



**Navigating**  
the American  
Carbon World



**PointCarbon**



## **FOR IMMEDIATE RELEASE**

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### **North America's first major carbon event of the year focuses on international, national climate change goals and taking action**

*Leaders and innovators from business, environment, academia and government gather for Navigating the American Carbon World*

San Francisco, CA – Taking place April 14-16 at the San Francisco Marriott Marquis, Navigating the American Carbon World (NACW) will be North America's first major conference to take a comprehensive look at the carbon markets, climate change policy and innovative solutions. The event, which is hosted by the Climate Action Reserve, Point Carbon and IETA, takes place at a critical time when regulations are being shaped and implemented and the voluntary carbon market has reached a pivotal point.

“We are extremely pleased to be hosting Navigating the American Carbon World for the eighth consecutive year. This will be one of the year's prime events to look at international developments, as well as developments in California as the state moves towards implementation of AB32. The event comes at a crucial time, as it's more critical than ever for us to identify clear directions for climate change initiatives and to remain purposeful in our actions,” said Gary Gero, President of the Climate Action Reserve.

NACW will feature unique speaker lineups. Speakers include:

**Linda Adams**, Secretary, California Environmental Protection Agency  
**Paul Bodnar**, Foreign Affairs Officer, U.S. Department of State  
**Jim Butler**, Director, Global Monitoring Division, NOAA

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**Adrián Fernández Bremauntz**, President, National Institute of Ecology  
**James Goldstene**, Executive Officer, California Air Resources Board  
**John Kilani**, Director of the Sustainable Development Mechanisms, UNFCCC  
**Dave Miller**, Director of Research and Commodity Services, Iowa Farm Bureau Federation  
**Kunihiko Shimada**, Principal International Policy Coordinator and Negotiator for Japan

In the opening plenary session, “The Path to International Accords: COP16, Major Emitting Nations or Bilateral Agreement,” UNFCCC negotiators from the U.S., Mexico and Japan and the UNFCCC’s Director of Sustainable Development Mechanisms, John Kilani, will discuss future international climate governance and if the global community will see a successor treaty to the expiring Kyoto Protocol or if bilateral agreements will take its place.

“International accords is a necessary topic to address at NACW. We are at a vital point in moving forward with collaborative global climate change efforts, and this panel will provide a level of insight that delegates won’t hear anywhere else,” said Henry Derwent, President and CEO of IETA and moderator of the panel.

“We’ve witnessed a tremendous amount of development and maturity in North American carbon markets these past few years, despite a lack of policy certainty. I’m confident that this year’s gathering will only help to further this market maturation while North America moves closer to implementing larger carbon policies,” said Per-Otto Wold, CEO of Point Carbon.

In a fresh twist for conference participation, live polling will be conducted from NACW this year. Delegates will be asked a variety of questions on policy and carbon markets, and the results will be reflections of the predictions and sentiments of the carbon world’s leading players.

For additional information on NACW, please visit [www.nacw2010.org](http://www.nacw2010.org). Press conferences will be scheduled throughout the conference by different organizations and companies. To be kept apprised of these news events or to receive a press pass, please contact Jennifer Weiss at the above contact information.

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The **Climate Action Reserve** is a U.S. private nonprofit organization representing international interests in addressing climate change and bringing together participants from the government, environment and business sectors. It works to ensure environmental benefit, integrity and transparency in greenhouse gas (GHG) emissions accounting and reduction and progressive movement in GHG emissions policy nationally and in the Western U.S. The Climate Action Reserve is parent to three programs, the California Climate Action Registry, Climate Action Reserve and Center for Climate Action. As the subsequent organization of the California Climate Action Registry, the Climate Action Reserve continues building on the California Registry's reputation as a respected and internationally recognized leader in climate change issues. For additional information, please visit [www.climateactionreserve.org](http://www.climateactionreserve.org).

The **International Emission Trading Association (IETA)** is a non-profit business organization of major companies and the leading voice of this community on emissions trading, whose goal is to ensure that the objectives of the UN Convention on Climate Change and, ultimately, climate protection, are met. IETA upholds its principles by acting as a think tank, a facilitator of dialogues, an advocate, a market promoter and acting as a body that is able to drive market standards.

IETA works for the development of an active, global greenhouse gas market, consistent across national boundaries. The organization currently has over 170 member companies from around the world, including global leaders in oil, electricity, cement, aluminum, chemical, paper and banking; as well as leading firms in the data verification and certification, brokering and trading, legal and consulting industries. With its headquarters based in Geneva, Switzerland, IETA has offices in Brussels-Belgium, Washington and San Francisco-USA, and in Ottawa-Canada.

**Point Carbon** is a world-leading provider of independent news and market analysis for global power, gas and carbon markets. Point Carbon's comprehensive services provide professionals with market-moving information through monitoring fundamental information, key market players and business and policy developments.

Point Carbon was founded in 2000 setting out on a mission to provide critical insights into carbon and energy markets. The idea behind Point Carbon stemmed from research on environmental, energy and resource management politics at the independent Fridtjof Nansen Institute in Norway, as well as well as a PhD on quantitative modeling conducted at the Norwegian University of Science and Technology, where all the founders have studied. Its North American office, located in Washington, D.C. was opened in 2006.

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