

CASE STUDY

TREES FOREVER - DES MOINES, IA

Trees Forever is partnering with the City of Des Moines to leverage third-party verified carbon credits for urban trees in Des Moines, IA.

Background

Trees Forever is a nonprofit whose mission is to plant and care for trees and the environment by empowering people, building community, and promoting stewardship. Working collaboratively with communities across Iowa and Illinois, Trees Forever has planted more than 3.4 million trees and shrubs since their founding in 1989, primarily through community grants and with the support of over 7,000 volunteers.

Reforestation Des Moines Carbon Program

In partnership with the City of Des Moines, Trees Forever launched the Reforestation Des Moines carbon program, planting 2,533 trees along streets and parks throughout the city as part of two carbon projects in 2019 and 2021.

The goal of the program is to increase tree equity throughout the city. The trees are planted and maintained by teenagers employed through Growing Futures, Trees Forever's youth workforce training program.

Carbon Credit Opportunity

New revenue for greater impact

By partnering with the City and registering projects every 1-2 years, Trees Forever has a new funding stream for tree planting and maintenance in Des Moines, IA. The revenue from credit sales flows back into more trees and greater impact.

AT A GLANCE

2021 Project Details

Year Registered: 2021

Trees Planted: 1,799

Location: Des Moines, IA

Project Credits:

4,397 tons CO₂

Credits Issued at Initial Verification:

440 tons CO₂

Remaining Credits Issued over 25-year Project Duration:

3,957 tons CO₂

Staff Time Estimate: 150 hours

Credits Sold to Date (2022):

440 tons CO₂

Gross Revenue to Date (2022):

\$14,960

Average Price per Credit: \$34

Registry Fees: \$3,495

"Carbon crediting means greater funding to do more – more programs, more trees planted and more tree maintenance"

- Kiley Miller, President & CEO at Trees Forever