

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



VA Forest Manager



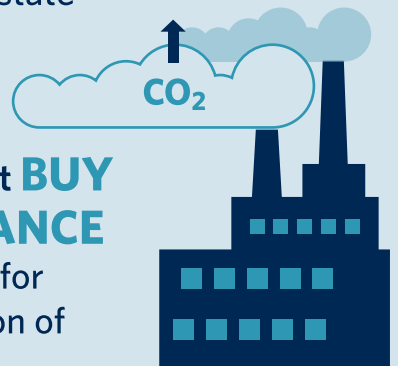
Every metric ton of CO₂ removed from the air above a baseline generates **1 CARBON OFFSET**

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.



CA Utility CEO

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

The Nature Conservancy 