

ETHOS CONFERENCE:

CARBON CREDITS IN 2013: CURRENT STATUS AND FUTURE PROJECTIONS

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Outline

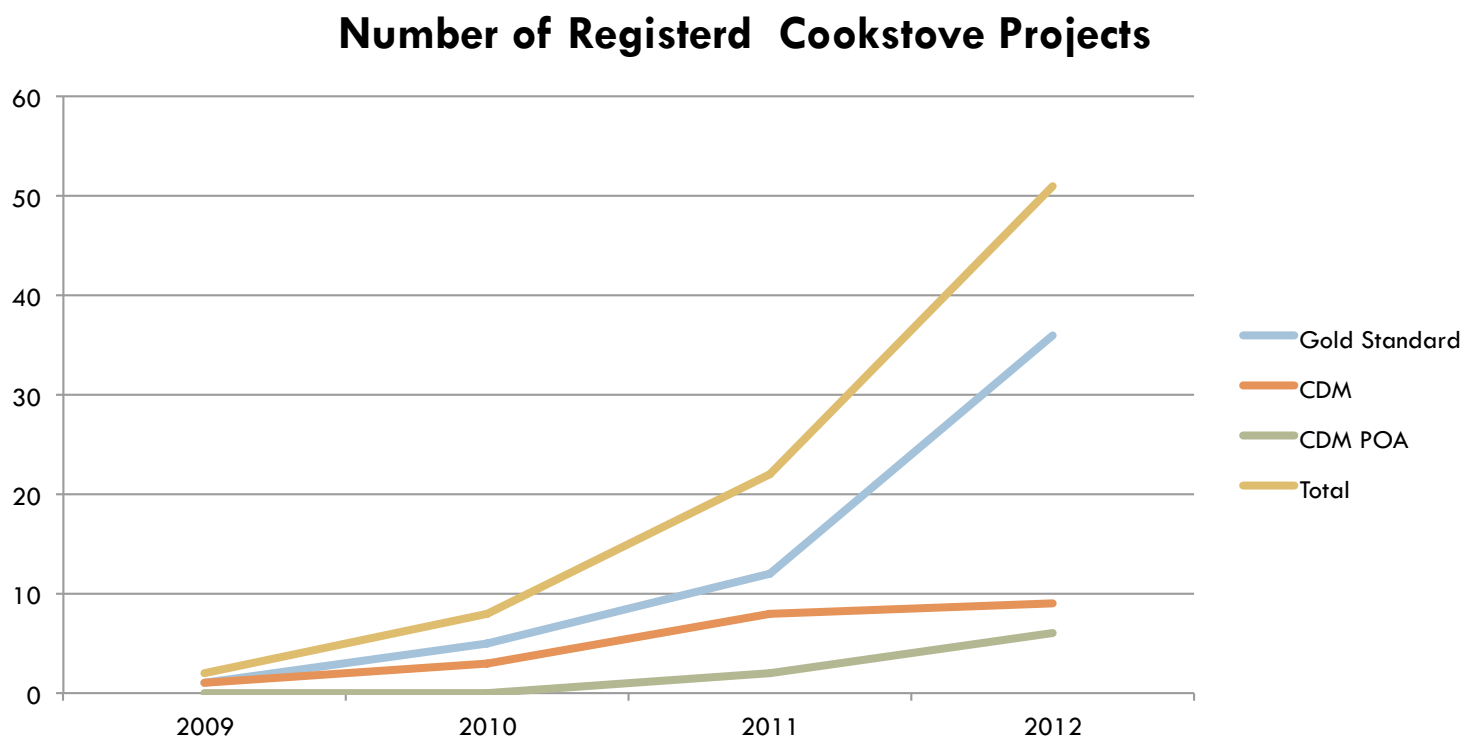
- The Allure of Cookstove Projects
- Trends in Supply of Cookstove Credits
- Current Picture of Carbon Markets
- Mitigating the Post-Carbon Blues
- Conclusion

The Allure of Cookstove Projects

- Cookstove projects deliver unique benefits and drive true impact
 - ▣ Health, economic and environmental
 - ▣ Tangible benefits at the household and community levels
- Cookstove credits have historically commanded a price premium
 - ▣ Boutique projects
 - ▣ Align with CSR and PR strategies
- Less capital required to develop a successful and scalable project

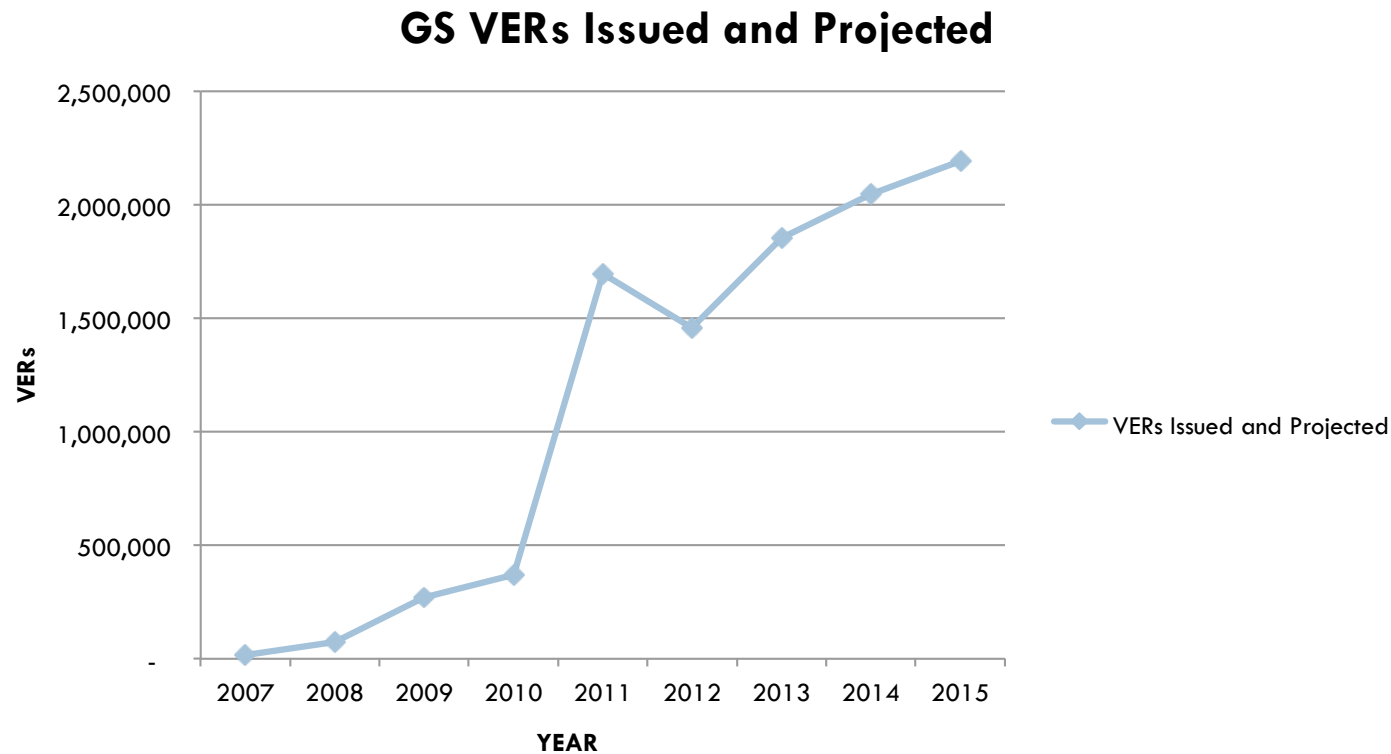
Trends in Supply of Cookstove Credits

□ Boutique to Bountiful

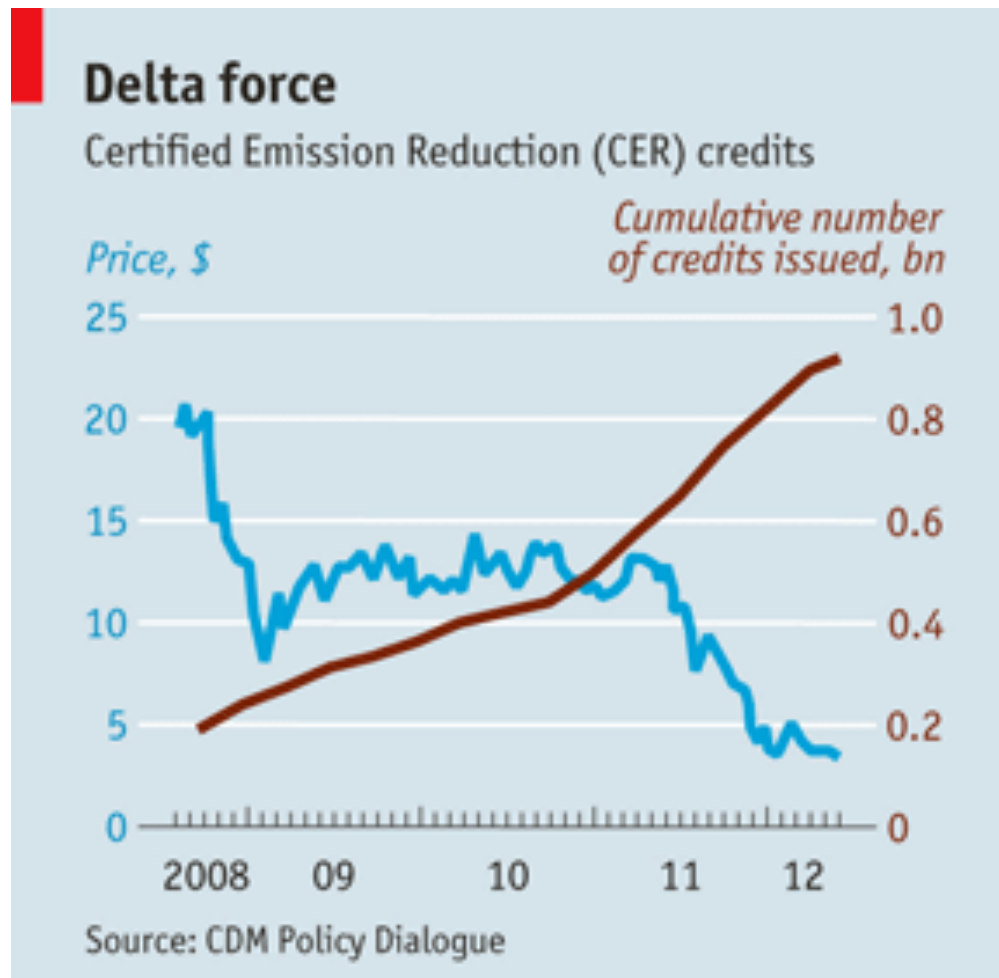


Trends in Supply of Cookstove Credits

□ Boutique to Bountiful



Current Picture of Carbon Markets



Mitigating the Post-Carbon Blues



- Global Platforms (PoAs) can reduce transaction costs
 - ▣ Cheaper and faster access to carbon programs
 - ▣ Design of PoAs is open and flexible to encourage multiple technologies
 - ▣ Plug and play for manufacturers and project partners
- Sustainable application of carbon revenues
 - ▣ Pilots to assess WTP and ATP of end users
 - ▣ Apply funding to marketing and outreach
 - ▣ MFI partnerships

Mitigating the Post-Carbon Blues



- Leverage Monitoring and Evaluation to demonstrate quantifiable impact
 - Outcome based success
 - Fuel reduction
 - Product lifespan and durability
 - Sustainability indicators
 - Attractive for grant funding

Conclusions



- Charismatic has become more commonplace
- Supply is likely to exceed demand, continuing to depress prices
- Mitigate through innovative application of carbon revenue that is not the lifeblood of a program

Thank You

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