

Carbon trading on Trade Me

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Overview

- The platform
- Criteria for entry
- What we've observed
- Buyers & prices
- Opportunities

The Platform

- 1.8M Trade Me members
- 3.7M visitors/month
- 1 million live listings
- First public carbon trading platform in NZ
- July '07, pulled a carbon credit auction, but thought it was a cool idea...

But first, we needed a registry to:

- verify credits
- prevent double-counting

Criteria for entry

M-co built Regi:

- Robust, low-cost, open to all
- Credits must meet voluntary carbon standard (*GHG Protocol or ISO 14064*)



Trade Me Rules:

- Sellers must be verified to NZ bank account
- Credits must be registered with M-co
- Sellers choose who can bid (*e.g. authenticated members, Regi members*)
- Q&A: sellers choose what is displayed

What we've seen

- 3 Meridian parcels: Te Apiti Windfarm
Gold Standard, verified by DNV
- 2 x 20T, 1 x 1000T
- First auctions were high profile:
 - > active Q&A
 - > fishbowl forum
 - > helped build awareness



Buyers & Prices

Bidders on small parcels:

- env-conscious SME's wanting to be part of a first
- speculators on a trophy

1st 20T: \$150/T

2nd 20T: \$100/T



Bidders on 1000T:

- Businesses wanting to offset their emissions
- Businesses helping clients reduce & offset emissions

1000T: \$19.26/T

Opportunities

- All kiwis can participate
- Forest regeneration & retention
- Community initiatives
- Anyone can support these projects
- Local verifiers of small projects > help sellers
- Carbon footprint calculator > help buyers

Questions & panel discussion