Fundamentals of Markets and Trading

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Element Markets combines expertise in environmental credit marketing and project development to provide both voluntary and compliance solutions to companies across North America.

### Business Units

**Greenhouse Gas (GHG) and Emissions Services**
- GHG Offset Projects
- Credit Marketing

**Renewable Energy Services**
- Solar/Biomass
- Credit Marketing

### Outsourced Compliance Solutions

**Environmental Credit Marketing**
- Asset Management
- Credit Aggregation
- Credit Monetization
- Structured Financial Products

**GHG and Renewable Projects**
- Methane Destruction
- Ozone Depleting Substances and N2O Reduction
- Other GHG Mitigation
- Renewable Power – Solar PV, Biomass
What is a “Market”?

Market (n) -

Actual or conceptual place in commercial world where forces of demand and supply operate, and where buyers and sellers interact (directly or through intermediaries) to trade goods, services, or contracts or instruments, for money or barter. Markets include mechanisms or means for:

1. determining price of the traded item,
2. communicating the price information,
3. facilitating deals and transactions, and
4. effecting distribution.

The market for a particular item is made up of existing and potential customers who need it and have the ability and willingness to pay for it. All markets, ultimately, consist of people.
**“Buyers”**

- Compliance
  - Regulated Electric Markets
    - IOUs
    - Municipals/Coops
  - Deregulated Electric Markets
    - Retail Energy Providers
    - “Slice of System” Providers
    - Traders
    - Federal Agencies (EPACT/Exec Order 13423)

- Voluntary
  - Entities
  - IOUs/Municipals/Coops
  - Aggregators
  - Traders
“Sellers”

- Generators
  - Renewable Developers
  - Merchant Generators/Investment Funds
  - Industrials/Commercials
- Resellers
  - IOUs
  - Municipals/Coops
  - Aggregators
  - Traders
“Intermediaries” & “Facilitators”

- Intermediaries
  - Brokers
  - Exchanges
    - Regulated
    - Unregulated
- Facilitators
  - Registries
  - Regulators
  - Auditors
  - Clearing Firms
  - Press
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