

**Global Environmental
Markets SUMA PS5175**

Columbia University

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SYLLABUS

Course Description

Increased awareness of environmental issues has resulted in an evolving convergence between capital markets and the environment, giving rise to a growing environmental finance and trading market. At the same time, more companies and institutions have acknowledged the complexities inherent in managing their exposure to these markets and are choosing to participate by more fully understanding their inherent risks and opportunities.

The concept of utilizing financial markets to address environmental challenges is not new, however it offers one of the most promising solutions to many of the world's most pressing environmental issues including, climate change, deforestation, acid rain, biodiversity and water. Environmental markets utilize transferable permits to control pollution, and have evolved from a little known policy tool to a broadly applied international program to address the largest global environmental challenges.

The course will examine the theory and practice of environmental markets and will consider why and how emissions can now be traded. Climate change, carbon markets and the international agreements that underpin carbon markets will be discussed. The class will also look at the role of the public sector, including various U.N. agencies, multilaterals such as the World Bank, and the relevant United States regulatory agencies including the Environmental Protection Agency, as well as the crucial role played by the private sector. The course will also examine markets for ecosystem services and other environmental markets including those for renewable energy and the US acid rain program. The course will end with a look to the future, to the role of the developing world, to the direction that international negotiations are heading and to programs such as avoided deforestation (REDD).

Course Objectives

The learning objectives of this course are designed to provide the sustainability professional with an understanding of macro-trends driving the convergence between environmental science, policy and capital markets. The course is designed to: (i) survey the largest and most significant environmental markets implemented (or proposed), (ii) provide a set of fundamental skills that students may apply to their professional lives to engage with environmental markets, or indeed with markets of any kind, and (iii) develop an analytical framework for approaching environmental market activities (whether projects, policies or business initiatives).

The class will be informed by the application of environmental markets, and as such will include several guest lecturers who are active practitioners in environmental markets. The course will focus principally on exploring the application of markets to address global climate change and the resultant carbon markets.

Upon completing this class, students should be able to effectively answer the following questions:

- What are ecosystem services and how are they valued?
- When and how can markets be used to address environmental and sustainability challenges?
- What are the advantages and disadvantages of using markets versus the application of taxes or command and control measures?
- Are markets an effective tool to address environmental issues? What are the benefits and challenges to applying capital markets as a mitigation strategy?
- Can environmental markets effectively mobilize and catalyze the private sector and more specifically private capital?
- What is the role of environmental markets in the global economy?
- What are the key technical, political, economic and organizational challenges to the implementation of these markets?

Course Format

The course will be taught through a mix of lectures, class discussions, in-class exercises, and visiting speakers with expertise and experience in the areas covered in the course. Active student participation in class will be strongly encouraged and emphasis will be placed on professional development for the sustainability professional. Students are not expected to have any previous experience with emissions markets, climate policy, economics or finance, however a basic understanding of fundamental economic principles will be useful.

Method of Evaluation

Assessment of the course will be in four parts: classroom participation, in-class debate, case write-ups and a final group project.

- Classroom participation: 25%
- In-class debate and write up: 25%
- Case write ups: 25%
- Final project: 25%

Students are expected to be punctual, prepared to contribute to class discussion, and will be held to the highest standards of academic integrity. All written assignments are due at the beginning of class and any late submissions will be penalized by one-half letter grade per day.

Classroom participation

Students are expected to attend class having completed the pre-class reading and are strongly encouraged to provide meaningful interventions and contribute to in-class discussion. Classroom participation will also include a short discussion of current events and several case discussions. Students should be prepared to offer positive contributions while staying on scope and without monopolizing class discussion.

In-class debate and write up

Students will participate in a series of in class team debates. Debate topics and teams will be assigned in class. The format of the in-class debate will be as follows: team position statement (10 minutes / each team), rebuttal preparation (10 min), rebuttal (5 minutes/each team), and discussion (10 minutes). Teamwork will be essential for the debate and teams are expected to assign 2-3 students to present the position statement, and an alternate 2-3 students to provide the rebuttal. All team members are expected to participate in the in-class discussion. In addition to the in class debate, students are expected to complete an individual write-up (1-3 pages) of the debate. The write up should address the following questions: What was your group's position in the debate? Did you agree with this position? Why? Did your position change during or after the debate? Why? What is your current opinion on the topic?

Case write-ups

Case write-ups are expected to be between two to three pages and are due at the beginning of the class session in which the case will be discussed. Students must write up all cases presented in class. Students may choose (but are not required) to answer the questions posed in the case, but should offer an analytical response to one or more of the issues discussed in the case. One good approach is to prepare your write-up from the perspective of one of the participants in the case.

Final Group Project

The final project entails a group presentation and a final report on a topic connected with the course. Work groups will be organized around three spheres based on student interest (i) public/multilateral, (ii) private sector, and (iii) non-profit/NGO. You and your team will be asked to play the role of a market participant and present to a defined constituency (i.e. board, client etc). The presentation should be approximately 20-25 minutes long (plus 5-10 minutes for Q & A). In addition to the presentation, the group should provide a written report that should not exceed 8-10 pages and is due on the Friday immediately following the last class. The final project will account for 25% of the final grade and will be equally weighted between group and individual contributions. You are expected to submit three outputs in support of the final project (i) a PPT slide deck, (ii) a final written paper, and (iii) individual 360 degree peer reviews. The final assignment and peer review template will be distributed in class.

Teamwork and time management will be crucial during the final group project. Groups are encouraged to go beyond a simple briefing, and offer an analytical assessment of the issue or project being discussed. Several topics will be provided in class; however groups may also propose their own topic. If relevant to your topic, you should be prepared to present quantitative analytics to support your position.

Textbooks

The following textbooks will be used in class and are available at the bookstore or online:

- (Required) Nathaniel Keohane, Sheila Olmstead; "Markets and the Environment", Island Press
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- (Optional) Sonia Labatt, Rodney R. White, "Carbon finance: the financial implications of climate change", Hoboken, N.J., John Wiley & Sons.
- (Optional) Ricardo Bayon, Amanda Hawn, Katherine Hamilton, "Voluntary Carbon Markets: An International Business Guide to What They Are and How They Work" (Environmental Markets Insight Series), Earthscan, 2009
- (Optional) Nathaniel Carroll, Jessica Fox and Ricardo Bayon, "Conservation and biodiversity banking: a guide to setting up and running biodiversity credit trading systems", Earthscan 2008
- (Optional) Marc Levinson, "Guide to Financial Markets", Bloomberg Press 2006

Additional Resources

Additional course readings will also be provided in class and posted to Courseworks. Students are expected to check Courseworks regularly for updated reading materials. The following resources are also valuable for reference and further inquiry, and students are encouraged to explore these especially during preparation and research for the final project. These resources will also be helpful in preparing the course assignments, especially the final group project and in class discussions.

Media and Analysis

- ✓ Ecosystem Marketplace – <http://www.ecosystemmarketplace.com/>
- ✓ Argus Media – <http://argusmedia.com/emissions/>
- ✓ Bloomberg New Energy Finance – <https://about.bnef.com/>
- ✓ California Carbon Info – <http://californiacarbon.info/>
- ✓ Environmental Finance Magazine – <http://www.environmental-finance.com/>

Government, Multilateral, NGO

- ✓ USDA Office of Environmental Markets – <http://www.fs.fed.us/ecosystemservices/>
- ✓ California Air Resources Board – <http://www.arb.ca.gov/>
- ✓ US EPA Mitigation Banking – <http://www.epa.gov/owow/wetlands/facts/fact16.html>
- ✓ UNFCCC – <http://unfccc.int>
- ✓ CDM – <http://cdm.unfccc.int/>

Industry Associations

- ✓ International Emissions Trading Association (IETA) – <http://www.ieta.org/>
- ✓ Environmental Markets Association (EMA)- <http://www.environmentalmarkets.org/>
- ✓ Carbon Markets & Investors Association (CMIA) – <http://www.cmia.net/>
- ✓ National Mitigation Banking Association – <http://www.mitigationbanking.org/>

Class Outline Overview

Week 1: Course Introduction and "What are Environmental Markets?"

Week 2: Environmental Markets and Ecosystem Services; *Fundamentals of Emissions Trading*

Week 3: Climate and Carbon Markets I;

Week 4: Climate and Carbon Markets II: *Offsets and Emissions Reduction Projects; Project Finance and Development under the Clean Development Mechanism; Fundamentals of Trading and Pricing Carbon; Institutional Investors and Climate Change; International Negotiations; Non-Kyoto Carbon Markets; Voluntary Carbon Markets; Corporate and Voluntary*

Costa Rica Case Study

Due: Costa Rica case write-up (2-3 pages)

Week 5: Debates 1, 2 and 3

Week 6: Guest TBD

Final Project Assignment Distributed

Week 7: Team meetings

Week 8: Trading Simulation; Trading, Financial Products, and the Role of Exchanges

Week 9: The US Acid Rain Program; SO₂ and NO_x; International PES; Mitigation Banking

Due: Acid rain case write-up

Week 10: Markets for renewable energy and energy efficiency

Due: Final Project Topic & Outline

Week 11: Market Analytics I

Week 12: Market Analytics II

Week 13: Final Group presentations

Week 14 : Final Group presentations

Due: Final group paper, PPT, and peer reviews