

Carbon reduction with The National Forest *Guidelines for sponsors*

The National Forest is one of the country's boldest environmental and landscape projects. Since the project was launched in 1991, woodland cover across the 200 square miles of The National Forest has increased from 6% to more than 17% today.

It has restored the landscape and helped turn round the economy of former mining areas. It continues to grow as a national example of best practice in forestry, in changing the landscape at a large scale, and in sustainable development. Since 1991 some 5,785 hectares of new woodland have been planted.

The National Forest is in the centre of England, accessible from main transport routes. You can visit it, be part of it, enjoy it, and contribute to its creation whilst at the same time improving the environmental profile of your company.

The National Forest Company

The National Forest Company is entrusted by Government and by local communities to lead the creation of The National Forest. The Company's role is not simply about trees and woodland: it is to enhance the quality of the wider landscape, to create new habitats for wildlife, to generate new jobs based on woodland activities and to provide new educational and leisure opportunities.

We are funded principally by the Department for Environment, Food & Rural Affairs (Defra). However, we accelerate the creation of the Forest through sponsorship, both of tree planting and other activities.

How we work

We are a small, flexible and innovative company, always looking for partners who share our commitment to the environment. We have a reputation for reliable delivery and exciting projects and we extend that to our corporate relationships.

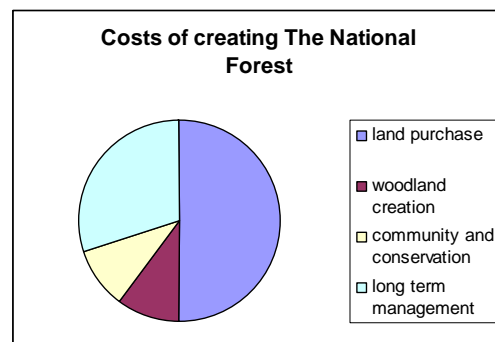
We particularly value entering into longer term partnerships with companies who understand and share our approach. It is possible to buy trees anywhere in the world, but we offer involvement in the creation of a special place, right in the centre of England.

We provide encouragement for companies to start a programme of environmental activity or, for those companies that are already reducing their carbon footprint, to expand their engagement with employees, customers, and communities.

The cost of creating The National Forest

The real cost of creating high quality woodland is much more than planting the trees. Other costs are the purchase of land, woodland design, (species, paths etc), community involvement, nature conservation and management into the long-term.

In The National Forest, we ensure that we are planting a woodland which will grow to maturity well cared for and an example of high quality forestry. The breakdown of costs for a typical woodland is as follows:



The true, total cost of planting and growing a tree is in the region of £10, including the cost of the land.

We are transparent about these costs in the proposals we develop with companies so that we have a shared understanding of what it takes to create a high quality woodland.

However, whilst retaining our emphasis on quality, we have flexibility to design a package that matches a sponsor's needs with the opportunities available at the time. We are particularly interested in long term, planned sponsorship. We do not require sponsors always to meet the total costs of

Forest creation – for example, the land purchase may be made by the National Forest Company.

Opportunities for sponsors:

There are many ways to become involved. Here are some examples:

1. Purchase and plant a set number of trees or agreed area to meet carbon reduction aims.
2. Purchase and plant a set number of trees or agreed area related to customer transactions.
3. Long-term sponsorship of a high quality wood as a demonstration of environmental commitment.
4. Sponsorship of environmental education.
5. Sponsorship of art, trails and other features
6. Employee volunteer days, including woodland planting and maintenance.

Our aim is to develop a long-term partnership which meets your corporate needs and has real benefit for The National Forest.

Reducing your carbon footprint

Some companies wish to reduce the impact of their carbon emissions as part of their support of the Forest. We strongly endorse tree planting as part of a wider effort to reduce emissions and as part of high quality forest creation.

We encourage companies we work with to regard tree planting as part of a wider programme of corporate social and environmental responsibility, which includes, for example, waste and energy management.

Trees absorb carbon. The National Forest Company has calculated the likely carbon absorption of its trees, based on the 'real

life' of a hectare of our woodlands, allowing for thinning. (See below). We have taken into account the species mix, soil type, growth rates and age of the woodland.

Tree planting cannot in itself solve the carbon issue. But it does make a real contribution and by working with us you are helping to make a stronger landscape which will help habitats and wildlife to adapt to climate change.

What's more, support for our environmental education helps the Forest become an open air classroom for many children from surrounding cities as well as from the Forest, building a next generation committed to reducing its environmental footprint.

Recognition

The National Forest Company will ensure that you receive appropriate recognition for your contribution.

Occasionally, it is possible only to plant a limited number of trees at the outset, due to the planting season or the availability of land. In this case, we will agree with you an initial event, with the publicity you require. We can then finish the planting at the right time for the Forest. A staged approach also gives a longer period for company engagement and publicity.

We also have experience in organising a wide range of employee events, from tree planting to conservation activity, demonstrating good corporate social responsibility to employees and customers alike.

As a Company ourselves, we understand the need to manage human resources effectively and we will plan with you a suitable programme of recognition and engagement, meeting both your and our needs.

Sophie Churchill
Chief Executive
August 2007

Calculating carbon uptake in The National Forest

Carbon sequestration (uptake) by woodland planted in The National Forest is calculated by the Centre for Environment and Hydrology. The centre's carbon accounting model was developed to monitor carbon sequestered from woodlands for the UK Government's figures, and this model is the one used by the National Forest Company.

It is assumed that a typical hectare (c2.5acres) of new woodland will comprise planting of oak, ash, birch and shrubs on 80% of the area, with the other 20% open grassland. Using Forestry Commission figures of the likely amount of wood yielded, the mass of carbon accumulated over 80 years in the trees and soils of the planted area is estimated.

In a 1ha mixed broadleaved woodland (as described above) it is estimated that, over the 80 year period of a woodland rotation, 127 tonnes of carbon would be accumulated. (No account is taken of any carbon in wood products removed from the forest as thinnings during the rotation). Translating this in terms of vehicle emissions, the number of miles offset on average every year by the 1ha woodland, calculated over 80 years, would be about 16,000 (for a larger vehicle) and 30,000 (for a small car).

- On average, each tree will sequester 79 kg of carbon, equivalent to 290 kg carbon dioxide, over 80 years.
- The average total cost of 1 hectare of Forest is £20,000, giving a figure of £157 per tonne of carbon sequestered.
- However up to 50% is the cost of acquiring land, which typically is met by the National Forest Company, so that a contribution to carbon sequestration from the point of tree planting, costs in the order of £80 a tonne of carbon.

At the end of the 80 year rotation, some of the carbon stored in the wood will be lost at the time of felling (eg timber residues used for wood chip fuel). Much however will remain locked in the timber so its release back into the atmosphere will depend on the timber use, bearing in mind that oak timber used in construction and furniture may last for centuries. Over the long-term, woodland therefore shows a cyclical pattern in its carbon storage depending on the stage in its rotation between planting and felling.

The National Forest: sponsorship and carbon sequestration scheme

Working with you

Sponsors are responsible for calculating the amount of carbon they wish to sequester. The National Forest Company will provide a figure for the number of trees and hectareage required to meet that amount of emissions.

The NFC will engage in dialogue with sponsors on:

- The precise cost per tree, depending on the scale of the sponsorship and the prospects for future partnership.
- The design of the woodland
- Alternative sponsorship, beyond tree planting
- The timing of payments and tree planting
- Publicity and recognition
- Employee engagement

On entering into a sponsorship arrangement, a commitment will be made by The National Forest Company to provide clear information on progress

The pricing arrangement and timescales for any review in the sponsorship arrangements will be made clear at the outset.

Reservation

NFC will work with companies which show a genuine commitment to improving the environment, and their own corporate responsibility, but reserves the right not to progress sponsorship with a Company if it believes that it would not be in its best interests to do so. In particular, the Company may decline to work with a company for which tree planting is the only action being taken to reduce its carbon footprint or engage in social or environmental activity.