



Million Acre Pledge

What is the Million Acre Pledge?

- A results-based commitment by individuals, businesses and foundations to finance the conservation or restoration of large areas of forest and other ecosystems
- Pledges start at $\frac{1}{4}$, $\frac{1}{2}$ and 1 million acres, and further increments of millions of acres

Current Pledgers

Trammell S. Crow, Kris & Doug Tompkins and several others

Why save or restore forest and other landscapes?

Forests contain the majority of the world's surface wildlife and sequestered carbon. Benefits of forest conservation include: preserving forest ecosystems and biodiversity, saving endangered plants and animals, protecting indigenous peoples living within the forest, preventing massive carbon dioxide emissions from continued forest destruction, and allowing degraded forests to recover and absorb huge quantities of carbon dioxide. Conservation of ecosystems other than forest offer the same benefits, even if sometimes reduced per acre as a result of lower bio-density.

Why take the Million Acre Pledge?

- Highly cost effective means to have a huge impact in the earth's biodiversity & CO₂ sequestration
- Inspiration and catalyst for similar action by others, enabling pledgers to multiply their impact

How does one fulfill the Million Acre Pledge?

Several internationally known conservation charities have projects to protect or restore forest and other landscapes, and tax-deductible charitable donations can be made to fund these projects in part or in whole. Other methods include directly protecting or restoring forest and other ecosystems and investing in for-profit conservation funds that earn saleable conservation credits for their actions.

Is pledge fulfillment progress independently verified?

At least annually, the Million Acre Pledge requires pledgers to provide independent verification of financial support, the extent and nature of projects supported, and the success of supported projects.

How much does it cost to fulfill the Million Acre Pledge?

Several charities offer conservation projects for as little as \$1 per acre. Tax deduction benefit could reduce the net cost to an individual or business to as little as 50 cents per acre. Conservation involving land purchase, rather than collaboration with current landowners (often governments or indigenous peoples), can cost a great deal more per acre. Over time, the cost per acre is likely to rise, as the most cost-effective projects are often undertaken first.

How much carbon is sequestered per acre?

An acre of intact tropical rainforest, for example, holds the carbon equivalent to about 200 tons of CO₂, ignoring any underlying peat. Thus, $\frac{1}{4}$ million acres of intact tropical rainforest safely sequesters the equivalent of 50 million tons of CO₂, or about the annual emissions of 10 million gas-powered cars.