



An Introduction to CARBONfirst

As a significant actor in the climate space, you will know that the interactions between climate policy and carbon market trends are of critical importance as we develop a global response to climate change.

CARBONfirst, IDEAcarbon's premier strategic advice service, is designed to help the public and private sectors deal with the opportunities and challenges of creating a low carbon global economy. CARBONfirst has been created to give senior decision makers tailored intelligence about key developments in climate change policy and the evolution of the carbon markets.

Global corporate CEOs recognise the need to plan now to restructure their business models, while financial institutions recognise the important role they will play in creating an alternative asset class. At the request of some key policymaking bodies IDEAcarbon is playing an important role in shaping policy at both the geopolitical macro level as well as in structuring efficient trading schemes.

Our advice is focused on giving confidence to corporate and financial leaders to take action in the fight, against and, the ramifications of climate change.

Lord Stern, author of the influential Stern Review on the Economics of Climate Change, and IDEAGlobal Group Advisor:

“Working with IDEAGlobal will undoubtedly sharpen my perceptions regarding the importance of mutual understanding between policymakers and market players. This requires transparency of policymaking and constructive dialogue. In particular, it is of great importance that policymakers and the market work together to promote that understanding. IDEAGlobal plays an important role as a bridgehead between the macroeconomic policymaking community and the financial markets.”

*“Our ambition is for IDEAcarbon to become the primary source of expertise as we deepen our understanding of the fundamentals of carbon markets and introduce benchmarks for assessing the quality of assets. **We have an unparalleled opportunity to play a role in improving and expanding the market** and hence in responding to the challenge of climate change. IDEAcarbon's combination of high quality market analysis and emphasis on the quality (and ratings) of investment in securing emissions reductions is a very attractive package: one in which high quality economic research and analysis play a central role. I would hope that my background and experience will be of great value to IDEAcarbon and its clients.”*

Mr. Ng Kok Song, MD and GIC Group Chief Investment Officer, Government of Singapore Investment Corporation, and IDEAGlobal Advisor:

“I joined the IDEAGlobal Advisory Board ten years ago because I felt there was a need in the market place for independent research into financial markets that took a medium to long term view. There is a tendency in the markets to focus on fresh factors while neglecting the underlying forces that drive economies and financial prices. I was impressed by IDEA's approach back then and reiterate my confidence in IDEA today.”

Members of our group are presently active in helping shape policy on climate change, while being in a position of trust with over 700 financial institutional clients. The CARBONfirst network includes:

- Lord Stern, our group Vice-Chairman and author of the Stern Review of the Economics of Climate Change
- Ian Johnson, Chairman of IDEACarbon, and a special advisor to the UNFCCC
- Christiana Figueres, leading UN climate negotiator, and IDEACarbon advisor

CARBONfirst will provide its members with:

- Early policy insights and guidance on strategic positioning
- Perspectives from leading policymakers that can reach an important global audience.
- Market perspectives and expectations in the form of a survey programme of the leading investors and traders in the global carbon community.

CARBONfirst is an interactive facility for all our members to ask us questions, contribute to the policy debate, and develop a deeper access to our group members. The service offered includes personal and confidential advice on transactions, origination of assets, investment strategy and market positioning. Membership of CARBONfirst also includes participation at formal and informal events we organise for our members and policymakers, including monthly conference calls and webinars with senior IDEACarbon advisors.

For further details please contact:

Alessandro Vitelli,
Director of Strategy and Intelligence, IDEACarbon
avitelli@ideacarbon.com
+44 (0) 207 664 0224