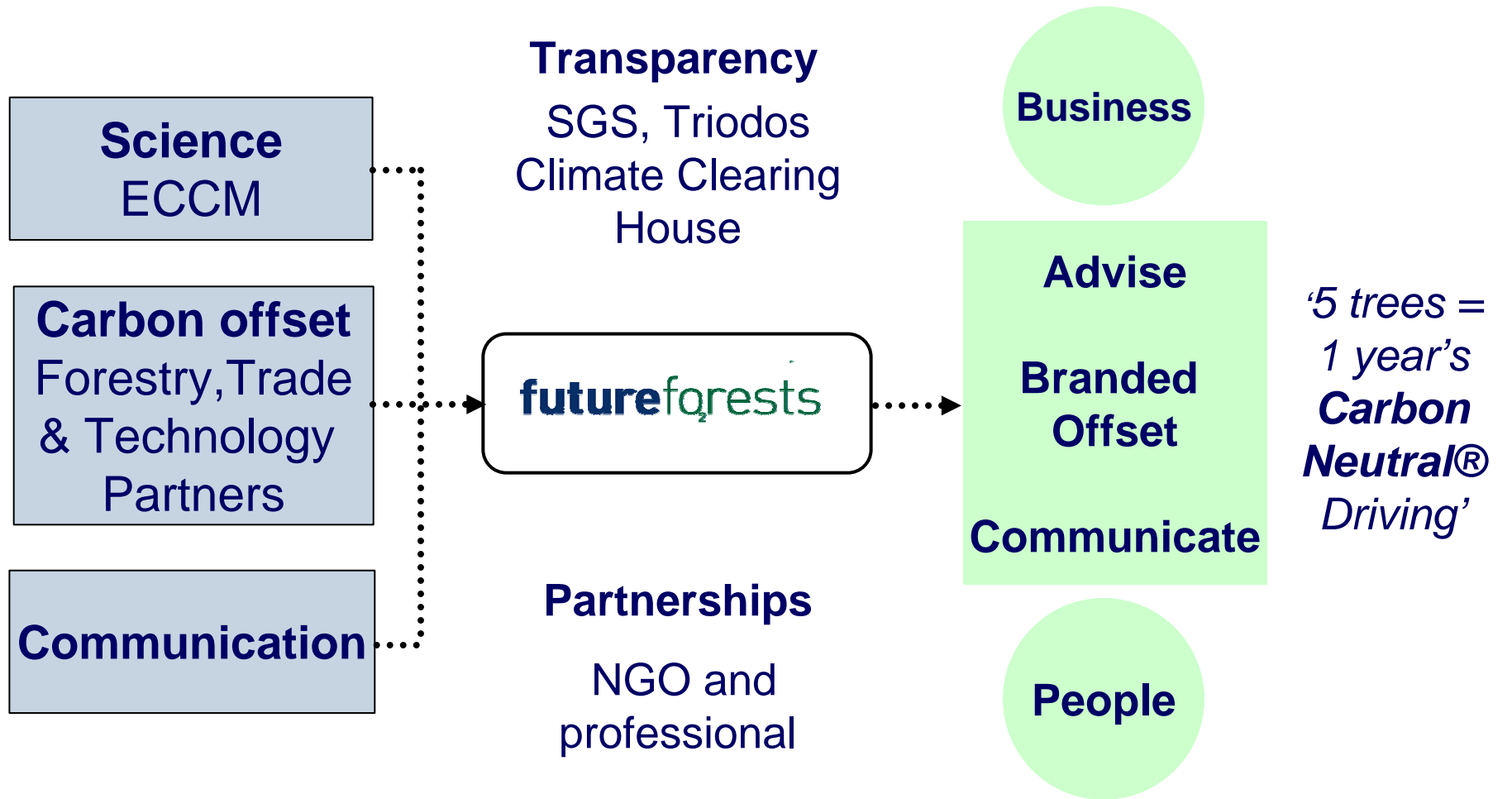


## **Future Forests – Who we are**

- **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



## **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'**