BRUGGER UND PARTNER AG

Carbon Fund:
Private Sector Involvement in Switzerland

FCPF – Carbon Fund Meeting, 15./16. Oct. 2012

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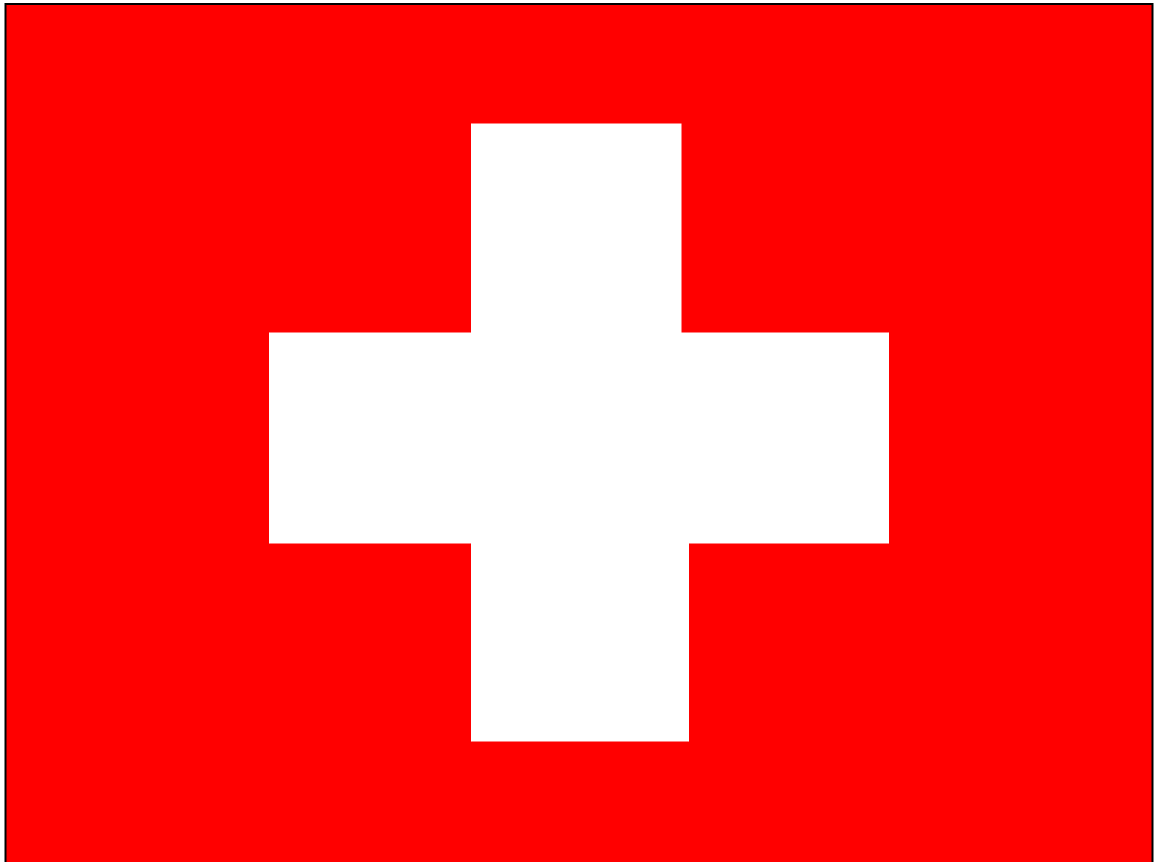
The Swiss Committment



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Proposition

- The proposal and the right contact are half the battle!

- The right incentive

- will do the trick

The Private Sector

Global 500

Large Corporations

Medium Sized

Different Needs

Large Footprint
→ Compliance or voluntary compensation

Agro / Forestry
→ Affinity, CSR

Carbon Mkt / Finance
→ Betting on REDD+ Demand

Approach

- Longlist → shortlist (100)
  - Contacted 97 companies
  - 52 declined without discussion

- Consortium Approach
  - USD 5mio too large for single companies
  - Aim to get about 10 companies to share
  - Issue: Technical Leadership

Summary

- The proposal and the right contact are half the battle!
  - roughly 50% of the companies contacted are interested!

- The right incentive will do the trick!
  - REDD+ ERs in future compliance market?
  - Future supply / demand optimistic?
  - Soft factors