



# AdMit

**Responsible choice  
on the carbon market**

# What is AdMit?

AdMit is a new alternative to carbon offsetting that addresses many of the doubts about and weaknesses of voluntary carbon trading.

AdMit guarantees a payment directly from polluters to some of the world's poorest communities that are most vulnerable to climate change. So it channels resources for adaptation to those who need it most, while acknowledging the damage caused by emissions from the developed world. It avoids focusing on the carbon offset requirements of the emitters.

The key difference between AdMit and conventional offsetting is that AdMit is a compensation payment, not a get-out clause that allows business as usual. With climate change an ever more pressing global reality, AdMit is one answer to the search for innovative solutions.

So far, the emphasis has been on reducing emissions, or mitigation. And this is vital. But the poorest countries need workable ways of adapting — coping with the impacts in the here and now. They are not only the hardest hit, but they will also remain in the firing line as unavoidable emissions continue to drive climate change.

AdMit is the first product of its kind. In essence, it's a positive way for richer countries to admit responsibility for climate change.

# Why AdMit?

AdMit offers people who want to account for their emissions a chance to invest more effectively. With AdMit, they buy into a project that has clear benefits in terms of adapting to climate change, and pay a premium. It's a clear departure from the carbon-offset projects that buyers in rich countries pay for in the developing world.

The time is ripe for the kind of shakeup offered by AdMit. Despite huge growth over the past decade, the voluntary carbon market has attracted considerable criticism. Some think it simply patches up the polluting behaviour of the rich while dumping all the responsibility on the poor; others wonder whether it actually hampers progress in poorer nations.

Many also feel it addresses only the causes of climate change, and not the impacts.



# How AdMit works

An AdMit project is an investment partnership between an initiative in an area vulnerable to climate change, and consumers eager to reduce the damage caused by emissions. This kind of project can help to both reduce emissions and assist in adaptation, or it might focus on adaptation only. AdMit customers also contribute to mitigation by committing to reduce their own emissions.

This kind of investment offers added value. It's a way of connecting consumers with vulnerable people at the frontline of climate change. It channels resources for adaptation directly to the grassroots, where it is most needed. And it ensures that buyers actively reduce their emissions rather than simply offsetting them .

## **A recognised standard**

Crucially, AdMit will develop a recognised standard from which a range of organisations will be able to benefit. Adaptation/mitigation projects and programmes that meet the AdMit standard will offer recognition and quality assurance to purchasers in the marketplace.

## **A ready market**

As AdMit fits into the overall ethos of the voluntary carbon market, it is likely to appeal to both new and existing buyers. And, as all signs point to the continued growth of this market, opportunities for AdMit will grow.

Research has shown that buyers in this market are motivated mainly by a desire to be 'green' and help poorer countries develop sustainably — both amply covered by AdMit. But AdMit goes further because it:

- requires that buyers have an emission reduction plan before they agree to purchase
- draws on the expertise of world-class development and environment organisations worldwide for adaptation plans in the host country
- prioritises resources being directed at practical action over and above administrative costs.

Greener credentials and an emphasis on cutting-edge social responsibility mean AdMit is likely to appeal to the higher end of the market.



# Getting involved: the AdMit consortium

Establishing AdMit and making it operational demands clarifying a range of issues from pricing and standards to transaction models. A consortium of organisations will run AdMit on a pilot basis for 12 to 18 months. A pilot enables the development of a standard based on practical projects in developing countries.

Consortium members have the opportunity to act as both buyers and developers, and can contribute in cash or kind and provide technical expertise.

With CARE, Greenpeace, the Natural Resources Institute, Trocaire, UNICEF UK, Action Aid, ProAct Network, Koru Foundation already participating in AdMit, the time could be ripe for your organisation to act.

Coordinators the International Institute for Environment and Development (IIED) and nef (the new economics foundation) invite you to take part in this exciting innovation in addressing climate change.

## Join AdMit

If you are an environment, development or research organisation, find out more about AdMit or join the AdMit consortium by contacting IIED or nef.

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# Our members

