

Terms and procedures for the Market & Communications Committee of the IC-VCM

This document sets out the terms and procedures for the Market & Communications Committee of the Integrity Council for the Voluntary Carbon Market (IC-VCM). The document shall be read in conjunction with the modalities and procedures of the IC-VCM, the Code of Conduct, any other policies determined by the Board.

1. Purpose of the Market & Communications Committee

To ensure the Integrity Council is successful in establishing and enforcing the CCPs as the definitive quality threshold standard for carbon credits, securing widespread market and stakeholder support for this, and in providing oversight over standard-setting programs and the development of robust market infrastructure

2. Summary of scope of work for the Market & Communications Committee

1. Provide oversight over market formation strategy and execution, and make recommendations to the Board, including
 - Building engagement with market participants to feed into, adopt and endorse the CCPs as the definitive standard
 - Ensuring that robust and standardized market infrastructure is developed to support a transparent, deep, and liquid market
2. Provide oversight over narrative, communications strategy, and its execution, and make recommendations to the Board, including:
 - Review key messaging and narrative developed to position the Integrity Council brand and support stakeholder engagement around the mission and workplan as well as the shared narrative developed in collaboration with key partners to drive consistency and increased confidence across the VCM ecosystem.
 - Ensure a crisis communications plan is in place. Co-chairs of committee to be members of crisis communications group.
3. Monitor the register of key reputational risks and mitigations.
 - Provide oversight over wider stakeholder strategy and its execution, including identifying mission-critical stakeholders, tailoring approaches for engagement and fostering interlinkages.

3. Composition, Quorum and Attendees

- The committee comprises Board members and is chaired by Sonja Gibbs and Chris Leeds

- Quorum shall be at least 3 committee members
- The committee shall be attended and supported by the Executive Secretariat, including the COO, Heads of Market Formation and Communications Director

4. Conflicts of Interest

Committee members shall declare any conflicts of interest arising, to be handled as the Chair deems appropriate in accordance with the conflicts of interest policy, the modalities and procedures of the IC-VCM, the Code of Conduct, any other policies determined by the Board.

5. Cadence

- Meetings at least once per quarter
- In the near term, every month until otherwise agreed
- Meetings should be up to 2 hours unless otherwise agreed
- Pre-read materials to be sent out no less than 48 hours ahead of the meeting