

CASE STUDY

Energy

Supply-side ecosystem and pricing analysis of the **voluntary carbon offset market**



About the client

Our client is a global energy and petrochemicals company with a presence in over 90 countries.



Founded in
1975



Assets
USD 3,104.88 Mn



Revenue
USD 2,620 Mn



Employees
16,328



Objective and challenges

The carbon offset market has many players in the ecosystem. Offsets delivered to the retail market come from different routes, with different markups. Amid such a market scenario lack of transparency regarding source pricing creates an environment of uncertainty.

To develop a comprehensive understanding of the supply side of the voluntary carbon offset (VCO) market, including its ecosystem and prevalent pricing practices, the research firm approached Netscribes.



Approach and solution

To provide a detailed view of the voluntary carbon offset (VCO) market our team undertook -

Secondary research

- Carefully examining reference materials and resources provided by the client
- A thorough desk research, utilizing a wide range of reputable sources and industry reports to gather relevant information and insights

Primary research

We conducted interviews with four key stakeholders from the client end to:

- Gain a deeper understanding of their position
- Build initial market hypothesis

We also conducted expert interviews with:

- Four industry experts
- Forty-one market participants

Pricing database and exchange

Netscribes team of researchers gathered pricing information from various sources like:

- CTX marketplace
- OPIS
- Pachama
- Climate Trade
- CBL Markets

Results delivered

We provided the client with a detailed analysis of the carbon offset value chain which helped them in understanding:

Price range by project types: Among the five categories of carbon sequestration projects (Afforestation, REDD/REDD+, IFM, Soil Carbon, and Blue Carbon), and the range of pricing that is seen in the market at present

Supply-side drivers: The future pricing expected to evolve in each category and the potential drivers on the supply side to be assessed

Factors influencing pricing: What are the key drivers for pricing and the extent of variability in pricing? What factors influence prices and to what extent?

Related reading: [Sustainable IT: reducing carbon footprints and preserving resources](#)

Benefit

Armed with valuable insights into price ranges, supply-side drivers, and influencing factors, the global energy and petrochemicals company was able to make data-driven decisions to optimize their carbon offset investments and contribute to sustainability efforts

Leverage Netscribes' insights to stay informed and make timely decisions ahead of the competition with our [market research services](#).

[Contact us](#)



Proprietary and Confidential, Copyright © Netscribes, Inc. All Rights Reserved.

The content of this document is confidential and meant for the review of the recipient only.

www.netscribes.com

