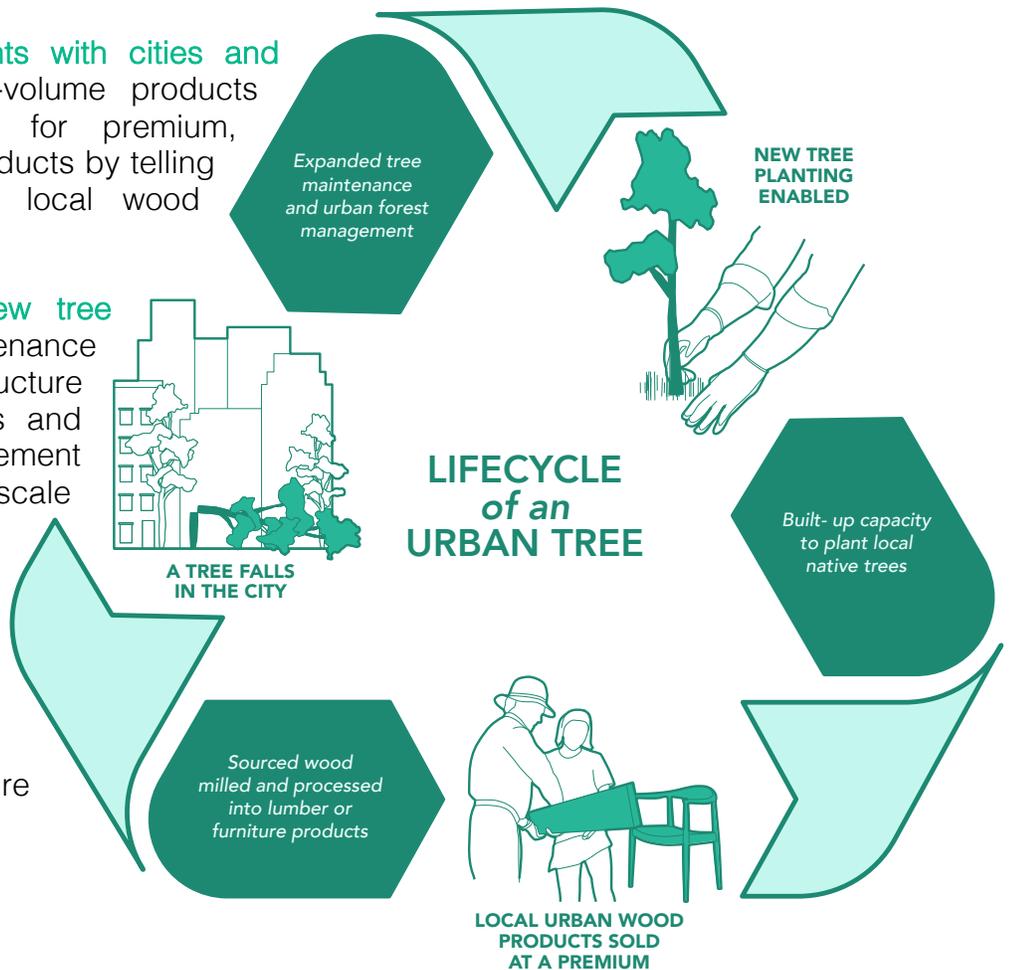


Cambium Carbon is developing its first **Reforestation Hub** — a public-private partnership anchored in a pilot city that will rejuvenate the local environment and economy. By turning urban tree waste into valuable products whose revenue can be reinvested into regional tree planting projects, the Reforestation Hub will regreen degraded urban forests, improve key public health metrics, and generate new jobs in the emerging local wood economy. Within 18 months, we seek to launch Hubs in 3-5 cities and generate a pipeline of 10-15 future Reforestation Hubs.

The Reforestation Hubs concept

Hubs integrate four components to build circular, self-sustaining, local wood economies and scale natural climate solution implementation. Hubs will:

1. **Establish urban mill infrastructure** to divert downed trees from landfills and upcycle them into their best use (high-end furniture, lumber, biochar, compost, or mulch).
2. **Establish offtake agreements with cities and local businesses** for high-volume products while cultivating demand for premium, charismatic urban wood products by telling the story of the circular local wood economy.
3. **Reinvest revenues into new tree planting** with tailored maintenance plans and essential infrastructure like nursery capacity, mills and kilns, and inventory management technology to further scale impact.
4. **Galvanize matching planting commitments from public and private actors** and create the on-ground planting and maintenance partnerships and infrastructure to help fulfill efforts like the Trillion Trees Initiative.



Hubs will tackle the biggest local and global problems of our day: climate change, unemployment, public health, and waste.

What problems are we addressing?

Restoring trees to the American landscape is the single greatest pathway in the land sector to tackle climate change. Even though most of the reforestation potential lies outside of cities, financial resources are often concentrated in cities, whose residents benefit greatly from the various ecosystem services – stormwater retention, air pollution mitigation, energy savings, carbon sequestration – of both nearby and faraway trees. However, lackluster public funding to maintain urban tree canopies means that most US cities are quickly losing these benefits as this “green infrastructure” is eroded.

We believe this is the right time to

- **Capitalize** on local, national, and global momentum generated by initiatives like Trillion Trees, and develop infrastructure to enable voluntary tree planting commitments, on-ground project preparation and financial engines to transform urban and regional forest canopies.
- **Facilitate** city engagement, particularly during the COVID-19 crisis when city budgets are heavily impacted and tree care and planting are the first line items scrapped. Hubs would not only be able to fill this financial gap, but also build back better, with a local wood economy fueling a self-sustaining reforestation effort that would leave the city more resilient.

Envisioned Impact and Scale

We are actively engaging in **Baltimore**, **Philadelphia**, and **Cleveland** as we complete our pilot city scoping exercise. We have connected with local officials, non-profits and public-private initiatives to understand the local context and plot the best path forward. We believe if we can successfully align stakeholders in our first Reforestation Hub, the following impact metrics are within reach:

In 10 years...

... divert 275K tons waste from landfill
... generate \$22M in economic benefits
... plant 2.5M local trees

In 30 years...

... generate 1.5M MT CO₂e reductions
... restore half of the city's missing tree canopy
... plant 14M regional trees

Our scaling roadmap rests on four key components:

1. **Demonstration of success in pilot cities** by aligning public and private actor incentives in the urban forest and wood space to stand up the key pieces of the pilot Hub.
2. **Engineering positive feedback loops to scale in place** across waste streams, product sales, tree plantings, carbon finance, procurement policies, and matching commitments.
3. **Equipping urban wood champions to replicate** Reforestation Hubs on their own with a publicly available Reforestation Hub Playbook
4. **Creating technical service provider capacity to address bottlenecks** in replication and scaling—for example, conducting wood flow analyses, scoping mill infrastructure, arranging philanthropic program-related investments (PRIs), optimizing sort yard operations, executing offtake agreements and presale campaigns, or ensuring long term tree care maintenance. Cambium Carbon plans to offer these types of services as lubricant for local efforts to establish Hubs.

Our Partners



Arbor Day Foundation

Cities4Forests



City of Philadelphia