



Carbon Pulse

The definitive source of news and intelligence
on carbon markets, net-zero, and biodiversity

Advertising Brochure & Media Pack

2025

About Carbon Pulse

The premier trade publication for carbon markets, net-zero, and biodiversity

- [Carbon Pulse](#) is an online, subscription-based B2B service dedicated to providing in-depth news and intelligence about carbon pricing initiatives, net-zero policies, and emerging biodiversity markets around the world. Our [~30-strong team of journalists](#) regularly breaks key stories that move markets and help guide policy.
- We are an independent, private venture headquartered in London, UK. Carbon Pulse was launched by three ex-Reuters/Point Carbon journalists in 2015, and has become the go-to source of intelligence for compliance and voluntary carbon markets. More recently, we have expanded our offering to cover the broader net-zero agenda and an emerging market for nature and biodiversity credits.
- Carbon Pulse's news and analysis caters to a global audience of tens of thousands of readers daily, including executives, investors, traders, brokers, project developers, analysts, consultants, government officials, and other industry professionals.



25-45

articles

published daily on average

66k

unique online users

per month in 2024

~1/2 million

online page views

per month in 2024

28,000

newsletter subscribers

30+

advertising and marketing

partners

The Carbon Pulse homepage



News and intelligence on carbon markets, greenhouse gas pricing, and climate policy

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Article 6 deal puts pressure on capital markets to deliver for climate, says legal expert

Published 14:14 on December 3, 2024 / Last updated at 14:14 on December 3, 2024 / Nick Ferris / Climate Talks, International, Paris Article 6, Voluntary

The deal reached at COP29 to finalise Article 6 of the Paris Agreement marked a pivotal moment for the establishment of international carbon markets. Now, the challenge lies in demonstrating that capital markets can deliver results for the climate, a leading international legal expert said on Tuesday.

[Read More](#)

Brussels caps 2027 ETS2 carbon allowances in line with planned emissions decline

Published 13:41 on December 3, 2024 / Last updated at 13:41 on December 3, 2024 / Sara Stefanini / EMEA, EU ETS

The European Commission will cap the number of carbon permits in the incoming trading scheme for transport and buildings at just over 1 billion in 2027, in line with a gradual reduction of emissions under existing measures.

[Read More](#)

EU-UK should align on carbon pricing, CCS to build thriving clean tech hub -report

Published 13:34 on December 3, 2024 / Last updated at 13:43 on December 3, 2024 / Bryony Collins / Carbon Taxes, CBAM, EMEA, EU ETS, UK ETS

TOP

DATA DIVE

Check out Data Dive, Carbon's Pulse's new data journalism offering.

Data Dive delves deeper into larger data sets to analyse the figures, identify the trends, and employ helpful visualisations that together deliver compelling and insightful news for our subscribers.



ASX Environmental Futures now trading

Learn about ACCU, LGC and NZU contracts



Three core areas of coverage



Carbon Pulse's coverage is anchored in carbon markets, and extends to net-zero, and nature & biodiversity. We provide market-moving information across compliance and voluntary markets; government policies; corporate strategies; new technologies; and M&As and personnel moves.

Carbon markets

Carbon Pulse provides independent, scrupulous reporting on dozens of compliance carbon markets (e.g. EU ETS, WCI), carbon tax regimes (e.g. CBAM), and other market-based mechanisms to cut greenhouse gas emissions worldwide. Overall, we cover 200+ climate policies implemented at all levels of government.

Net-zero

We also offer a specific focus on the voluntary carbon market and wider net-zero agenda, including international UN climate talks, Paris Article 6, aviation/CORSIA, shipping, carbon removals, nature-based solutions, corporate roadmaps, CCUS, clean fuels, renewables, and other net-zero technologies and policies.

Nature & Biodiversity

Our nature & biodiversity reporting covers developments in nature-based markets and policies, including carbon and biodiversity credits, and related instruments such as emerging plastics credits and other nature certificates. We cover global, UN-governed markets and national and regional compliance and voluntary schemes.

CP Daily: our free daily newsletter covers all topics

100+ years of journalistic experience
Reporting by an expert team of reporters

**Biodiversity Pulse:
our twice-weekly newsletter**

A broad array of products and services

- **Unrivalled news** - Accurate and often exclusive, cross-referenced with international media
- **Market reports and prices** - Daily and weekly market reports that explain what is moving prices and why
- **Data Dive** - A new data journalism offering that delves deeper into larger datasets to analyse the figures, identify the trends, and employ helpful visualisations that deliver compelling news
- **Resources** - A data portal that includes voluntary carbon prices, a carbon project & ratings database, an international carbon deal tracker, an NDC tracker, and dossiers on ETSs worldwide
- **Special events** - We send large teams to cover important events. For example, we fielded a 12-person team at UN climate talks (COP29) in Baku, and 5 reported from the biodiversity COP (COP16) in Cali
- **Newsletters** - Our flagship free CP Daily and twice-weekly Biodiversity Pulse
- **Email alerts** - Our subscribers get a CP Alert email when an important story is published
- **Advertising** - Market your products or services to thousands of potential clients via banner advertising
- **Job listings** - Post job vacancies at no charge or for 'premium' promotion, for roles across the energy, climate change, and biodiversity sectors.
- **Contributed and sponsored content** - Insightful posts from our subscribers, strategic partners, and other leading industry players



More airlines are retiring carbon credits, data suggests

Carbon credit retirements by the world's largest airline groups by revenue* on the Verra, Gold Standard, ACR, and CAR registries.



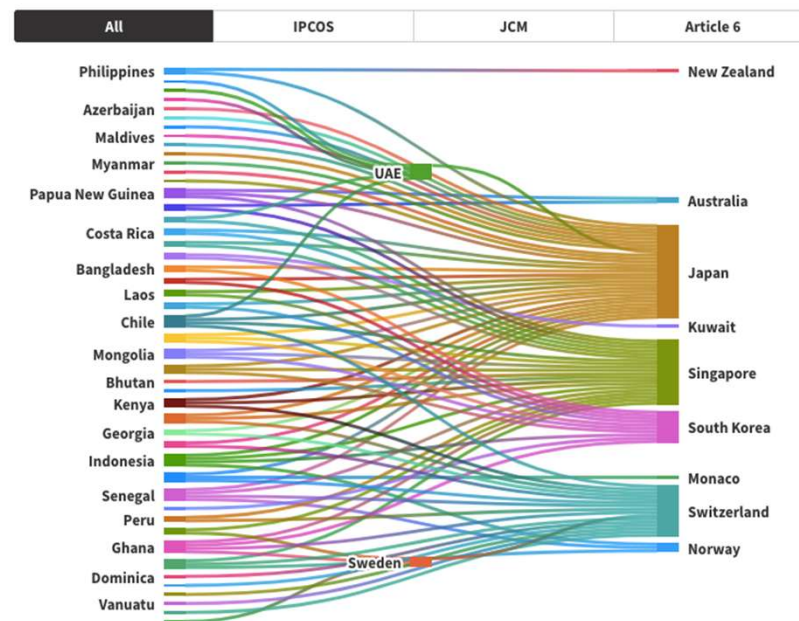
Source: Verra, Gold Standard, CAR, ACR • *China Southern Air, American Airlines, and China Eastern Air are absent because they have not purchased any credits, according to the registries. Southwest Airlines is included in budget airlines chart. **Includes retirements listed under 'British Airways'.



Bilateral international carbon agreements announced to date

Hover cursor over colours to show each nation

Seller nation displayed on the left, buyer right



Source: Carbon Pulse



Strategic collaborations and events

Carbon Pulse has forged strategic partnerships with key industry players, including LSEG/Refinitiv, Redshaw Advisors, BeZero, Xpansiv CBL, ACX, Allied Offsets, S&P Global Platts, ClearBlue Markets, Clever Markets, and the International Carbon Action Partnership (ICAP), among others.

We co-founded and co-produce [Carbon Forward](#), the leading global carbon markets conference. Since its inaugural 2016 event, Carbon Forward Expo London has become Europe's premier environmental markets conference, and has spawned multiple global offshoots.



Carbon Forward events in 2025:

- **Carbon Forward Middle East**
16-17 January, Abu Dhabi
- **Carbon Forward Asia**
4-5 March 2025, Singapore
- **Carbon Forward Turkiye**
7-8 May, Izmir
- **Carbon Forward North America**
18-19 June, Toronto
- **Carbon Forward Expo London**
Autumn 2025

Carbon Pulse in numbers

Website

472,000

(+67% YoY)

Average monthly page views in 2024

66,100

(+40% YoY)

Average monthly unique users in 2024

Newsletters

28,000

CP newsletter subscribers (including 5,000 for Biodiversity Pulse)

30% & 42%

Average open rate for CP Daily and Biodiversity Pulse respectively

5% & 10%

Average click rate for CP Daily and Biodiversity Pulse respectively

Social media

22,000

(+47% YoY)

LinkedIn followers

12,000

Twitter/X followers

Business

>96%

Renewal rate

9

Straight years of annual subscriber growth

130+

Countries with readers

30+

Advertising and marketing partners

A professional audience

Carbon Pulse serves a sophisticated, diverse, and high-value base of customers engaged in carbon, net-zero, and biodiversity markets and policy.

Diverse audience of professionals and growth sectors

- Company executives
- Traders & brokers
- Exchange & platform operators
- Project developers
- Consultants & analysts
- Government officials
- NGOs & green groups
- Think-tanks & academia

Reader base concentrated among major economies

Our biggest markets in 2024*:

- US
- UK
- Germany
- Australia
- Singapore
- Canada
- Ireland
- Netherlands
- India
- France
- Japan
- Switzerland

*Both in terms of unique users and engaged sessions.



Why Carbon Pulse?

- ✓ **Loyal readership**, with exceptionally high renewal rates
- ✓ **Global reach**, covering international, national, and sub-national carbon, net-zero, and biodiversity markets and policies across the Americas, Europe, Asia Pacific, the Middle East, and Africa
- ✓ **Definitive, must-have source** of news and intelligence on carbon markets and climate policies, plus options of more focused net-zero and biodiversity news
- ✓ **Diverse global readership**, including corporates, financial institutions, governments, law firms, consultancies, NGOs
- ✓ **Targeted subscriber base**, united by an interest in reducing carbon emissions and achieving sustainable growth
- ✓ **Inspiring, critical mission** to facilitate understanding and bring transparency to environmental markets
- ✓ **Massive markets**, with voluntary and compliance carbon programmes projected to top \$1 trillion in value within the next decade.
- ✓ **Rapidly expanding sector**, with the voluntary carbon market alone forecast to grow 100-fold over the next decade



Advertise with us

- **Visibility** - We offer advertising opportunities on our website and in our newsletters. All advertising is visible to both subscribers and non-subscribers (it appears in front of the paywall on our website and our newsletters are free to read).
- **Website** - We offer four banner ad slots: Top Long, Top Square, Mid Square, and Category Groups. These are spread across our homepage, thematic and category pages, and individual article pages. See slide 11 for pricing and slide 12 for examples.
- **Newsletters** - We offer banner and text-based advertising (~100 words plus a link). This can be for events, reports, surveys, tenders, announcements, or other awareness-raising campaigns. See slide 11 for pricing and slide 13 for examples.
- **Contributed content** - Thought pieces, op-eds, tenders/RFPs, advertorials, and any other non-journalistic content. This is showcased in our “Other Content” category, which consists of Contributed Content posted at no charge, or ‘pay-to-display’ Sponsored Content. These posts appear in front of the paywall and in our newsletters. See slide 11 for further details, including pricing, and slide 14 for examples.
- **Job listings** - We offer a standard job listings service at no charge, and a Premium (paid) service to complement that. Premium listings are given priority positioning on the website and they feature in CP Daily every day. All job listings are visible to subscribers and non-subscribers. See slide 15 for further details and an example.

Pricelist



NAME/ APPEARANCE	SURFACE	DIMENSIONS/ SPECIFICATIONS	PLATFORM	TIMEFRAME	PRICE**
Top Long	Carbon Pulse website – all pages (website-wide)	540 x 110 px (59,400 px)	Multiscreen	Half Month 1 Month	£699/\$899 £999/\$1299
Top Square	Carbon Pulse website – home + all article pages	300 x 300 px (90,000 px)	Desktop	Half Month 1 Month	£699/\$899 £999/\$1299
Mid Square	Carbon Pulse website – home + all article pages	300 x 300 px (90,000 px)	Desktop	Half Month 1 Month	£499/\$649 £699/\$899
Category Group	Carbon Pulse website – thematic and category group pages (e.g. EMEA, Voluntary)	300 x 300 px (90,000 px)	Desktop	Half Month 1 Month	£249/\$349 £399/\$549
CP Daily (or Biodiversity Pulse)	Carbon Pulse daily newsletter (biodiversity quote available upon request)	540 x 185 px (99,900 px)	Multiscreen	Half Month 1 Month	£699/\$899 £999/\$1299
CP Daily (or Biodiversity Pulse)	Carbon Pulse daily newsletter (biodiversity quote available upon request)	~100 words of text, including a link	Multiscreen	Half Month 1 Month	£699/\$899 £999/\$1299
Contributed content (free or 'pay-to-display' Sponsored posts)	Carbon Pulse website – Contributed Content category + CP Daily newsletter	Max. 2,000 words	Multiscreen	Piece published on website and appearing in CP Daily for 3 days	£1,000/article* (paid subscriber firms get 1 free post per company per year)

* Limit one Sponsored post per company per month. Subscriber companies can get 1 free piece of Contributed Content published on our website per subscription year, but it will run in CP Daily for 1 day (not 3 like Sponsored posts).

** VAT is applicable for UK-based orders.

Website: Clickable banners



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News and intelligence on carbon markets, greenhouse gas pricing, and climate policy

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Offset surrender rises slightly under Australia's Safeguard Mechanism

Published 03:29 on March 24, 2022 / Last updated at 03:29 on March 24, 2022 / Asia Pacific, Australia / No Comments

The number of carbon credits surrendered under Australia's Safeguard Mechanism rose moderately in FY2020-21, regulator data showed Thursday, though the vast majority of the nation's biggest emitters remain untroubled by the programme.

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Major NZ emitter sees large cut in free carbon allowances

Published 05:02 on March 24, 2022 / Last updated at 05:23 on March 24, 2022 / Asia Pacific, New Zealand / No Comments

One of the biggest industrial facilities in New Zealand's emissions trading scheme will have most of its free NZUs cut, starting from 2021, the government announced Thursday.

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Nasdaq launches price indexes at recently acquired carbon removal platform

Published 08:00 on March 24, 2022 / Last updated at 08:56 on March 24, 2022 / Americas, EMEA, International, US, Voluntary Market / No Comments

Nasdaq has launched three commodity price reference indexes in the world's first move to track the price of removing CO2 from the atmosphere, the US-headquartered exchange operator announced on Thursday.

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Analysts see depressed ACCU prices, low project investments for

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Environmental Markets Correspondent - North America

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Mid Square

Wednesday.

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California transportation fuel consumption jumps 10% in 2021

Published 21:28 on March 23, 2022 / Last updated at 21:28 on March 23, 2022 / Americas, Canada, RINA & LCPS, US / No Comments

California transportation fuel sales ramped up considerably in 2021 as the state recovered from the onset of the COVID-19 pandemic, though the higher WCI-capped emissions that stemmed from this rebound were likely still below pre-coronavirus levels, according to state data released Tuesday.

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ICE plans May launch for its first foray into voluntary carbon market

Published 18:09 on March 23, 2022 / Last updated at 18:09 on March 23, 2022 / Avianco/CORSA, EMEA, Nature-based, Paris Article 6, Voluntary Market / No Comments

The Intercontinental Exchange (ICE) is planning a May launch for its first nature-based carbon credit futures contract, giving buyers access to the fast-growing voluntary carbon market.

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Saudi Arabia announces string of MoUs for MENA voluntary carbon market

Published 12:00 on March 23, 2022 / Last updated at 20:43 on March 23, 2022 / Avianco/CORSA, EMEA, International, Middle East, Nature-based, Paris Article 6, Voluntary Market / No Comments

Saudi Arabia's public investment fund (PIF) has signed five memorandums of understanding (MoU) with large businesses in the country as it seeks to establish a voluntary carbon market (VCM) in the Middle East and North Africa (MENA) region by 2023, it announced this week.

Read More

Heavy industry needs clear CO2 pricing signal to decarbonise, avoid stranded assets

Published 18:29 on March 23, 2022 / Last updated at 18:29 on March 23, 2022 / Americas, CMAM, EMEA, EU ETS, International, US, Voluntary Market / No Comments

Heavy industries may need the timely introduction of a global CO2 price to ensure they decarbonise in line with international climate targets and avoid stranded assets, a virtual conference heard on Wednesday along with how EU carbon policies in development may serve as a good example.

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Americas

Nasdaq launches price indexes at recently acquired carbon removal platform

Published 08:00 on March 24, 2022 / Last updated at 08:56 on March 24, 2022 / Americas, EMEA, International, US, Voluntary Market / No Comments

Nasdaq has launched three commodity price reference indexes in the world's first move to track the price of removing CO2 from the atmosphere, the US-headquartered exchange operator announced on Thursday.

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California mints largest compliance offset total in 15 months

Published 22:12 on March 23, 2022 / Last updated at 22:12 on March 23, 2022 / Americas, Canada, RINA & LCPS, US / No Comments

California regulator ARB this week doled out the heaviest volume of offsets for the cap-and-trade programme since 2020, as two new forestry projects made a splash, according to state data published Wednesday.

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California transportation fuel consumption jumps 10% in 2021

Published 21:28 on March 23, 2022 / Last updated at 21:28 on March 23, 2022 / Americas, Canada, RINA & LCPS, US / No Comments

California transportation fuel sales ramped up considerably in 2021 as the state recovered from the onset of the COVID-19 pandemic, though the higher WCI-capped emissions that stemmed from this rebound were likely still below pre-coronavirus levels, according to state data released Tuesday.

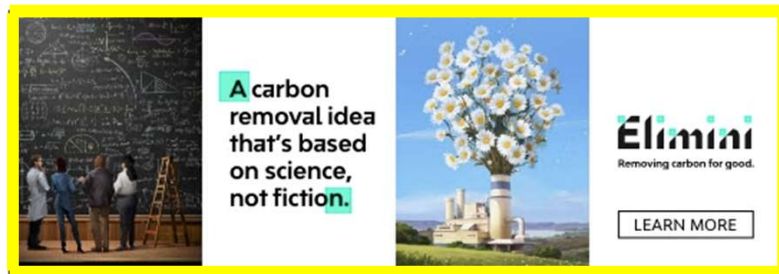
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Newsletters: Banner ads and text blurbs

Newsletter banner ad



EVENTS

Carbon Forward Middle East - Jan. 16-17, Abu Dhabi - Announcing **Carbon Forward Middle East** in Abu Dhabi, a great new event to explore **carbon** markets in the MENA region. We'll be releasing more details about this conference soon. For now, put Jan. 16-17 in your calendar and email info@carbon-forward.com to express interest in attending, speaking, or sponsoring.

European Industrial Carbon Management Summit - Dec. 5, Brussels: The Zero Emissions Platform flagship event will bring together industry leaders, policymakers, civil society and scientific experts to discuss the future of industrial **carbon** management across Europe. Get ready for insightful keynotes, case studies from pioneering projects, and panel discussions on the deployment of industrial **carbon** management technologies. The Summit is the perfect space to connect with peers working at the forefront of industrial decarbonisation. **Registrations are now open** - do not miss your chance to be part of the conversation.

Newsletter text blurbs

REPORT

Discover High-Quality NBS Credits: Redefining **carbon removal with community agroforestry** - Dive into Supercritical's latest report on Community Agroforestry, a high-integrity nature-based solution delivering high-quality **carbon** removal alongside transformative community benefits. With rigorous quality standards and satellite-based MRV, Community Agroforestry regenerates ecosystems, empowers local communities, and ensures measurable CO2 removal. Discover why this innovative approach is setting a new standard for impactful **carbon** removal. [Read the report](#)

SURVEY

CDR.fyi has **launched** the first-ever durable **Carbon** Dioxide Removal (CDR) Pricing Survey to gather insights on pricing perceptions within the CDR industry. The survey, now open until Dec. 6, targets both purchasers and suppliers of durable CDR with separate versions for each. It covers 15 CDR methods, including biochar **carbon** removal, DAC, and mineralisation, and is aimed at gauging optimal pricing and acceptable price ranges for various methods. The survey aims to determine the prices purchasers are willing to pay, the pricing suppliers need to expand operations, and demand signals across methods for 2025 and 2030. Responses will remain confidential, with data reported in aggregate and accessed only by non-conflicted team members. Results will be published post-survey, with a full report available to survey respondents and CDR.fyi premium users. The initiative seeks to provide essential pricing benchmarks to support **carbon** removal market growth.

Contributed content examples

COMMENT: A purposeful scientific community of practice can help carbon markets deliver impact at scale

Published 17:07 on December 3, 2024 / Last updated at 17:07 on December 3, 2024 / Americas, Climate Talks, Contributed Content, International, Nature-based, Other Content, US, Voluntary

Nature-based solutions, particularly those harnessed by private finance for conservation and restoration, foster ethical practices, even as they face scrutiny and re-impact effectively.

COMMENT: After COP29, companies can no longer sit on the sidelines

Published 22:59 on November 25, 2024 / Last updated at 22:59 on November 25, 2024 / Americas, Climate Talks, Contributed Content, International, Nature-based, Other Content, Paris Article 6, US, Voluntary

As COP29 concludes, the progress on Article 6.4 signals potential for a robust global carbon market, but with a \$1 trillion annual funding gap, companies must step up, leveraging emerging solutions like streamlined carbon credit auctions to decarbonise and secure a competitive, sustainable future.

COMMENT: Embracing nature in corporate strategy

Published 17:23 on September 17, 2024 / Last updated at 17:23 on September 17, 2024 / Carbon Pulse / Biodiversity, Contributed Content, Other Content

One year on from the launch of the TNFD framework, the data and technology to measure, report and act on nature exists already and is improving by the day. The message from stakeholders is clear: embedding nature into decision making is becoming an expectation not an option. The time to act is now, writes Natcap's Sebastian Leape.

COMMENT: Closing the CBAM scrap loophole – A critical move for climate & competitiveness

Published 20:38 on July 5, 2024 / Last updated at 11:18 on July 6, 2024 / Carbon Taxes, CBAM, Contributed Content, EMEA, EU ETS, Other Content

The EU's Carbon Border Adjustment Mechanism (CBAM) currently fails to equally apply carbon costs to imported aluminium products, allowing re-melted aluminium to bypass these costs and undermining the competitiveness of European aluminium recyclers, but there is still time for the bloc's decision-makers to close this loophole.

COMMENT: Pakistan's "hope" for carbon trading renewed – an update from the ground

Published 21:15 on November 5, 2024 / Last updated at 21:15 on November 5, 2024 / Carbon Pulse / Asia Pacific, Contributed Content, International, Other APAC, Paris Article 6, Voluntary

Syeda Hadika Jamshaid is looking ahead to Pakistan's first ever policy guidelines for carbon trading, set to be released at COP29 in Baku.

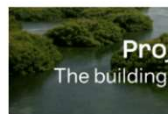
Job listings

Standard (free) service:

- Listing a standard job vacancy on our website is FREE for 4 weeks, with the post visible to all readers (subscribers and non-subscribers).
- Standard listings appear on the website below Premium listings.
- Standard listings are featured once in our daily newsletter (on the Monday or Tuesday after posting).

Premium (paid) service:

- Premium listings are given priority positioning on the website, above Standard listings.
- Premium listings are featured in CP Daily every day, reaching professionals' email inboxes roughly 110,000 times per week.
- Cost for Carbon Pulse paid subscribers: £125/€150/\$160 per week* - representing a 50% discount on our non-subscriber price.
- Cost for non-subscribers: £250/€300/\$320 per week*.
- Minimum 2-week term, though this can be waived in the case of multiple listings purchased.



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Job Postings

*Manager, Market Strategy & Engagement, Native – Remote (US)

Published 23:04 on November 25, 2024 / Last updated at 23:04 on November 25, 2024 / Job Postings

*PREMIUM LISTING – Native, a PBC is seeking a Manager on the Market Strategy & Engagement team. This position is a dynamic, exciting opportunity to shape the trajectory of a market-leading organization, and influence the success and sustainability of global climate actions through carbon projects.

[Read More](#)

**More details
available
[here.](#)**

* VAT is applicable on UK-based orders.

team members. Results will be published post-survey, with a full report available to survey respondents and CDR.fyi premium users. The initiative seeks to provide essential pricing benchmarks to support carbon removal market growth.

Job listings this week

- ***Manager, Market Strategy & Engagement, Native – Remote (US)**
- ***Event Coordinator, Carbon Forward – Remote (UK)**
- ***Asia-Pacific Environmental Markets Correspondent, Carbon Pulse – Remote**
- **Head of Global Operations, ATEC Global – Remote**

**Premium listings*

[See all listings or post a job](#)

SUBSCRIPTION OFFER

We're offering new subscriber organisations 15 months of access to our news and intelligence for the price of 12. Purchase an annual subscription by Dec. 20, 2024,

Testimonials



“<3 you” - Allied Offsets

“You are the best in the business!”

“I like the fact that Carbon Pulse has not fallen prey to being a shill for the carbon markets.”

“Great work! You guys write such fantastic articles.”

“I find your news service to be by far the best and an invaluable resource in keeping up with developments, with a good mix of impartial reporting and opinion pieces.”

“Keep it up! Your service is one of the best market specific news providers I have access to”

“This is such an awesome service - thanks for doing what you do. The global carbon market *couldn't function* without your work! :)”

Plan your campaign with us!

If you're interested in advertising with Carbon Pulse or have any questions, email us at admin@carbon-pulse.com or call us on +44 (0)333 200 8596.

