



PCIA Webinar: “Perspectives: Allocating Carbon Revenue” Moderator and Panelist Biographies

Moderator

Tanya Petersen joined The Gold Standard Foundation in 2010 as Director of Marketing and Communications. Tanya manages business to business and business to consumer relationships and initiatives at the Foundation, as well as stakeholder engagement and capacity building efforts. Before joining The Gold Standard Tanya was with ClimateWorks Australia and, in association with McKinsey & Co, was a member of the team that wrote a Low Carbon Growth Plan for Australia. Previously, she spent ten years at WWF International as Global Head of Film and Television, leading WWF’s broadcast industry advocacy work on sustainable filmmaking. Tanya has an MA in International Development and Environment from Monash University in Australia.

Panelists

Erik Wurster is the Managing Director of UpEnergy, a company that leverages carbon finance to build and support distribution channels for household energy products such as cookstoves. Prior to joining UpEnergy, Erik co-founded E+Carbon, Inc, E+Co’s carbon finance subsidiary company. He grew E+Carbon’s project portfolio to include some of the world’s first cookstove carbon finance projects developed in accordance with the Gold Standard, as well as one of the earliest multi-country programs of activities under the CDM focused on cookstoves. Prior to building E+Carbon, Erik worked as a consultant for the United Nations Development Programme’s sustainable energy. Erik holds a Master’s degree in Public Policy from Harvard’s Kennedy School and a Bachelor of Arts in Environmental Science from the University of Colorado at Boulder.

Tom Morton joined ClimateCare in 2000, worked through its acquisition by J.P. Morgan and is now Director of Project Development in the newly independent company. Tom is involved in all levels of project development from initial scrutiny through to commercialisation of the emissions reductions. ClimateCare has prided itself in being a pioneer in the field of cooking and carbon, providing its’ first financing to a cooking project in 2003. ClimateCare now specialises in both the CDM and the Voluntary carbon markets and operates from its bases in Nairobi and Oxford.

Neil Bellefeuille is the co-founder and CEO of The Paradigm Project. Neil has over 20 years of experience as a management consultant leading teams in the creation of products, brands and business units for Fortune 500 clients. In 2007 Neil relinquished this role to pursue social enterprise design and development within the non-profit sector. As a cofounder of The Paradigm Project, he has been actively

involved in the strategic development of the business from its conception, focusing on strategic brand and business development; helping clients accelerate growth and enhance profitability by strengthening and diversifying their brand portfolio through in-depth market research, strategic idea development, and the execution of smart and effective branding that powerfully engages the consumer. Neil has an MA in English and a BA in liberal arts with an emphasis in business communication.

Virginia Echavarría is the Stove Support Facility Coordinator at Uganda Carbon Bureau. The Bureau is registering the Improved Cook Stoves for East Africa Ltd Programme of Activities (ICSEA PoA), an unlimited number of CDM Programme Activities (CPAs) that can be registered as a single CDM project. This PoA includes projects that disseminate improved cook stoves using wood or charcoal covering Kenya, Uganda, Tanzania, Rwanda, Burundi, and Sudan. Virginia's responsibilities include: developing training modules for CPAs, conducting workshops and training on CDM regulations, and performing initial assessments of CPAs, among others. Virginia strongly supports the Coordinating Managing Entity's (CME) views on sharing carbon revenues between those responsible for producing the emission reductions, and has represented ICSEA at a one-day Gold Standard Foundation workshop in Geneva on carbon allocation and legal rights. Virginia holds an MSc/PGDip in Sustainable Environmental Management, University of Greenwich, London.