



November 2006 Update

ENTERPRISE PLEDGES \$50 MILLION FOR REFORESTATION ON NATIONAL FORESTS

To celebrate its 50th anniversary, Enterprise Rent-A-Car has pledged \$50 million to the National Arbor Day Foundation to plant a million trees a year for the next 50 years. Enterprise's *50 Million Tree Pledge* will target critical reforestation projects on national forests in the US and tree planting initiatives in Canada and Europe.

"The Enterprise...Pledge reminds us that private citizens have a responsibility for our national treasures. Public-private partnerships are vital to the health of our national forests."

First Lady Bush
Official launch, St. Louis MO
October 12, 2006

The National Arbor Day Foundation will work with the US Forest Service to identify and implement each year's tree planting projects. This year, projects will address reforestation needs on five national forests in Alabama, Oregon, Michigan, Colorado, California, and a forest in British Columbia, Canada.

🌿 To learn more about Enterprise's pledge and this year's projects, visit www.arborday.org/enterprise.

USDA AND EPA SIGN WATER QUALITY CREDIT TRADING AGREEMENT

"We believe that voluntary, incentive based approaches are the most effective way to achieve sound resource management and conservation on private lands."

Under Secretary Mark Rey
EPA Press Release
October 13, 2006

Last month, USDA Under Secretary Mark Rey and Benjamin Grumbles, US EPA Assistant Administrator, signed a partnership agreement to help establish viable markets for water quality trades. The agreement outlines a cooperative relationship between USDA's Natural

Resource Conservation Service and EPA's Office of Water, and a mutual commitment to support a water quality trading pilot within the Chesapeake Bay watershed.

🌿 The signed agreement is posted on EPA's water quality trading website, www.epa.gov/waterqualitytrading.

UPCOMING EVENTS

ECOSYSTEM SERVICES: MARKET INCENTIVES FOR LAND STEWARDSHIP, VANCOUVER WA, JANUARY 18: The Forest Service's Pacific Northwest (PNW) Research Station and the Western Forestry & Conservation Association are sponsoring a day-long workshop to explore new market mechanisms and transactions, market risks and opportunities, potential revenue sources, and the role of government agencies. Speakers will highlight case studies in the PNW region. Learn more at www.westernforestry.org.

INTEGRATING ENVIRONMENT & HUMAN HEALTH, WASHINGTON DC, FEBRUARY 1-2: The National Council for Science and the Environment (NCSE) hosts its 7th National Conference in February. The conference will focus on the critical connection between environmental quality and human health and well-being. Symposia and break-out sessions are designed to develop approaches and tools to better understand and manage the relationship between health and the environment. A conference agenda is available at www.ncseonline.org/2007conference.

🌿 Visit our website to find out about other upcoming events...

RESOURCES

JUST RELEASED - STERN REVIEW ON THE ECONOMICS OF CLIMATE CHANGE: Sir Nicholas Stern, head of the UK Government Economic Service and former World Bank Chief Economist, investigates the economic impacts and risks associated with unmanaged climate change in a report to the Prime Minister and Chancellor. Stern concludes that the benefits of early, international climate change mitigation efforts will far outweigh the costs of not acting.

www.fs.fed.us/ecosystems-services/carbon

NEW WATER QUALITY TRADING GUIDE: The Conservation Technology Information Center's *Getting Paid for Stewardship: an Agricultural Community Water Quality Trading Guide* outlines the nuts & bolts of water quality trading, specifically targeting advisors and technical assistants to agricultural producers.

www.fs.fed.us/ecosystems-services/watershed