



The Family Forest Carbon Program:

Leveraging Climate Finance to Support America's Family Forest Owners

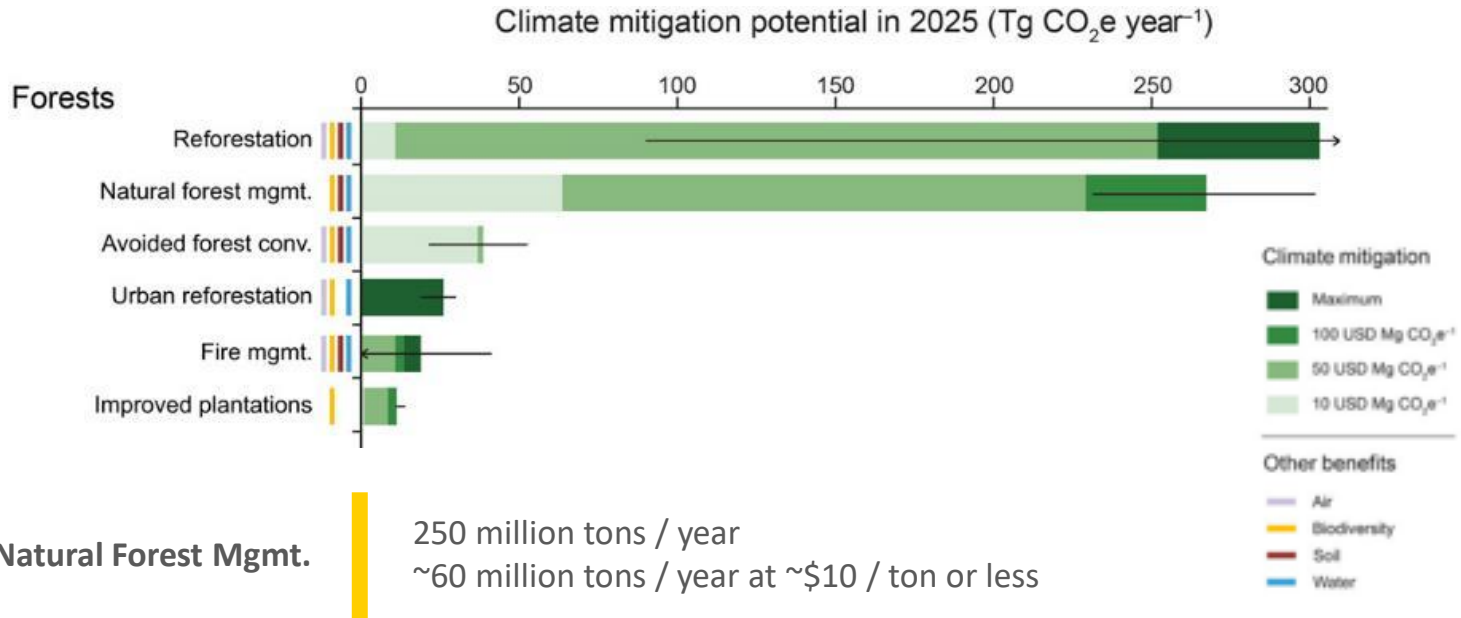
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Climate Mitigation Potential, U.S., Land-Based



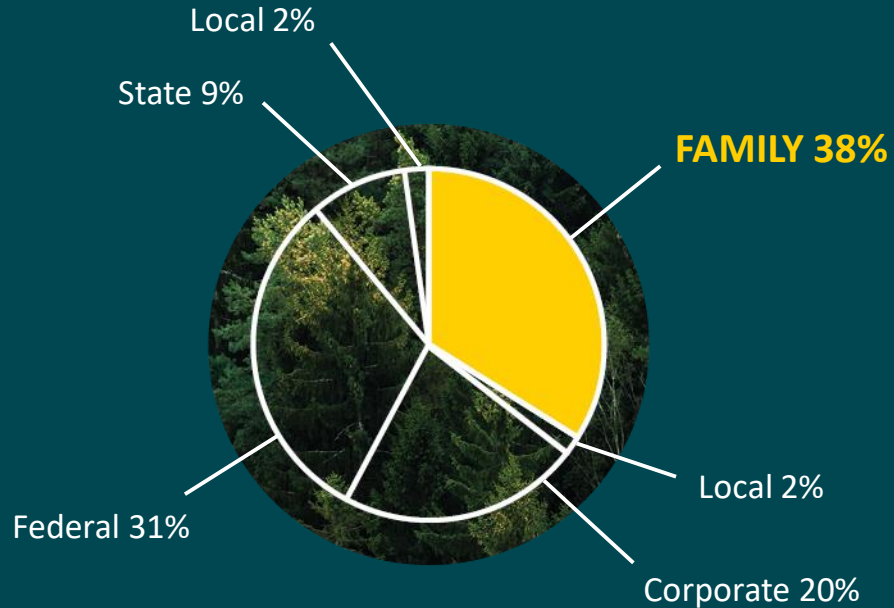
Why Family-owned Forests?



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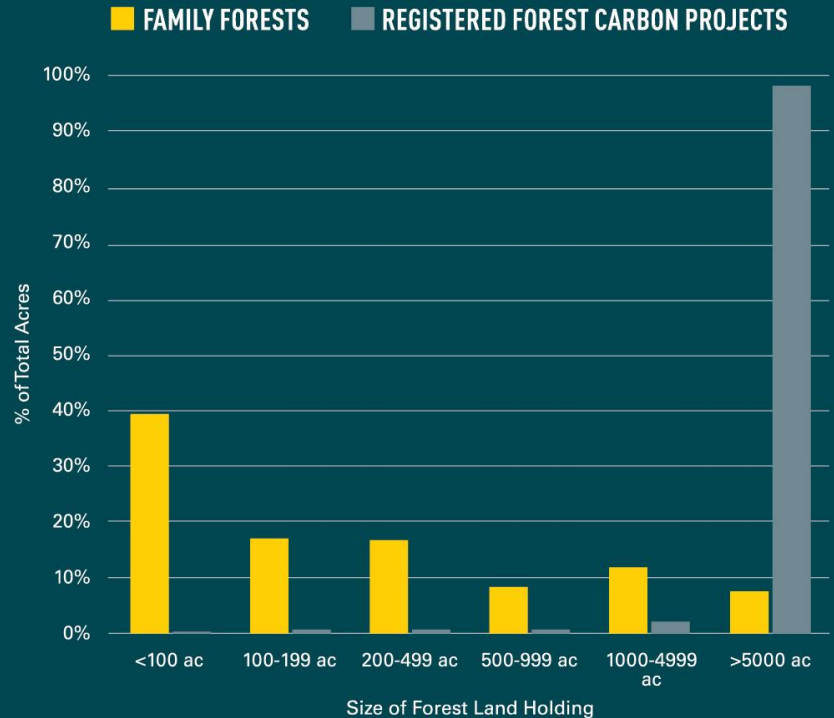
Family-owned Forests are Key



- Families and individuals own the largest portion of U.S. forests
- More than the federal government or corporations
- This ownership group is vital for achieving meaningful conservation impact at scale

Forest Carbon Projects vs. Forest Ownership Size

Ownerships less than 1,000 acres account for 80% of the acres, or less than 1% of the projects.



The Family Forest Carbon Program's Audacious Goal

The American Forest Foundation and The Nature Conservancy have partnered to design and launch a new program, which addresses the obstacles family landowners face in participating in carbon markets.

The goal? Reach 20% of family-owned forest acres nationally by 2030, in order to sequester and store **at least 2 billion tons of additional CO₂** by the end of the century, while improving wildlife habitat, overall forest health, water quality and recreational spaces.

SDP Goals also provided by FFCP





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Family Forest Carbon Program Mechanics and Status

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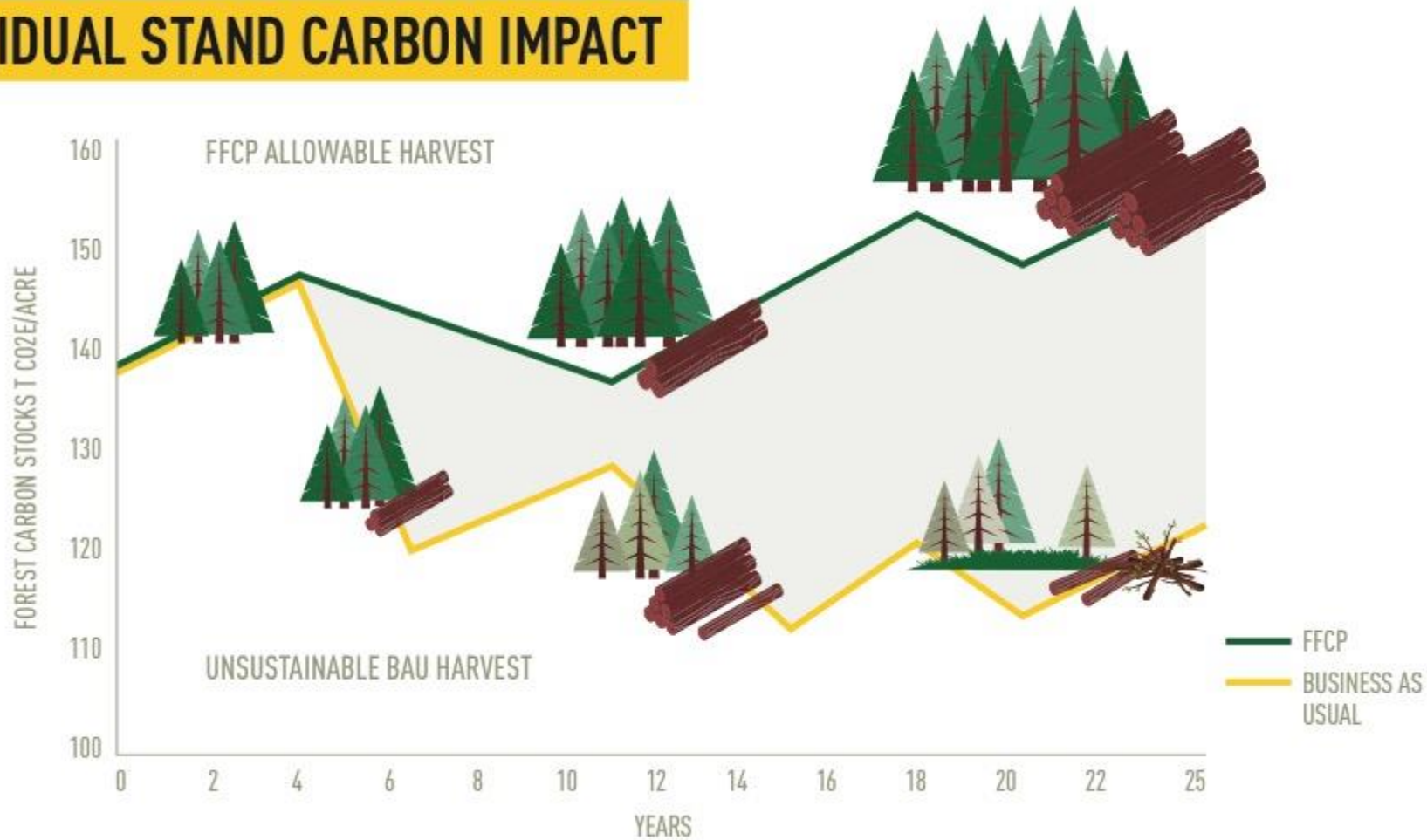


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Key Innovations that Make the Family Forest Carbon Program Different

| 'TRADITIONAL' FOREST CARBON PROJECTS | FAMILY FOREST CARBON PROGRAM |
|---|---|
| Pays landowners for carbon sequestered | Pays landowners to implement specific practices |
| Monitors carbon values on every property | Monitors practice implementation on every property; monitors carbon values on a landscape level using random sampling |
| High costs for monitoring on a per-property basis | Monitoring costs are high but spread across participating properties |
| Achieves permanence through long-term contracts | Achieves permanence through sound intervention design and landscape level accounting |
| Additionality determined from modeled baseline | Additionality determined from observed baseline, updated with every verification cycle. "Extreme additionality." |

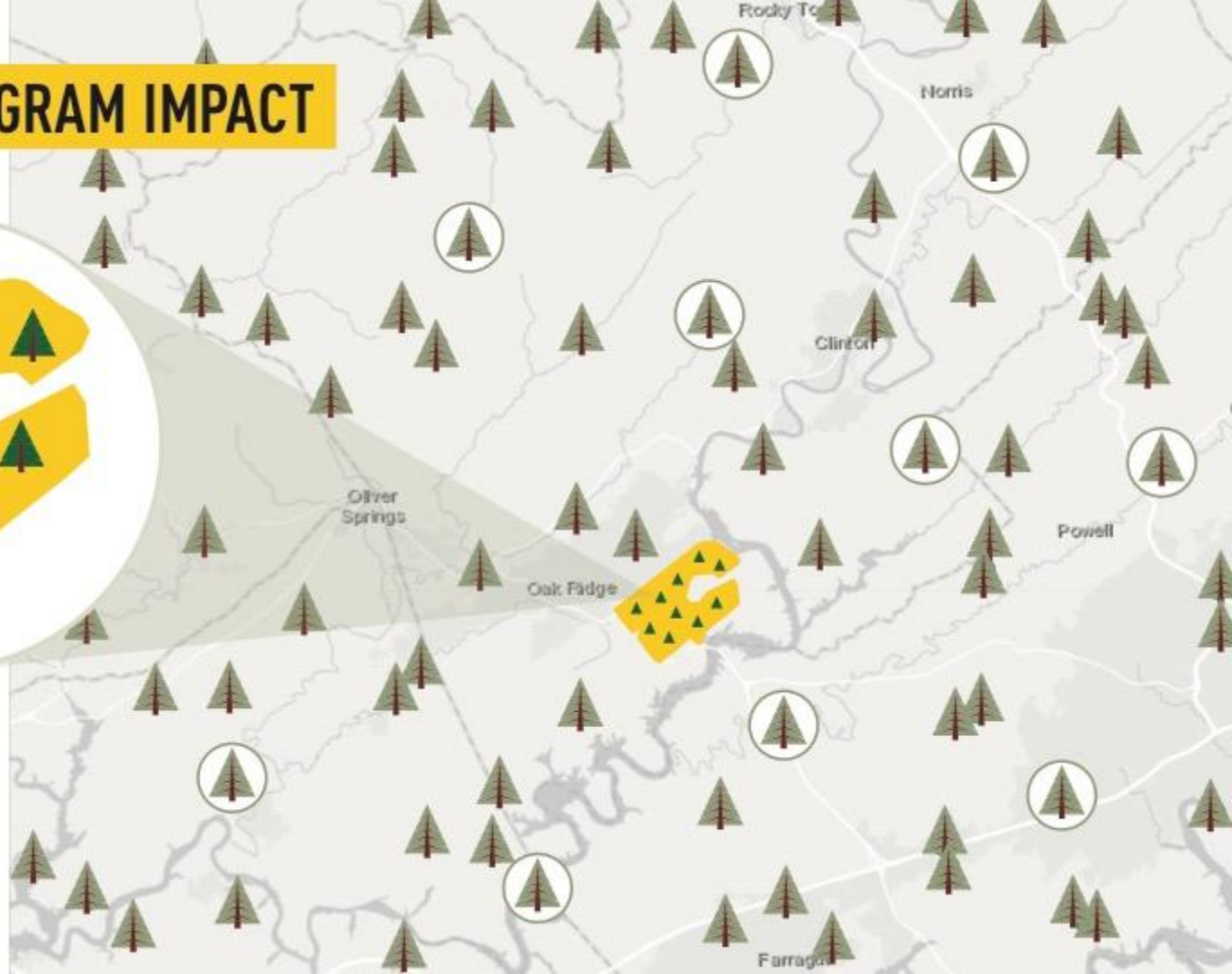
INDIVIDUAL STAND CARBON IMPACT



CALCULATING PROGRAM IMPACT



-  FIA PLOT
-  FIA MATCHED PLOT
-  FFCP MONITORING PLOT
-  FFCP ENROLLED PROPERTY



Pennsylvania Pilot



Jon and Sylvia Dysard



- Enrolled 376 acres in Huntington County, PA
- FFCP program funding supports the upkeep and maintenance of his property in his retirement
- “You’d be foolish not to get into the program, when it’s made to help the landowner keep his land. I am very pleased.”

Sisters: Louise, Margaret and Regina Hartman



- Enrolled 116 acres in Northumberland County, PA
- Land has been in the family's history for generations
- Priority to keep the land in the family and this program helps them do just that.
- We are improving our property, not just for the forest, but the wildlife and our family. We teach our nephews to never sell the farm, the farm will always support you.”

Financial Structure

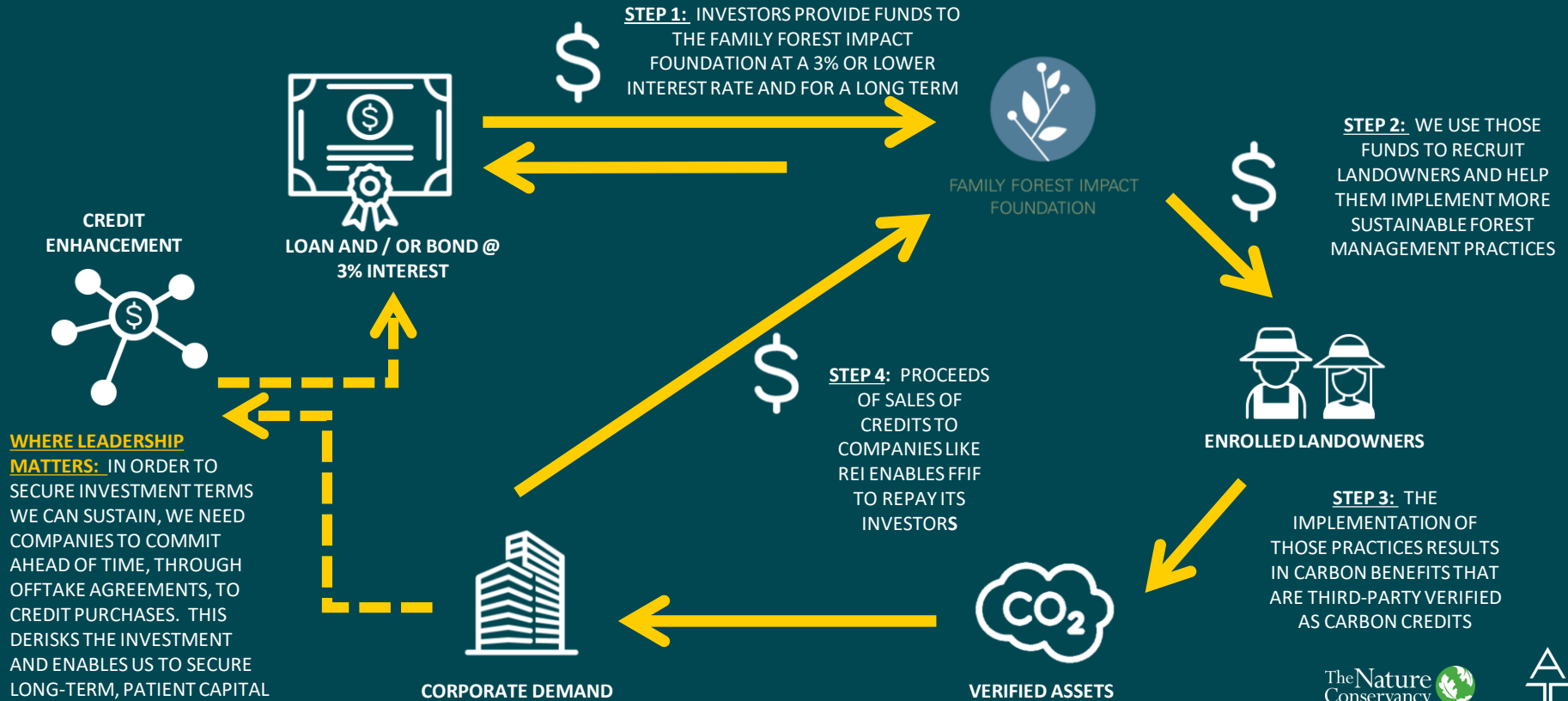


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Financial Model



Through this project, over the next several decades we will:

- Support **5,000 rural families**
- Implement sustainable forestry practices on **585,000 acres**
- Provide **\$150 million** in incentives and technical assistance to rural landowners
- Generate more than **15 million** tons of third-party verified CO₂e reductions
- Leverage **\$76 million** in private finance, and an additional **\$290 million** in sales of voluntary carbon credits



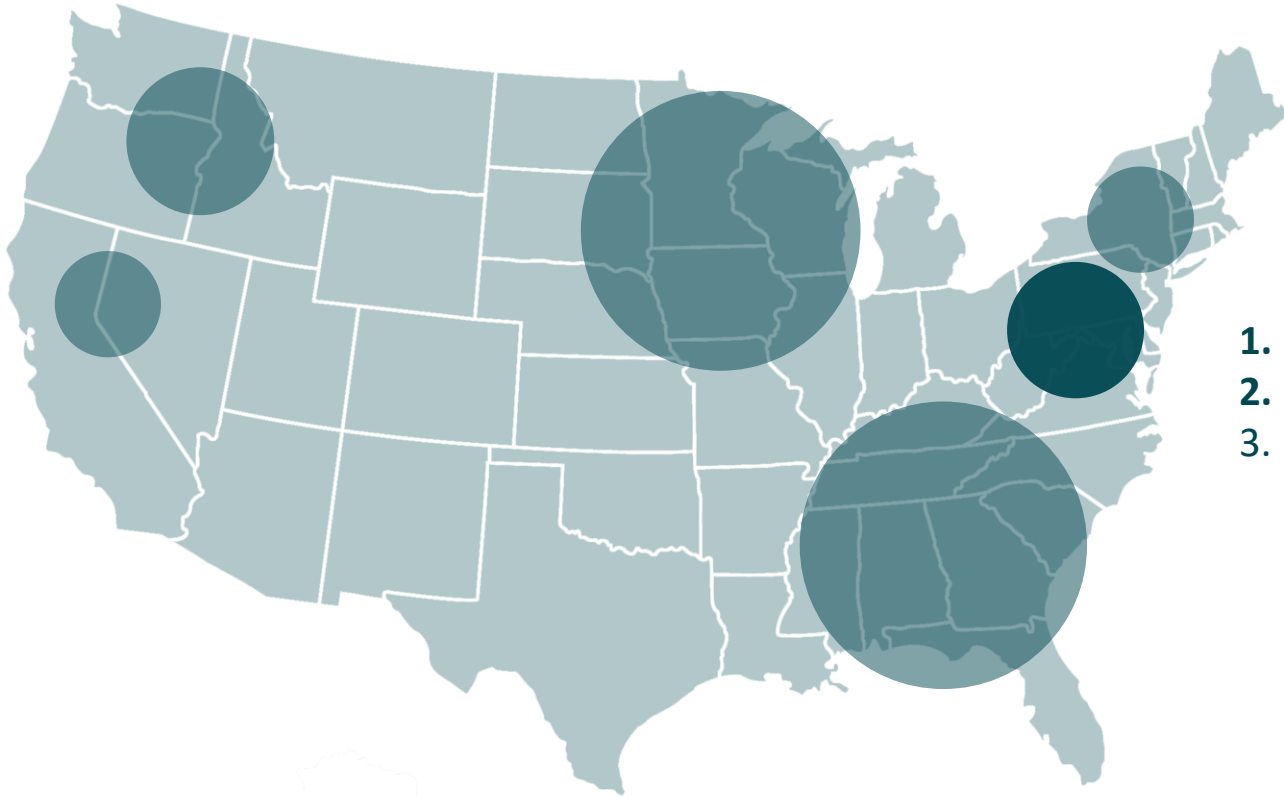
Family Forest Carbon
Program: Scaling

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Family Forest Carbon Program at Scale



- 1. Learning Pilot in 2020**
- 2. Financial Pilot in 2021**
- 3. Full Scale in Central Apps and multiple additional regional modules by 2023**

Where Are We Today?

- Recruiting landowners through the Pilot in the Central Apps to validate supply-side hypotheses
- Pursuing verification of our carbon impacts under Verra's Verified Carbon Standard
- Building a financial pilot and recruiting needed market actors (carbon credit buyers, investors, etc.)
- Working with stakeholders on a carbon insetting protocol and platform
- Researching practices in other regions and building models to enable us to scale, including syncing FFCP with other conservation initiatives.

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Questions?



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