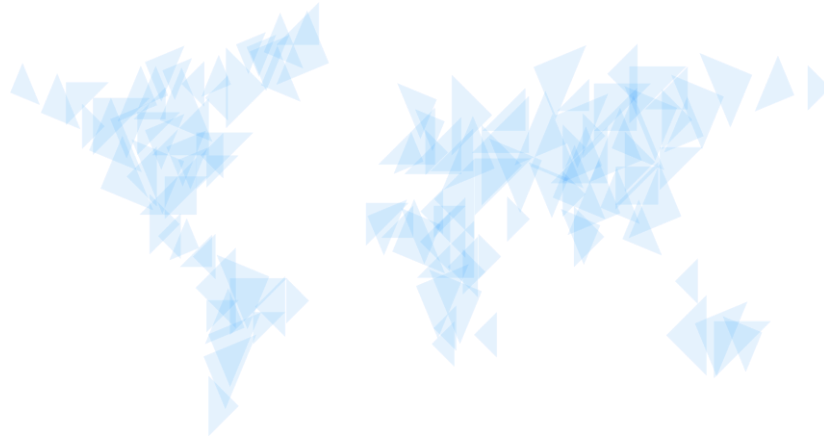




**International Carbon Reduction
& Offset Alliance**



What are offset buyers looking for and why?

Carbon Forward: 14th October 2016

Simon Henry

What is ICROA?

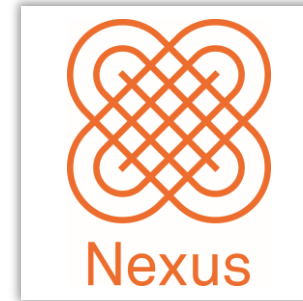
“The International Carbon Reduction and Offset Alliance (ICROA) is an international non-profit industry association”

- Housed within the International Emissions Trading Association (IETA)
- ICROA provides a **unified voice for the voluntary carbon sector**
- ICROA engages with governmental entities and international organizations to **support the development of the voluntary market**

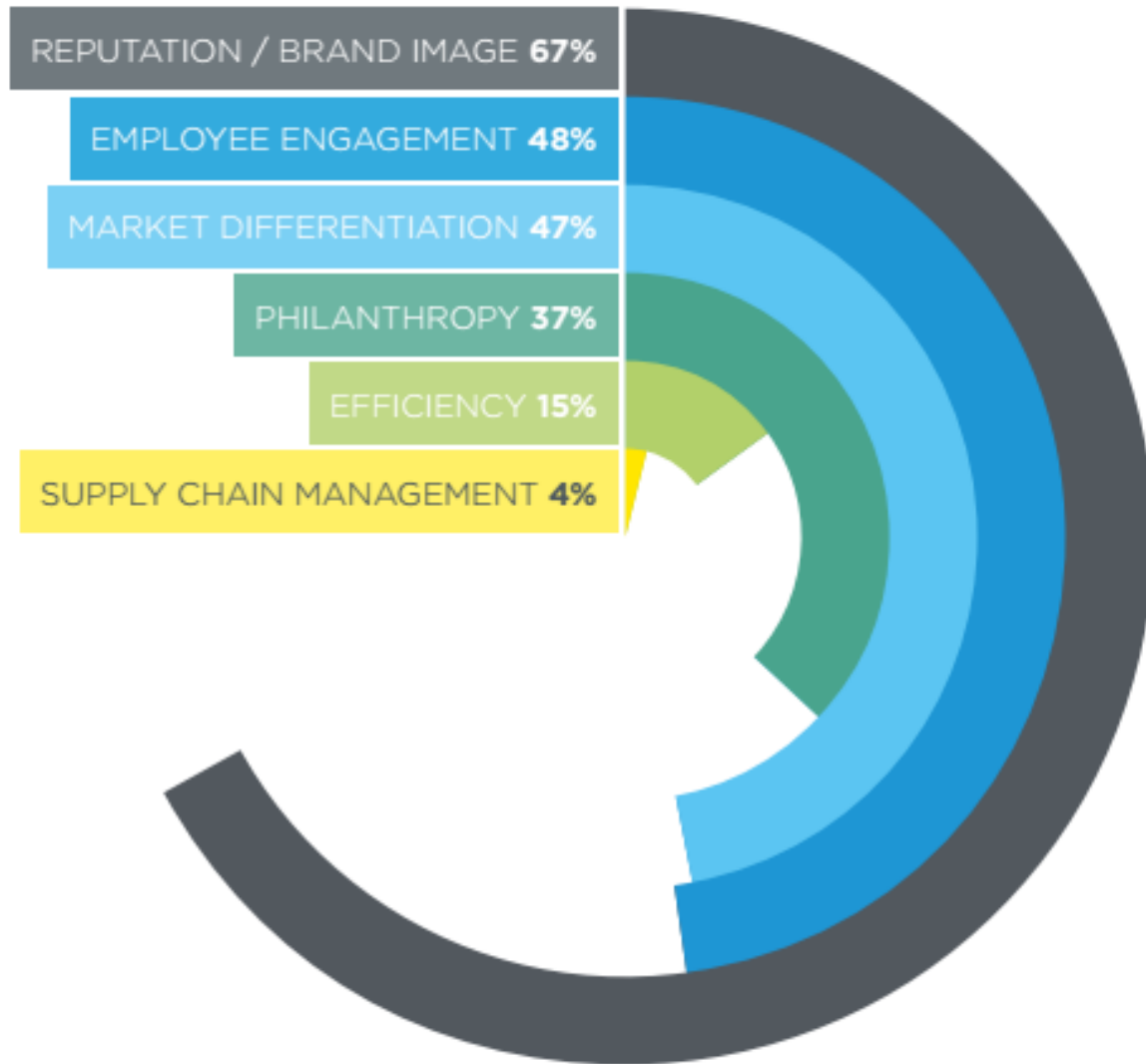
Our aims:

- ✓ **Support development** of the market
- ✓ **Provide quality** assurance to customers
- ✓ **Ensure quality service** by promoting best practice guidance

Our members are leading global service providers



Motivations to offset



- 67% of respondents also reported positive and tangible business benefits from their voluntary offset programme
- Those benefits range from reductions in energy consumption and costs, to market differentiation, winning new business and client retention, to employee engagement

What are buyers looking for?

Links to their business

- Offsets which are linked to their business in some way
- Examples include food companies buying credits from agriculture projects
- This can help companies build reputation and brand image

Offsets with co-benefits

- Respondents were willing to pay up to 33% more per offset for projects with verified co-benefits
- Social co-benefits were valued the highest, followed by economic and environmental co-benefits

Project registration, issuance risk and carbon price are also leading decision making criteria

What will buyers want in the future?

Closer alignment with business strategy

- Offset projects within a company's own supply chain (insetting)
- Domestic projects, closer to home

Better communication tools

- 82% of respondents said they would like to see more quantification and valuation of co-benefits
- Help to promote transparency and understanding of offset programmes

- ICROA is currently conducting a new survey to investigate this topic further
- The survey will remain open until 21st October
- We are collaborating with the UNFCCC & Imperial College London



**Imperial College
London**

Access the survey from the ICROA website



The image shows a screenshot of the ICROA website homepage. The header is dark blue with the ICROA logo on the left, which includes the text "International Carbon Reduction & Offset Alliance". To the right of the logo is a navigation menu with links for "HOME", "ABOUT", "CARBON OFFSETTING", "QUALITY ASSURANCE", "NEWS", and "JOIN US". Further right are icons for IETA, an email envelope, a speech bubble labeled "NEWS", and a Twitter bird. The main content area features a large background image of a lush green landscape with a large tree on the left and a body of water in the foreground. Overlaid on this image is a white text box with the following text: "ICROA is conducting a survey to investigate the drivers behind corporate engagement in voluntary carbon offsetting". Below this text is a dark blue button with the text "PARTICIPATE NOW!". At the bottom of the image area, there is a dark blue banner with the text "DELIVERING QUALITY IN ENVIRONMENTAL MARKETS". Below the banner is a white text box containing a paragraph about ICROA's mission and goals.

ICROA International Carbon Reduction & Offset Alliance

[HOME](#) • [ABOUT](#) • [CARBON OFFSETTING](#) • [QUALITY ASSURANCE](#) • [NEWS](#) • [JOIN US](#) • ☰

IETA CORPORATE CHALLENGES MARKET SOLUTIONS

✉ NEWS 🐦

ICROA is conducting a survey to investigate the drivers behind corporate engagement in voluntary carbon offsetting

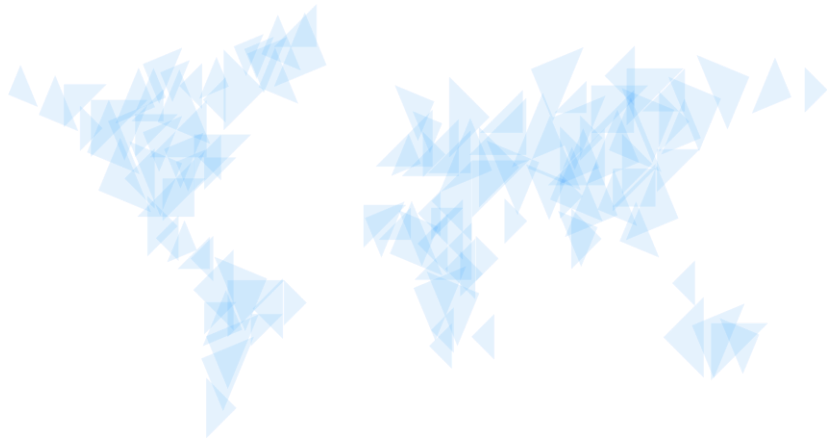
PARTICIPATE NOW!

DELIVERING QUALITY IN ENVIRONMENTAL MARKETS

The International Carbon Reduction and Offset Alliance (ICROA) is an international non-profit organisation made up of the leading carbon reduction and offset providers in the voluntary carbon market around the world. Our organisation ensures credibility and quality for corporates using voluntary carbon offsets to reduce their greenhouse gas emissions. ICROA's primary aim is to promote best practice in the voluntary carbon market through its member's adherence to the ICROA Code.



**International Carbon Reduction
& Offset Alliance**



www.icroa.org

Simon Henry

Programme Director
International Carbon Reduction
and Offset Alliance (ICROA)

IETA Secretariat
Tel: +41 (0) 2273 70507
Mail: henry@ieta.org