

Investing in Forests: The Business Case

How can businesses create value by investing in forest conservation & restoration, across sectors?

What are industry leaders already doing to seize this opportunity?

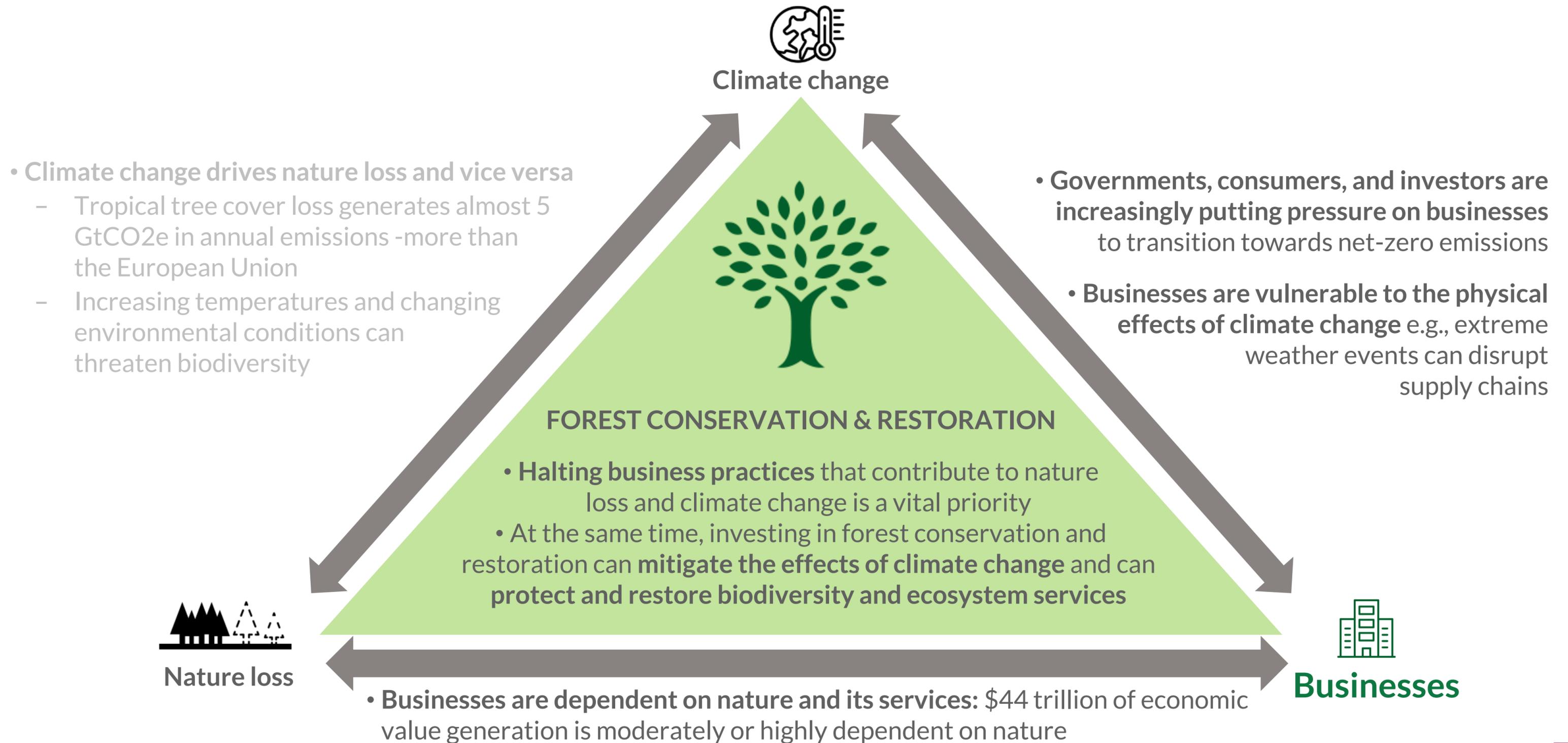
How can all businesses progress towards corporate forest leadership?



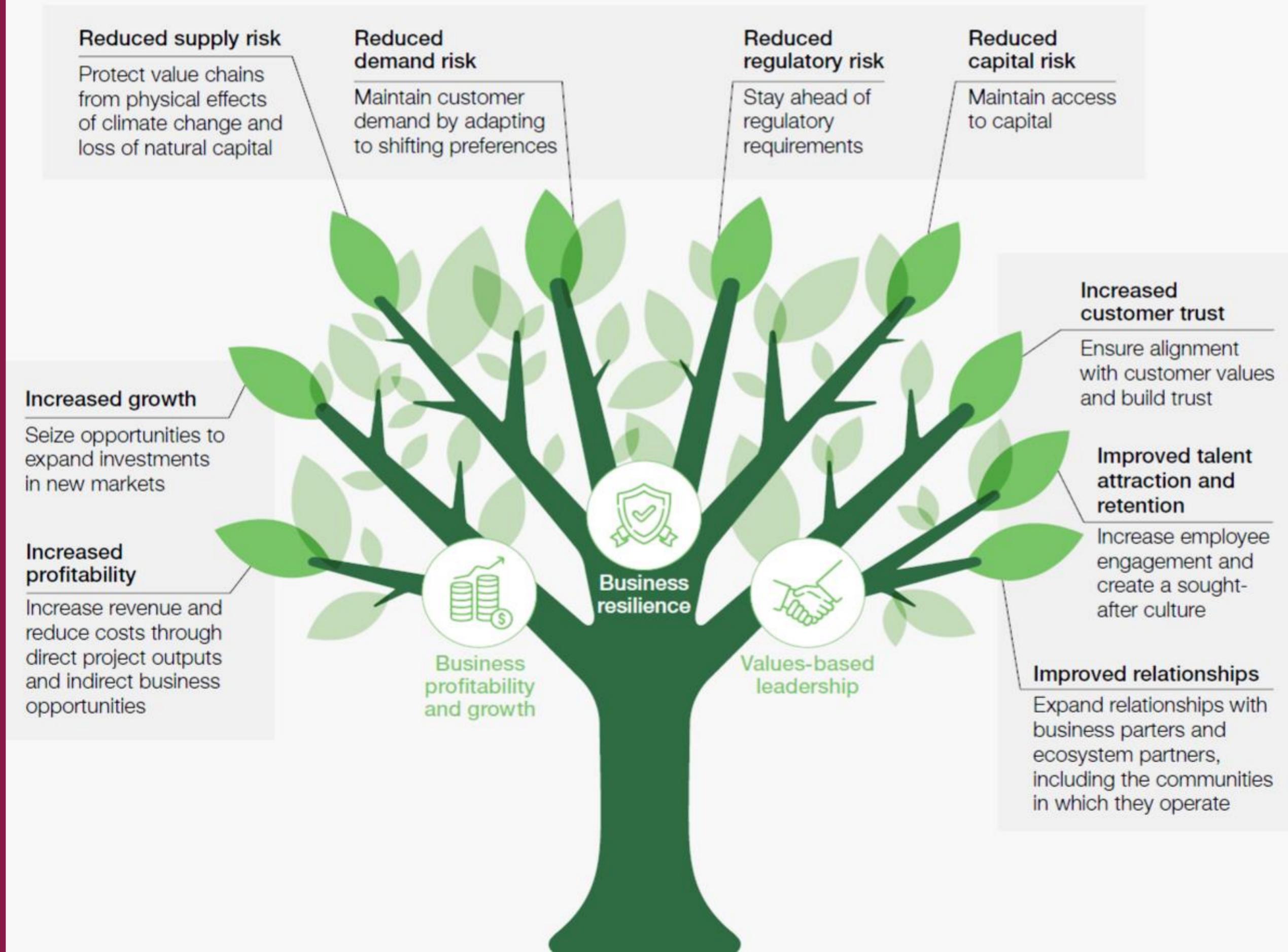
**In collaboration
with Dalberg**



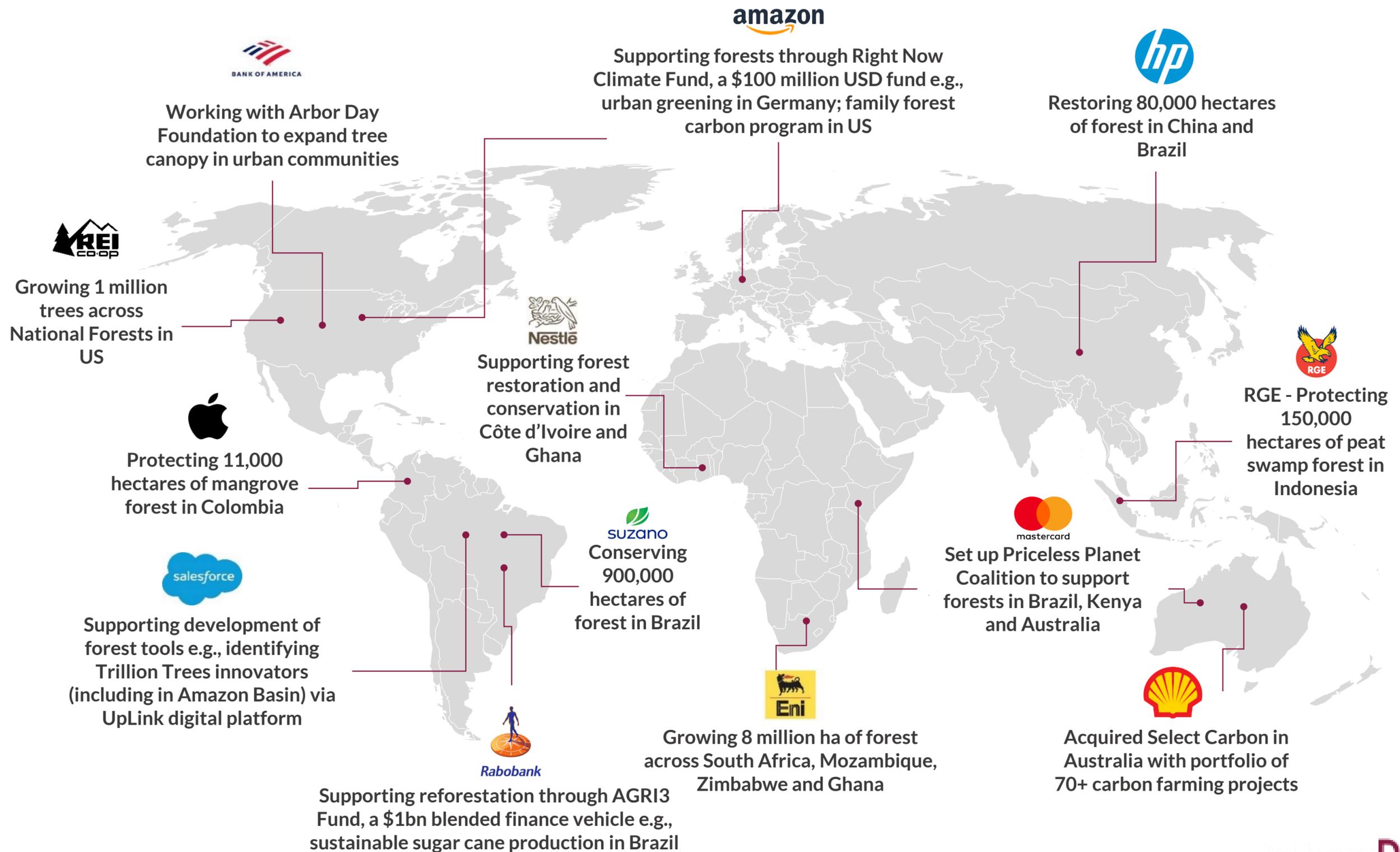
Forest conservation and restoration is a powerful tool to address the dual climate and nature crisis businesses are facing



For businesses themselves, investing in forest conservation and restoration can create value in three ways, across sectors



Recognizing these economic benefits, many industry leaders across sectors have already started to act



Businesses typically invest in forest conservation and restoration through three potential pathways

Pathway	Description	Examples
<p>1</p> <p>Invest within existing business operations and supply chains</p>	<ul style="list-style-type: none"> • Avoiding deforestation remains a critical priority • Businesses can go further and secure new economic opportunities by analyzing supply chains and business operations to identify greatest opportunities for forest conservation and restoration to create shared value 	
<p>2</p> <p>Invest using existing skills and/or assets</p>	<ul style="list-style-type: none"> • Businesses have many assets that they can use to directly support forest conservation and restoration e.g., through their products; influence; finance; partnerships; customer base; and employees 	
<p>3</p> <p>Invest outside supply chains to achieve strategic objectives</p>	<ul style="list-style-type: none"> • While decarbonizing value chains, businesses can achieve further progress towards net-zero goals by supporting forest conservation and restoration projects or jurisdictional approaches that remove carbon while benefiting nature • Forest conservation and restoration investments can also support broader ESG and/or CSR strategies 	

The path towards corporate forest leadership requires a strategic approach



Become aware and engage

- Understand the business case for investing in forests
- **Set vision** for forest investments (within a **broader ambition**, e.g. net-zero climate commitment by/before 2050, SBTi, etc.)



Develop strategy

- Develop **forest/NBS strategy** to achieve overall vision (key questions incl. forest impact pathway)
- **Prioritise** focus areas and set objectives based on specific markets and value chains



Plan and collaborate

- **Plan detailed forest conservation and restoration activities**



Implement and report

- Implement forest conservation and restoration activities in collaboration with partners
- **Report progress and track impact**



Shape and educate

- **Businesses contribute to building and shaping new markets** around forest conservation and restoration



Corporate forest leadership

*Across all of these steps, businesses tend to adopt these **guiding principles**:*

- **PROTECT:** Businesses protect existing forests and enable natural forest regrowth
- **PARTNER:** Businesses partner with local communities, governments, NGOs, and other businesses
- **PREVENT:** Businesses prevent GHG emissions and nature loss as a priority
- **PRIORITIZE:** Businesses prioritize projects that deliver environmental and social benefits
- **PLAN:** Businesses plan for growing the right trees in the right way and in the right regions

1t.org serves a global movement to **conserve, restore** and **grow** a trillion trees by 2030.

We drive change by:



1. Mobilising **private-sector** ambition and engagement

- + Advocate for credible company commitments through pledges
- + Convene a cross-industry leadership group: 1t.org Corporate Alliance
- + Deploy the latest standards and tools for socially and ecologically responsible implementation



2. Accelerating restoration in **priority regions**

- + Shape innovative partnerships and policies to accelerate restoration in key geographies e.g. US, Sahel, Amazon Basin, India, China
- + Facilitate multi-stakeholder dialogues for knowledge sharing and overcoming key roadblocks to scale.



3. Empowering a new generation of **ecopreneurs**

- + Unlock innovation, inspire and support *ecopreneurs*: entrepreneurs whose business models restore nature, through our digital platform, UpLink, and Accelerator Programs.
- + We support youth empowerment, advocacy and action for a trillion trees.

Submit a 1t.org pledge

OPPORTUNITY



Showcase your pledge to **conserve, restore and/or grow trees** and healthy forest ecosystems, and/or **enabling actions** to help support implementation



Feature your own **pledge page on the 1t.org website** and identify collaborative partners with aligned interests



Celebrate with **branded social media assets and 1t.org press release** to announce aggregate pledges and key milestones

REQUIREMENTS



Commitment to set a **company-wide Paris Agreement-aligned emissions reduction target**, such as a 1.5°C Science-Based Target or a credible net-zero goal by or before 2050



Outline of **ecologically and socially responsible approach** toward conservation, restoration and/or reforestation activities (over and above avoided deforestation in supply chains)



Commitment to **annual implementation updates** on progress to date for activities between 2020 and 2030

→ [View 1t.org pledges and submit your own here](#)

Join the 1t.org Corporate Alliance and regional hubs

The 1t.org Corporate Alliance is a cross-industry collaboration dedicated to **leadership, action, integrity, transparency and learning** for forests

The 1t.org Corporate Alliance welcomes companies that are ready to play a leadership role in investing in forest conservation and restoration – whether they are already implementing their commitments and are ready to scale, or have yet to formulate and develop a pledge.

- + Join monthly meetings to exchange ideas and knowledge on priority topics with corporate peers and sector experts, plus priority sub-groups such as the 1t.org and Friends of Ocean Action Mangroves Working Group and Climate Smart Forest Economy Program
- + Apply the latest standards and tools for science-based and equitable implementation
- + Access intelligence from the Forum’s Platform for Accelerating Nature-Based Solutions, including innovations from UpLink
- + Connect to working groups in regions of interest, including the 1t.org US Chapter, Amazon Basin, Sahel region, India and China.

1t.org Corporate Alliance members are invited to contribute impact stories and new ideas to be featured on the 1t.org and World Economic Forum websites and social media



→ Review the letter of commitment to confirm intention and participation

As more businesses continue on their journey to forest leadership, they will need to ask themselves the following questions

Corporate journey to leadership in forest conservation and restoration – Learning questions



Become aware and engage

- How can investing in forests support us to **seize new opportunities and mitigate risks**?
- What is our **vision for supporting forests** to strengthen existing core business and/or sustainability/ CSR strategies?



Develop strategy

- What are our **short, medium, and long-term objectives** to achieve our vision?
- What are the **specific investment opportunities** given:
i) our internal objectives; and ii) external opportunities within our sector/region?



Plan and collaborate

- How can we **identify and engage partners**?
- What **safeguards** do we need to maximize impacts/avoid unintended consequences?
- What are the **costs and financing options**?
- How can we **measure progress and impact** of investments?



Implement and report

- How can we **identify and overcome operational challenges** and bottlenecks?
- How do we **learn and adapt to insights** from ongoing monitoring?



Shape and educate

- What role can we play in **building and shaping new markets** around forest conservation and restoration?
- How can we **share best practices, tools, and techniques** across geographies?