

# The Revere Guide to supporting UK Nature

with integrity

# Revere



Revere is a partnership that combines the UK National Parks' ecological expertise with Palladium's business and financial acumen to develop innovative solutions that work for nature, communities and investors.

Since 2021 we at Revere have been talking to lots of companies about their sustainability, net-zero and nature strategies. It's been a period of huge development, change and progress when it comes to Nature-based Solutions. That's exciting - but we know that it can also be confusing.

In the last year, we have seen a lot of media coverage about the gap between companies' net-zero claims and real action on emissions reduction, and about the challenges corporates are facing in fulfilling their sustainability commitments. Worryingly, there was also doubt cast on the effectiveness of some projects aiming to avoid tropical deforestation.

All of this has created hesitancy in the carbon market and some stalling among companies that are trying to move

forward with their sustainability strategies, as highlighted in the [Google Cloud Sustainability Survey 2023](#).

But the work must continue. With the 2050 net zero deadline looming ever closer, there is so much to do. Nature restoration can provide over a third of the emissions reductions we need to reach net-zero as a planet.

The UK government has set a target of planting 30,000 hectares of new woodland a year by 2025 (last year the UK achieved less than half of this!), and protecting 30% of our habitats by 2030. New standards are being established to build integrity across the carbon market, so that the private sector can play a meaningful role in helping to deliver ambitious targets like these. Fresh guidance has been set for

companies to engage in carbon markets in the right way, and design principles have been agreed for carbon projects to follow as they supply new credits.

So we thought we'd create a short guide to supporting UK nature (with integrity) with the hope of demystifying what Revere is doing through our carbon and nature programmes. We want to show how you can support this sort of work in a way that stands up to scrutiny.

All of the questions below are genuine questions asked to Revere by UK companies. Read on, and we hope it helps you think about UK nature-based solutions in a new light.

# Q1



Where do your Revere projects originate from? How can you ensure they are genuinely beneficial to local nature, people and communities?

Our projects are developed in partnership with farmers, landowners, National Parks and NGOs. We engage with people and organisations living and working in Parks to understand how we can support their ideas and plans for landscape restoration.

Our model channels new carbon and biodiversity finance to existing farmers and land managers. We don't acquire land. This means Revere supports farmers to find ways to integrate nature restoration into their business models alongside food production, in a way that generates extra income and new local economic opportunities.

Our co-developed landscape approach means we design each project to fit with wider Park plans to promote conservation of cultural and natural heritage and to encourage public enjoyment.

## Q2



### Where and how are Revere carbon credits generated? How can I be sure of their quality and integrity?

Revere carbon credits are generated through projects co-designed by National Park Authority teams, land managers and Palladium. They are delivered in the UK, via either woodland creation or peatland restoration work.

We use the UK government-backed **Woodland Carbon Code** and **Peatland Codes** for accreditation. Our projects are validated and verified by independent third-party auditors appointed by the Codes.

We don't stop there though.

When we choose where to locate new woodland, and which species to plant, we follow the guidance of conservation experts from National Park Authority teams. This ensures that we always put the right trees in the right place.

We also prioritise social impact. When we work with large estates, we set aside a portion of project revenues to be shared with the local community. We also design our projects to work at the smallest scale we can, to provide a route for farmers of all sizes to access new nature markets if they wish to.

Of course, you don't have to take our word for it.

As restoration work happens inside UK National Parks, our partners are always welcome to visit and check on the work that they are enabling. We offer enjoyable volunteering opportunities for our Revere partners in a range of National Park settings too.

# Q3



## Do Revere carbon credits deliver genuine carbon avoidance or removal? How is this assured?

We follow the Woodland and Peatland Carbon Codes, which are recognised by the UK government and documented on the UK Land Carbon Registry. They calculate how much carbon removal impact and emissions avoidance is really delivered. They also test our designs to make sure that all projects are truly additional to measures already in place, and ensure they will deliver long term climate impact.

The UK's peatlands are in poor health and instead of being carbon sinks, they emit greenhouse gases into the atmosphere. By restoring peatlands to the standard of the Peatland Carbon Code, we can stop those emissions almost immediately, thereby creating measurable and credible avoidance credits.

We also create woodland on marginal land, following the guidance set by National Parks, the UK Forestry Standard the Woodland Carbon Code. This means that once trees are planted and begin to grow, we will remove and sequester carbon from the atmosphere. The result is a carbon removal credit.

# Q4



I want to support projects that don't just deliver carbon credits – so how do Revere projects deliver real nature and/or biodiversity benefits? How is this assured?

Because Revere projects are co-developed with the UK's National Parks, they are designed for whole-landscape benefit, rather than with the sole intention of generating as many carbon credits as possible.

We channel finance into nature restoration plans that have already been developed by National Parks and community groups. These plans prioritise local tree species mixes, biodiverse habitats and co-existence with farming as part of a wider working landscape.

# Q5



I don't want to support work in a way that looks like greenwashing. How does Revere avoid this?

We believe that companies wishing to support UK nature restoration via the carbon market should only do so once they have made public, science-based commitments to progressing towards net zero (including both medium and long-term targets), and taken actions to reduce their emissions in line with these commitments.

To support this approach, Revere has set an **ethics charter** and **due diligence process** through which all potential buyers of ecosystems services are screened.

Our requirements include a clear, public commitment to reaching net zero emissions by 2050 at the latest, backed up by membership in a recognised initiative such as the Science Based Targets Initiative (SBTI), the United Nations' Race to Zero, or the Glasgow Financial Alliance for Net Zero.

Such a public commitment ensures that companies prioritise the reduction of their own emissions before buying carbon credits from us. This means that partnering with our UK nature restoration projects will further enhance companies' net zero plans, but cannot be used as a means of allowing 'business as usual' to continue.

# Revere highlights



Over **£2.2m**  
funding secured since  
2021 for pilot projects



Plans to create 19k  
ha of woodland which  
will sequester over 4.5  
million tCO2 over next  
30 years



**18m**  
trees to be  
planted

15 UK National Parks



A UK wide project pipeline of

**100k<sup>+</sup>**  
hectares

**14** nature restoration pilots  
across the UK including:

- peatland restoration projects;
- innovation projects developing unique restoration models for working landscapes;
- exploring approaches to blend public and private finance for nature outcomes.

Secured a **£70 million** deal  
for peatland carbon credits



**22%**  
of the UK's  
peatlands are  
within National  
Parks



*Business Green Awards:  
Nature-based Project of the Year  
2022*

*Investment Week Sustainable  
Investment Awards 2022:  
Editor's Award for Best Sustainable  
Investment - Natural Capital  
Initiative*



**2**  
awards



# Contact us



There's a lot of talk about nature positive outcomes and nature-based solutions, and Revere has already moved from theory to action. But further scaled support is needed.

We need mission-aligned funders who meet our Ethics Charter to finance the significant upfront costs of nature restoration and provide land managers with the resources they need to turn their restoration plans into projects that deliver financial, environmental, and social returns.

If you are a company or investor looking to support nature restoration in the UK, then please do get in touch

We also have a newsletter and mailing list to hear the latest news and updates from Revere which you can subscribe to [here](#)

[www.revere.eco](http://www.revere.eco)

[@revere\\_eco](#)

[www.linkedin.com/company/revere-eco/](http://www.linkedin.com/company/revere-eco/)



**Naomi Conway**  
Director  
National Parks Partnerships



**Emma Davies**  
Senior Partnerships Manager  
Palladium