



Protecting the New Bottom Line

Turning carbon into a financial tool to benefit landowners,
corporations and conservationists for generations to come



CARBON CANOPY

WORKING TOGETHER



The New Bottom Line in the forest products industry is the Carbon Canopy, a ground-breaking initiative that puts forest management in the Southeastern US at the forefront of supply chain innovation. This region, the world's leading source of pulp, paper, and timber and home to its most biodiverse temperate forests, can also help buffer us from climate change.



Working together to achieve the highest standards of forest management, landowners, environmental groups, the forest products industry and leading green businesses developed a system that turns carbon into a financial tool that will benefit each partner and the environment for generations to come.



WORKING *for* EVERYONE



Unlikely Allies

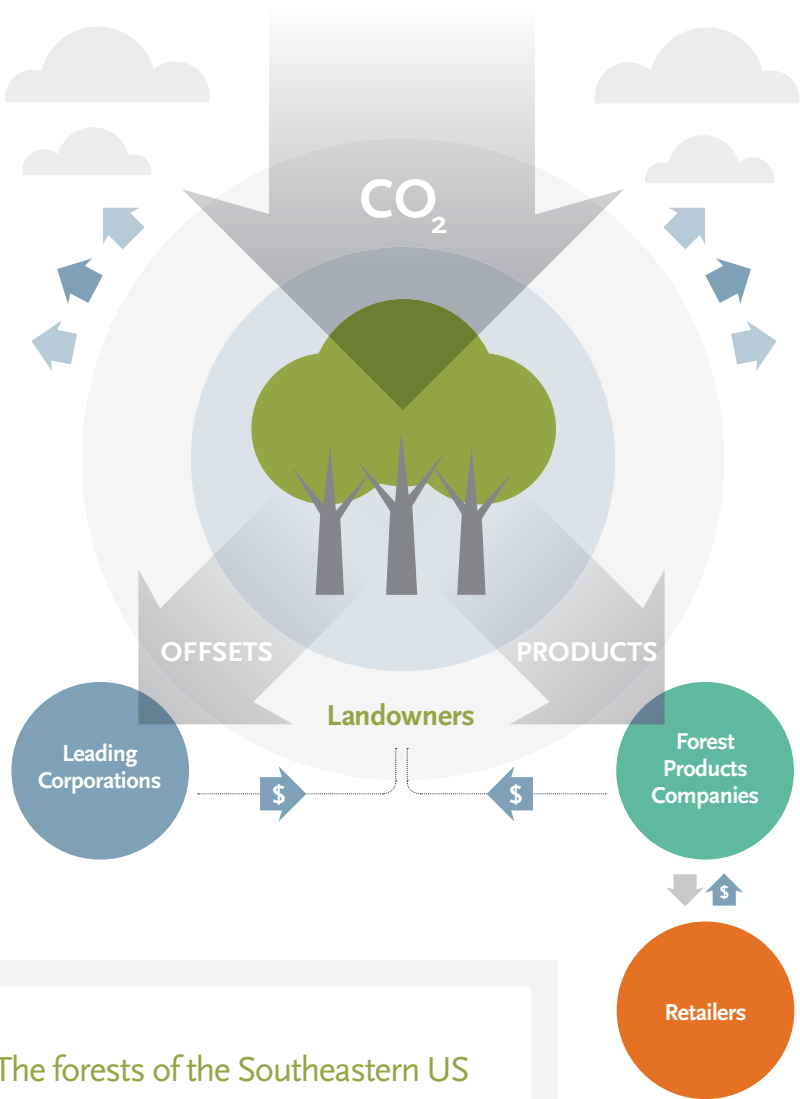
Environmentalists and corporations finding common ground? Dogwood Alliance and Staples, Inc. first encountered each other as adversaries, then discovered they had a lot more in common than they first believed. These unlikely allies created the Carbon Canopy project with inspiration and support from the green leader Interface; a diverse group of forest landowners including the National Woodland Owners Association; top-notch environmental policy groups such as the Pacific Forest Trust; leading forest products companies like Domtar and Columbia Forest Products; and corporate giants such as Coca-Cola. Together, they built a better way to preserve forests and the atmosphere using the highest standards.

Unexpected Benefits

Imagine the impact of 30,000 cars annually taken off the road: a remarkable reduction in greenhouse gases. Now, consider that the solution creating that result is also producing significant revenue.

The Carbon Canopy represents a new economic model. Landowners with a long-term stewardship vision become suppliers in the new market for eco-systems services. Corporate green leaders reduce their energy footprint and purchase high-quality carbon offsets while leveraging supply chain improvements. Environmental groups provide policy tools and know-how. Real progress is made toward greenhouse gas reduction.

Turning Carbon into Revenue



The forests of the Southeastern US produce nearly 20 percent of the world's wood and paper products.

<p>Landowners get income from the sale of carbon offsets and from the sale of FSC-certified wood.</p>	
<p>Forest products companies expand their wood basket of FSC-certified wood, which allows them to grow their businesses.</p>	
<p>Retailers achieve their sustainable supply chain commitments to FSC-certified wood and are able to serve the growing green marketplace.</p>	
<p>Leading corporations with climate commitments are able to purchase high-quality California Air Resources Board offsets to achieve their climate goals.</p>	
<p>We all benefit from clean air, clean water and protection of habitat.</p>	

Unparalleled Quality

The Forest Stewardship Council has emerged as the gold standard for responsible forest management certification around the world. Carbon Canopy project landowners manage their forests to FSC standards and our forest products industry partners support their vision by building the FSC marketplace. Business customers and consumers shopping at Staples and Home Depot purchase FSC products from these retailing outlets they know and trust. The whole supply chain is elevated.

Unprecedented Protection

The forests of the Southeastern US are among the most diverse temperate forests in the world. The Carbon Canopy protects the region's unique conservation values while producing hundreds of thousands of offsets over time.

Carbon Canopy landowners commit to responsible forestry practices and carbon management over a 100-year period. Our partners are in this for the long haul so our irreplaceable forests will endure for generations to come.

Join Us

The Carbon Canopy is reinventing the forest products supply chain. The opportunities for leadership in this critical area will only continue to grow. Leading businesses can join this important effort to protect our atmosphere and our forests.

www.carboncanopy.com



CARBON CANOPY

In 2012, carbon finance injected \$216 million into projects that plant trees, avoid deforestation, improve forest management, and support low-carbon agriculture.

The US South is the largest wood, pulp and paper producing region in the world.

carboncanopy.com
dogwoodalliance.org



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