What are offset buyers looking for and why?

Carbon Forward: 14th October 2016

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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

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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
Access the survey from the ICROA website

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

PARTICIPATE NOW!

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 members' adherence to the ICROA Code.