



LIFE COASE

Workshop on the role of carbon markets in reaching carbon neutrality

17 - 21 June 2023

16:00-17:30 | Session 5: Beyond the EU ETS: Offsets & China ETS Policy Overlap

Presenter: Tara L'Horty (Université de Lorraine)

Title: Willingness-to-claim voluntary carbon offsets: market evidence of revealed-preferences

Abstract: The global Voluntary Carbon Market (VCM) comprises a diverse range of carbon credits, of heterogeneous quality and purchased by a broad spectrum of buyers. Our paper aims to shed light on buyers preferences for voluntary carbon offsets (VCO). The level of retirements of carbon offsetting projects is used to capture the cross-sectional variation of buyers' willingness-to-claim certificates associated with project attributes and context characteristics through tobit model on a subset of the Voluntary Registry Offsets Database. Key findings include the heightened appeal of projects certified by Gold Standard over other standards, the greater attractiveness of chemical and industrial projects, the preference for projects in regions with lower human development indices and higher Rule of law. Further data is needed to establish correlations with project additionality and the impact of storytelling marketing strategies.

Webpage and programme [here](#).



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