Limits on Carbon Emissions Create Financial Opportunities in Virginia

HERE’S ONE EXAMPLE:

The Nature Conservancy manages forests in the CLINCH VALLEY

As trees grow, they REMOVE CARBON DIOXIDE (CO₂) from the air

The Nature Conservancy’s forest managers INCREASE the rate of CO₂ removal by growing a healthier, more diverse forest

Every metric ton of CO₂ removed from the air above a baseline generates 1 CARBON OFFSET

MEANWHILE...

California LIMITS the total carbon dioxide emissions allowed in the state

Companies in California must BUY an ALLOWANCE from the state for every metric ton of CO₂ emitted

OR they can CHOOSE to buy CARBON OFFSETS, which are often cheaper

Buying CARBON OFFSETS to cover up to 8% of my emissions makes good business sense.

The Nature Conservancy has sold MILLIONS OF DOLLARS worth of carbon offsets, earning money for VIRGINIA LANDOWNERS and our Conservation Forestry Program

LEARN MORE AT: NATURE.ORG/CLINCHVALLEY