

# Innovative business models in the voluntary carbon market: A case study of start-ups driving decarbonization



Idea: The voluntary carbon market faces significant challenges in transparency, efficiency, and credibility, hindering its potential to drive decarbonization efforts. In response, a new generation of start-ups is emerging, seeking to disrupt the traditional carbon market landscape through innovative business models that leverage emerging technologies and novel strategies. This research project aims to investigate the innovative business models of start-ups operating in the voluntary carbon market and their impact on driving decarbonization.

Study design: Case study research

Relevant Literature:

Schneider, M., Hendrichs, H., & Hoffmann, V. H. (2010). Navigating the global carbon market: An analysis of the CDM's value chain and prevalent business models. *Energy Policy*, 38(1), 277-287.

Kreibich, N., & Hermwille, L. (2021). Caught in between: credibility and feasibility of the voluntary carbon market post-2020. *Climate Policy*, 21(7), 939-957.