TxN ROC INDEX READING GUIDE

The Texan by Nature (TxN) Return on Conservation (ROC) Index is a service provided by TxN for select conservation partners and business members. These Indexes provide verifiable metrics for reporting a project's environmental, social, and economic impact using the UN SDGs as a common language. This guide defines key terms and examples to facilitate the use and understanding of TxN ROC Index.

TxN ROC Indexes are made up of three pages:
Project Highlights (pg. 1), **Project Details** (pg. 2), & **Economic Proxy Repository** (pg. 3).

PAGE 1: PROJECT HIGHLIGHTS

Here, potential investors & project replicators see a concise, data-rich summary of project impact.

1	2	3	4
SUSTAINABLE DEVELOPMENT GOALS	TARGETS	PROJECTED IMPACT	ECONOMIC VALUE *ANNUAL PROJECTION*

1: **UN SDG**, one of the 17 global goals addressed by the project.
2: The specific UN SDG **Target** served by the project.
3: **Project Impact**, the benefit derived from the project in alignment with the specific UN SDG goal and target.
4: **Economic Impact**, the dollar value generated, potential value realized, or cost avoided through the project, calculated in collaboration with EcoMetrics LLC, and reported as an annual value.

PAGE 2: PROJECT DETAILS

Here, find an in-depth analysis of the data presented in the Project Impact (3) & Economic Impact (4) columns on page 1.

(View above)		5	6
SUSTAINABLE DEVELOPMENT GOALS	TARGETS	REPORTING STANDARDS	HOW [PROJECT] ADDRESSES SUSTAINABLE DEVELOPMENT GOALS

5: **Reporting Standards**, internationally accredited standards of disclosure (including Global Reporting Standards (GRI) & UN Statistics Metadata), used to verify Project Impact (3) on page 1.
6: **How [PROJECT] Adresses SDGs**, describes how the project addresses the highlighted impacts on page 1 in detail.

PAGE 3: ECONOMIC PROXY REPOSITORY

Here, find detailed proxies produced in collaboration with EcoMetrics to calculate the Economic Impact on page 1.

7	UN SDG GOAL	PROXIES USED	UNIT OF MEASURE	PROXY EXPLAINER	CITATIONS

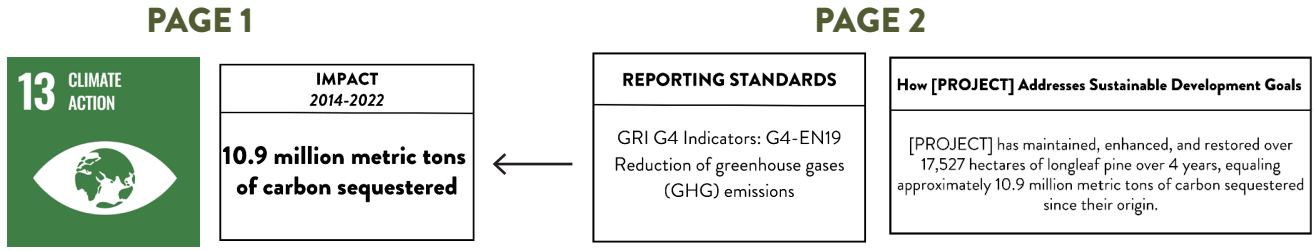
7: **Project specific Economic Proxies, 3rd party verified rates used to approximate a project's Economic Impact.**
Economic benefit rates calculated for similar land uses or project characteristics were identified by EcoMetrics & applied to the project's environmental impacts to calculate the total economic impact made by the project for each aligned UN SDG.

For more information and to view all Texan by Nature ROC Indexes and accompanying information, visit the link.
Contact info@texanbynature.org for questions or to collaborate.

Digging into the Data:
Environmental, Social, & Economic Benefits Attributed to Local Conservation

Below is a detailed example of how the environmental and economic benefits were calculated on the ROC Index, utilizing goal 13 in the Texas Longleaf Team's ROC Index as an example.

Environmental Benefits Explained



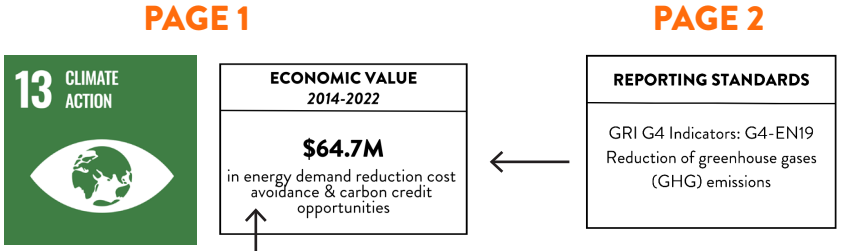
PAGE 1: Project Highlights | Environmental Impact Column

TLT's efforts to restore almost 50,000 acres of Longleaf Pine since 2014 has sequestered **~10.9M tons of Carbon**, as highlighted in the Impact column on page 1 of TLT's ROC Index. This aligns with **UN SDG 13: Climate Action**, as these efforts work to reduce greenhouse gas emissions through carbon sequestration by native longleaf pine trees & the accompanying native grass understory.

PAGE 2: Project Details | Environmental Explainer Column

Carbon sequestered by local conservation projects can be verifiably reported using the **GRI standard: G4-EN19**, as indicated in the Reporting Standards column on page 2 of TLT's ROC Index. The column "**How TLT Achieves Sustainable Development Goals**", is the qualitative explanation of the multifaceted benefits TLT's efforts make towards achieving UN SDG 13: Climate Action.

Economic Benefits Explained



PAGE 3

Carbon sequestration- economic & social value	$/acre/year	This bundled value for social costs includes carbon capture, oxygen production and impacts on human health	Texas A&M Forest Service - Stewardship Values Tool (https://texasforestinfo.tamu.edu/stewardship/values)
Market value of Carbon Credits*	$/ton/year	This metric multiplies the Market Value of Carbon Sequestered by multiplying Total Carbon Sequestered by the Carbon Price Forecast	Lucy Johnston, Ezra Hausman, Bruce Biewald, Rachel Wilson, David White, "2011 Carbon Dioxide Price Forecast", Synapse Energy Economics, Inc. February 2011
Air Quality	$/acre/year	Air pollution/GHG removal by forests (including carbon monoxide, nitrogen dioxide, nitrogen dioxide, particulate matter and sulphur dioxide) has profound impact on human health and the environment	David Suzuki Foundation (2008) Ontario's Wealth, Canada's Future: Appreciating the Value of the Greenbelt's Eco-Services

PAGE 1: Economic Impact Column | PAGE 3: Economic Proxy Chart

Environmental benefits produced by TLT for UN SDG 13: Climate Action enabled direct quantification of the economic benefits of the project. Economic Proxy Chart (pg.3) identifies economic proxies utilized to describe the economic benefit of carbon sequestration in longleaf pine ecosystems. The proxies used in this chart include:

Credit-based proxy: the market value of credits generated through the project, quantifying the market value of carbon credits.

Cost avoidance measures: the estimated value of costs avoided through the project

Regulating proxy: the benefit provided by ecosystem processes.

Provisioning proxy: the economic benefits associated with protecting resources that provide food, textile, fuel, & other essential consumer goods.