

# ACR Media Kit



## Media Contact

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## ACR by the Numbers



**365+**  
**million**  
tons of CO<sub>2</sub>e  
credits issued



**873**  
emission  
reduction  
and removals  
projects



**13.5**  
**million**  
acres restored,  
conserved or  
sustainably  
managed



Founded in  
**1996**  
as the world's first  
private greenhouse  
gas registry



**13**  
active ACR  
methodologies



**4**  
sectoral scopes  
(Industrial Processes;  
Land Use, Land Use  
Change and Forestry;  
Carbon Capture  
and Storage; Waste  
Handling and Disposal)

For the most up-to-date numbers, visit [ACRcarbon.org](http://ACRcarbon.org).

## About ACR

As a globally recognized carbon crediting program, ACR creates confidence in the integrity of carbon markets to catalyze transformational climate results.

Founded in 1996 as the first private greenhouse gas registry in the world, ACR issued the first serialized carbon credits. It was among the first crediting programs to be approved by the International Civil Aviation Organization's CORSIA, the world's first global compliance carbon market. Since 2013, ACR has been approved by the State of California as meeting the rigorous regulatory requirements to serve as an Offset Project Registry, pioneering a new model for compliance offset markets.

ACR has issued more than 350 million emission reductions and removals credits from a diverse portfolio of climate solutions across forestry, land use, and industrial sectors. ACR's science-based methodologies ensure that credits issued are real, additional, permanent, free of leakage, independently verified and not double counted.

ACR's team of in-house experts develops deep policy and technical expertise in areas with potential for climate impact at scale to help achieve the goals of the Paris Agreement. Because climate change is an urgent challenge, ACR accelerates climate action beyond "business as usual" by offering companies pragmatic, real-world opportunities to take action on remaining carbon emissions on the pathway to net zero.

Formerly known as American Carbon Registry, ACR is a wholly owned nonprofit enterprise of Winrock International.

## ACR Markets

ACR operates as a trusted provider in the following markets for those buying carbon credits to meet compliance obligations and voluntary climate commitments.

- [California Cap-and-Invest](#)
- [International Civil Aviation Organization's \(ICAO\) Carbon Offsetting and Reduction Scheme for International Aviation \(CORSIA\)](#)
- [Voluntary Carbon Market](#)
- [Washington State Cap-and-Invest](#)
- [Integrity Council for the Voluntary Carbon Market](#)
- [Colorado Methane Recovery](#)
- [Government of Singapore National Environment Agency](#)

## ACR Registry

ACR issues serialized credits on a publicly available registry that tracks carbon projects, as well as credits issued, retired and canceled.

## ACR Climate Impact Awards

[www.acrcarbon.org/climate-impact-awards](http://www.acrcarbon.org/climate-impact-awards)

The ACR Climate Impact Awards celebrate enduring climate leadership. Presented at an annual event for more than 15 years, the awards recognize trailblazing individuals and organizations, including John Kerry, Christiana Figueres, Mary Nichols, Tom Vilsack, Todd Stern, Paul Hawken, Jonathan Pershing and Frances Seymour.

## ACR Program

The ACR Standard establishes the level of scientific integrity that every project must meet for ACR to register its GHG emission reductions and removals as tradable environmental assets.

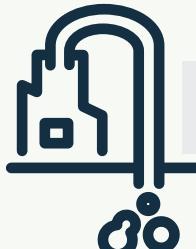
ACR Methodologies are recognized as being of the highest quality, whether used for voluntary or compliance purposes.

### ACR Methodologies: A Diverse Portfolio of Scalable Climate Action



#### Super pollutants

- Advanced Refrigeration Systems
- Destruction of Methane from Mines and Landfills
- Destruction of Ozone Depleting Substances
- Plugged Orphaned Oil and Gas Wells
- Reclaimed Refrigerants, Propellants, and Fire Suppressants



#### Carbon Capture and Storage

#### Nature-based Solutions

- Afforestation and Reforestation
- Avoided Conversion of Grasslands
- Conservation and Sustainable Management of Forestlands
- Improved Forest Management
- Wetlands Restoration



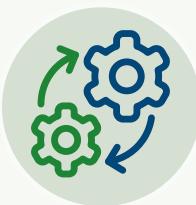
# High-Quality Carbon Credits

What factors lead to a high-quality carbon credit?



# How Carbon Credits Are Created and Used

## Life Cycle of ACR Carbon Credits



### 1. METHODOLOGY DEVELOPMENT

ACR develops a carbon accounting methodology, detailing requirements for measurement, monitoring, reporting and verification, approved through a process of public consultation and scientific peer review.



### 2. FEASIBILITY ASSESSMENT

Project developer invests in feasibility assessment based on the methodology.



### 3. PROJECT LISTING

After ACR review and approval of the project listing form for completeness and alignment with requirements of the ACR Standard and methodology, a project can be listed on the ACR registry.



### 6. REVIEW

ACR reviews the project and verification documents, and provides feedback. ACR's review results in (a) acceptance, (b) acceptance contingent on requested corrections or clarifications, or (c) rejection.



### 5. VALIDATION AND VERIFICATION

Following successful screening for Conflicts of Interest, an independent, accredited third-party validation and verification body (VVB) validates the project plan and verifies the emission statements, including review of any public comments received.



### 4. PUBLIC COMMENT

The project developer submits project documents and initiates selection of a validation and verification body (VVB). The project is publicly listed on the ACR Registry for a 30-day public comment period.



### 7. PROJECT REGISTRATION

Upon ACR acceptance of VVB documentation, project documents, including the validated GHG Project Plan and verified monitoring report, are made publicly available.



### 8. CARBON CREDIT ISSUANCE

ACR issues the appropriate quantity and vintage of verified Emission Reduction Tons (ERTs) as serialized emission reduction or removal credits to the project proponent for the reporting period.



### 9. RETIREMENT

A carbon credit is permanently removed from the registry as a tradeable emission reduction or removal unit when it is retired. A retired credit may be applied toward an emission reduction target of the ACR account holder that retired the credit or on behalf of a third party.

# What the Labels on ACR Credits Mean

## ACR Credit Labels

ACR's registry includes a range of labels to distinguish credits based on their attributes and their eligibility for use in different markets.



### CORSIA ELIGIBLE

Credits eligible for use by airlines for their compliance targets in the appropriate phase of the U.N. ICAO's Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA).



### ARB ELIGIBLE

Credits eligible for use in California's Cap-and-Trade program and in WCI-linked markets.



### CCP APPROVED

Credits issued under methodologies that have earned Core Carbon Principles approval from the Integrity Council for the Voluntary Carbon Market (ICVCM).

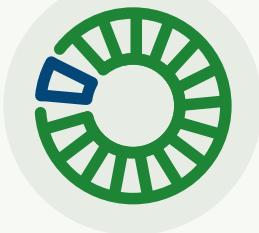


### High-quality carbon credits



### VERIFIED REMOVAL

Credits that have been separately quantified and independently verified to have removed and durably stored CO<sub>2</sub> from the atmosphere.



### SUSTAINABLE DEVELOPMENT GOAL(S)

Credits that support specific UN Sustainable Development Goals (SDGs).



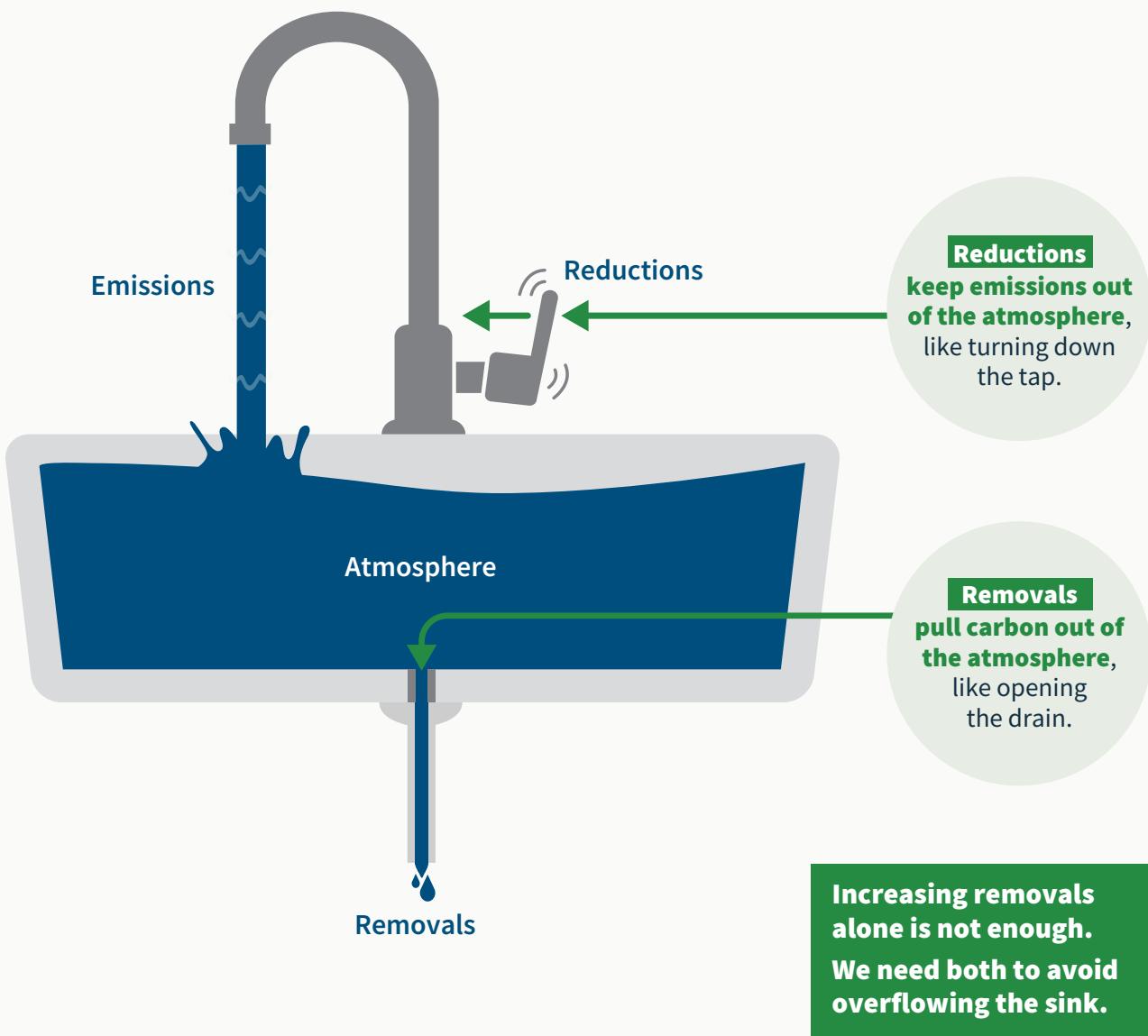
### ECOLOGY ELIGIBLE

Credits eligible for use in Washington State's Cap-and-Invest program.

# Why We Need Both Emission Reductions and Removals

## Why the world needs carbon emission reductions and removals

From the atmosphere's perspective, reducing emissions is equivalent to removing emissions, all other factors being equal.



# Leadership Team

ACR's team of technical and policy experts is the core of our ability to deliver innovative and impactful climate solutions while also offering excellent customer service.



## **Mary Grady, Executive Director**

Mary has been active in environmental markets for over 30 years, including 17 years at ACR. In her current role, she manages operations and ACR's respected team of technical and policy experts in the California regulated market, the International Civil Aviation Organization (ICAO) market and the voluntary carbon market. She leads the implementation of strategies to ensure ACR's approval in new compliance carbon markets and actively represents Winrock as a UNFCCC observer organization.



## **Jessica Bede, Managing Director**

Jessica began working in GHG accounting and carbon projects in 2011 and joined ACR in 2019. In her current position, she is responsible for providing leadership and coordination of ACR's technical and strategic work to mobilize emission reductions, ensure the integrity of carbon credits, and promote market innovation. This includes advising staff and partners on methodology and program development, project review and credit issuance, registry infrastructure, and market opportunities.



## **Dr. Kurt Krapfl, Director, Forestry**

Kurt has served in various roles at ACR related to carbon market implementation, methodology development, policy setting, and strategic direction since 2016. Throughout this time, he has directly contributed to and overseen the registration, verification, and issuance of more than 150 million tonnes of high-quality forest carbon credits. He has also led and supported the development and publication of innovative methodologies at ACR related to improved forest management, afforestation and reforestation, avoided conversion of forests, wetland and grassland restoration, and new quantification tools and ACR program standard updates.



## **Mary Jane Coombs, Director, Industrial Programs**

Mary Jane leads a team focused on projects to reduce greenhouse gas emissions from landfills, livestock, ozone-depleting substances, and foam-blowing agents. Mary Jane joined ACR after over 15 years at the California Air Resources Board (CARB), where she oversaw implementation of CARB's methane emissions reduction programs for landfills and livestock, as well as electricity-related greenhouse gas emissions reduction programs. Prior to that, she managed allowance allocation, emissions leakage protection, and electricity policy for California's Cap-and-Trade Program (also at CARB).



## **Brad Kahn, Director, Communications**

Brad brings 25 years of communications experience related to climate change and forests. He is responsible for institutional and programmatic communications for ACR and sister enterprise Architecture for REDD+ Transactions (ART), including strategy, message development, and media relations. As carbon markets develop rapidly, Brad views communications as a way to promote understanding across interest groups and to translate complex standards into actionable information for decision.

# Case Studies



## Building the Bioeconomy with Forest Carbon Credits

Set on more than 36,000 acres of Acadian Forest in Maine, the project shows how the sale of carbon credits supports conservation and climate goals, while also promoting regional economic development to build the bioeconomy from responsible forestry. Download the case study [here](#).



## Complementing the Montreal Protocol

With no law, rule or regulation requiring the destruction of ozone-depleting substances – which are also potent climate-changing gases – and without financial resources to pay for destruction, the Thai government worked with Tradewater to safely and responsibly destroy gas from more than 1,400 cylinders. Download the case study [here](#).



## Using Carbon Finance to Advance Self-Determination

The Mississippi Band of Choctaw Indians have long been guided by the doctrine of self-determination. As an independent nation, the Choctaw have worked hard to control their own destiny. Now, the Tribe is using their forest in a new way, developing a carbon project to help fund the expansion of a new Choctaw Central complex, which will house a middle and high school. Download the case study [here](#).



## Planting a Forest Across Generations

As of 2025, GreenTrees represents 99.7 percent of all issued reforestation credits in the U.S. Credits from the project have been sold to Norfolk Southern, Mars, Microsoft and Duke Energy, among others. More than 50 million trees have been planted to date, with a goal of planting 100 million by 2030. Download the case study [here](#).

## Connect with ACR

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