



ELEMENT MARKETS

Fundamentals of Markets and Trading

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CONFIDENTIAL AND PROPRIETARY



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 (EPA/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

CONTACT INFORMATION



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