

# ESG

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ENVIRONMENTAL.  
SOCIAL.  
GOVERNANCE.

The Nature  
Conservancy 

# Environmental. Social. Governance.

These are not just trendy words in today's corporate vocabulary. Increasingly, they are monitored values that are tracked by companies and their investors. Often, these sustainability metrics are reported alongside traditional financial numbers to gauge success and responsibility in annual reports. A new generation of business leaders is guiding their companies to adopt ESG values for environmental impact, social responsibility, diversity, equity, and inclusion.

## The Way We Live on the Earth

The Nature Conservancy in Alabama (TNC) is a valuable resource to our corporate supporters for environmental responsibility. As the world's leading conservation organization, we at TNC place environmental and social responsibility at the forefront of everything we do. We live these values daily and thoughtfully plan for the way we live on the earth.

TNC values diversity, equity, inclusion, and justice. We analyze our work for its impact on underserved or previously affected communities. An example of this is our partnership with the community of Vredenburgh to accelerate conservation in the Red Hills which has now been established as one of Alabama's newest Forever Wild and Wildlife Management complexes. Also, our work at Flagg Mountain - with ties to the Pinhoti Trail and to indigenous communities - provides essential economic resources for people to thrive alongside the landscapes we protect. At TNC, enduring conservation success depends on the active involvement of people and partners whose lives and livelihoods are linked to the natural systems we seek to conserve. We respect the needs, values and traditions of local communities and cultures, and we forge relationships based on mutual benefit and trust.

Our strategic conservation priorities focus on three critical issues in Alabama:

1. **Our Healthy Water:** Our work will ensure clean and healthy waters for people and nature from the Paint Rock to Mobile Bay and beyond, for drinking, recreation, and habitat.
2. **Our Resilient Lands:** Our approach to land protection has evolved to include an ever-growing suite of strategies to restore treasured lands, safeguard wildlife, and increase nature's ability to adapt.
3. **Our Thriving Coast:** Our work to incorporate nature-based solutions will continue to improve environmental and community resilience so we can sustain our coast's bounty.

## First Forest Carbon Project in Alabama

Included in Our Resilient Lands initiative, Alabama sequestered carbon credits can be purchased, the result of a new project just outside of Huntsville. The first forest carbon project in Alabama launched in late 2021 after The Nature Conservancy acquired a nearly 4,000-acre property spanning Jackson and Madison counties in the state's northeast corner. The acquisition, and the carbon credit project, provide an opportunity for Alabama companies to invest in Alabama, keeping their money in-state while meeting sustainability goals and investing in conservation in their backyard.



## Recreation and Education

Our work supports the findings of the Alabama Innovation Commission and Advisory Council to increase public land and water recreational opportunities for the people of Alabama:

- We work at landscape and watershed scale, so the work impacts communities from our urban centers to our most rural spaces.
- We secure lands which drive tourism and economic growth in communities across the state. Conservation offers a \$5 to \$1 return on investment. Outdoor recreation is a multi-billion-dollar driver for Alabama's economy.
- We provide opportunities for youth to explore natural resource protection and management, especially through our partnership with the Student Conservation Association.
- We collaborate with schools like Alma Bryant High School in Grand Bay. We are actively seeking opportunities with HBCUs, like Alabama A&M on our Sharp Bingham Mountain preserve and Drake State in the Huntsville communities.

As the Hoover Institute found in its recent report *Innovative Alabama*: "Developing our natural capital and ensuring there is reliable access to our natural systems is a fundamental strategy for attracting and keeping the best and the brightest in Alabama."





## Help Us Help You

Alabama is a place where the land rises from the Gulf to form mountains—and where our people rise to the challenges of this time. It is a place where people's relationships with Alabama's lands and waters are as close as family. It is the place where thousands of acres can be preserved in perpetuity, where more than 200 miles of rivers can be conserved, and where species on the brink of extinction can be saved. You and your company can help make a positive environmental impact on these special places and people.

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The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. Visit us at [nature.org](https://www.nature.org).