

We are looking forward to an interesting discussion with the following speakers:



Manfred-Hermesen-Stiftung

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| Commissioner Stavros Dimas | European Commissioner for the Environment |
| Wolfgang Wagner | Senior Partner and CEO, PricewaterhouseCoopers Eurofirms |
| Ambassador C. Boyden Gray | Representative of the United States of America to the European Union |
| Markus Radday | Senior Officer Tropical Forests, WWF Germany |
| Dr. Christian Ruck | Member of the German Parliament, Committee on Economic Cooperation and Development |
| Alfred Höhn | Partner, PricewaterhouseCoopers |
| Dr. Andres Gut | Chairman of the Board of Directors, Precious Woods Holding |
| Dr. Peter Prokosch | Managing Director UNEP/GRID-Arendal, formerly CEO WWF Germany |
| Dr. Manfred Schlumberger | Managing Director BHF TRUST |
| Dr. Thomas Scheiwiller | Global Sustainability Leader, PricewaterhouseCoopers |
| Emily Smith | Moderator, journalist European Voice |



Venue

Bibliothéque Solvay
rue Belliard 137 — Brussels

For questions on the content of this conference please contact Ms Kristina Jahn, kristina.jahn@de.pwc.com. If you would like to participate in the conference please let us know before 12 February to jacomien.van.den.hurk@pwc.be or by fax on +32 2 710 46 44

Sustainable Investments for Conservation – The Business Case for Biodiversity



Conference
Brussels, 22 February 2007

Sustainable Investments for Conservation – The Business Case for Biodiversity



Throughout the world natural habitats are under threat. Especially in developing countries ongoing massive biodiversity loss and ecosystem degradation have deepened poverty and insecurity. Current funding for protected areas and biodiversity conservation must be deemed inadequate to reverse this trend.

Breaking the vicious cycle of poverty and biodiversity loss requires the entrepreneurship to create new forms of income from conservation rather than the unsustainable exploitation of nature. At the same time, the market for ethical and particularly ecologically sustainable investments experiences unprecedented growth.

On behalf of the WWF, PwC conducted a feasibility study for an innovative business approach which enables investors to capitalize on new sustainable business opportunities that contribute to biodiversity conservation. The study analyses the profitability of businesses that are promoting natural habitat and tropical forest conservation and draws up a business plan for implementing a portfolio of projects worldwide - thus offering green investment opportunities.

Patron of the event is the EU Commissioner for the Environment, Stavros Dimas.

We would like to present the results of the study and are looking forward to a fruitful discussion with our speakers.

Wolfgang Wagner

Senior Partner and CEO,
PricewaterhouseCoopers Eurofirms CVBA

Agenda

22 February 2007

Bibliothèque Solvay
137 rue Belliard – Brussels

- 09:00 – 10:00 Registration, coffee
- 10:00 – 10:10 Welcome and introduction: Responsible Leadership: The role of business in an era of globalisation
Wolfgang Wagner, Senior Partner and CEO, PricewaterhouseCoopers Eurofirms
- 10:10 – 10:25 Keynote speech: Stopping the loss of biodiversity by 2010: The EU action plan and DG Environment's initiative on 'Supporting business for biodiversity'
Stavros Dimas, European Commissioner for the Environment
- 10:25 – 10:40 Keynote speech: The US approach to biodiversity protection and the role of the private sector
Ambassador C. Boyden Gray, Representative of the USA to the EU
- Panel I: The Business Case for Biodiversity - Moderator, Emily Smith, journalist European Voice
- 10:40 – 11:55 Why new financing concepts for nature conservation are needed
Markus Radday, Senior Officer Tropical Forests, WWF Germany
- 11:55 – 12:10 The idea: Creating a Business to promote Biodiversity Conservation and Sustainable Development
Dr. Christian Ruck, Member of the German Parliament, Committee on Economic Cooperation and Development
- 12:10 – 12:25 Conclusions of PricewaterhouseCoopers study on Sustainable Investments for Conservation: Implementing the Business Case for Biodiversity
Alfred Höhn, Partner, PricewaterhouseCoopers
- 12:25 – 12:40 Precious Woods: Sustainable Forest Management in Practice
Dr. Andres Gut, Chairman of the Board of Directors, Precious Woods
- 12:40 – 13:10 Moderated Discussion
- 13:10 – 14:10 Lunch
- Panel II: Successfully establishing the Business Case for Biodiversity
- 14:10 – 14:30 Could Tourism Finance the Management of a Global Protected Area Network?
Dr. Peter Prokosch, Managing Director UNEP/GRID-Arendal
- 14:30 – 14:50 Socially Responsible Portfolio Management
Dr. Manfred Schlumberger, Managing Director, BHF TRUST
- 14:50 – 15:10 Successfully establishing and operating Biodiversity Enterprise Funds
Dr. Thomas Scheiwiler, Global Sustainability Leader, PricewaterhouseCoopers
- 15:10 – 15:40 Moderated Discussion
- 15:40 – 16:30 Tea & End