

Announcing the 10th event in the Global Carbon Markets series

Voluntary Carbonmarkets™

Gain an in-depth understanding of the North American voluntary carbon markets

February 5-6 2008, Park Central Hotel, New York City

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Learn from Leading US Voluntary Carbon Market Experts including:



Karl Rabago,
Director,
AES



Rick Adcock,
Senior Vice President,
World Green Exchange



Dell Jones,
Vice President Renewable Project Development,
Regenesis Power



Roger Kranenburg,
Director,
Edison Electric Institute



Steve Fine,
Vice President,
ICF International



Bill Thomas,
Counsel,
Clifford Chance



Cameron Brooks,
Vice President,
Renewable Choice

- ▶ What, where and how big are the voluntary carbon markets?
- ▶ What are the risks of investing in these markets?
- ▶ How do the emerging standards and registries support the growth of the voluntary market?
- ▶ How do you go about generating and selling credits?
- ▶ What barriers exist to project developers in generating offsets?
- ▶ What are buyers looking for in a credit?
- ▶ What are the major challenges to future growth?
- ▶ Is the potential for innovation and creativity in the voluntary market enough to keep it going?

Plus: Interactive Workshop, February 4 2008

Measuring your Carbon Footprint

Led by 3C Consulting

Join 1500+ industry executives who have attended previous events in the Carbon Markets series

"Few conferences make me stay and listen to the panels throughout the days. Yours counted among them. Congratulations!" Climate Focus at Voluntary Carbon Markets, '07

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The voluntary carbon market has experienced rapid growth over the past few years and this expansion is set to continue as more and more companies and individuals are using offsets as a tool to achieve carbon neutrality. Whilst the rising demand for voluntary offsets is raising the profile of corporate action on climate change, a significant amount of uncertainty surrounds the fragmented voluntary carbon market. The lack of regulation and transparency regarding voluntary offsets threatens to undermine the credibility of offsets as a viable tool in the fight against climate change.

Voluntary Carbon Markets New York will provide delegates with an opportunity to learn about the size of the voluntary market, the range of voluntary standards created and the key to sustainable future growth of the market. Attendees will gain an in depth understanding of the risks involved in buying and selling voluntary offsets, and the barriers as well as the opportunities which abound this exciting and interesting sector.

08.30 Registration & Welcome Coffee

09.00 Chair's Opening Remarks

09.15 **Session 1:**

An Overview of the Voluntary Carbon Market

Speakers will provide an overview of the current voluntary market, followed by a panel discussion on why this market has developed and how it will continue to exist in the foreseeable future.

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

Tiffany McCormick Potter, Senior Analyst, **Point Carbon**

Shelagh Whitley, Voluntary Asset Origination and Placement, **Camco Global**

Steve Gutmann, Senior Commercialisation Manager, **EcoSecurities**

Rick Adcock, Senior Vice President, **World Green Exchange**

10.45 Networking Refreshment Break

11.15 **Session 2:**

Finance and Investment

An introduction followed by panel discussion looking at the issues involved in investing in voluntary offset projects, and the risks that come with it.

- ▶ Pricing Offsets and the Risks involved
- ▶ How do you value offsets?
- ▶ Is there a way to balance credibility and costs?

Chair: **Martin Whittaker**, Director, **Mission Point Capital**

Guy Turner, Director, **New Carbon Finance**

Alexander Rau, Principal, **Climate Wedge**

Jeffrey Bortniker, Chief Executive Officer, **Equator Environmental**

12.45 Networking Lunch Break

2.15 **Session 3:**

The Voluntary Standards and Registries

A series of presentations on the different voluntary standards and registries that exist, followed by an interactive panel discussion.

- ▶ What efforts are being made to standardize the market?
- ▶ How receptive are the state registries to offset projects?
- ▶ Variety of standards - clarity or confusion?
- ▶ How do these standards work in North America?

Chair: **Tom Baumann**, Chief Executive Officer, **ClimateCHECK** & Director, Professional Programs, **GHG Management Institute**

Edwin Aalders, Acting CEO, **Voluntary Carbon Standard**

Caitlin Sparks, US Marketing Representative, **Gold Standard**

Karl Rabago, Director, **AES**

Lars Kvale, Manager, **Center for Resource Solutions**

Joel Riciputi, Director, **APX**

3.30 Networking Refreshment Break

4.00 **Session 4:**

How will the Voluntary Market pave the way for the Compliance Market?

Speakers will debate whether the voluntary market will help shape the compliance market, and where the role and future of the voluntary market lies.

- ▶ How do I make sure that the actions I'm taking now count in a compliance market?
- ▶ Is the flexibility of the voluntary market a strength or a weakness?
- ▶ How can sustainable growth of the market be ensured? Will there be a global registry?

Chair: **Kyle Danish**, Member, **Van Ness Feldman**

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

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

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

Tony Nunes, Managing Director, **The Bank of New York Mellon**

Megan Morgan, Business Development, **Chicago Climate Exchange, Inc**

5.30 Close of Day One & Networking Cocktail Reception



08.30 Welcome Coffee

09.00 **Session 5:**

Generating, Buying and Selling Credits

09.00 **Project Development: Sourcing, Developing and Investing in Home Grown Projects**

This interactive panel discussion will examine the issues surrounding the production of voluntary offset credits.

- ▶ How do you create projects that will be accepted by the mandatory and voluntary markets?
- ▶ How do I ensure that my projects are additional?
- ▶ How do I validate my project and verify my emissions?

Mark Wasilko, Managing Director, **GE AES Greenhouse Gas Services**

Dell Jones, Vice President Renewable Project Development, **Regenesis Power**

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

Kelly Bennett, Vice President, White Tags, National Policy Director, **Sterling Planet, Inc**

Sanjay Patel, Director, **SP Renewable Energy Sources**

10.00 **Taking Credits to the Market**

An interactive panel discussion bringing buyers and sellers together to look at the key issues to consider when buying or selling credits.

- ▶ Understanding the type of offsets customers are looking to buy
- ▶ What to bear in mind when planning to sell carbon offsets
- ▶ Matching seller requirements with buyer needs

Chair: **Sascha Lafeld**, Managing Director, **3C Group - The Carbon Credit Company**

William L. Thomas, Counsel, **Clifford Chance**

Cameron Brooks, Vice President, **Renewable Choice**

Sid Embree, President, **AtmosClear**

Gabe Petlin, Director, Regulatory Affairs and Carbon Markets **3Degrees**

11.00 Networking Refreshment Break

11.30 **Session 6:**

Offsetting your Carbon Footprint

This session will explore how companies, organizations and cities have incorporated the voluntary carbon market into their business practice.

- ▶ Experiences of the voluntary carbon market
- ▶ Choosing between VERs and CERs

Chair: **Peter Krahenbuhl**, Vice President, **Sustainable Travel**

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

Kim Peterson, Global Warming Project Manager, **City of Aspen**

John Shinn, Senior Staff Advisor for Global Issues, **Chevron**

13.00 Networking Lunch Break

2.15 **Session 7:**

Convergence of the Renewable Energy Certificates and the Voluntary Market?

An introduction to the REC / VER debate followed by a panel discussion on the role of the two markets.

- ▶ RECs vs. VERs? Will the market converge?
- ▶ How do you count carbon reductions that renewable energy projects provide?
- ▶ How can renewable energy projects be used to make GHG emissions reduction claims?

Chair: **Bill Eddie**, Director of Procurement, **Bonneville Environmental Foundation**

Michael Gillenwater, Science, Technology and Environmental Policy Program, **Princeton University** & Dean, **GHG Management Institute**

Roger Kranenburg, Director, **Edison Electric Institute**

Karl Rabago, Director, **AES**

3.00 **Session 8:**

The Lowdown on Forestry-related Offsets

According to a recent report, 36% of all project activity in the OTC segment is related to forestry sequestration projects. It's big business, but brimming with contentious issues. This panel will look at the validity of forestry related offsets and their role in the carbon market.

- ▶ Are the reductions robust enough to be and remain real?
- ▶ Using the carbon markets to promote sustainable forestry

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

Jeffrey Horowitz, Founder, **Avoided Deforestation Partners**

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

Joana Marsillac, Executive Director, **CO₂ Soluções Ambientais**

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

Sarah Hines, Presidential Management Fellow, **USDA Forest Service**

4.00 Networking Refreshment Break

4.30 **Session 9:**

Technology and the Voluntary Market

This panel will examine whether the voluntary carbon market has the potential to facilitate technical innovation and new business practice that would otherwise be restrained by a regulatory market.

- ▶ Overlap between clean technology and GHG management
- ▶ How does the voluntary market foster technology development?

Chair: **Dan Whaley**, Founder and CEO, **Climos**

Annika Colston, Vice President, Emission Reduction, **Blue Source**

Caroline Gentry, Senior Editor, Air Daily, **Argus Media Inc**

Stephen Donofrio, **CINCS**

Einar Telnes, Chief Technology Officer, **Kolibri Capital LLC**

5.15 Close of Conference



3C Group - The Carbon Credit Company presents a pre-conference workshop:

Measuring your Carbon Footprint

February 4 2008 New York

Calculating emissions from business operations, products and services can be a difficult task. This interactive workshop will provide guidance for those who are facing this challenge. The workshop will be centred on the standardization within the quantification process of greenhouse gas emissions.

- 9.00 Registration & Introduction
- 9.30 **Carbon Footprinting in the Context of Strategic Carbon Management**
- 10.15 Interactive Networking Break
- 10.45 **Status of the Standardisation Debate**
- 11.30 Networking Break
- 12.00 **Technical Aspects of Carbon Footprinting**
- 12.45 Lunch
- 2.00 **Tools to Support Carbon Footprinting**
- 2.45 Networking Break
- 3.15 **Best Practice Examples**
- 4.00 Wrap-up discussion

Speakers:

Dr. Sascha Lafeld, Managing Director, **3C Consulting**
Dr. Jochen Gassner, Director Climate Neutral, **3C Consulting**
Björn Fischer, Managing Director, **3C LLC**
Daniel Hires, Manager Communications, **3C Consulting**

About the workshop leaders:



3C is one of the leading Carbon Asset Management firms in Europe employing 45 specialists with extensive experience in project development, risk management, trading strategies and financial consulting. 3C Markets AG provides consulting services regarding emission trading and hedging strategies, especially within the EU ETS. The Carbon Investment Advisory bridges the gap between the carbon and the financial market to offer comprehensive expertise and risk management strategies to carbon fund managers. The Climate Neutral Division is among the world's leaders for carbon offset services and has numerous clients in the financial and service industry.

Marketing Opportunities

Sponsor VCM and benefit from:

- ▶ **1st class lead generation:** meet companies actively looking to implement voluntary carbon projects
- ▶ **Enhanced brand profile:** pre-event promotional campaign plus extensive on site branding
- ▶ **Excellent publicity:** gain an incredible amount of presence from on site promotion and exhibition stand
- ▶ **A cost effective marketing solution:** our development team will be happy to customise a package and develop a cost effective marketing channel to generate new sales leads

Sponsorship options offering varying levels of branding and exposure are available to suit budgets and marketing aims.

For details contact: Santosh Sarma on email:
 santosh.sarma@greenpowerconferences.com

1500+ Executives have already benefited from attending the Global Carbon Markets Series, their feedback includes:

"I was able to spend some valuable time with some good people, as well as learn a few things I didn't know. My benchmarks of success." Oregon Carbon Allocation Task Force

"Turn out was very strong, I thought, and the program was great" Renewable Choice

"Pacing was outstanding. I really liked opportunities for networking, which is my primary reason for attending" Evolution Markets

"The contacts I made and the knowledge I gained will be a great asset to many projects" Spreading Solutions

"One of the best climate change events that I have participated in, in the last 3 years" ICF Consulting

"Thanks for organising such a fantastic conference - it really helped my business with the great people that you managed to attract" Carbon Bridge

Voluntary Carbon Markets

February 5-6 2008
Park Central Hotel, New York City, USA

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Please register me for	Dates	Price (US\$)
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