



Promotional leaflets for companies and forest owners

Elaboration of promotional material for potential end-user

E5

CPF



03/03/2021

LIFE16 CCM/ES/000065

CLIMARK

Forest management promotion for climate change mitigation through the design of a local market of climatic credits

DELIVERABLE

23

Deliverable: Promotional leaflets for companies and forest owners

This deliverable is part of the action E5. Promotional material for potential end-users and comprise:

- The content for the “Guide to produce Mitigation/Adaptation forestry Projects (PROMACC)”.
- Layout and contents for two Promotional leaflets.
- Layout and contents of the “Catalogue” for companies, based on a series of key messages, compiled along the project progress.

Regarding the promotional leaflets, the end of the action was foreseen for the year 2019. However, and as it is explained in the Midterm report, since this action relies on the results of the actions C6 and C8, it was decided to delay the submission of this document until the two actions were more advanced. Yet, this is not affecting the purpose of the action: materials produced here will be distributed as planned: firstly, in the pilot trials in 2020 and 2021 (Action C7), in both formats, paper and mainly digital, because most of the workshops took place via videoconference.

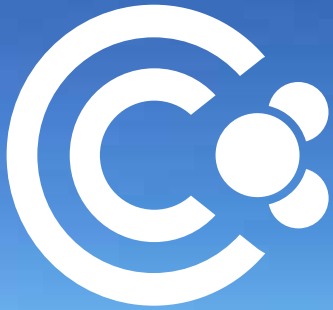
Originally, in the action E5 was planned only one leaflet, for companies willing to invest in forest projects to balance carbon emissions. Eventually, two leaflets have been delivered, one for companies and another for foresters, both on paper and digital (see Figure 1 and Annex 1).

Both leaflets explain what the climate credit is and how the market works. The leaflet for the foresters emphasises the fact that being part of the market eases the entrance into environmental financial circuits favouring the ecosystem services (Carbon, good quality water, biodiversity, and resistance and resilience to forest fire) and at the same time the production of renewable products. The leaflet for companies, on the other hand, emphasises the fact that joining the market will allow them to comprehensively manage the environmental impacts of their activities and strengthen the corporate social responsibility (CSR).

200 copies were printed in Catalan, 100 for the companies and 100 for the foresters. The leaflet can be found, both in Catalan and English in digital format on the website of the project www.lifeclimark.eu/en/communicatio/



Figure 1. Cover of the promotional Climate credit leaflet.



What is

Climate Credit?

**Forest
management
Climate change**

**Another step towards
multifunctional forest
management**

Aimed at

**Companies and
organisations**



Life CLIMARK



**Climate
Credit**

More than just carbon

**Multifunctional
and
climate-smart
forest management**

What is climate credit?

Forest management and climate change

Forest management contributes to **MITIGATING climate change**, and not only by planting trees! If done in a planned way, extracting trees from dense forests can enhance the growth of other trees, reducing the risk of forest fires and generating renewable raw materials to replace fossil fuels and materials. By means of forest management, the carbon sink function of Catalan forests, which currently absorb 10% of total CO₂ emissions, could be increased by 20%.

Moreover, forest management makes it possible to **ADAPT forests to new climate scenarios** by generating forests that are more able to resist and withstand longer periods of drought and more frequent and more intense disruptions, such as forest fires, wind or diseases. Furthermore, forest management influences forest water cycles and can help mitigate the impact of climate change on this vital resource.

At Life CLIMARK we are developing a new tool to facilitate social responsibility, corporate image, environmental enhancement and offsetting initiatives related to the climate crisis and the impact on Catalan forests

Climate credit is a new medium of exchange designed to facilitate investment in nature-based solutions in Catalonia, as part of voluntary offsetting and corporate social responsibility initiatives. For those who manage woodlands, it is a way to diversify income for management work based on highlighting the benefits they provide for society. For companies, the Climate Credit seal is a secure and controlled way of managing contributions, while also offering visibility and transparency.

Climate credit is based on an integrated approach to forest management: for forestry activity to generate climate credits, it must have a positive impact on climate change mitigation and adaptation, and it must do so in a way that corresponds with the local context in which it is applied.

It is calculated based on an evaluation of the impact of forest management on the:

- **Ability to absorb and/or conserve carbon stocks (in woodlands and in products)**
- **Water use of forests**
- **Conservation and enhancement of biodiversity**
- **Resistance and resilience to fires**

Corporate image

Reputation and recognition

Environmental enhancement

Economic contribution to
improving the local environment

CSR

Corporate social responsibility

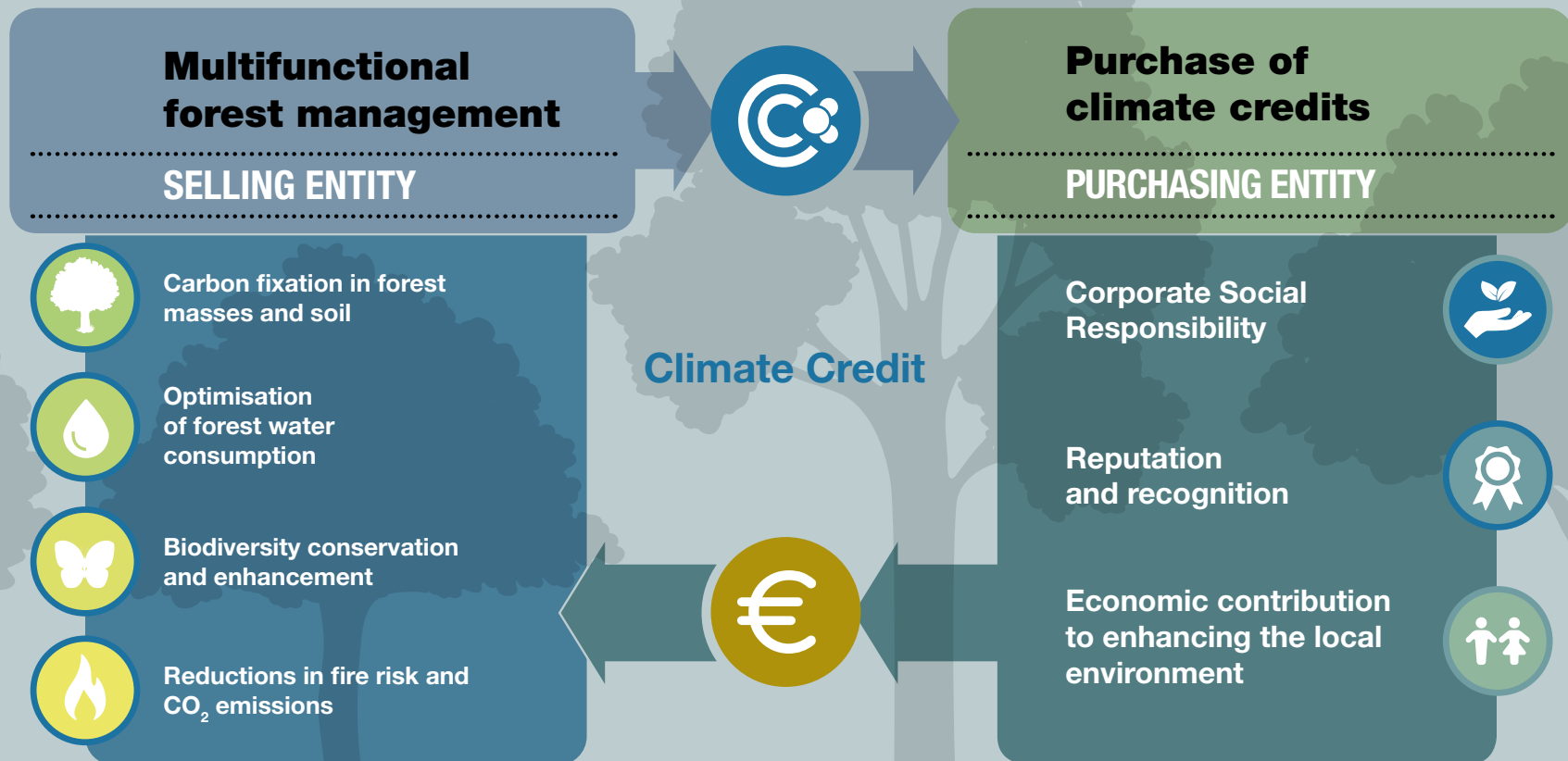
How will the **climate credit market** work?

Funding is key to moving any project forward.
Life CLIMARK proposes that **multifunctional management projects in Catalonia** are funded by means of the climate credit market.

The system fundamentally centres on companies purchasing climate credit, which is then used to fund all or part of a forest project.

By purchasing credit from the climate credit market, companies and organisations can provide extra

funding, which is essential for smart and sustainable forest management measures to be implemented, while also serving as a vehicle for their joint responsibility for the conservation of forests and the services they offer society.



What climate credit can offer you?

Climate credit enables you to:

- **Comprehensively manage the impact your company or organisation has**, taking into account not only CO₂ emissions but also water consumption and/or its impact on biodiversity.
- Exercise your joint responsibility for sustainable development and the natural environment **in the area in which you operate**, generating good quality employment.
- Contribute to improvements related to **climate change mitigation and adaptation**, including forest fire prevention and the conservation of woodlands and their biodiversity, and, ultimately, **the protection of a living landscape and region**.
- Invest in reliable CSR, characterised by transparency and visibility, by means of the Climate Credit brand.

“Comprehensively manage the impact your company or organisation has in the area in which you operate”

Carbon

Carbon fixation in forest tracts and soil

Water

Optimisation of forest water consumption

Biodiversity

Biodiversity conservation

Forest fires

Reductions in the risk of fire, its impact and carbon emissions

Who can participate in the climate credit market?

- Multinational companies
- Local companies linked to a given region
- Other public and private entities

When purchasing climate credits, effectiveness and transparency will be guaranteed thanks to independent third-party certification.

Depending on the needs of the purchasing entity, complementary dissemination services may be accessed, allowing the credits purchased according to your company values to be made visible to employees, customers and/or the beneficiary region.

By committing to multifunctional management of Catalan forests, you are contributing to the fulfilment of six of the **Sustainable Development Goals of the United Nations**

- Climate action
- Life on land
- Clean water and sanitation
- Affordable and clean energy
- Decent work and economic growth
- Industry, innovation and infrastructure



Promotion of forest management for **climate change** mitigation through the design of a local **climate credit** market

The initiative is part of the Life CLIMARK project



Life CLIMARK
More than just carbon

Coordinator:

The Forest Ownership Centre

Partners:

National Research Council (Italy) - Institute for Agricultural and Forest Systems in the Mediterranean
Forest Science and Technology Centre of Catalonia
Catalan Office of the Climatic Change
University of Lleida

See full information at:

lifeclimark.eu



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Centre de la Propietat Forestal



Universitat de Lleida
Escola Tècnica Superior
d'Enginyeria Agrària



What is

Climate Credit?

**Forest
management
Climate change**

**Another step towards
multifunctional forest
management**

Benefits for

**Forest
owners**



Life CLIMARK



**Climate
Credit**

More than just carbon

Multifunctional and climate-smart forest management

Did you know that Catalan forests absorb around 10% of the CO₂ emissions of Catalonia and that sustainable forest management could increase this capacity by up to 20%

The extensive forest expansion that began in the second half of the last century has been instrumental in sequestering atmospheric carbon dioxide in Catalonia, storing it in forest soil and trees in the form of carbon. Today, however, the role of forests in mitigating climate change is at risk: the rate of CO₂ sequestration has dropped by 17% over the last 25 years and an increase in disturbances poses a threat to the stocks that have accumulated over the decades. If properly planned, forest management can contribute to:

- **Conserving current carbon stocks** through measures to prevent large-scale forest fires by supporting the production of long-lived wood products and by protecting forest soils from damage.
- **Maintaining the carbon sequestration capacity of forests** and increasing their vitality by regulating competition for resources and, at local level, by tree planting.

Beyond forests, the production of local renewable raw materials, such as wood and cork, facilitates **the replacement of fossil fuels and materials**, thus contributing to the decarbonisation goals of the economy contemplated in climate change and bioeconomy promotion policies all over the world.

“We reassert the importance of forest management in creating landscapes that are more resilient to climate change”

Aside from helping to sustain the role of forests in climate change mitigation, **multifunctional forest management** is essential if our landscapes are to adapt to the new climate. In many cases, management is required in order to prevent catastrophic forest fires and to increase the resistance of forest masses to longer periods of drought and more frequent disturbances, or to allow them to regenerate sooner. Through management consisting of different objectives, the benefits provided by forests can be strengthened, making them more valuable for each region. Such benefits—so-called **forest ecosystem services**—include aspects as important as forest biodiversity and the supply of good quality water, which are also affected by climate change.

It is therefore a matter of applying **climate-smart** management that generates renewable resources, capitalises on mitigation and adaptation synergies and takes into account the local context, beyond woodlands, in order to identify the management options that are best suited to each case, while surveying its **economic viability**.

“We believe in land management based on local participation and co-governance”

In order to increase the efficiency of applied management, at Life CLIMARK we propose the **creation of Forestry Projects for Climate Change Mitigation and Adaptation (PROMACC)**, which will set forth the forestry measures that are to be applied in a certain region and which may be financed by the new climate credit market.

PROMACC projects are:

- Dependant on voluntary support and help to highlight the forest ecosystem services available in a given place.
- Built upon collaborative landscape-scale planning, which establishes priority measures in line with mitigation and adaptation criteria, in accordance with the objectives of a particular region.
- Based on collaborative forest management

**Multifunctional
forest
management
applied to your
property**

PROMACC projects
Land management based
on local participation and
co-governance

How will the **climate credit market** work?

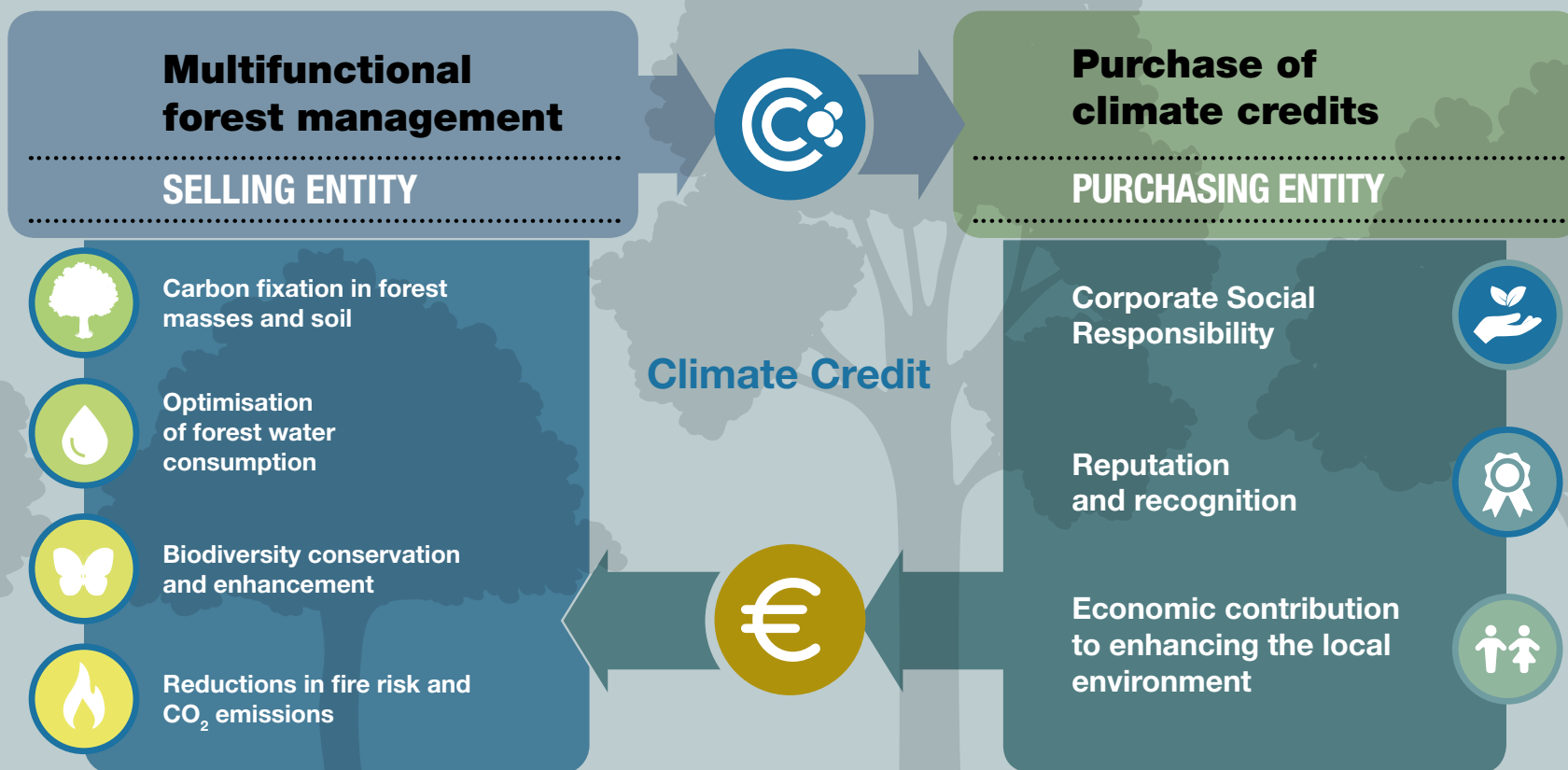
Funding is key to moving any project forward.

Life CLIMARK proposes that multifunctional management projects are funded by means of the climate credit market.

The system fundamentally centres on companies purchasing climate credit, which is then used to fund all or part of a forest project.

Providing the market with the climate credit that you generate through management practices serves as a

vehicle for society's joint responsibility for maintaining the services that forests provide and can be the difference between being able to apply sustainable management or not.





What is climate credit?

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- **Water use of forests**
- **Conservation and enhancement of biodiversity**
- **Resistance and resilience to fires**

Climate credits can help you take care of your woodlands, while also helping tackle the current climate crisis

What climate credit can offer you?

The Life CLIMARK consortium works to contribute to the efficiency and viability of multifunctional and climate-smart forest management

By offering management access to environmental finance systems, through the creation of a voluntary credit market that goes beyond carbon credits, integrating other factors such as water, biodiversity and fire prevention.

By providing foresters and their associations with the necessary tools to:

- **Identify priority locations and the forestry measures that have the greatest impact** on the objectives of climate change mitigation and adaptation.
- **Calculate the impact of their management has on carbon balance, water supply and biodiversity**, as well as climate credits generated by management applied to a specific region

Carbon

Carbon fixation in forest tracts and soil

Water

Optimisation of forest water consumption

Biodiversity

Biodiversity conservation

Forest fires

Reductions in the risk of fire, its impact and carbon emissions



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