

The Guardian Effect:

The Role of Media in Providing Oversight of the VCM

Speakers



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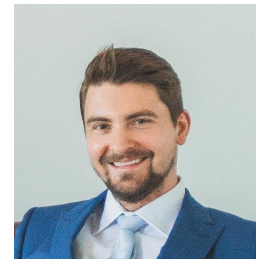


A partnership of  HSBC 



Elias Ayrey

Chief Science Officer



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Co-founder



What Is The Role of the Media?

- To inform?
- To explain?
- To expose?

What is “The Truth”?

- Is there a responsibility to cover “both sides”?
- How to translate complex concepts into layperson terms?
- How do journalists deal with inherent biases?

What Should the Relationship be Between Media and Industry?

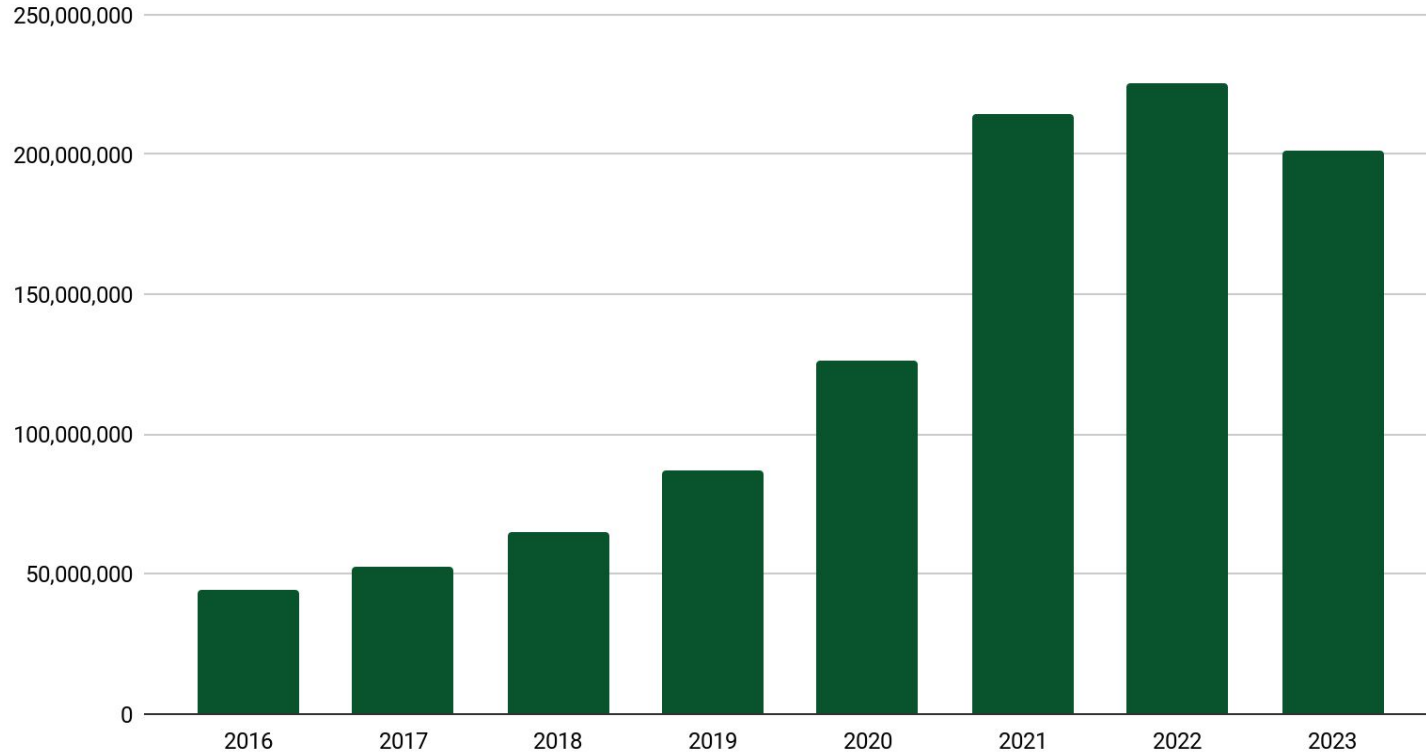
- Adversarial?
- Friendly?
- In-between?

Impact of Media

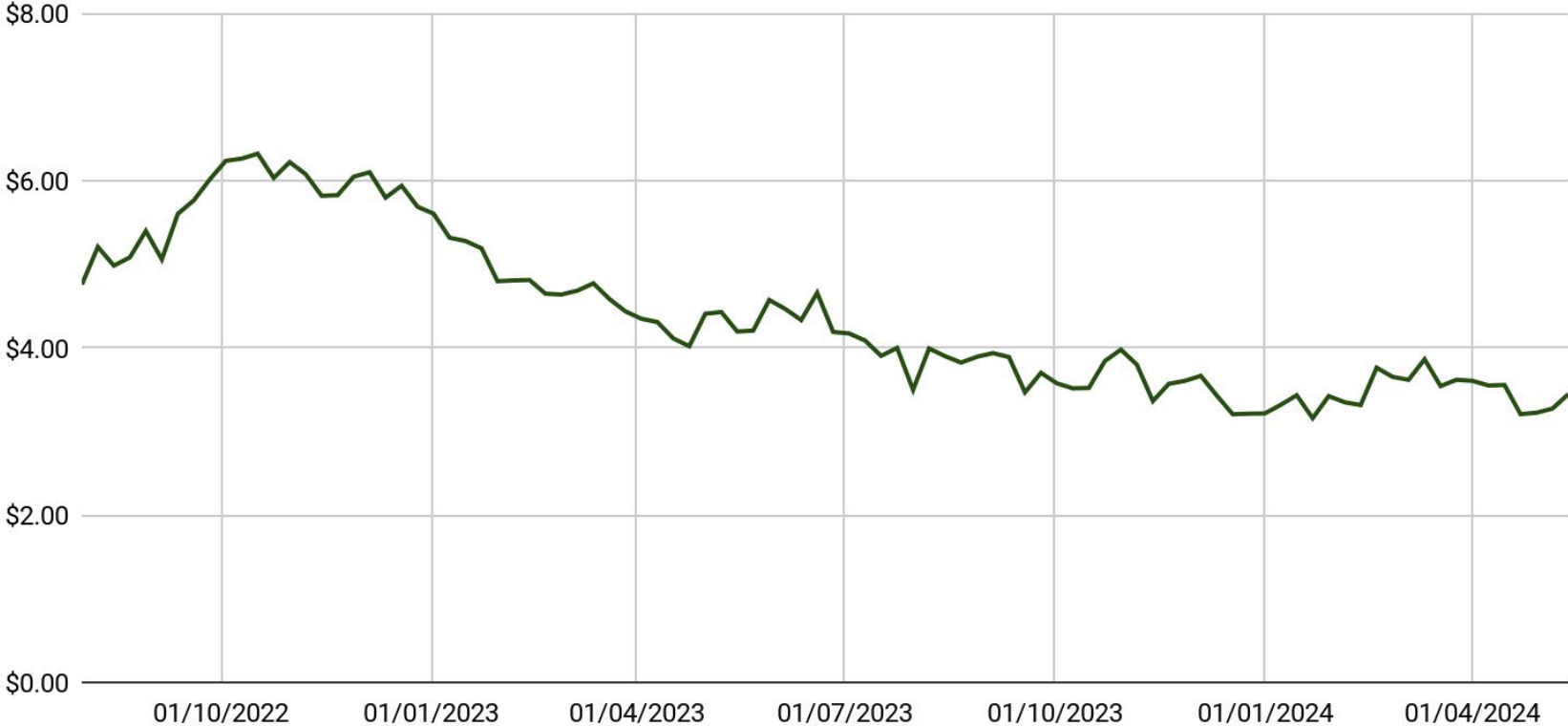


- Many negative articles over the years
 - Also some positive
- Articles question the integrity of credits
 - Which figures are used to measure emissions reductions
- Articles question the brands using credits
- Lowered activity in the market
 - Contributes indirectly to job losses, project failure

Impact by the Numbers: Retirements by Year



Impact by the Numbers: Credit Prices



Why Are We Organising This Webinar?



Gathering
opinions from
across market



Encouraging
communication
among stakeholders



Opportunity to
discuss
viewpoints
openly