

# **COREworks Registry Application**

# "Tree Planting Project #1: Moore's Creek"

Verification Date: September 19, 2022

Project Applicant: Boxerwood Education Association

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## Glossary

#### **Project-specific Glossary**

<u>BEA</u>: Boxerwood Education Association, the Project Applicant, responsible for connecting this project to COREworks and supplying volunteers for the planting event.

<u>CBF</u>: Chesapeake Bay Foundation, a Project Partner, responsible for providing trees and planting equipment and maintaining the trees for the first three years after the planting

<u>Riparian buffer:</u> a vegetated area near the bank of a waterway. Riparian buffers provide many ecological benefits like erosion control, excess nutrient and sediment filtering, flood prevention, shade for the aquatic ecosystem, and habitat.

#### **COREworks General Glossary**

<u>Additionality</u>: A carbon offset quality; emission *reductions* are only eligible as carbon *offsets* if they occur beyond, or in addition to, what would have otherwise occurred in the absence of the project intervention.

<u>Co-benefits</u>: Social, educational, and environmental benefits, other than carbon emission reductions, that arise as a result of project activity. Example: project host's improved climate literacy.

<u>Emission Reduction Period</u>: The length of time during which the project is guaranteed (within reason) to be <u>sequestering</u> or otherwise reducing atmospheric carbon.

<u>Double Counting</u>: A potential pitfall of carbon offsetting, which occurs when the same emission reductions are circulated throughout multiple registries or environmental marketplaces, leading to an over-valuation of project activity and undermining additionality.

<u>GHG</u>: an abbreviation for greenhouse gasses. Greenhouse gasses are gasses (such as carbon dioxide, methane, and nitrous oxide) that trap heat in the Earth's atmosphere, causing global warming.

<u>MTCO2</u>: Metric Ton of Carbon Dioxide; a unit that measures the amount of carbon dioxide (or the equivalent amount of another greenhouse gas, expressed as <u>mtCO2eq</u>) by weight. Equivalent to 2,204.6 pounds of CO2.

<u>Offsets</u>: Reductions in GHG emissions, present or future, resulting from project intervention and/or activity, used as the unit of measurement for equivalence between project emission reductions to ton-for-ton donations.

<u>Permanence</u>: A carbon offset quality; emission reductions must not be subject to significant risk of reversal, by which captured carbon emissions may be re-released into the atmosphere at some point in the future. For example, emission reductions associated with tree planting are only considered permanent if there is no significant chance that the trees will be harvested within a given time period.

<u>Project Emissions</u>: The emissions that occur as a result of project implementation and/or activity.

<u>Resilience</u>: A carbon offset quality; an emission reduction project must safeguard against potential pitfalls that could cause less carbon to be reduced than forecasted (ex. A natural disaster or other cause for a lower survival rate than predicted)

Sequester: The act of removing carbon dioxide from the atmosphere

<u>Start date</u>: The day the project is considered implemented and begins to <u>sequester</u> or prevent carbon emissions. For tree planting projects, this is the day the last tree is planted (not including any subsequent replantings to maintain the estimated survival rate). For solar projects, this is the day the photovoltaic cells begin to generate electricity.

# **Project Description**

## A. Project Summary

Summarize the project in no more than five paragraphs. Describe the current situation and indicate how the proposed project will address it. Describe the results of project intervention, referencing <u>sequestered</u> carbon and <u>co-benefits</u>.

The goal of this project was to plant trees that will revitalize the riparian buffer of a stretch of Moore's Creek, a tributary of Woods Creek in the Chesapeake Bay watershed located in Rockbridge County. Healthy riparian buffers protect water quality, filter excess nutrients from waterways, prevent bank erosion, provide habitat and food for local wildlife, and create shade for aquatic species, in addition to the removal of atmospheric carbon that all trees sequester. Because Moore's Creek is in the Chesapeake Bay watershed, protecting the health of this ecosystem has a positive ripple effect that will benefit aquatic ecosystems all the way down the watershed. Over two days in December 2021, 50 volunteers planted 325 trees (14 species, all native to the area and selected for this site by expert foresters) for a total of 107 volunteer hours. This planting reforested just over two acres of land on the bank of Moore's Creek and on a hillslope overlooking the waterway on the property of Project Hosts, Deborah Woodcock and Fathali Hosseini. Over the 15 years that these trees are contractually protected, they are projected to sequester 29 metric tons of carbon dioxide from the atmosphere.

This planting is part of a larger riparian buffer revitalization project by the Chesapeake Bay Foundation (CBF). CBF is a nonprofit organization dedicated to protecting and restoring the Chesapeake Bay watershed. CBF had the leading role in organizing this planting: coordinating with the landowners, providing legal documents, finding funding for the trees and tree planting supplies (stakes, tree shelters, shovels, etc.).

Boxerwood Education Association (BEA)-- an environmental education nonprofit organization located in Lexington, VA– organized the volunteers who planted the trees, which could not have been done without COREworks funding. This partnership between CBF and BEA made natural sense: CBF already had the framework for tree planting projects and BEA had the local relationships to find volunteers as well as the connection to COREworks as a carbon offset platform.

## **B. Project Details**

#### **1.** General Information

- a. Project Title: "Tree Planting Project #1: Moore's Creek" is the title that will show on the COREworks website and communications about this project. For simplicity, we have shortened it to "Moore's Creek Project" for this document.
- **b.** Project Type: COREworks Tree Planting
- c. Project Site Address: 32 Rx Lane, Lexington, VA 24450 Latitude: 37.7733349 Longitude: -79.469497
- **d.** Project Applicant: Boxerwood Education Association, 963 Ross Rd, Lexington, VA. Contact: Karen Stanley, Operations Manager, <u>karen@boxerwood.org</u>.

#### e. Project Host

Identify the project host and lead contact. Establish host eligibility where necessary.

Deborah Woodcock 32 Rx Lane, Lexington, VA 24450 <u>dwoodcock@clarku.edu</u>

#### f. Project Partners

List all project partners and contact information if relevant. Define and describe roles and responsibilities. Establish expertise where necessary.

The Chesapeake Bay Foundation (CBF) is the largest independent conservation organization dedicated solely to saving the Chesapeake Bay. This tree planting project is part of a CBF <u>riparian buffer</u> revitalization project. CBF provided the legal documents that protect the trees for the length of the project (15 years) and worked out details with the landowners. CBF is responsible for acquiring the funding for the trees for this project as well as monitoring and maintaining them for the first three years after planting.

CBF Lead Contact: Sarah Coffey (field technician), <a href="https://www.scoffey@cbf.org">SCoffey@cbf.org</a>

#### 2. Technical Information

#### a. Site Description

State why this site was chosen and the number of acres the project encompasses. Include a map of the planting area.

The site is in the Woods Creek watershed just outside Lexington, VA near Boxerwood. Expert foresters selected this 2.12 acre site to be part of a CBF <u>riparian buffer</u> revitalization project. The site is bounded by Ross Road and the Lexington Golf & Country Club. Roughly 140 meters of Moore's Creek run through the site. Adjacent to the banks of the creek, there is a hillside.

Volunteers planted trees in a high-density buffer zone (more trees closer together) with 15' x 15' spacing in a 1.65 acre section directly adjacent to Moore's Creek on either side of the body of water. Volunteers planted the rest of the site as a low-density buffer (more spacing between trees) with 20' x 20' spacing for the rest of the site on the hillslope.

See **Appendix C** for the map of the planting area.

#### b. Species Details

Identify the quantity and age of all species planted during project planting.

Riparian area:

- 1. Red maple (30)
- 2. Silver maple (20)
- 3. Hackberry (20)
- 4. Gray dogwood (30)
- 5. Silky dogwood (30)
- 6. Tulip poplar (30)
- 7. Swamp white oak (15)
- 8. Swamp chestnut oak (15)
- 9. Pin oak (15)
- 10. Willow oak (15)

Upland area:

- 11. White oak (20)
- 12. Pin oak (10)
- 13. Tulip poplar (10)
- 14. Red maple (10)
- 15. Downy serviceberry (15)
- 16. Bristly locust (20)
- 17. Persimmon (10)
- 18. Sourwood (10)

All of the trees are bare root seedlings around one year in age.

#### c. Project Start Date and Emission Reduction Period

Clearly define the project <u>start date</u> and <u>emission reduction period</u>. The <u>start date</u> for tree planting projects is the date the last tree was planted (not including any subsequent replantings). The <u>emissions reduction period</u> is 15 years after the <u>start date</u>.

<u>Start Date</u>: December 11, 2021, the last day that the trees were planted.

Emission Reduction Period: December 11, 2036

Fifteen years is the amount of time covered by the agreement between CBF and the Project Host to maintain the planted trees (See Landowner Contract in Appendix A). Fifteen years is the standard for all tree planting projects associated with the Chesapeake Bay Foundation.

#### 3. Timeline

Include the dates of site preparation (bushhogging, removal of invasive species, etc.), tree planting, any monitoring checkpoints, and the end date of the <u>emission</u> <u>reduction period</u>.

Site preparation: November 16, 2021

Tree planting: December 4, 2021, and December 11, 2021

**Monitoring:** For the first 3 years after planting, CBF will monitor and maintain the trees. Once yearly for the 15 year duration of the project, COREworks will send a representative to monitor the trees and provide maintenance suggestions to the landowners. COREworks will share this report with CBF if desired.

End date: December 11, 2036

## **II. Demonstration of Project Eligibility**

All approved projects must meet the seven point COREworks Stands of Integrity, which include specific COREworks programmatic criteria as well as industry standards.

#### A. COREworks Programmatic Criteria

1. Local:

All projects must be located within the Rockbridge County area.

The **Moore's Creek Project** trees are planted on the property at 32 Rx Lane, Lexington, VA 24450. It is within Rockbridge County.

2. Inclusive:

Projects must enact COREworks programmatic goals by engaging diverse stakeholders as agents and/or recipients of conservation benefits. List project stakeholders and address how their engagement supports COREworks programmatic goal of inclusivity.

As project applicant, Boxerwood recruited, trained, and coordinated volunteer tree planters from the following groups:

- 1. **Project Hosts** Landowners Deborah Woodcock and Fathali Hosseini are the most obvious recipients of conservation benefits as they will get to enjoy the ecological and aesthetic benefits the trees will provide: a more robust riparian buffer for the section of Moore's Creek that runs through their property, increased habitat for local fauna, cleaner air, improved soil health, etc.
- 2. **W&L Athletes** As part of a partnership between Washington and Lee University Athletics and Boxerwood, W&L student-athletes volunteered to plant trees for this project. This partnership engaged a college-age population that is both not typically involved in pro-environmental efforts like tree planting.
- 3. W&L Students Students from Washington and Lee (mostly members of the Student Environmental Action League and Environmental Service Learning class) volunteered to plant trees. Similarly to the involvement of W&L Athletics, this connection engaged college-age students in pro-environmental efforts in conjunction with the broader Rockbridge community.
- 4. **Rockbridge Area Master Gardeners Association** Volunteers from RAMGA represented a different age demographic than the student-aged volunteers. By engaging both groups in volunteering together, all were involved in pro-environmental community building that would not have taken place without this project as common ground.
- 5. **Boxerwood social media audience** The social media of Boxerwood reaches many diverse families within the Rockbridge community. Using this platform to recruit tree planting volunteers offers community members an opportunity to be involved in a COREworks-funded project in a non-financial way. The social media connections also highlight the purpose and value of the project, thus contributing to ecological literacy for watershed care and climate action.
- 6. General public Although the site is not open to the public, many people will learn about the importance of <u>riparian buffers</u> and trees as a carbon sink through COREworks press releases and marketing. This marketing is itself an educational strategy that teaches and engages others in sustainability and climate conversations. The general public will connect with this project through social

media, the COREworks website, press releases, and so on. We must assume the general public, by definition, includes people from various walks of life.

#### 3. Bountiful:

All project must realize additional stated co-benefits (ecological, social, educational) beyond greenhouse gas reduction. State project <u>co-benefits</u>.

In addition to sequestering 29 tons of carbon, this project provides additional benefits, as required by all COREworks-verified projects:

- Watershed protection- This project is part of a larger CBF project that aims to revitalize <u>riparian buffers</u> that lead into the Chesapeake Bay. Fortifying the <u>riparian buffer</u> at this site will protect over 500 feet of stream within the Chesapeake Bay watershed which today struggles with excess nutrients and sediment. <u>Riparian buffers</u> reduce erosion, filter sediments and excess nutrients out of waterways, and reduce downstream flooding, among other benefits. This is an *ecological* <u>co-benefit</u> that protects aquatic life locally, at the Bay, and beyond.
- 2. **Habitat Creation** Once the trees planted for this project are mature, they will provide habitat for many of the local fauna including insects, birds, and other wildlife, thus strengthening local food webs and ecological systems. This is an *ecological* <u>co-benefit</u>.
- Tree planting education By having both seasoned and novice volunteers, this project educated volunteers who are unfamiliar with planting trees, as well as started conversations about the importance of <u>riparian</u> health and carbon <u>sequestration</u>. This is an *educational* <u>co-benefit</u>.
- 4. **Community building** By physically engaging diverse volunteers from disparate parts of the Rockbridge community who do not typically have the opportunity to interact with each other, this project created connections between the on-campus Washington and Lee community and the broader Rockbridge community, as well as potentially strengthening connections between members of broader the Rockbridge County community. This is a *social* <u>co-benefit</u>.

#### B. Industry Greenhouse Gas (GHG) Project Standards

#### 1. Additional

COREworks projects must be <u>additional</u>, meaning they must occur beyond what would have happened in a <u>baseline</u> or business as usual scenario. Put differently, a project is only <u>additional</u> if it would not have occurred without COREworks.

Directions: Attest and/or describe how the project meets **both of the following criteria**:

a. The project is beyond regulatory requirements. In other words, the project is initiated on a voluntary basis and is NOT mandated by law.

This project is *beyond regulatory requirements* and has been initiated voluntarily. There is no law requiring property owners to plant trees on their properties to protect <u>riparian buffers</u> or otherwise.

- b. The project faces at least one of the following implementation barriers:
  - i. **financial**: barriers such as high costs, capital constraints, lack of financier incentives, etc.
  - institutional: barriers such as social or cultural opposition or unfamiliarity with project technology/activity, lack of organizational capacity to implement project technology/activity, lack of consensus, etc.
  - iii. technological: barriers such as insufficient infrastructure/supporting technology for project implementation, lack of personnel, etc.

This project faced *technological* and *financial* barriers. This project would have had a *lack of personnel* without volunteers who were recruited and organized by Boxerwood staff. Without volunteers and Boxerwood's local connections to recruit those volunteers, the trees for this project would not have been planted. COREworks funding made it possible for Boxerwood staff to spend the time recruiting and organizing these volunteers. Therefore, intervention from COREworks was necessary for the implementation of this project.

#### 2. Permanent

COREworks projects must not be subject to significant risk of reversal, by which captured carbon emissions may be re-released into the atmosphere at some point in the future.

Note: The COREworks emission reduction calculation is intentionally conservative and factors in the inevitability that not all trees planted will survive to maturity. This means that if all trees planted were to survive to maturity, the project would end up <u>sequestering</u> more carbon than COREworks makes available for the project in the COREworks marketplace.

This practice is an industry standard, so that if and when some trees do not survive to maturity (within natural reason), marketplaces will not have over-promised the amount of carbon being offset.

The purpose of the <u>permanence</u> requirement is to ensure that measures are put in place to maximize the number of trees that reach maturity so the actual survival rate aligns with or exceeds the calculated survival rate.

Directions: Establish whether or not the emission reductions face a risk of reversal. If emission reductions do face risk of reversal (such as removal of trees or natural disaster), describe any strategies implemented to mitigate such risk.

Per the landowner contract between CBF and Deborah Woodcock (Appendix A), the Project Host cannot remove the trees for at least the first fifteen years after planting, which is also the length of the project period proposed for this COREworks application. For the first three years of the project, CBF is also responsible for replanting to maintain expected survival rates, so any of the planted trees that are lost to natural causes will be replaced within that time frame. Each year, COREworks will send a representative to monitor the site and provide maintenance recommendations to the Project Host in an additional effort to help the trees thrive.

#### 3. <u>Resilient</u>

COREworks projects must function effectively throughout their <u>Emission Reduction</u> <u>Period</u>. Therefore projects must be resilient to factors which might alter their predicted carbon reduction capacity, such as project underperformance or natural disaster.

Directions: To avoid overissuance of <u>offsets</u>, provide reassurance that the project is more than likely to yield the number of <u>offsets</u> proposed. State the plan(s) for demonstrating project <u>resilience</u>, or how the project will continue to function effectively throughout the proposed <u>emission reduction period</u>. Provide evidence such as:

- Evidence that project area is conducive to tree growth
- Proof of diverse native species selection
- Proof that project area will not be subject to conversion to non-forested use (i.e. harvesting of trees or removal of trees for land re-purposing) during the <u>Emission</u> <u>Reduction Period</u>

As also stated in our response to the <u>permanence</u> section, the landowners have signed a contract with CBF that guarantees that the planted trees will not be removed and CBF will monitor survival rates and replant as necessary (See Landowner Contract, Appendix A). Even if it is not all the same trees as originally planted, there will still be replacement trees <u>sequestering</u> carbon.

In addition to these contractual efforts to prevent loss of trees, the species of trees chosen for this project were intentionally selected by forestry experts to thrive in the specific areas they were planted (in a high-density buffer closer to Moore's Creek and a low-density buffer on the hill overlooking Moore's Creek) to give all trees the highest chance of ecological success. All of the species are native to the region. See "Species Details" section for a full list of species planted.

#### C. Ownership and Double Counting

COREworks projects must demonstrate ownership of <u>offsets</u> and the avoidance of <u>double counting</u>.

<u>Double counting</u> is a potential pitfall of carbon offset marketplaces in which a project's <u>offsets</u> are claimed and/or sold more than once. For example, if COREworks were to provide in the marketplace <u>offsets</u> resulting from a tree planting, while the project financiers claimed and sold carbon credits for the same planting, then the same emission reductions would be, in effect, counted twice.

In order to avoid <u>double counting</u>, COREworks must maintain an exclusive right to all <u>offsets</u> generated by the project.

Please provide evidence of a contractual agreement with relevant project parties—in particular with the project host—that grants COREworks the right to all units of carbon reduction.

As stated in the Emission Reduction Ownership Agreement (Appendix B), the project applicant (BEA) and host (Deborah Woodcock) understand and affirm that:

- COREworks retains all claims to the Moore's Creek Project emission reductions.
- Woodcock as host **cannot** hold or sell carbon credits associated with this project.

# III. Quantifying Offsets

All COREworks offsets must derive from accepted methods of calculation; therefore each step in those calculations must be:

- Measurable The process by which the proposed project activity reduces greenhouse gas emissions must be well understood and readily quantifiable.
   Applicant(s) must employ broadly accepted formulas for calculating <u>offsets</u>.
- Transparent Applicant(s) must explicitly disclose and justify all calculations and assumptions made during greenhouse gas accounting.
- Accurate All calculations and assumptions made during greenhouse gas accounting and <u>offset</u> quantification must be accurate.

# A. Forecast emission reduction potential for this project using the formula provided by the EPA.

Number of trees planted x 0.060 metric ton  $CO_2$  x 1.5 length of time = emission reduction potential for the first fifteen years after planting

Note: This formula was initially designed to calculate 10 years of tree growth, and has been adapted by COREworks for a 15 year growth period. This COREworks adaptation retains the original EPA formula, however, as basis of its calculations. Since trees grow faster than a linear model in the first part of their lifespan, the COREworks 15-year formula (which does not attempt to account for this additional growth factor) is thus conservative by design. Because the formula assumes a period of 10 years, the formula is multiplied by 1.5 to calculate for the 15 year period.

325 trees x 0.060 MTC02eq x 1.5 decades = 29.25 metric tons of CO<sub>2</sub> sequestered<sup>1</sup>

<sup>&</sup>lt;sup>1</sup> Environmental Protection Agency. (n.d.). EPA. Retrieved March 2022, from <u>https://www.epa.gov/energy/greenhouse-gases-equivalencies-calculator-calculations-and-references</u>

#### B. Calculate Project Emissions and Net Reductions following these steps:

- Define and quantify the <u>Project Emissions</u>. Project Emissions are any greenhouse gas emissions associated with the site preparation and tree planting on site. If a tractor was used to clear the site before planting occurred, use the following steps to calculate the associated emissions, otherwise skip this section.
  - Calculate the amount of fuel used
    If the make and model of the tractor are known, use Formula A to calculate the amount of fuel used:

#### Gallons of fuel = horsepower \* # of hours the machine was in use / horsepower hours per gallon

Values for horsepower and horsepower hours per gallon can be found in the owner's manual for the specific make and model used.

If the make and model of the tractor are unknown, use Formula B to calculate the amount of fuel used:

#### Gallons of fuel = 65\* # of hours the machine was in use / 26

Values used in Formula B represent an overestimation of the variables in Formula A.

Gallons of fuel = 65 \* 4 hours/ 26

Gallons of fuel =  $10^2$ 

b. Convert gallons of fuel into MTCO2eq emissions

Project Emissions = gallons of fuel \* diesel fuel emission rate \* CO2 kilograms to metric ton conversion rate

Project Emissions = gallons of fuel \* 10.19 \* 0.001

<sup>&</sup>lt;sup>2</sup> Values used in Formula B represent an overestimation of the variables in Formula A based on a John Deere 5103 Model.

Project Emissions =  $10 \text{ gallons} * 10.19^3 * 0.001$ 

Project Emissions = 0.1019 MTCO2eq

2. State the total <u>Project Emissions</u> based on the above. Round to the nearest tenth.

Total Project Emissions: 0.1 MTCO2eq (metric tons of carbon dioxide equivalent)

3. Quantify Net Forecasted <u>GHG</u> emission reduction. Clearly indicate the total number of Net <u>Forecasted GHG</u> emission reductions. Use this formula:

Gross Forecasted GHG Emission Reductions = Total Emission Reduction Potential - Total Project Emissions

Gross Forecasted GHG Emission Reductions = 29.25 - 0.1 Gross Forecasted GHG Emission Reductions = **29.15 metric tons of CO2 equivalent** 

#### C. Total Project Offsets

Clearly indicate the total number of COREworks <u>offsets</u> generated by the project. Round the Net Forecasted GHG emission reduction **down** to the nearest metric ton.

**Moore's Creek Project** will generate **29 COREworks** <u>offsets</u>, equivalent to preventing 29 <u>metric</u> <u>tons of carbon</u> emissions, over the course of its 15-year operational period.

<sup>&</sup>lt;sup>3</sup> United States Energy Information Administration, Carbon Dioxide Emissions Coefficients, Released Nov 18, 2021, Accessed March 8, 2022. <u>https://www.eia.gov/environment/emissions/co2\_vol\_mass.php</u>.

# **IV. Monitoring and Evaluation**

#### A. Monitoring

COREworks assigns Tree Planting <u>offsets</u> using a <u>forecasting</u> method. Projects are designed to meet the calculated amount of carbon sequestered and calculations are intentionally conservative. As such, COREworks will not retroactively adjust the amount of <u>offsets</u> issued if monitoring results in the discovery of project underperformance. This is to say, if several years after the start date, a natural disaster were to destroy every tree planted for this project, COREworks will not invalidate offsets that are already in the marketplace or have been retired from the marketplace. COREworks takes measures to guard against over-promising eco-benefits by intentionally underestimating the amount of carbon sequestered by a project.

Each year, COREworks will send a representative to the site to monitor tree growth and survival. COREworks will provide a written report to the Project Host and Project Partners with suggestions for site maintenance in an effort to prevent project underperformance.

This section is for the description of monitoring and maintenance plans in addition to the yearly COREworks monitoring.

**Directions:** Describe plans for monitoring after project implementation. Address metrics, frequency and duration of monitoring, potential replantings, and responsible party(ies).

Per the Landowner Contract (Appendix A), for the first three years, CBF is responsible for maintenance of the trees. This includes bushhogging and mowing between the trees at least twice a year, removing invasive species, spot spraying herbicides around tree seedlings to reduce competition with grasses, monitoring survival rates, making sure tree shelters are free of weeds, debris, wasp nests, as well as straightening tree shelters (especially after floods), and replanting trees as necessary.

For the first fifteen years after planting, the Project Host agrees to maintain the trees by "refraining from encroaching on, eliminating, or removing trees from within the <u>buffer</u>" (see Landowner Contract, Appendix A).

#### **B.** Programmatic Evaluation

#### 1. Educational Objectives

**Directions:** Describe plans for evaluating this project as an aspect of educational programming, if any. Identify metrics and methods, reporting timelines and products, and responsible party(ies), if any.

By bringing together novice and experienced volunteers, the tree planting itself was an educational experience. Novice volunteers learned about how to plant trees, as well as the benefits of <u>riparian buffers</u> and carbon <u>sequestration</u>. The time spent planting trees (in pairs and groups) gave volunteers space to have conversations about this project and their role within earth stewardship. Boxerwood staff Ginny Johnson noted that she overheard multiple conversations of this nature between volunteers, from college students to local community members to even one volunteer who traveled from Roanoke to help plant trees for this project.

When approved as a COREworks project, this project will be the first Tree Planting project in the COREworks marketplace. This provides an opportunity to expand the conversation surrounding COREworks-verified projects and carbon offsetting to include the importance of trees. This project will be displayed on the COREworks, BEA, and CBF websites and social media, as well as in press materials, as a way to engage the general public in education and conversation about trees, <u>riparian buffers</u>, carbon sequestration, and the COREworks model.

#### **C.** Public Dissemination

**Directions:** Describe plans to share news and results of the project with the public. Detail how the communication connects with stakeholders and furthers COREworks' educational and programmatic goals. Define and describe all milestones and deliverables.

• W&L Athletics partnered with Boxerwood in Fall 2021. As part of this initiative via social platforms, COREworks and W&L teams highlighted the **Moore's Creek Project**. The initiative had an explicitly educational focus and primarily engaged the W&L student body. (Fall 2021)

- Information about the **Moore's Creek Project** and its relationship to carbon reductions/climate change will be featured in the "Projects" section of the COREworks website. The audience is the general public.
- Chesapeake Bay Foundation's Save the Bay Blog featured an article about this project, highlighting the benefits of riparian buffers and their carbon sequestration potential. In addition to educating the public about environmental issues, this will expose a new audience to the COREworks model. Read the article here: https://theiamesriver.org/a-local-solution-to-global-pollution/
- The Rockbridge Area Master Gardeners website displayed information about this project in an effort to educate about the importance of native tree plantings and riparian buffer projects.