



# Environmental offsets via trading and reverse auctions

*Valuing the environment without costing the earth*

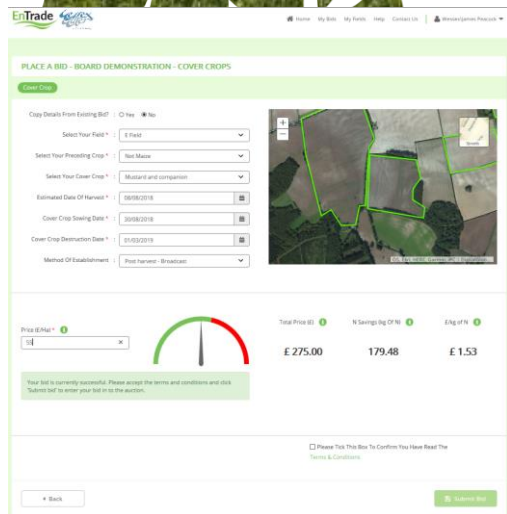


**Wessex Water**  
YTL GROUP



# What is EnTrade?

- Provides a facility for offsetting **nitrogen**
- The buyer can create **multiple auctions focused on different measures**
- EnTrade will calculate a **£/unit of reduction figure** based on the sellers selections
- Seller can **map their fields** to allow ease of auditing
- System **creates contracts** for successful sellers for the buyer to send out.



The screenshot shows the 'PLACE A BID - BOARD DEMONSTRATION - COVER CROPS' interface. It includes a 'Crop Details From Existing Bid?' section with 'Yes' selected. Below this are dropdown menus for 'Select Your Field' (1 Field), 'Select Your Preceding Crop' (Not Maize), and 'Select Your Cover Crop' (Mustard and companion). There are also input fields for 'Estimated Date Of Harvest' (18/09/2018), 'Cover Crop Sowing Date' (30/08/2018), and 'Cover Crop Desemination Date' (01/09/2018). A 'Method Of Establishment' dropdown is set to 'From harvest - Broadcast'. A map on the right shows a field layout with green outlines. At the bottom, a 'Price (£/t)' input field is set to 10. A gauge shows a needle pointing to the right. Summary statistics are displayed: 'Total Price (£)' at £ 275.00, 'N Savings (t/ha)' at 179.48, and 'Eq of N' at £ 1.53. A 'Submit Bid' button is at the bottom right.

# Results for Poole Harbour

- **475 bids** placed in **six auctions**
- Almost **150 tonnes** of nitrogen reductions bid at over £300,000
- Measures bid on more than **3,300 hectares** of land
- **47 farmers** have participated
- Plans for more measures, more outcomes

