

# Carbon Markets USA

*Seize the business opportunities in the budding US carbon market*

Kellogg Conference Hotel, Washington DC, USA ♦ 16-17 September 2008

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## Learn from Leading Carbon Experts, Including:



**Eric Washburn**,  
Legislative Counsel,  
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**California Climate  
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**Cameron Brooks**,  
President,  
**Tolerable Planet  
Enterprises**



**Véronique Bugnion**,  
Managing Director,  
**Point Carbon**



**Lisa Jacobson**,  
Executive Director,  
**Business Council for  
Sustainable Energy**



**Kate Hamilton**,  
Carbon Project  
Manager,  
**Ecosystem Marketplace**



**Ned Helme**,  
President,  
**Center for Clean Air  
Policy**



**Nathan Clark**,  
Director,  
Emission Offsets,  
**Chicago Climate  
Exchange**



**Marco Monroy**,  
President,  
**MGM International**

## Plus Practical Case Studies, Insight and Analysis from:

- ▶ **David Hunter**, Director, US Policy, **International Emissions Trading Association**
- ▶ **Derek Murrow**, Director, Policy Analysis, **Environment Northeast**
- ▶ **Milo Sjardin**, Head, North America, **New Carbon Finance**
- ▶ **Caitlin Sparks**, Director, United States Market, **The Gold Standard Foundation**
- ▶ **Eron Bloomgarden**, US Country Director, **EcoSecurities**
- ▶ **Björn D. Fischer**, Managing Director, **First Climate**
- ▶ **Dr. Martin Bergfelder**, Project Manager, **International Carbon Action Partnership**
- ▶ **Steve Brink**, Vice President, **California Forestry Association**

## Carbon Markets USA '08 will deliver:

- ▶ **200+** high calibre attendees
  - ▶ **50** expert speakers
  - ▶ **20** exhibition stands
  - ▶ **1** first class business networking event

Part of:

Carbon Markets **Series**

“Turn out was very strong and the program was great”  
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# Carbon Markets USA

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The American carbon market occupies a unique position. Whilst there is a lot of activity at regional and state level, there is as of yet no federal legislation providing a clear, comprehensive framework. However as the presidential election cycle gathers pace throughout 2008, it is becoming increasingly apparent that a domestic climate plan involving a carbon market will come into force with the new president.

As the national debate on carbon management continues to grow, so does the range of challenges and opportunities that abound this market. Now in its second year, **Carbon Markets USA** will once again provide an excellent meeting point for new market entrants and key market players, as they examine and explore the latest market developments and ways to further accelerate market growth.

The 2007 inaugural Carbon Markets USA welcomed over 170 executives from across the US, UK, Europe and Latin America and featured high-level debate, discussion and analysis from a selection of leading players in government, industry and key associations involved in the region's growing carbon market. This year's event will continue to focus on in depth discussion and interactivity in order to get to the heart of the issues affecting the market.



## 2 days of information rich presentations, debates and networking:

- ▶ Understand this future \$1 trillion market
- ▶ What is happening globally and in the US?
- ▶ What are the latest policy updates and what is happening in Congress?
- ▶ Where are the investment opportunities?
- ▶ Question the experts on carbon trading, carbon offsetting, carbon capture & storage, agriculture & forestry and voluntary carbon markets

## Enhanced Delegate Networking

One of the fantastic new features of Carbon Markets USA is the online networking system – all pre-registered delegates, speakers and guests can contact each other, organise meetings and network before, during and after the show using this easy to use, private networking system. For more information, visit the website.

## Feedback from the attendees at Carbon Markets USA 07

*My benchmark of success*

OREGON CARBON ALLOCATION TASK FORCE

*Turn out was very strong and the program was great*

RENEWABLE CHOICE

*Really liked opportunities for networking, which is my primary reason for attending*

EVOLUTION MARKETS

## Carbon Markets Series

Over 1750 sustainability professionals have participated in our global Carbon Markets events which provide first class networking platforms for project hosts, carbon credit buyers, government representatives, DNA's and carbon experts.

Our events have an excellent track record of attracting high calibre project developers in developing regions to help drive the adoption of CDM projects in the USA, Latin America, Asia, India and Africa.



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[www.green-e.org](http://www.green-e.org)

## Here's who you'll meet at Carbon Markets USA 2008

- ▶ Governmental Representatives
- ▶ Policy & Advisory Bodies
- ▶ International Project Developers
- ▶ Offset Providers
- ▶ Financiers & Investors
- ▶ Carbon Traders & Brokers
- ▶ Renewable Energy Experts
- ▶ Equipment & Technology Solution Providers
- ▶ Engineering Consultants
- ▶ Press
- ▶ Universities, Research, Non Profits
- ▶ Associations

## Meet key players in the US carbon industry, here are just some of the companies who attended in 2007:

- Agcert • American Ethanol • Baker & McKenzie • Bio Finance Corp • Biogas Technology • Blue Source • California Dept of Forestry • California Energy Commission • Camco • Chevron • City of Palo Alto • Credit Suisse • Deloitte & Touche • Deutsche Bank • Direct Energy • EcoSecurities • Energy & Power Solutions • Evolution Markets • FC Stone • First Environment • State of Oregon • IETA • JP Morgan • MGM • MN Corn Growers • Natural Lighting Co • Oregon Carbon Allocation Task Force • Pacific Gas & Electric Company • Pernod Ricard • Pew Center • Solar Turbines • Taiwan Emissions Trading • TFS • The Carbon Neutral Company • US EPA • US Renewables Group • USDA Forest Service

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08.30 Registration, Welcome Coffee & Exhibition Visit

09.00 Chair's Opening Remarks

09.10 - 10.00

## Opening Plenary

### International & US Market Update

- ▶ International context & developments
- ▶ How is Phase II of the EU Emissions Trading Scheme shaping up?
- ▶ New international agreements for 2012
- ▶ Is the carbon market a driver for economic growth?

### The Role of the Carbon Market in the Fight against Climate Change

**Eric Washburn**, Legislative Counsel, **Bipartisan Policy Center**

### Recent Developments and Trends

**Marco Monroy**, President, **MGM International**

*Additional Keynote speakers to be announced*

Interactive Discussion Session with Speakers

10.00 - 13.00

## Policy & Regulation

### Update on Kyoto Compliance and the Status of CDM & JI

**Gyungae Ha**, Programme Officer, Sustainable Development Mechanisms Programme, **UNFCCC**

### Update from Canada

**Judith Hull**, Director, Trading Regimes, **Environment Canada**

### US Carbon Market Update

- ▶ Update on regional and state activities
- ▶ How do all these initiatives piece together? Are they all part of the same puzzle?
- ▶ Would all states have to agree to the same requirements?
- ▶ Impact of government legislation and policy in the growing market

**Thomas D. Peterson**, Executive Director, **The Center for Climate Strategies\***

**Derek Murrow**, Director, Policy Analysis, **Environment Northeast**

**Gary Gero**, President, **California Climate Action Registry**

**Aimee Barnes**, Manager, Regulatory Affairs, **EcoSecurities**

11.20 Networking Refreshment Break & Exhibition Visit

12.00

### What Should a US Compliance Market Look Like?

- ▶ Current bills in Congress and their potential impact on a US federal policy
- ▶ Key success factors in a compliance market
- ▶ What are the essential elements for effective policy and regulation?
- ▶ The potential of an American cap and trade system
- ▶ Is cap and trade emissions trading the most effective method?
- ▶ What is the best way to distribute allowances?
- ▶ Would auctioning bring the transparency needed in the market?

**David Hunter**, Director, US Policy, **International Emissions Trading Association\***

**Véronique Bugnion**, Managing Director, **Point Carbon**

**Lisa Jacobson**, Executive Director, **Business Council for Sustainable Energy**

**Christopher Sherry**, Research Scientist, **New Jersey Department of Environmental Protection**

**Andre de Fontaine**, Markets & Business Strategy Fellow, **Pew Center on Global Climate Change**

13.00 Networking Lunch Break & Exhibition Visit

14.15 - 17.45

## Carbon Investment & Trading

### Update on US Carbon Investment

- ▶ Effect of the global credit crisis on carbon finance
- ▶ Drivers for investment in the carbon market
- ▶ Where do opportunities for investors lie?
- ▶ What are the financial challenges that developers should be ready to address?
- ▶ The role of carbon funds in supporting the project market
- ▶ How will federal carbon regulation affect project finance?
- ▶ How do investors assess projects and project risk?
- ▶ Strategies for investing in domestic and international carbon markets

**Alexander Rau**, Principal, **Climate Wedge**

*Additional speakers to be announced*

### Spotlight on International Projects

A showcase of international emission reduction projects, highlighting opportunities for investment and areas of project development.

A representative, **Methane to Markets**

*Additional speakers to be announced*

15.45 Networking Refreshment Break & Exhibition Visit

16.30

### Current Trends in Carbon Trading and Future Developments

- ▶ Carbon pricing: factors affecting the price of carbon credits
  - ▶ How are risk and price affected by the variety of offsets on offer?
  - ▶ Evolution of new trading platforms
  - ▶ How do uncertainties in policy and legislation affect price?
  - ▶ How will RGGI affect carbon trading in 2009?
  - ▶ What are the pros and cons of the different regional schemes?
  - ▶ Quality vs. Price
  - ▶ Exchanges: creating global trading market
- Milo Sjardin**, Head, North America, **New Carbon Finance**

**Nathan Clark**, Director, Emission Offsets, **Chicago Climate Exchange**

**Gary Guzy**, General Counsel, **APX**

**Alexia Kelly**, Policy Program Manager, **The Climate Trust**

17.45 Close of Day One & Networking Drinks

08.30 Registration, Welcome Coffee & Exhibition Visit

09.00 Chair's Opening Remarks

**Scott Deatherage**, Partner, **Thompson & Knight**

09.10 - 11.00

## Project Development

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### Improving and Expanding the Scope of Market-Based Mechanisms

- ▶ Emerging opportunities in the carbon project market
- ▶ Are they a worthwhile and effective tool?
- ▶ Are they a means of reducing the impact of regulations on industry?
- ▶ What project opportunities will be supported by the RGGI, California, and Western Climate Initiative?
- ▶ Developing offset projects in new areas
- ▶ How do you ensure environmental integrity and credibility?
- ▶ How do you secure early funding?

**Cameron Brooks**, President, **Tolerable Planet Enterprises**

**Josh Green**, Founder, **Verdeo\***

**Shaun Paul**, Executive Director, **EcoLogic Development Fund**

**Steve Fine**, Vice President, **ICF International**

### Managing Project Risk

- ▶ Legal implications concerning project development
- ▶ What barriers exist to generating offsets?
- ▶ How do you create projects that will be accepted by the mandatory and voluntary markets?
- ▶ How do you set up agreements for more long-term projects which will run beyond 2012?

**Thomas J. Timbario**, Vice President, **Alliance Technical Services, Inc**

**Lindene Patton**, Chief Climate Product Officer, **Zurich Financial Services**

**Marc Goodman**, Principal Regulatory Analyst, **Alliance Technical Services, Inc**

**Claudia O'Brien**, Partner, **Latham & Watkins**

11.00 Networking Refreshment Break & Exhibition Visit

11.35 - 12.50

## Voluntary Carbon Market

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### Overview of the Current Voluntary Market

- ▶ Update on the current status of the voluntary market in USA
  - ▶ What efforts are being made to standardize the market?
  - ▶ How do these standards work when applying them to North America?
  - ▶ How receptive are the state registries to offset projects?
- Kate Hamilton**, Carbon Project Manager, **Ecosystem Marketplace**

### The Importance of Standards in the Voluntary Market

**Thomas Classen**, Manager Voluntary Carbon Market, **TÜV SÜD**

### A Buyer's Perspective on the Voluntary Offset Market

- ▶ Quality and transparency: how do you ensure consumer confidence?
- ▶ What kinds of projects are being funded through the voluntary market?
- ▶ Tapping into the buyer's market: matching your project with a buyer's objectives
- ▶ Examining the motivation behind buyer's needs
- ▶ How does a buyer make sense of the tools and market actors available for assembling a cogent portfolio?
- ▶ Getting U.S. buyers comfortable with a diversified international portfolio and forward buying

**Yvan Champagne**, Managing Director, **Carbon Reduction Fund**

**Lars Kvale**, Green-e Climate Manager, **Center for Resource Solutions**

**Caitlin Sparks**, Director, United States Market, **The Gold Standard Foundation**

**Eron Bloomgarden**, US Country Director, **EcoSecurities**

12.50 Networking Lunch Break & Exhibition Visit

14.05 - 14.55

## Forestry

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### Forestry from a Carbon Market Perspective

- ▶ How can the carbon market contribute to sustainable forestry and farming?
- ▶ Addressing deforestation, sustainability and conservation
- ▶ What initiatives are in place to prevent deforestation?
- ▶ What kind of money is involved in this market?
- ▶ Is there such a thing as sustainable logging?
- ▶ How can carbon finance be used to protect forests and farmland?
- ▶ To what extent will forestry play a role in the US carbon market?

**Leslie L. Durschinger**, Principal, **Terra Global Capital**

**Steve Brink**, Vice President, **California Forestry Association**

**Joanna Durbin**, Director, Climate, **Community & Biodiversity Alliance**

14.55 - 15.45

## Utilities & the Carbon Market

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### Effect of the Carbon Market on Energy-Intensive Industries

- ▶ Carbon Disclosure: where to begin?
- ▶ Carbon trading as a powerful tool
- ▶ Auction vs. Allocation?
- ▶ Is CCS a commercially viable tool to help with emission reduction?

**Oliver Bussler**, Manager, **Commercial Environment, EPCOR Utilities Inc**

**Don Wharton**, Vice President for Sustainable Development, **Transalta**

**Greg San Martin**, Climate Protection Program Manager, **Pacific Gas & Electric Co.**

15.45 Networking Refreshment Break & Exhibition Visit

16.20 - 17.30

## Future Outlook

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### Potential for a Global Carbon Market

- ▶ Building long-term confidence in the carbon markets
- ▶ To what extent should the American carbon market be open to the global market?
- ▶ Is the goal to halve world greenhouse gas emissions by 2050 realistic?
- ▶ What will happen to the voluntary market once there is a compliance market?

**Dr. Martin Bergfelder**, Project Manager, **International Carbon Action Partnership (ICAP)**

**Joseph E. Aldy**, Fellow, **Resources for the Future** & Co-Director, **Harvard Project on International Climate Agreements**

**Björn D. Fischer**, Managing Director, **First Climate**

**Ned Helme**, President, **Center for Clean Air Policy**

### The Role of Energy Efficiency and Renewables in Emission Reduction Strategies

- ▶ The importance of energy efficiency in achieving goals
- Steven Smith**, Executive Director, **Southern Alliance for Clean Energy**

17.30 Chair's Closing Remarks & Close of Conference

\* Awaiting final confirmation

# Carbon Markets USA



## Sponsorship & Exhibition Opportunities

Now in its 2nd year, Carbon Markets USA offers an integrated solution of brand positioning, business development and face-to-face networking opportunities with senior decision makers.

### Connecting you with the right people

With a proven track record of delivering high caliber project developers, Carbon Markets USA provides the perfect environment for you to do business with project developers from across the country under one roof.

### First class business opportunities

- ▶ Generate new high level business contacts
- ▶ Enhance your company's brand visibility globally
- ▶ Increase your market share and gain competitive advantage
- ▶ Reinforce existing partnerships
- ▶ Find new partners and business opportunities

### Cost effective packages to meet your business needs

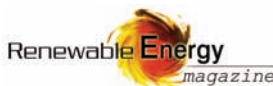
Our sponsorship and exhibition packages are designed to help you meet your business objectives. If you are looking to win prospective clients, strengthen existing relationships or enhance your company profile, we will help you do so in a cost effective manner.

### Contact Santosh Sarma for further details

Tel: 00971 4 214 9582 or 0044 20 7099 0600

Email: [santosh.sarma@greenpowerconferences.com](mailto:santosh.sarma@greenpowerconferences.com)

## Media Partners



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If you would like to partner with us, please contact [jonathan.neale@greenpowerconferences.com](mailto:jonathan.neale@greenpowerconferences.com)

## Forthcoming Events

### Carbon Markets India

*Migrating business to a low carbon economy*

Mumbai, India  
29-30 September 2008

### Voluntary Carbon Markets

*Understanding the business opportunities in the voluntary carbon markets*

London, UK  
14-15 October 2008

### Carbon Markets Africa

*CDM business opportunities in Africa*

Cape Town, South Africa  
17-19 November 2008



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# Carbon Markets USA

Kellogg Conference Hotel, Washington DC, USA  
16th – 17th September 2008

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## Venue

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