

agenda

carbon offsets &
renewable energy certificates



tuesday, january 8, 2008

- 9:00am** Welcoming Remarks: James Kohm, Associate Director, Division of Enforcement, FTC [[transcript](#)]
- 9:10am** Opening Remarks: Deborah Platt Majoras, Chairman, FTC [[transcript](#)]
- 9:20am** Introduction to Advertising Law: [Lesley Fair](#), Division of Consumer and Business Education, FTC [[transcript](#)]
- 9:35am** Session 1: Market Overview — Current Practices for Carbon Offsets and RECs [[transcript](#)]
- Panelists:**
- [Katherine Hamilton](#), Ecosystem Marketplace
 - [Lori Bird](#), National Renewable Energy Laboratory
 - [Rebecca Tushnet](#), Georgetown Law Center
 - [Alan Levy](#), Food and Drug Administration
- Moderator:**
[Carolyn Hann](#), Division of Enforcement, FTC
- 10:55am** Break
- 11:10am** Session 2: Property Rights and Product Development — Economic Analysis [[transcript](#)]
- Panelists:**
- [Matthew Kotchen](#), University of California, Santa Barbara
 - [Carolyn Fischer](#), Resources for the Future
- Moderators:**
[James Hilger](#) and [Janis K. Pappalardo](#), Bureau of Economics, FTC
- 11:50am** Lunch
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1:00pm **Session 3: Technical Substantiation Issues** [[transcript](#)]

Panelists:

- [Derik Broekhoff](#), World Resources Institute
- [James Sullivan](#), Environmental Protection Agency
- [Maurice LeFranc](#), Environmental Protection Agency
- [Ed Holt](#), Ed Holt & Associates, Inc.

Moderator:

[Hampton Newsome](#), Division of Enforcement, FTC

2:15pm **Break**

2:30pm **Session 4: Certification Programs and Self-Regulatory Efforts**
[\[transcript\]](#)

Panelists:

- [Mario Teisl](#), University of Maine
- [Jennifer Martin](#), Center For Resource Solutions
- [Ian Carter](#), International Emissions Trading Association

Moderator:

[Janice Frankle](#), Division of Enforcement, FTC

3:15pm **Break**

3:30pm **Session 5: Roundtable Discussion on Consumer Protection
Challenges and Need for FTC Guidance** [[transcript](#)]

Panelists:

- [Wiley Barbour](#), Environmental Resources Trust, Inc.
- [Cameron Brooks](#), Renewable Choice Energy
- [Matthew Clouse](#), EPA Green Power Partnership
- [Anja Kollmus](#), Stockholm Environment Institute
- [Steve Offutt](#), Carbonfund.org
- [Urvashi Rangan](#), Consumers Union
- [Rob Schasel](#), PepsiCo
- [Adam Stern](#), TerraPass
- [David A. Zonana](#), California Department of Justice

Moderators:

[Laura DeMartino](#) and [Hampton Newsome](#), Division of Enforcement, FTC

5:00pm **End of Day**
