

**Mitigating extreme climate change is invaluable, but cutting carbon emissions comes at a price.**

Understanding what drives that price – from contract structure to technology – gives market players the transparency they need to make decisions that minimize risk and spur investments.

The *State of the Voluntary Carbon Markets* reports have an established track record of offering this kind of valuable market intelligence.

**“This report is the most valuable piece of market intelligence available in the voluntary carbon industry – it is the only basis we all have for assessing the reality of voluntary carbon markets.”** – *Timothee Lazaroo, Partner, ecosur america*

Published by Ecosystem Marketplace and Bloomberg New Energy Finance for 6 years, this report investigates questions like **“How big is the market?”**, **“What’s being traded?”**, **“Who’s buying and selling, and at what price?”**

Each year, the report is eagerly awaited by market players, the media and industry experts. It is known to be widely utilized in market due-diligence reviews and private- and public-sector decision-making.

This report – which is freely available **thanks exclusively to sponsors’ support** – remains a key benchmark for the market.



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**State of the Voluntary Carbon Markets 2012 Prospectus**

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## BY THE NUMBERS:

**6 years** tracking year-on-year global voluntary carbon market developments

**100,000+** downloads since 2007

**284** supplier responses to 2011 survey from **38** countries – and growing annually

**700+** carbon credit transactions tracked in 2011

**40** report sponsorships since 2007

## CITED IN:

*"State and Trends of the Carbon Market 2007-2011"* – **World Bank**

*"A Slow Start for the Carbon Credit Market"* – **New York Times**

*"Aid agencies plan CO2 offsets that also help the poor"* – **Reuters**

*"Amazon Opportunity – Brazil Doesn't Count on Carbon Market"* – **National Geographic**

*"Hostage to Fortune"* – **Wall Street Journal**

*"Carbon offsets a wild card as environmental markets converge"* – **New York Times**

**We are now working to build a coalition** of sponsors to enable a 2012 edition.

To offer this valuable report again next year, we must confirm **US\$90,000** in contributions or pledges by **Nov. 30, 2011**.

We rely on sponsorships to offset the year-round cost for the Ecosystem Marketplace team to identify and survey active carbon credit suppliers worldwide; collect, compile, clean and confirm their transaction data; analyze and report our findings; distribute findings in a comprehensive report; and educate market participants worldwide through conferences and forums.

Sponsorships are critical to produce and distribute this report free of charge – the **only report of its kind in the marketplace to do so**.

Our sponsors have joined from nonprofit and for-profit sectors, including retailers, legal firms and project developers. Past

sponsors have included companies like ClimateCare, Climate Friendly, Evolution Markets, Baker & McKenzie, CantorCO2e, EcoSecurities and Blue Source.

Ecosystem Marketplace is a project of Forest Trends, a non-profit 501c3. All report contributions are tax deductible. Reach readers worldwide and keep this important market service alive – support the *State of 2012* today.

**"In a short space of time the State of the Voluntary Carbon Markets report has become the 'go-to reference' on this complex marketplace."** – Zubair Zakir, Head of Carbon Procurement, CarbonNeutral Company

**"Gathering and analyzing this information is a difficult and time-intensive process, but its value is demonstrated by how informative the final product is."** – Scott Eidson, Manager of Research, Strategy and Analysis, 3Degrees

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