Based on the new institutional economics, Ronald Coase posits that a state should create conditions, through the definition of property rights, for economic agents to freely negotiate so-called 'environmental goods', which can include greenhouse gas (GHG) emissions reduction. In this sense, the carbon trade follows the logic advocated by Coase. Since the carbon market is influenced by many factors, some structures have grown more than others. Relevant examples of market mechanisms are those related to project-based emission reductions, and the cap and trade principle, which establishes limits on GHG emissions based on trade allowances. Given that carbon market solutions are a mechanism created in order to contribute to a decrease in GHG, this paper presents economic theories related to this market; analyses carbon markets with a focus on advantages and problems; and offers an action and development plan for the carbon market road map.