Future Forests – Who we are

- Business built around climate change
- Conceived 1990; incorporated 1997
- London head office, US and European Presence
- 17 – 200 people
- 125 corporate clients; 12000 individual customers
- Carbon Neutral® brand
- Two rounds of venture capital
Future Forests - What we do

Science
ECCM

Carbon offset
Forestry, Trade & Technology Partners

Communication

Transparency
SGS, Triodos Climate Clearing House

Advise
Branded Offset

Communicate

Partnerships
NGO and professional

People

Business

'5 trees = 1 year’s Carbon Neutral® Driving'
Future Forests – What we’ve learned

• An environmental business is first a business
• Need strong regulation or strong branding - preferably both
• Niches exist where externalities are being internalized; commodity markets where regulation is mature
• Demand (not supply) is king
• Environment is a differentiator, value adder - not a reason to invest or do business in and of itself
• Environmental businesses need ‘industrial ecosystems’