



Advisory Board Meeting 2a / 2b Summary

Call 2a: Tuesday, 7 October 2008
Topics: Curriculum design + Fund-raising

Call 2b: Thursday, 9 October 2008
Topics: Development of Membership program + Fund-raising

Advisory Board attendees:

1. Tom Murray, Environmental Defense
2. Ralph Strebel, Greenlaw International LLC (Board of Directors)
3. Gordon Smith, Environmental Resources Trust
4. Craig Ebert, ICF International
5. Jason Patrick, Merrill Lynch Commodities
6. Tinus Pulles, TNO Built Environment and Goesciences - Netherlands
7. Jim Sullivan, Clear Standards
8. Andrea Denny, State & Local Branch, U.S. EPA
9. Dominique Revet, UNFCCC Secretariat
10. Randy Freed, ICF International (President of Board of Directors)
11. Lois Guthrie, Carbon Disclosure Project
12. Zenus Hutcheson, Vesbridge Partners
13. Derik Broekhoff, California Climate Action Registry

Advisory Board Members providing written input to meeting:

1. None

GHG Management Institute staff attendees:

1. Michael Gillenwater, Dean
2. Jason Smith, Faculty

Guests from Presidio School of Management:

1. Karen Losee
2. Tode Rubenstein

For those that were absent, your feedback in the form of an email would be appreciated.

Agenda item 1: Roll Call.

Call 2a was chaired by Jason Smith and call 2b was chaired by Michael Gillenwater. Roll call was taken, and we welcomed Tinus Pulles to the Advisory Board as a new member.

Agenda item 2: State of the Institute update

We noted and welcomed that the Institute is now officially a tax-exempt non-profit in the United States, as recognized under the IRS Code section 501(c)(3). As a public charity, contributions made to the Institute are fully tax-deductible, which why fundraising was placed on the call agenda.

Below is an overview of the Institute's activities in terms of enrollment and financial assistance we have provided since our inception in November 2007.

COURSES	Learners	Scholars	Financial Assistance Given
Basics of Organizational GHG Accounting	101	39	\$31,886.80
Basics of Project level GHG Accounting	28	14	\$14,262.45
Carbon Disclosure Project: How to Respond to CDP6	3	0	
Setting up a GHG Information Management System for Organizations	9	2	\$2,055.00
GHG Accounting for Agriculture Activities	1	1	\$750.00
PROGRAMS			
Level 1	60	15	\$18,470.00
Level 2	8	3	\$8,990.00
CDP Package	7	1	\$875.00
TOTAL	217	75	\$77,289.25

The Institute has provided more than US\$ 75,000 in financial assistance to 75 individuals from non-profits, and developing countries. Of the 75 scholars, 10 have received full scholarship. Below is a geographic breakdown of the learners who have received financial assistance. Most of these learners are from nonprofits, governmental organizations, related to universities and the academe, or small to medium sized businesses in developing countries.

Learners receiving financial assistance

Country	No. of learners	Percentage
Australia	12	5.80%
Belgium	3	1.45%
Belize	1	0.48%
Brazil	7	3.38%
Canada	31	14.98%
China	1	0.48%
Costa Rica	1	0.48%
Denmark	2	0.97%
Eritrea	1	0.48%
Finland	1	0.48%
Gambia	1	0.48%
Germany	3	1.45%
Guinea-Bissau	1	0.48%
Hong Kong	1	0.48%
Indonesia	1	0.48%
Italy	1	0.48%
Japan	1	0.48%
Liberia	1	0.48%
Luxembourg	1	0.48%
Mexico	1	0.48%
New Zealand	7	3.38%
Nigeria	1	0.48%
Palau	1	0.48%
Philippines	2	0.97%
Singapore	1	0.48%
South Africa	5	2.42%
Sweden	1	0.48%
Switzerland	1	0.48%
Thailand	1	0.48%
The Netherlands	2	0.97%
Turkey	1	0.48%
UK	16	7.73%
USA	95	45.89%
Viet Nam	1	0.48%

Agenda item 3: Topic 2a: Curriculum Design

Next, we provided an overview of the current courses and planned curriculum for the Institute's training courses. The Institute is committed to offering course that are of professional value to GHG practitioners. The Level 1 and Level 2 GHG Accounting Certificate of Training programs have been popular to date appears to highlight the demand for more formalized accreditation type training for GHG practitioners. Ninety percent of all Institute enrollment since we began offering the Certificate of Training has been in these programs.

Currently, the following courses are in the process of development:

Courses	Developer
GHG Verification for Inventories and Projects	Tom Baumann and Patrick Hardy
GHG Accounting for Stationary Combustion	Tim Simmons
GHG Inventories for Forest Lands	Katie Bickel
GHG Accounting for Forest Projects	Penny Baalman
Coal Mine Methane GHG Accounting	Ray Pilcher
Landfill Gas Methane GHG Accounting	Chad Leatherwood
Clean Development Mechanism and Joint Implementation	Stephen Seres
GHG Accounting for Energy Efficiency Projects	John Cowan

With this in mind, the Institute is proposing to offer a new Certificate of Training in **GHG Accounting and Verification**. This new certificate program will also feature a basic (Level 1) and advanced (Level 2) level.

In the following table, please note that until we have developed more courses, we are not offering the Level 2 Certificate of Training program for GHG Accounting and Verification.

Overall, the Advisory Board indicated they supported the curriculum design being offered and planned. There was also support for the pricing structure, given the Institute's efforts to offer financial assistance. The pricing was seen as being in accord with what is appropriate for the marketplace. Although, it was noted that it was unclear how current credit crunch/economic instability changes things.

It was seen that there is currently a lack of qualified experts in the field, and so there appeared to be a clear need for the type of training provided by the Institute.

It was suggested that a course teaching major consumers how to intelligently purchase offsets might be warranted. This suggestion will be taken under consideration.

It was also noted that there is a clear need for training on forestry. The Institute has two courses in the pipeline to address this need.

	CERTIFICATE OF TRAINING IN GHG ACCOUNTING		CERTIFICATE OF TRAINING IN GHG ACCOUNTING AND VERIFICATION	
COURSES	LEVEL 1	LEVEL 2	LEVEL 1	LEVEL 2
Basics of Organizational GHG Accounting	✓	✓	✓	✓
Basics of Project level GHG Accounting	✓	✓	✓	✓
Setting up a GHG Information Management System for Organization	✓	✓	✓	✓
GHG Verification for Inventories and Projects			✓	✓
Data Auditing				✓
ACCOUNTING SECTOR COURSES		CHOOSE ANY 3		
Agriculture				
Coal Mine Methane				
Landfill				
Forest				
Others to be added				
VERIFICATION SECTOR COURSES				CHOOSE ANY 2
Agriculture				
Coal Mine Methane				
Landfill				
Forest				
Others to be added				
Total courses	3	6	4	10
Regular Price	\$4,950	\$8,700	\$7,800	\$15,300
Package Discount	27%	33%	32%	35%
Package Price	\$3,600	\$5,800	\$5,300	\$10,000
BULK / GROUP DISCOUNT				
10% discount per seat for 5-9 seats	\$360	\$580	\$530	\$1,000
15% discount per seat for 10 seats or more	\$540	\$870	\$795	\$1,500

There was some debate whether professional certification or licensing was really what the market demanded. The Institute, under its Professional Programs, is developing professional certification programs, which will hopefully be launched in 2010. As we progress in the development process, we will monitor the needs of the marketplace.

Advisory Board members also agreed that although it is an important topic, GHG supply chain and product footprint accounting is not ripe for investments in training. Therefore, the Institute should hold off on developing training courses in this area until the expert community has resolved issues and agreed on principles and methods addressing these new GHG accounting frameworks. In particular, the work under the WRI/WBCSD GHG Protocol, which the Institute is participating in, will hopefully lead to the development of a common framework.

Agenda item 3: Topic 2b: Membership Program

The Institute is embarking on creating a membership program, partly to formalize the merger between the GHG Experts Network and the Institute. The Institute's Membership Program is envisaged to have two levels: *Regular* and *Professional* membership. The Institute's professional level membership, which is expected to be launched by 2010, provides for additional services, rights and responsibilities to professionally certified individuals. Because our professional certification programs are still being developed, we only plan to launch our regular membership program now.

As part of the merger with the GHG Experts Network, all the functionality and services of the Network will continue to be provided free to Network members. The Institute membership will then provide an added level of services for a fee.

The membership program will be implemented in conjunction with the upgrade of the Institute's website into a networking and learning portal. Under the new website, expected to be launched later this year, there will be two types of regular membership - individual and organizational. Members will receive the following benefits:

- Discounts to courses and programs;
- Access to moderated discussion;
- Public profiles of individuals and organizations; and
- Access to GHGMI Career Center - list jobs, find recommendations and sample resumes and cover letters in the field of GHG management.

The latest draft of the membership agreement was provided to Advisory Board members for their review.

A group of MBA students from the Presidio School of Management was introduced to the Advisory Board. This group of students will be conducting a study for the Institute on how to better develop its membership program.

The development of the Institute's Code of Ethics was given words of encouragement by the Advisory Board as a needed and important effort. It was noted that agreeing to the Code should be a requirement of Institute membership. It was also suggested that other competency information be included in member profiles such as:

- List of courses taken and exams passes
- Whether on Roster of Experts for UNFCCC or other organizations (e.g., CDM)

Many employers offer subsidies to their staff to become members of professional organizations and/or purchase training. To address both cases, it was recommended that the Institute include one training course as part of its membership package. Because the Institute is developing a Climate Change Primer course, it seems like this would be an appropriate one to bundle with membership.

Some Advisory Board members suggested looking into developing a professional journal. The Institute is in contact with some publishers to explore such a possibility.

It was recommended that the Institute look at other successful membership programs for lessons learned. Examples were IEEE and the Tele-Management Forum. Our group from Presidio should be helpful in conducting this research. The results of the Presidio report will be delivered back to the Advisory Board.

It was recommended that we need to focus the membership program not just on new trainees, but also on existing experts in the community.

Agenda item 4: Fundraising

We have sent out letters of interest to about 15 U.S. foundations with the help of a fund-raising professional. We have since received 3 rejections and no invitations to submit a full grant proposal. We are still hopeful, though, of receiving such an invitation.

The Institute interest in fund-raising is several-fold. The first is to secure enough funding to finance the development of more courses. New courses mean more enrollment for the Institute and a greater ability to serve the needs of GHG professionals. The second is to increase financial assistance and scholarships to other nonprofits, public agencies, and worthy entities in developing countries. And third, funding is needed to fully develop our professional programs, especially our professional certification programs.

Some Advisory Board members recommended that we also focus on wealthy individuals and corporations, not simply foundations. Advisory Board members offered some specific fundraising contacts. The list of foundations we have contacted so far will be given to the Advisory Board.

Next call tentatively scheduled for February or March 2008