

A perspective on the voluntary carbon market

CarbonMarkets USA

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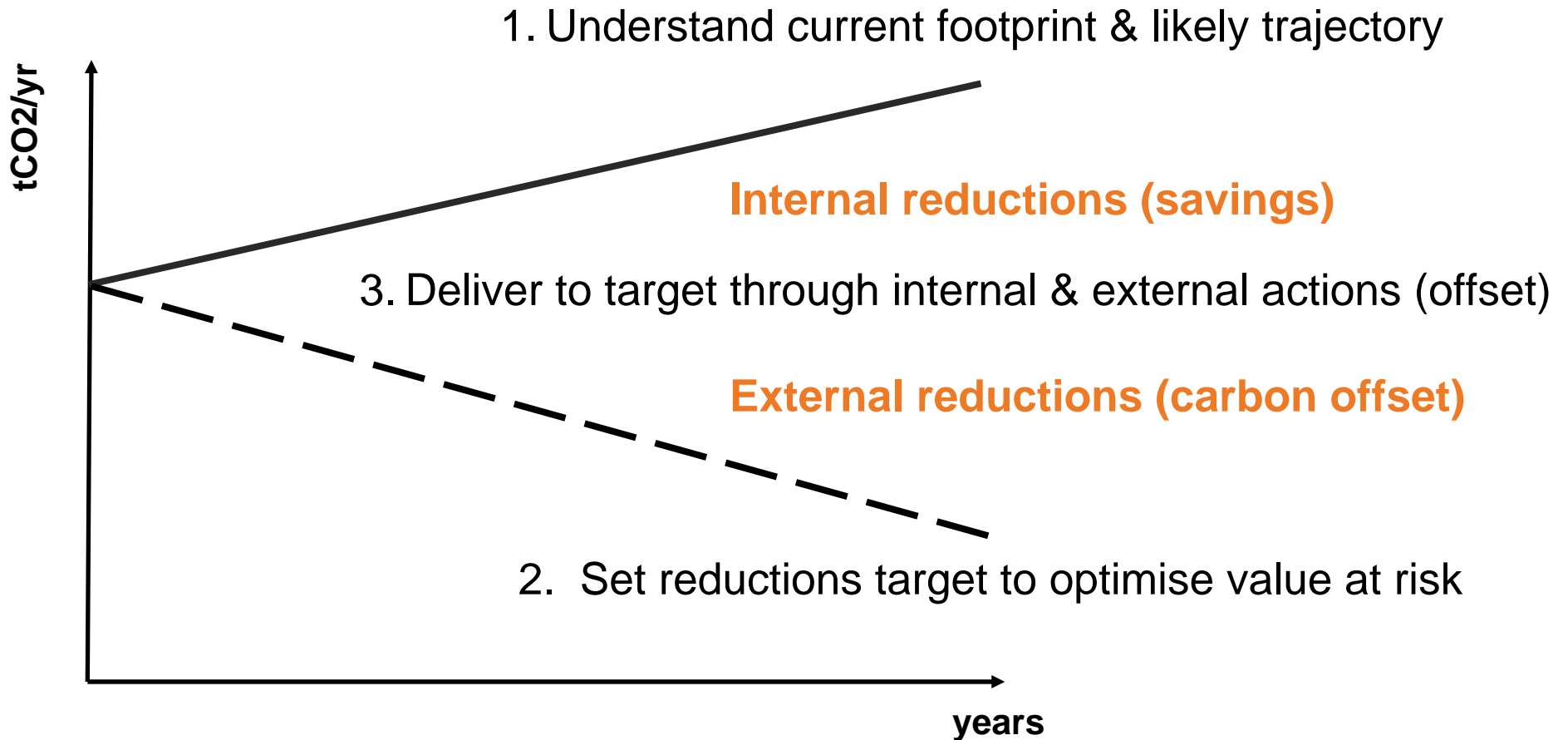
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The CarbonNeutral Company

The CarbonNeutral Company

- Established 1997
- London, New York, San Francisco
- First to retail carbon credits to individuals and corporations
- Proprietary standard and protocol – CarbonNeutral®



The reductions imperative



The value of the voluntary market

Emission Reduction Projects



- Enhances business case
- Improves viability
- Extends regulatory reach
- Funds low carbon future

Corporate Reduction Targets

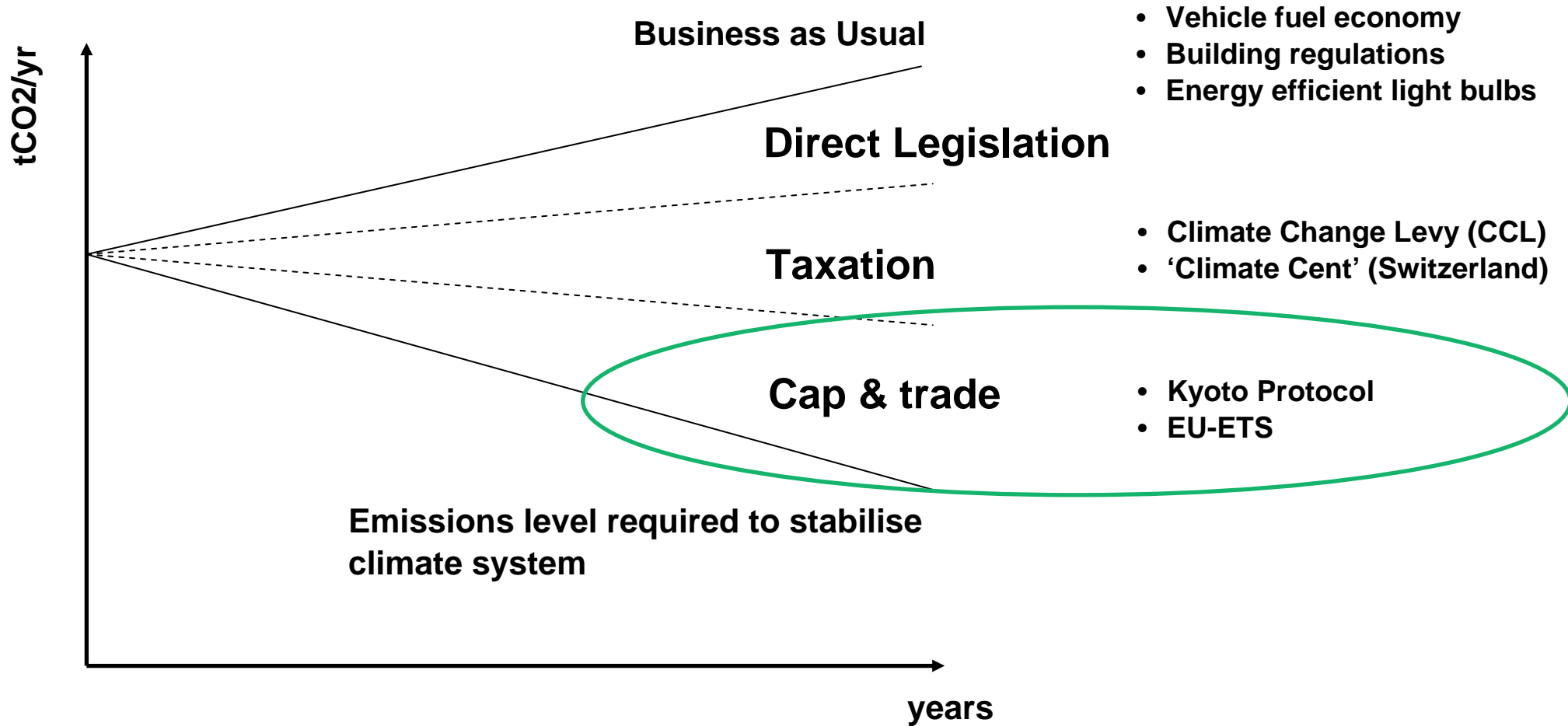


- Top line benefits
- Bottom line benefits
- Brand advantage
- Regulatory hedge

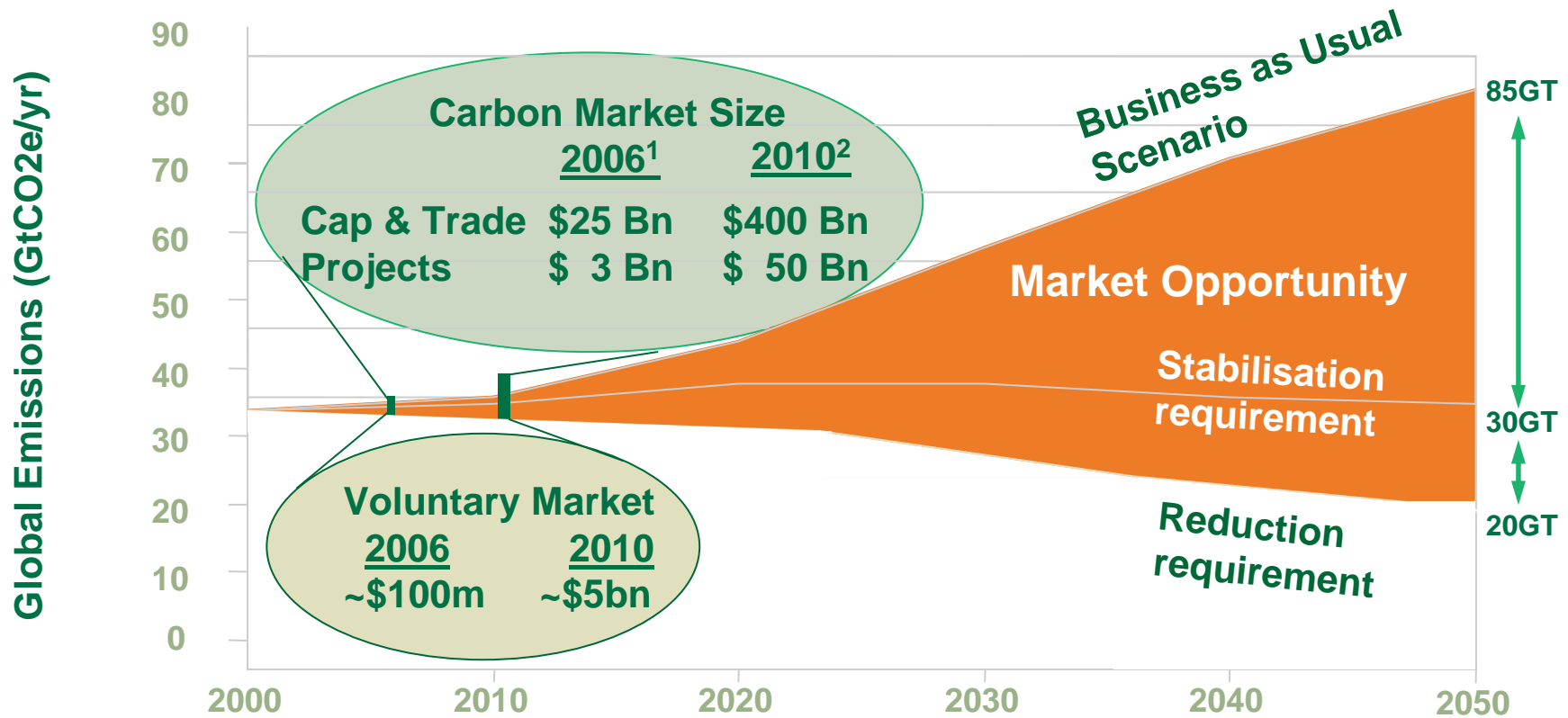


Delivering internal and external reductions

Offset is a critical component of a wider response



The opportunity for impact



- Sources:
1. World Bank, 2006
 2. Stern Review, 2006
 3. TCNC Analysis, 2007
 4. Ecosystem Marketplace & New Carbon Finance, 2007

Challenges

- Integrity through regulation and global standards, specifically:
 - Global registry
 - Carbon accounting and reporting
 - Additionality, permanence, vintage matching
 - Systems and project verification
 - Risk management and guarantees

- Political support through synergies with regulation

- Public endorsement through evidence of impact

Thank you

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