



# AMERICAN CARBON REGISTRY

## WHO WE ARE

Winrock International, named for philanthropist Winthrop Rockefeller, is a nonprofit organization that works with people in the United States and around the world to empower the disadvantaged, increase economic opportunity and sustain natural resources.

Bearing the Rockefeller imprimatur, Winrock's nonprofit American Carbon Registry (ACR) is a leading carbon offset program recognized for its strong standards for environmental integrity and its quest to innovate. Winrock believes that climate change will have a profound impact on the poorest populations around the world and that markets are the most effective path to mobilize actions to reduce emissions.

Founded in 1996 as the first private voluntary offset program in the world, ACR has eighteen years of unparalleled experience in the development of rigorous, science-based carbon offset standards and methodologies as well as operational experience in carbon offset project registration, verification oversight and offset issuance. In fulfillment of Winrock's mission, ACR enhances confidence in carbon markets and catalyzes transformational emissions reduction opportunities.

ACR is also an approved Offset Project Registry (OPR) for the California Cap-and-Trade program. In this

role, ACR works with the Air Resources Board (ARB) to oversee the registration and issuance of California-eligible Registry Offset Credits developed using ARB approved offset protocols.

ARB's approval of ACR as a California OPR signals that we have met stringent regulatory requirements including technical expertise in carbon offset methodologies; extensive experience in the oversight of offset project listing, registration, independent verification and issuance; and a solid understanding of the regulation underpinning the compliance offset program.

## WHO TRUSTS US

As a Rockefeller family institution, we focus on sound science, environmental rigor and making an impact. For this reason, governments, corporations and NGOs trust us to ensure the integrity of carbon offsets.

ACR operates as an approved compliance Offset Project Registry and Early Action Offset Program for the California carbon market, the first economy-wide cap-and-trade program in the U.S. and one of the largest carbon markets in the world.

In the voluntary market, ACR is recognized by widely respected organizations whose objective is to ensure offset quality. ACR is approved by the International Carbon Reduction and Offset Alliance (ICROA) as an Offsetting Standard and is also a Green-e Climate Endorsed Program.



2101 Riverfront Drive | Little Rock, Arkansas 72202  
+1 501 280 3000 | [winrock.org](http://winrock.org)

2121 Crystal Drive, Suite 500 | Arlington, Virginia 22202  
+1 703 302 6500 | [winrock.org](http://winrock.org)

## WHAT WE OFFER

ACR's offset products are specific to our distinct operations in the California compliance market and the voluntary carbon market.

For projects registered under California compliance protocols or early action quantification methodologies and verified by an accredited verification body, ACR issues Registry Offset Credits (ROCs) and Early Action Offset Credits.

These offset types are both eligible to be converted to ARB compliance Offset Credits, which can be used by California entities to help meet their emissions reductions obligations in the Cap-and-Trade Program.

In the voluntary market, ACR only registers offset projects that are independently verified to meet our standards, which ensure accuracy, precision and rigor in the measurement, monitoring and verification of emission reductions. ACR provides the flexibility of a wide range of innovative approved methodologies that diversify offset sourcing options and demonstrate environmental benefits beyond emissions reductions.

ACR brands the premium verified emissions reductions (VERs) issued against ACR standards as Emission Reduction Tonnes, ERTs. One ERT represents the reduction or removal from the atmosphere equivalent to one metric tonne of carbon dioxide equivalent.

ACR also operates an online registry system for members to register projects and record the issuance, transfer and retirement of serialized, project-based and independently verified offsets.

The use of a fully transparent registry system is fundamental to the credibility of the market. ACR ensures transparency by requiring that project registration and verification documents be made public. We ensure no double counting or double selling by serializing offsets and by linking to online offset issuance and retirement logs.

## ACR OFFSET PROJECTS

ACR registers offset projects from around the globe for a wide range of project types, including:

- Afforestation / Reforestation (A/R)
- Improved Forest Management (IFM)
- Reduced Emissions from Deforestation and Degradation (REDD)
- Wetland Preservation and Restoration
- Fertilizer Management
- Avoided Conversion / Management of Grasslands & Rangelands
- Grazing Land and Livestock Management
- Rice Production
- Livestock Waste Management
- Improved Cookstoves
- Water Purification
- Destruction of Ozone Depleting Substances
- Fugitive Methane Emissions
- Transport / Fleet Efficiency
- Landfill Gas Capture & Combustion
- Renewable Energy and Energy Efficiency

We welcome collaboration with partners to catalyze new emissions reduction opportunities and enable broader carbon market participation.

For additional information please contact ACR at 501-255-2627 or by email at [ACR@Winrock.org](mailto:ACR@Winrock.org). You can also visit [www.americancarbonregistry.org](http://www.americancarbonregistry.org).

