while transaction volume shrank 21%

Findings from EM Respondent Survey

- In follow-up to the 2025 SOVCM report, EM surveyed respondents to understand their **perception of the CCP program and demand factors influencing credit transactions**:
 - **75 respondents** completed the survey
 - Mostly representing **project developers (61%)** and **credit brokers/traders (12%)**, other respondents included credit standards, market researchers, and multilateral organizations
 - **80%** of respondents develop/transact **Forestry and Land Use** credits, **28% Agriculture** credits, **24% Renewable Energy**

Findings from EM Respondent Survey

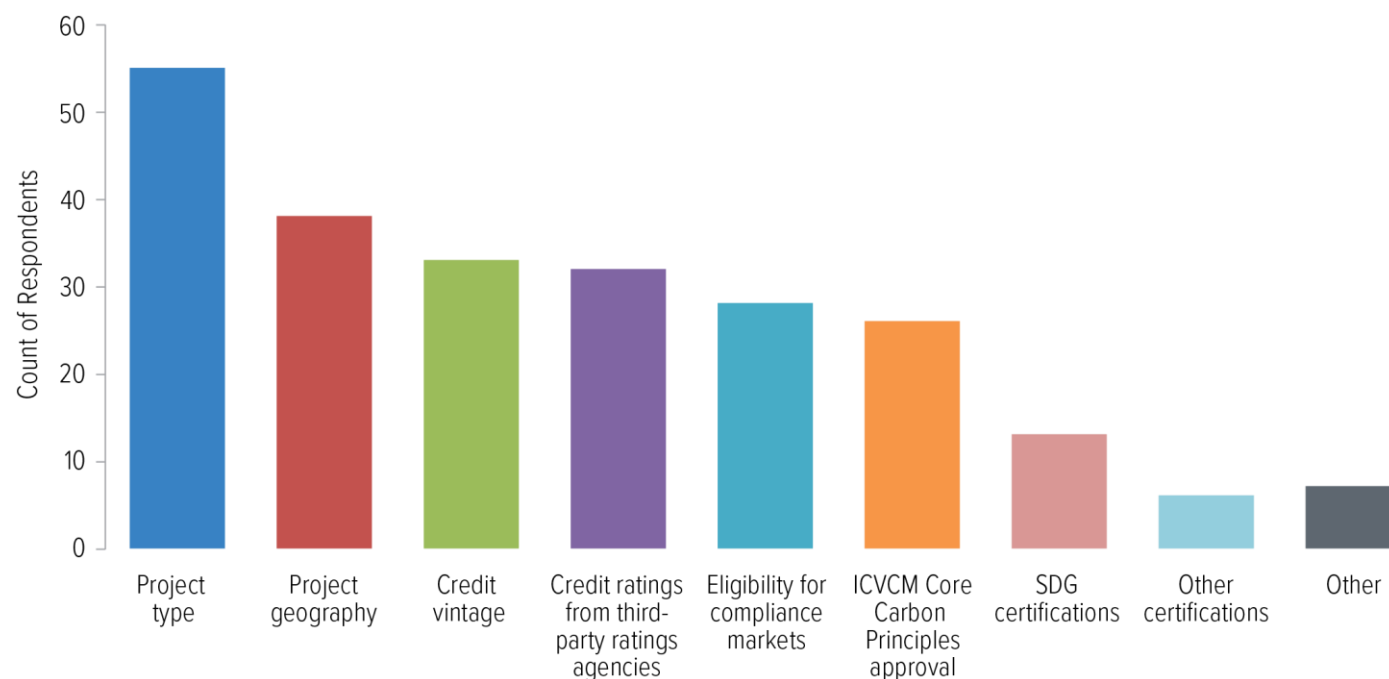
Respondent Perceptions of the Biggest Bottlenecks for Project Development, Credit Issuance, and Sales



- Respondents view **lack of clarity around credit use** for offsets as the biggest bottleneck for the VCM
 - CCP may be one component of a framework to provide clarity
- **Delayed project validation** can be tied to efforts to improve credit integrity

Findings from EM Respondent Survey

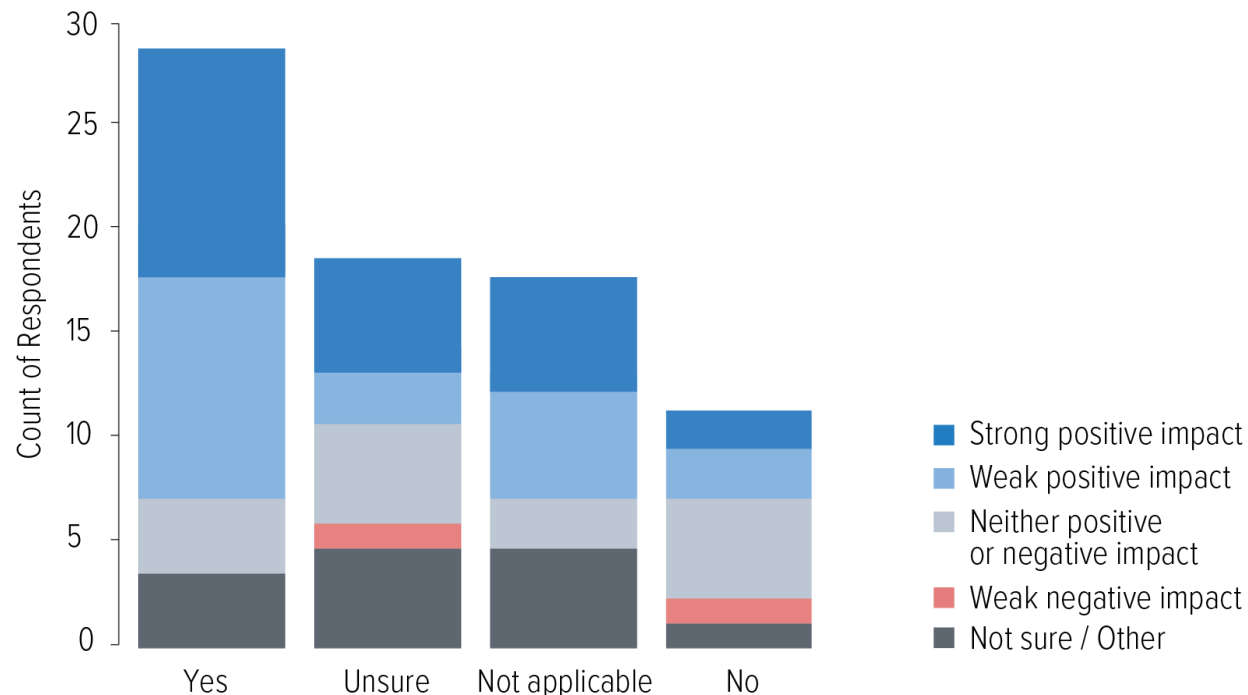
Respondent Perceptions of the Most Important Factors Affecting Buyer Demand for Credits



- Currently, project-specific factors such as **project type**, **geography**, and **credit vintage** are the most important to buyers
- Buyer demand is increasingly influenced by **CCP approval** and other indicators of integrity and quality

Findings from EM Respondent Survey

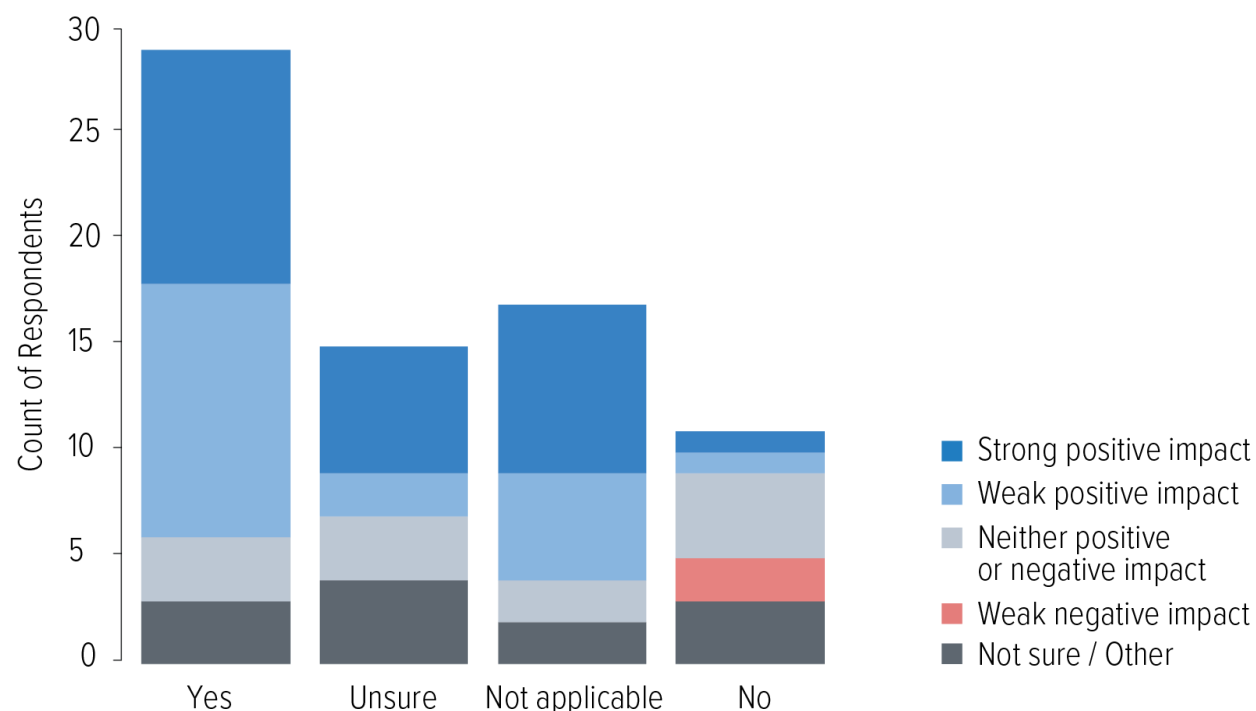
Respondent Perceptions of ICVCM CCPs, by Intention to Transition an Existing Project to CCP-approved Methodology



- **29** Respondents considering transitioning an existing project, **18** unsure
 - Even mix of ARR and REDD+ developers considering transitioning
- Respondents who are considering transitioning to a CCP-approved methodology tend to have **a positive view** of CCP

Findings from EM Respondent Survey

Respondent Perceptions of ICVCM CCPs, by Intention to Register a New Project Under a CCP-approved Methodology



- **29** respondents considering establishing a new project, with **15** unsure
 - More ARR developers intending to use CCP-approved methodologies in new projects
- Respondents considering establishing a new project using a CCP-approved methodology also had **positive views** of CCPs, but to a lesser degree
- Some respondents whose projects are not in CCP-eligible categories still view CCP as a **positive** development

Findings from EM Respondent Survey

- Overall, **63% of Respondents tended to have a positive view** of the impact of the CCP program, with 26 Respondents seeing a strong positive impact and 21 seeing a weak positive impact
 - 29 Respondents considering transitioning an existing project to CCP-approved methodologies, and 29 considering establishing a new project using CCP-approved methodologies
- Many Respondents expressed that **the current pace of CCP approvals is out of step with the expectations of the larger VCM**, but the program is still in an early phase of implementation
- Most existing methodologies **have not yet been evaluated** for CCP approval, so Respondents developing these project types are unsure of the impact that the CCP program will have
- Other Respondents indicated that there are **other indicators of project quality** that their buyers prioritize at this time

Key Takeaways and Future Questions for NbS

- Currently we are seeing a **high level of interest in CCP-labeled credits** from both supply- and demand-side actors, while there is a **lack of clarity on the present scope of the program** in the initial phase of implementation
- The REDD+ and ARR methodologies approved for CCP to date have a **relatively low volume of credits available**, however ICVCM continues to evaluate more methodologies and programs for eligibility
- **ARR projects are already in high demand** as a source of removal credits
 - The increased prevalence of forward offtake agreements for this project type could further strain the available supply of credits
- ICVCM has yet to publish an integrity assessment for **improved forest management, sustainable agriculture, and grassland conservation** methodologies
- Price premiums for CCP-approved credits could form due to **increased demand or decreased supply**
 - Landfill gas – price increased 35% for approved credits despite no change in underlying supply
 - ARR and REDD+ project transitions – new carbon accounting could impact supply through decreased issuances

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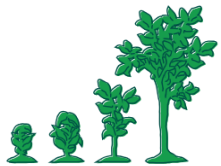
Navigating the Development of CCP-approved
Projects for Nature-based Solutions (NbS)

July 2025

Who are Tree Aid?

Opened in 1987 from Bristol, UK with country office in Ethiopia.
Now, we have offices in:
Burkina Faso (HQ), Mali, Niger, Ghana, Ethiopia & Senegal

SINCE TREE AID BEGAN:



32,735,001
trees grown

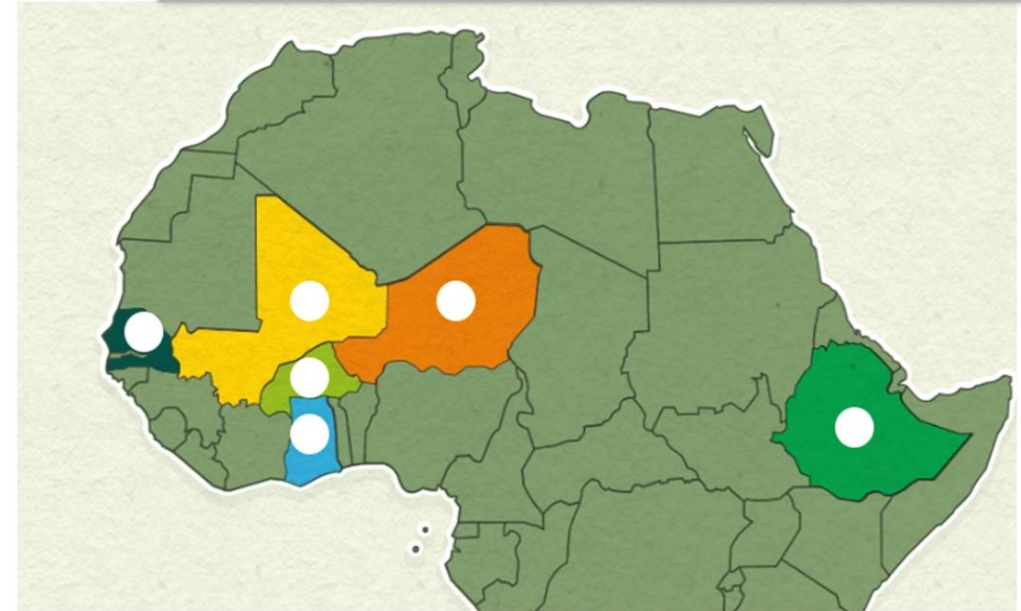


238,523
hectares of land under
sustainable management



3,866,699
people supported

Focal Areas:
Forest Restoration,
Agroforestry & Sustainable Land Management,
Economic Development of enterprises through NTFPs



Our Journey to Carbon Finance

From grant-funded restoration to Carbon-supported resilience

Since its inception, Tree Aid has focused on community-led forest governance (Management Plant & Byelaws, FMNR, Land rights, NTFP value chains)

We frame opportunities with a restoration-first logic – assessing what type of restoration is required with communities, and whether Carbon finance is the best means to achieve this.

Which financing vehicle is the most additional, and the most sustainable?

What pre-project conditions need to be met?

Three ongoing projects:

Tond Tenga (1st registered VM0047 Project), Burkina Faso

The Olympic Forest, PV5, Mali & Senegal

Tiisi Tenga, Ghana (Pilot phase)

~4 Million Trees planted to date.

Expected ~7 million tCO₂e over 40 years.



Our approach to Integrity & Standards

Navigating the VCM as a values-driven actor

Alignment with the Core Carbon Principles

- Governance
- Emissions Impact
- Sustainable Development

Integrity built into design

- Additionality
- Community Benefits
- Long Term Stewardship

Balancing rigour with feasibility as a development actor

Diagram: Tree Aid's role in carbon



Opportunities & Challenges

What the VCM needs to better support community-based developers

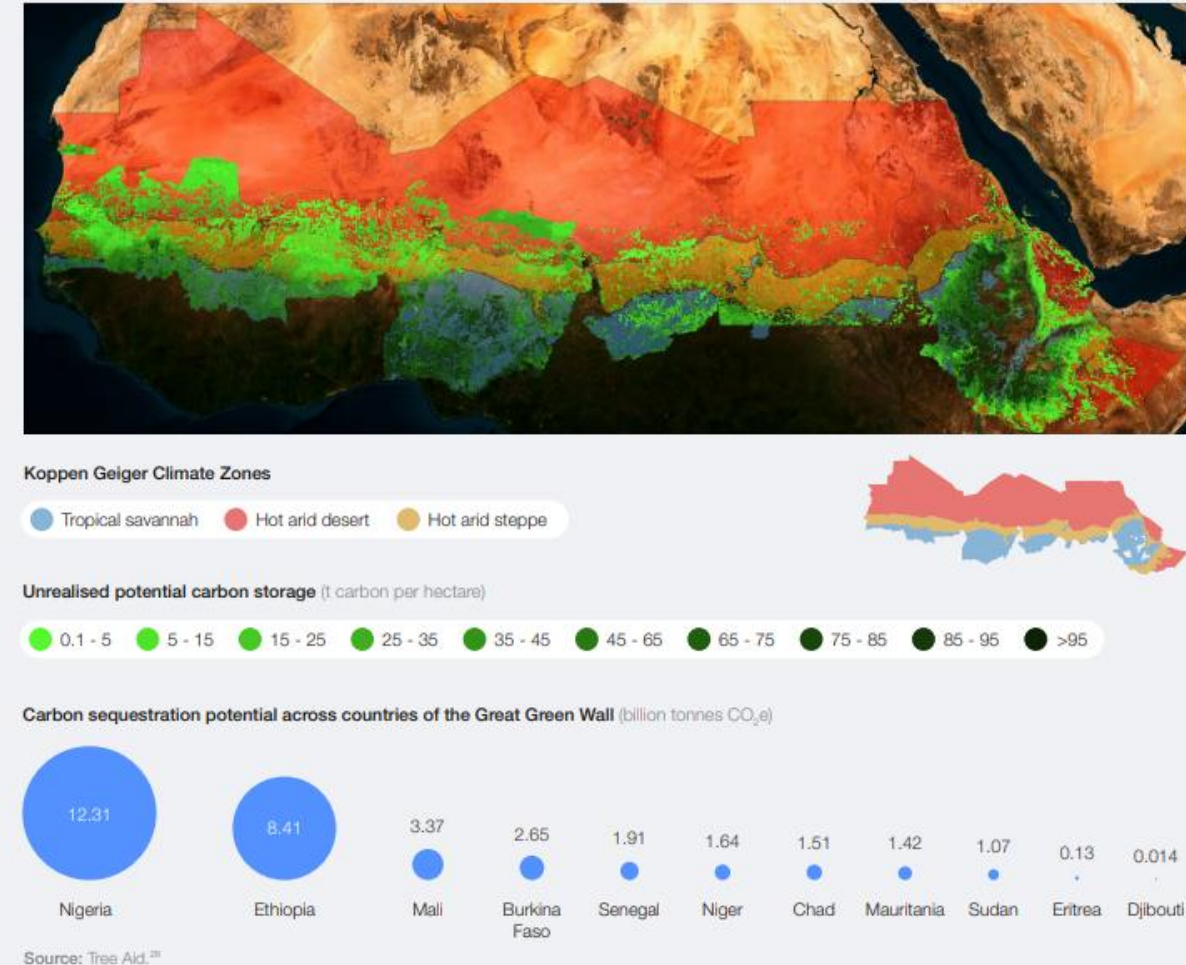
Barriers

- High set-up & certification costs
- Technical complexity (Performance Benchmarking, Extensive field campaigns)
- Verification-demand burdens
- Financial modelling to benefit investor

Opportunities

- Seed finance to de-risk
- Simplified, open-source MRV for pre-feasibility and/or dynamic baselining
- Unrealised Carbon storage in the Great Green Wall

FIGURE 2 | Carbon sequestration potential across GGW countries



Tree Aid & WEF Untapped Potential of the GGW -

https://www.treeaid.org/media/5zudcs52/report_realising_voluntary_carbon_market_sahelian.pdf

What's next for Tree Aid in the VCM?

Scaling restoration while ensuring community ownership and equity

- Multi-country portfolio of ARR/Agroforestry-based projects
- Transparency everywhere possible
- Strengthening land tenure, benefit-sharing, and local governance
- Exploring new models (e.g., blended finance, de-risking)
- Offering Non-profit technical support to Small-Medium development organisations who wish to break into the Carbon market



Developing and transitioning NbS Projects for CCP approval



New baselines, risk maps, modelling...





carbon **tanzania**
Protecting forests for communities, wildlife, and climate

Iterative
FPIC (=
trust
building)





carbontanzania
Protecting forests for communities, wildlife, and climate



Activities

Costs?

Asante!



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