



ISE /CHRMS  
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## *Special Presentation*

# Demystifying Carbon Markets

### **Speaker: Lawrence Pratt**

Associate Director of the Latin American Center for Competitiveness & Sustainable Development (CLACDS)

Professor, Masters Degree and Executive Education Programs,  
**INCAE University, Costa Rica**



A native of Arlington, Virginia, Lawrence Pratt graduated from the *College of William and Mary* with an A.B. in economics. He holds a Master's Degree in Public and Private Management from the *Yale University* School of Management with a concentration in operations management. He has dedicated his professional career to exploring and advancing the link between policy design and more sustainable business strategy. He began his career at the United States *Environmental Protection Agency*, designing and implementing non-regulatory strategies to improve the environment and public health. Later at the *Environmental Law Institute*, he worked with governments and the private sector in Latin America and the U.S. to find ways to strengthen the business sector's commitment to improved environmental and social performance through national and state-level policy design, and increased awareness of opportunities to strengthen competitiveness.

At INCAE, his approach to policy analysis, business research and entrepreneurship integrates environmental issues into company strategy and national and regional policy-making. He teaches courses on sustainable development, and environmentally and socially sound business strategy in INCAE's master's degree, executive MBA, and continuing education programs. He works extensively throughout Latin America with private sector, multilateral development institutions and civil society organizations.

Mr. Pratt is Founder and managing director of *EcoConsulta*, a professional services firm dedicated to business strategy for more economically, environmentally and socially responsible investment and management in Latin America. Mr. Pratt serves as a consultant and advisor to various multilateral organizations, manufacturing companies, government agencies and financial services companies in the United States, Latin America and Europe. He is a frequent lecturer in Latin America, Europe and the United States and author of numerous articles and papers on sustainability-related topics. In 2006, he was awarded the Aspen Institute's "Faculty Pioneer Award" for the impact of his work on the policies and business practices across Latin America.

### Presentation Highlights

- **How carbon markets work**
- **Innovative Approaches**
- **Concerns about carbon markets**
- **Future of carbon markets**

**Friday, March 14, 2008**

**7:30 to 10:00 a.m.**

**Lenfell Hall**

Hennessy Hall (The Mansion)

**Fairleigh Dickinson University  
 College at Florham, Madison NJ**

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**Call:** 973 443-8577

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**Deadline:** Monday, Mar. 10, 2008

**Fee:** \$35\*

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Non-partners are subject to the \$35.00 admittance fee if they register but change plans and do not cancel on or before Mar. 10, 2008.

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