



## ***Forest Carbon in 2015: Sponsorship Opportunities***

### About

Ecosystem Marketplace, a project of Forest Trends, is a leading source of news, data, and analytics on payments for ecosystem services, including forest carbon markets. For the past decade, we have collected the only comprehensive data on the demand for forest carbon offsets among voluntary buyers. Our research has expanded as compliance carbon markets have emerged from the ground up around the world; as buyers have increasingly sought to support projects that protect people and ecosystems as well as the climate; and as efforts to halt deforestation have gained momentum at the international policy level. We are committed to providing transparent, reliable, and usable information to everyone working to account for the climate as a fundamental part of our economic system.

The generosity of our sponsors allows us to explore new avenues and to make our research freely available to those at the cutting edge of developing these markets and the infrastructure that supports them. Contact Ecosystem Marketplace Senior Associate Allie Goldstein ( [agoldstein@ecosystemmarketplace.com](mailto:agoldstein@ecosystemmarketplace.com)) for more information.

### Influence

Ecosystem Marketplace's 2014 reports informed consultations with noteworthy private sector stakeholders ranging from IFC to Nestlé to the Walt Disney Company regarding the structure of their sustainability policies and offset purchases/investments. They also had a significant influence on public policy-making processes in South Africa, where the report was cited in discussion drafts of a national "tax-and-trade" offset-inclusive legal framework; in South Korea and Japan, where Ecosystem Marketplace team members consulted in-person with national policy-makers regarding the inclusion of offsets in the next phase of the country's cap-and-trade regulation; across dozens of countries involved in the REDD+ Partnership, for which we more deeply analyzed *State of* data to inform country-level REDD+ negotiations as they relate to public-private partnerships. The *State of the Forest Carbon Markets 2014* launched at the World Bank and featured panelists from the Forest Carbon Partnership Facility, The Conservation Fund, and Baker & McKenzie. Report authors also presented findings at the international climate negotiations in Lima, Peru in December, hosting a panel discussion with Althelia Climate Fund, Biofilica, and Wildlife Works.



### ***Journalism: EcosystemMarketplace.com***

When we got our start, the idea of incorporating ecosystem services into markets at a global scale was a fairly new one, and information on this type of finance was scarce. Now, it's part of the lexicon, and we continue to be the group that pushes fluency in ecosystem markets to the next level – teaching others the language. Over the last year, we've broken stories on Indonesia's struggle to keep the palm oil industry out of endangered forests; Brazil's journey to the first jurisdictional-level REDD payments; Amazonian peoples' indigenous Life Plans and how they fit into international climate negotiations; and the fight to save Louisiana's wetlands through carbon finance. Support from sponsors allows us to go further, dig deeper, and reach new audiences.

## **Report: Tracking Forest Carbon Finance in 2015**



We know from five years of data collection through Ecosystem Marketplace that buyers have over the years paid a cumulative \$1 billion for forest-based emissions reductions – sequestering or avoiding the release of more than 32 million tonnes of carbon dioxide in 2013 alone. Simultaneously, data from our REDDX initiative shows that (as of the end of 2012) donors had committed \$1.2 billion to seven countries seeking to avoid further deforestation. As we approach a historic moment in international climate negotiations, Ecosystem Marketplace is joining with REDDX to bring together new research from both initiatives to offer a comprehensive picture of forest carbon finance in 2015. The report will answer questions such as: What is the demand for forest carbon offsets, and what motivates buyers? Where did project development surge or falter, and what drove market fluctuations? How do financial commitments for forest-based emissions reductions compare with the amounts being disbursed? How

does private-sector financing interact with funding from governments and foundations? How are existing forest carbon projects being “nested” into country-level efforts? The report will be released ahead of the United Nations climate negotiations in Paris, where countries will deliberate if and how to scale up financing for forest protection.

*Anticipated release: October 2015*

## **Report: Forests in the Anthropocene**

Life in this new era of a thoroughly people-altered planet known as the Anthropocene comes with the understanding that, without active management, the key functions of the world’s ecosystems may be lost. Ecosystem Marketplace’s annual survey of the forest carbon market has for the past five years captured the climate impact of this market in terms of tonnes of emissions reductions financed. But conserving forest carbon also has important co-benefits – impacts such as job creation, land tenure reform, endangered species protection, climate change adaptation, and watershed protection – that investors are paying more and more attention to. Finding ways to verify these impacts is a key challenge and opportunity, especially as governments are poised to commit billions to protecting forests over the next few years. Important questions remain: What units should be used to quantify “beyond carbon” benefits? What is the demand for verified co-benefits? How can these impacts be tracked over time? This report will expand on Ecosystem Marketplace’s annual global survey of the forest carbon markets to explore these questions.

*Anticipated release: September 2015*



## Sponsorship Levels

### Supporter (\$3k)

- *Forests in the Anthropocene* report: Logo *inside* report cover and on report webpage; acknowledgement as “Supporter” in press release and launch materials
- Tile ad in Forest Carbon News Brief for 3 months (6 issues) & on EcosystemMarketplace.com for 1 month
- One-hour consultation with Ecosystem Marketplace team on forest carbon markets

### Sponsor (\$6.5k)

- *Forests in the Anthropocene* report: Logo on report cover and on report webpage; company description inside report; logo and acknowledgement as “Sponsor” on press release and launch materials; and right to issue your own press release
- Tile ad in Forest Carbon News Brief for 6 months (12 issues) & on EcosystemMarketplace.com for 2 months
- One-hour tailored consultation with Ecosystem Marketplace team on forest carbon markets (ability to query our dataset during the call)

### Premium Sponsor (\$12k)

- *Forests in the Anthropocene* report: Large logo on report cover and on report webpage; company description inside report; logo and acknowledgement as “Premium Sponsor” on press release and launch materials; and right to issue your own press release
- Tile ad in Forest Carbon News Brief for one year (24 issues) & on EcosystemMarketplace.com for 3 months
- Opportunity to be a panel speaker at a relevant launch event (attendance generally > 150) & in webinars
- Two-hour tailored consultation with Ecosystem Marketplace team on forest carbon markets (ability to query our dataset during the call)

## Readership

EcosystemMarketplace.com

**>30,000**

unique hits/month

Carbon News Briefs

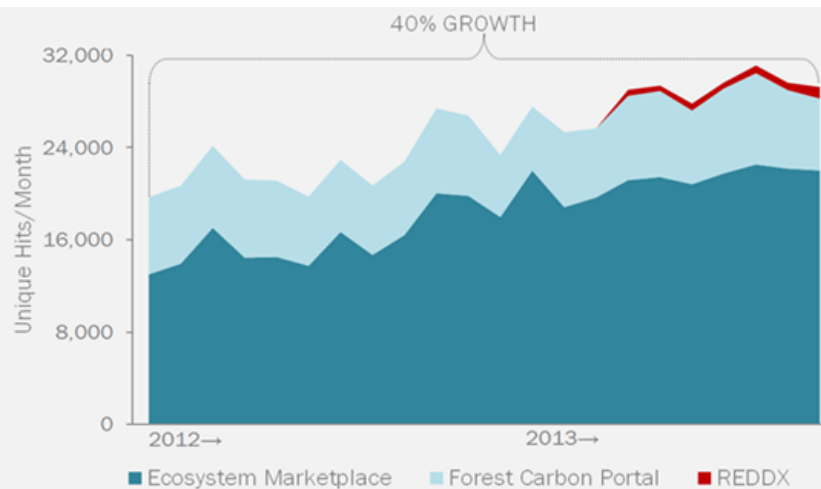
**>10,000**

subscribers

*State of the Forest Carbon Markets 2014*

**>20,000**

downloads



## Sample of Relevant Institutional Partners and Readers

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Unilever	Marks & Spencer	PepsiCo
The World Bank	Walmart	CONAFOR, Mexico
Programme on Forests (PROFOR)	International Finance Corporation	UN Development Programme
Chinese Society of Forestry (CSF)	Bloomberg New Energy Finance	Ministerio del Ambiente del Perú (MINAM)