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Where do we stand?

First steps regarding the implementation of “Sustainable Investments for Conservation” are being taken on different levels



- PwC/WWF study proved that **private investments** in conservation projects are **economically viable**
- Many ideas exist about turning the concept of “Sustainable Investments for Conservation” into reality
- **Various activities on different levels:**
 - EU (e.g. action plan and DG ENV initiative)
 - USA (e.g. private-sector involvement in conservation)
 - Conservation organisations (e.g. WWF, CFA)
 - National governments (e.g. Germany)
 - Private industry (e.g. Precious Woods)
 - International organisations (e.g. UNEP/GRID)
 - Banks (e.g. the Finnfund)

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Where do we stand?



The Conservation Finance Alliance is unique in its focus on conservation finance

- The Conservation Finance Alliance (“CFA”) was created in 2002 in order to meet the global conservation funding challenge
- PwC has been an active member of the CFA since 2004, providing business advice and support
- Among other activities, such as conferences and workshops, the CFA has produced the “**Conservation Finance Guide**”
- Included in this guide is a step-by-step methodology to develop **Biodiversity Enterprise Funds** (“BEF”)

Find the CFA online at www.conservationfinance.org.

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Current CFA members include:

- Conservation International (CI)
- DANIDA, Royal Danish Ministry of Foreign Affairs
- FUNBIO, Brazilian Biodiversity Fund
- GTZ and KfW (Germany)
- IUCN, The World Conservation Union
- The Nature Conservancy
- PricewaterhouseCoopers (PwC)**
- The Royal Society for the Protection of Birds
- Tropical Forest Conservation Act Secretariat (USAID)
- United Nations Development Programme (UNDP)
- United Nations Environment Programme (UNEP)
- Wildlife Conservation Society (WCS)
- World Wide Fund for Nature (WWF)**

Where do we stand?

In the US, the first public-private partnerships in nature conservation have already been set-up

VERDEVENTURES AT CONSERVATION INTERNATIONAL	
<p>Verde Ventures is a fund designed to strengthen small- and medium-sized enterprises that are strategically important to biodiversity conservation. The fund provides debt and equity financing of \$50,000-\$500,000 to select businesses in CTA priority areas. Through a new partnership with the United Nations Development Program's Equator Initiative, Verde Ventures also will augment its current funding with a Technical Assistance Program.</p> <p>To date, Verde Ventures partners have helped directly secure the protection and restoration of</p>	
<p>Verde Ventures is currently capitalised with \$6.75 million raised from public and private sources including the International Finance Corporation's Environmental Facility, the Overseas Private Investment Corporation (OPI) and the Starbucks Coffee Company, just under \$4 million of this capital has been invested with a 100 percent repayment rate.</p>	

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Putting good ideas to work

Successfully launching the first European "Sustainable Investment Fund"



- Launching the first **European "Conservation Investment Fund"** would...
- bring together players from all parts of **European** society,
- to form a **unique public-private partnership** of private companies, conservation organisations and the public sector,
- in order to **turn the ideas** laid out in the PwC-study and many other studies **into reality**.
- In so doing, the way will be paved for more such investment to follow, generating much-needed **funds for the protection of global biodiversity!**

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Biodiversity Enterprise Funds

The Conservation Finance Alliance's step-by-step methodology to Biodiversity Enterprise Funds (1)

- The Conservation Finance Guide's **step-by-step methodology** illustrates one possible approach to establishing a BEF
- This is divided in three phases: (1) feasibility study, (2) design/establishment phase, and (3) operation phase
- Completing phases (1) and (2) will take **one to two years!**

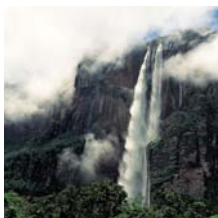


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Biodiversity Enterprise Funds

The Conservation Finance Alliance's step-by-step methodology to Biodiversity Enterprise Funds (2)



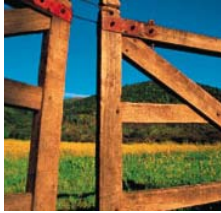
- STEP 1:** Determine conservation objectives, assess conservation mechanisms, determine suitability of BEF
- STEP 2:** Determine level of interest in BEF from investors, donors and possible sponsors
- STEP 3:** Develop vision into Concept Design Plan ("CDP")
- STEP 4:** Organise a Steering Committee to oversee BEF establishment
- STEP 5:** Draw up list of potential investors and donors and start meetings
- STEP 6:** Independent feasibility assessment

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Biodiversity Enterprise Funds

The Conservation Finance Alliance’s step-by-step methodology to Biodiversity Enterprise Funds (3)



STEP 7: Secure financial support for the BEF design phase

STEP 8: Final Business Plan developed by Steering Committee

STEP 9: Final Business Plan presented and discussed with major stakeholders



STEP 10: Papers of incorporation, charter and by-laws prepared

STEP 11: Incorporation of BEF and installation of governing body

STEP 12: Start-up phase of BEF initiated

Moving forward

Implementing the Business Case for Biodiversity



- We invite you to start a dialogue now aimed at the creation of Europe’s first “Sustainable Investments Fund” for conservation
- PricewaterhouseCoopers is committed to continue its assistance for conservation finance initiatives and to help to address the remaining obstacles



Picture: Tierra del Fuego

Picture: Pumallin National Park

Conclusion

Now is the time to turn the Business Case for Biodiversity into reality by bringing together finance and conservation experts

- The PwC/WWF study explained the **economic and environmental merits** of conservation finance
- Many initiatives exist around the globe aimed at **turning the idea** of “Sustainable Investments for Conservation” **into reality**
- What is required now is a **public-private partnership** to launch the first European “Sustainable Investments Fund”



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Let's get started!

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