



**Global  
Landscapes  
Forum**

*Investment Case Symposium*

## Building the Investment Case for Sustainable Landscapes and Restoration

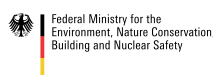
Washington, D.C.  
May 30, 2018

[globallandscapesforum.org](http://globallandscapesforum.org)

### Coordinating partners



### Funding partners



### Event sponsor





# Executive Summary

The third edition of the Global Landscapes Forum Investment Case Symposium took place at the International Finance Corporation in Washington, D.C. on 30 May 2018. In 2015 and 2016, similar gatherings were held in London where the economic drivers of land degradation were outlined and market-driven solutions presented. This year's symposium continued to demonstrate the necessity in, and clear paths towards financing sustainable land use and landscape restoration.

The invitation-only gathering brought together 200 leading practitioners from academia, government, civil society, the private sector, and public finance institutions. The event was coordinated by the Center for International Forestry Research (CIFOR) together with UN Environment and the World Bank. More than 10 organizations directly shaped the agenda as session hosts and sponsors. Framed by plenary sessions, the day was divided into morning and afternoon discussion forums to discuss new approaches and proof points in landscape finance. In the afternoon, a Dragons' Den panel applied many themes of the day to evaluating real investment pitches. All of the day's sessions included interactive knowledge-sharing elements to engage an audience of almost 9,000 virtual participants.

Outcomes from the event were distilled out of each session and participant feedback. These themes include:

1. A dichotomy remains between practitioners looking for opportunities to invest in sustainable landscapes and the capital markets, an untapped source of large-scale financing.
2. Stakeholders on both sides need to align their visions for the future and work together to build potential pathways to securing finance at scale from traditional capital markets.
3. The journey to accessing capital markets will involve a number of stages, including the financial supply chain, with different types of capital entering at different times.
4. Progressing through the financial supply chain will take time and is out of sync with the urgent need to address global environmental and climate-related challenges. But advances have been made!
5. Governments must be brave and innovative to build the enabling environment needed for sustainable investments in landscapes.

“Natural capital is a critical element of the wealth countries have, especially developing ones. We must preserve it so that it continues to generate benefits in perpetuity.

**Laura Tuck**

Vice President, Sustainable Development,  
World Bank

## By the numbers

Almost  
**9,000**  
people joined the event  
through online live-streaming

**245**  
people participated online in live polling

**34,000**  
people visited the symposium website

**80**  
organizations  
&  
**200**  
people  
participated  
on-site

# The Challenge

In recent history, humans have accelerated land use change, altering ecosystems to maximize short-term economic returns. The lack of incentives to sustain natural landscapes has led to global land degradation, which now threatens biodiversity, livelihoods, food security, and resiliency to climate change.

Lands rendered marginal are often abandoned, further exacerbating desertification and soil loss. This resource scarcity is also triggering human migration to urban centers and presents a security threat in many developing countries. Despite efforts to halt deforestation and land degradation, the world continues to lose more than 7 million hectares of tropical forests each year. Recent international measures attempt to account for the implications and the opportunities inherent in reversing this trend. For example, many point to forest and grassland restoration as an important contributor to emissions reduction goals set by the Paris Climate Accord and to multiple targets of the Sustainable Development Goals (SDGs)<sup>1</sup>. Announced in 2011, the Bonn Challenge was a global call to restore 350 million hectares of land by 2030. It was extended by the 2014 New York Declaration on Forests, which called on global leaders to end forest loss in the same timeframe. It is an ambitious aim requiring a solution of equal proportion and vision.

The field of sustainable finance emerged in response to a gap in funding to solve social and economic development issues. Different approaches within this discipline seek to influence financial decision making and asset allocation to improve economic performance, while also achieving social or environmental impacts. These are inherently complex undertakings. Successful ventures must simultaneously address the diverse needs of business, government, and land users, and the demands of consumer markets, which increasingly require that agricultural and forest-based commodities be produced sustainably. In practice, investing in emerging markets is

often challenging due to an absence of effective rule of law and weak tenure rights. Enforcement and oversight of rural land practices can be prohibitively onerous for national governments, but where government intervention has failed, non-state solutions, such as independent certification schemes, have proven effective. However, this has led to a proliferation of standards and regulations that stymie investors.

Bright spots in sustainable finance include investment in “greening” supply chains. A growing number of companies are recognizing the value in eliminating deforestation from production of major tropical commodities. Private finance has also responded to the global challenge of reaching the SDGs and Paris Climate Accord goals through sustainable land use. In October 2017, Rabobank and UN Environment announced the creation of a new \$1 billion facility to finance sustainable agriculture using a combination of public and private funding.

How can we continue to tip the economic scale from valuing short-term extraction towards long-term restoration and sustainable management of landscapes? In 2015 and 2016, the Global Landscapes Forum Investment Case began to answer this question. During its inaugural meeting, participants outlined a comprehensive problem statement and identified six areas to target in order to unlock unexploited private investment opportunities and maximize environmental and social benefits.

The second convening saw the launch of the \$300 million Land Degradation Neutrality Fund (LDN Fund) – a public-private partnership for landscape restoration. In the past three years, the field of sustainable finance has gained momentum as mission-driven investors seek to realize triple bottom line returns – economic, social and environmental.

<sup>1</sup> United Nations Development Program. Sustainable Development Goals. <http://www.undp.org/content/undp/en/home/sustainable-development-goals.html>



# Program Overview



The World Bank Group discussion forum gathered leaders to discuss how development finance institutions can support private sector investments in emerging economies.

The symposium featured plenary sessions, six Discussion Forums, six Landscape Talks, and a Dragons' Den-style investment event. An expert committee representing the GLF coordinating partners designed the content and flow of the day. This committee vetted applications from speakers and session hosts through a competitive process. With a one-day event, organizers needed to think carefully about which case studies and tools to highlight.

Plenary sessions brought together leading thinkers and practitioners to frame the day. In the opening plenary, speakers made connections between global challenges like climate change and finance, farms, and forests. The panel also responded to a keynote address, which challenged participants to be thoughtful about how capital markets work, and the limits of relying on economic solutions to landscape problems. Reflecting on the day's outcomes, the closing plenary identified strategic interventions for de-risking and scaling up landscape finance from private, smallholder, government and indigenous perspectives.

The 2018 Investment Case Symposium was the first GLF event to produce a dedicated digital edition that ran in parallel to the event. The GLF team sought to enhance its digital programming to be more lively, engaging, and participatory for online audiences. The agenda for this digital edition featured the most popular event sessions, including the plenaries, two Discussion Forums, Landscape Talks, and the Dragons' Den. An audience interaction tool, [sli.do](#), allowed viewers to participate in pre-event activities, session polls and Q&A. A [sli.do](#) frame was integrated into the livestream webpage so online audiences could easily submit questions and participate in real-time polling. On-site moderators curated this input and shared it with session hosts and the audience via flatscreens.

The agenda also included three webinars, or "Digital Summits", that allowed speakers, organizations, and attendees from six continents to participate. In between scheduled sessions, a journalist conducted live interviews with speakers, including Karin Kemper, Jennifer Pryce, Howard Shapiro, and Tony Simons. Vania Olmos, GLF youth leader and agroecology student at Wageningen University, served as the online host for the digital edition's program.

## Digital Edition

Almost **4,000**  
Online audience

**21**  
Expert Interviews

**319** responses with **245** votes in polls





# Agenda

Wednesday, 30 May

07:30–09:00	<b>Registration</b>	
09:00–10:00 <b>Opening Plenary</b> 	<p>Keynote Speaker:</p> <ul style="list-style-type: none"> <li>• <b>Jennifer Pryce</b> President and CEO, Calvert Impact Capital</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Robert Nasi</b> Director General, Center for International Forestry Research (CIFOR)</li> <li>• <b>Laura Tuck</b> Vice President, Sustainable Development, World Bank</li> <li>• <b>Michael Jenkins</b> Founding President and CEO, Forest Trends</li> <li>• <b>Tony Simons</b> Director General , World Agroforestry Centre (ICRAF)</li> </ul>	
10:15–11:45 <b>Discussion Forums</b>	<p><b>1. The Private Ask: How the Public Sector Can Support Private Sector Investments in Sustainable and Productive Landscapes</b> World Bank Group </p>	<p><b>3. The Many Faces of Blended Finance for Forest Landscape Restoration</b> International Union for Conservation of Nature (IUCN) </p>
12:00–13:00	<b>Landscape Talks</b>	
13:30–15:00 <b>Discussion Forums</b>	<p><b>4. Investor Strategies for Land Tenure Risk Mitigation to Scale-up Landscape Investments</b> United States Agency for International Development (USAID) </p>	<p><b>6. REDD+ Money for Green Results? What REDD+ Finance Needs to Succeed</b> CIFOR </p>
15:30–17:00	<b>Dragons' Den: Pitching New Investment Opportunities</b>	
17:15–18:15 <b>Closing Plenary</b> 	<p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Tashka Yawanawá</b> Chief of the Yawanawá, Associação Sócio cultural Yawanawá</li> <li>• <b>Lina Dolores Pohl Alfaro</b> Minister of Environment and Natural Resources, El Salvador</li> <li>• <b>David Brand</b> CEO, New Forests</li> <li>• <b>Charles Batte</b> Founder/CEO, Tree Adoption Uganda (TAU)</li> <li>• <b>Robert Nasi</b> Director General, Center for International Forestry Research</li> <li>• <b>Karin Kemper</b> Senior Director, Environment and Natural Resources Global Practice</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Melissa Moya</b> Senior Director, Conservation Finance, World Wildlife Fund (WWF)</li> </ul>	
18:15–20:00	<b>Evening reception</b>	



Presentation during Dragons' Den Panel

# Speakers

The Investment Case Symposium focuses on highlighting cutting-edge research, private sector investment strategies, and community efforts on the ground. This event provided a stage to learn from a diverse range of experts, including corporate actors, development professionals, indigenous community representatives and entrepreneurs.



## Opening Plenary



**Laura Tuck**  
Vice President,  
Sustainable  
Development  
World Bank



**Robert Nasi**  
Director General,  
Center for International  
Forestry Research  
(CIFOR)



**Michael Jenkins**  
Founding President  
and CEO,  
Forest Trends



**Jennifer Pryce**  
President and CEO,  
Calvert Impact Capital



**Tony Simons**  
Director General,  
World Agroforestry  
Centre (ICRAF)

## Discussion Forums



**Juergen Voegelé**  
Senior Director,  
Food and Agriculture  
Global Practice  
World Bank



**Nabil Fawaz**  
Sector Manager,  
Agribusiness,  
Manufacturing and  
Services  
Multilateral Investment  
Guarantee Agency  
(MIGA)



**Bas Ruter**  
Director of  
Sustainability and Lead  
on the Forest Protection  
and Sustainable  
Agriculture Fund,  
Rabobank



**Chris Brown**  
Vice President,  
Corporate Responsibility  
and Sustainability  
- Olam



**Paula Guimaraes**  
Head of Forest  
Certification and  
Conservation,  
The Navigator  
Company



**Vikram Widge**  
Global Head, Climate  
Finance & Policy  
International Finance  
Corporation (IFC)



**Jaime Gomez**  
COO, Productos  
Naturales de la Sabana  
Colombia Alqueria



**Chris Brett**  
Lead Agribusiness  
Specialist,  
World Bank



**Howard Yana-Shapiro**  
Chief Agricultural  
Officer,  
Mars Corporation



**Bruce Cameron**  
Director, Agriculture  
and Project Finance,  
Overseas Private  
Investment Corporation



**Tracy Johns**  
Climate Finance  
Specialist,  
World Bank



**Christine Negra**  
Principal,  
Versant Vision



**Karin Kemper**  
Senior Director for  
the Environment and  
Natural Resources  
Global Practice,  
World Bank



**Leslie A.C. Weldon**  
Deputy Chief,  
USDA Forest Service



**Lina Dolores Pohl  
Alfaro**  
Minister of  
Environment and  
Natural Resources  
El Salvador



**Ana Tejero Arando**  
Oaxaca State Coffee  
Producers Coordinator,  
CEPCO



**Gustavo Fonseca**  
Director of Programs,  
Global Environment  
Facility (GEF)



**Mary Kate Bullen**  
Associate Director,  
Sustainability &  
Communications  
New Forests



**Jeffrey Hatcher**  
Managing Director,  
Indufor North America



**Mark A.  
Constantine**  
Social and  
Environmental Risk  
Management,  
International Finance  
Corporation



**Sylvia Wisniwski**  
Managing Director,  
Finance in Motion



**Sarah Lowery**  
Economist and Public-  
Private Finance  
Specialist,  
USAID



**Todd Miller**  
VP, US Business  
Development  
ChromaWay



**Frank Pichel**  
Interim CEO & Chief  
Programs Officer,  
CADASTA



**Aanchal Anand**  
Land Administration  
Specialist,  
World Bank





**Dharsono Hartono**  
President Director,  
PT Rimba Makmur Utama



**Christopher Martius**  
Team Leader of Climate Change,  
Energy and Low-Carbon  
Development (CCE)  
CIFOR

## Dragons' Den



**David Plattner**  
Chief Visionary Officer  
and Founder,  
M2e



**Catherine Godschalk**  
Vice President  
Calvert Impact Capital



**Sylvia Wisniwski**  
Managing Director,  
Finance in Motion

“There’s a sense of urgency. We know that if we continue with business as usual, 100 million people will be pushed back into poverty by 2040, and by 2050 more than 40 million will be forced to leave their homes. It’s a global responsibility to limit temperature rise to below 2° C.”

“Even if the scale of the challenge is truly daunting, and the finance requirements can be counted in the trillions, this GLF has showed us that there are a lot of things that are happening already, and I’m excited to see how the finance world picks up on that.”

“The event has shown us both the policy side – tenure reforms, PES and so on, and the innovative financing needed to mobilise more private sector funding for sustainable landscapes. Natural capital needs to be part of a balanced portfolio in a country – it’s fundamental to the wealth of nations and to the planet.”

We need to be persistent. This includes bringing in different sectors that go beyond forests and agriculture that we could harness. For all of that we need partnerships like the GLF and the Bonn Challenge to bring us all together.

## Closing Plenary



**Tashka Yawanawá**  
Chief of the Yawanawá  
people in Acre, Brazil



**Lina Dolores Pohl Alfaro**  
Minister of  
Environment and  
Natural Resources  
El Salvador



**Melissa Moyer**  
Senior Director,  
Conservation Finance  
World Wildlife Fund



**David Brand**  
CEO,  
New Forests



**Charles Batte**  
Entrepreneur,  
Tree Adoption Uganda



**Karin Kemper**  
Senior Director for the  
Environment and  
Natural Resources Global Practice  
World Bank

# Youth Participation



The closing plenary session begins during the GLF Investment Case Symposium 2018.

The Investment Case Symposium fostered intergenerational dialogue with young leaders represented across the event— during plenaries, Digital Summits, the Digital Edition and throughout the creation of this report. With 84 applications for youth participation, 10 young leaders were selected to join GLF Washington and contribute with their experiences, knowledge, and vision. While Charles Batte, CEO of Tree Adoption Uganda, represented youth initiatives in plenary, Vania Olmos Lao led online participants through an engaging Digital Edition. They shaped the conversation through their participation in Discussion Forums and designing sessions online. Ania Madalinska, Steering Committee member of the Youth in Landscapes Initiative and co-founder of social enterprise Agroforesta Mesoamericana, brought in new voices while coordinating the Digital Summit centered on harnessing the power of social enterprises to propel change.

“When farmers understand that they have the ability to change their situations and enhance their livelihoods by planting trees, they are motivated to do this. So you don’t need to incentivise them in other ways; there’s intrinsic motivation.”

“One thing I haven’t seen here at the forum is a smallholder farmer. We often miss that the smallholder farmer is often the primary investor, and we often fail to cost the investment made by him or her. Now if you were to monetise the amount of labour and land provided, you would see that what he or she is investing is equal to what an impact investor is putting in. These farmers are not just passive recipients, but equal partners. We’re not just helping them, we are actually collaborating with them.”



**Charles Batte**  
Entrepreneur, Tree Adoption Uganda





Howard Yana-Shapiro, Chief Agricultural Officer, Mars Corporation.



The Private Ask: How the Public Sector can Support Private Sector Investments in Sustainable and Productive Landscapes.



Jennifer Pryce, President and CEO, Calvert Impact Capital, gives the keynote speech.



The Many Faces of Blended Finance for Forest Landscape Restoration.



Tashka Yawanawá  
Chief of the Yawanawá  
people in Acre, Brazil.



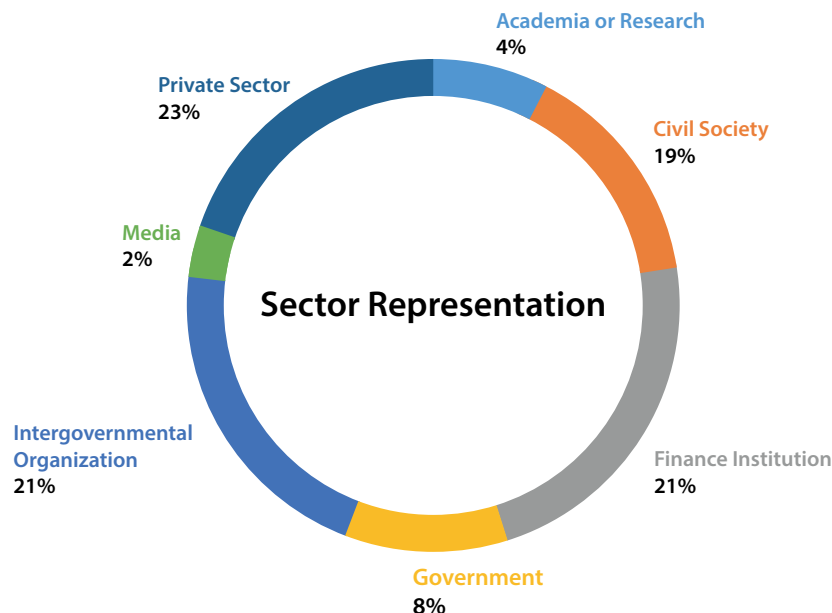
Dharsono Hartono, President  
Director PT Rimba Makmur Utama.



Panelist and guests networking between sessions.



# Participants and Feedback



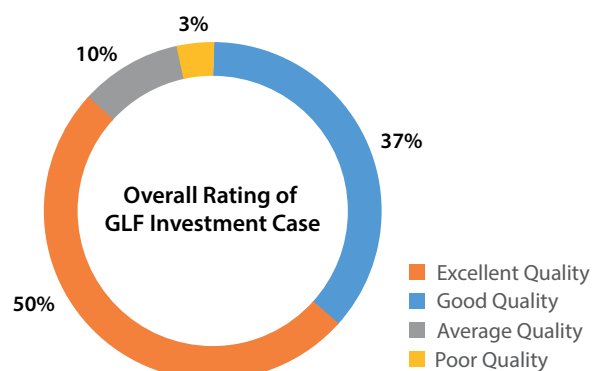
**"As a person who works in sustainable land management (SLM), the GLF event gave the opportunity to understand better what investors want from SLM."** – Survey respondent

Over 200 people, representing almost 80 organizations, participated in the Investment Case Symposium. The event was an intimate, invitation-only event due to space constraints. Individuals from the private sector and finance institutions accounted for almost half of the participants, and forty-six percent of attendees were women.

Approximately seventy percent of participants came from the Americas. Other regions represented included Europe (16%), Asia (7%), and Africa (4%), which demonstrated the strong perceived value of the one-day event.

**"The organization was excellent, including agenda, speakers, length, venue, coffee breaks. For me, the most valuable aspect was that the meeting brought together different players who usually think differently, don't discuss the issues together but should be working together."** – Survey respondent

A post-event survey was circulated to understand what aspects of the symposium were valuable and where the GLF team should focus on improving in execution and content. The majority of symposium participants rated the event as "excellent" or "good." Fifty-seven percent agreed there was adequate diversity of voices represented. Eighty percent of participants felt the event was effective in knowledge sharing, but many voiced a desire for more unstructured time for networking and informal conversation.







# Knowledge Sharing and Engagement



A discussion forum on the application of blockchain technology to landscape management.

During the symposium all of the sessions featured knowledge sharing and engagement tools to ensure that different voices were heard throughout the day. Hosts were asked to design sessions to prioritize diverse perspectives and virtual participation. The GLF communications and digital team provided support to session leads in order to reach a global audience.

## Digital Engagement

The GLF team used a program called “sli.do” to allow for the integration of voices, opinions, and questions from digital audiences in real-time. This new tool was used in an ongoing effort to improve the reach of our events. Each discussion forum room was equipped with a special screen where hosts could conduct a quick poll or gather questions from the online audience. The sli.do screen was also embedded on the GLF website next to the event livestream to encourage active participation from our digital audience. The sli.do platform complemented social

media polls and other tools to feed input to session hosts before, during and after the event. Through sli.do, GLF received 48 questions from digital audiences, as well as 250 votes on surveys and polls throughout the day. In total, over 100 participants used the tool to engage in sessions during the symposium.

## Session Engagement

The Global Landscapes Forum event team designed the Investment Case to be as interactive as possible. Session design varied to include group work, talk-show style panels, interactive question and answer sessions, and discussion with the audience. The Discussion Forum on blockchain technology worked through an ideation process where participant groups developed the early stages of a blockchain project. In the USAID Discussion Forum, the host asked survey questions live to mimic the survey results that were launched at the symposium on investing in sustainable landscapes.



# Communications and Marketing

The GLF team devised a strategy across multiple online platforms to drive interest and digital attendance to the Investment Case Symposium, with the following results:

- Doubled traffic to the event website, as compared with GLF Bonn 2017.
- Traffic to the symposium website came mostly from Washington DC, New York, Los Angeles, London, Melbourne, Nairobi, New Delhi.
- A robust email campaign complete with calendar scheduling, reminders and “live now” messaging helped drive high traffic during the live programming.
- Performance on Google AdWords surpassed that of GLF Bonn 2017, with more than 1000 viewers coming in the via paid search.
- Minimal ad spend on social drove a high number of sign ups to the livestream via the event invitation, mostly from new audiences beyond GLF’s immediate community. Polls, quizzes and analyses of various event-related topics kept these audiences coming back both before and during the event.

## Pre-Event Engagement, “Shape the Conversation”

557

views on website

153

responses to forms and quizzes and 3 minutes spent each session on average.

For the first time, the GLF team experimented with involving the GLF community in shaping an event months in advance. Participants could nominate a plenary speaker, take a quiz to test their knowledge on sustainable finance,

and participate in topical surveys. GLF partnered with Energypedia to provide access to an encyclopedia where people could create entries on landscape related issues. The result has been very positive, demonstrating that people want to be involved and have their say. GLF will continue experimenting with this “outside-in” approach for other upcoming events.

## Dragons’ Den

10

applications

280

votes

While the final decision for presenters was based on committee approval, GLF also introduced a public voting component to help select one finalist. GLF also invited applicants to send in video entries which provided engaging media assets across the website and social platforms.

## Youth Ambassador Program

469

web page views

14

online participants

84

valid applications

11

countries represented

15

physical participants



## Key Communications Tools



### Website

124,446

page views  
(more than twice the number of views of Investment Case London 2016)

34,369

unique visitors  
(almost three times more than IC London 2016)

59.67%

events site bounce rate  
(65% at IC London, 2016)

Almost 9,000

livestream page views



### Twitter

800

page growth

19,220

Engagements (likes, comments, shares)

#### Hashtag activity

7,794

# of tweets

2,357

# of contributors

10,863,112

# of people reached

#### Key tactics :

- Twitter was used primarily to focus on the finance sector and partner organizations.
- To involve key segments in the event and generate buzz, GLF tweeted at impact investment firms, brands & corporations that are actively working in deforestation as part of their CSR efforts and green entrepreneurs. A total of 100 accounts were reached and we received about a 31% response rate.

#### Trending in DC:



### Facebook

635,431

reach

24,955

engagements (likes, comments, shares)

4,769

page growth

3,700

people responded on event page

#### Key tactics :

- Creation of a GLF DC 2018 event page that guaranteed higher visibility & engagement than organic posts.
- Facebook Live programming complete with pre-event to post-event messaging.
- Event oriented ad messaging mixed with relevant Landscape News content.
- Minimal targeted ad spend to attract strategic audiences



### Livestream

8,760 views

livestream page

3000 views

Facebook Live

2,622 views

YouTube

#### Key tactics that drove engagement:

- YouTube and Digital Summit links embedded in the website.



### Flickr

40

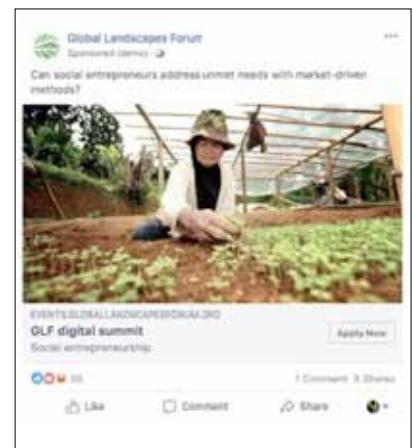
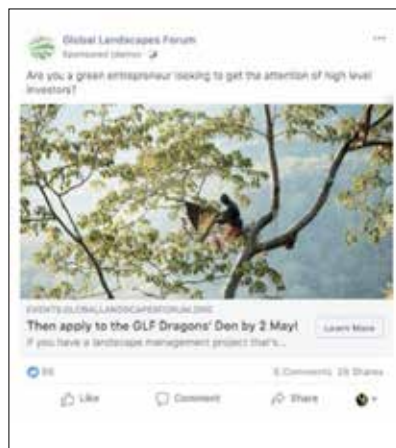
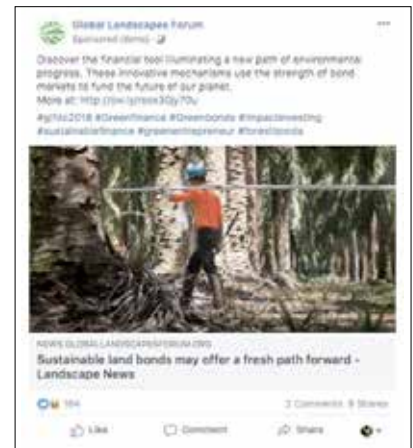
Number of photos on Flickr

6,886

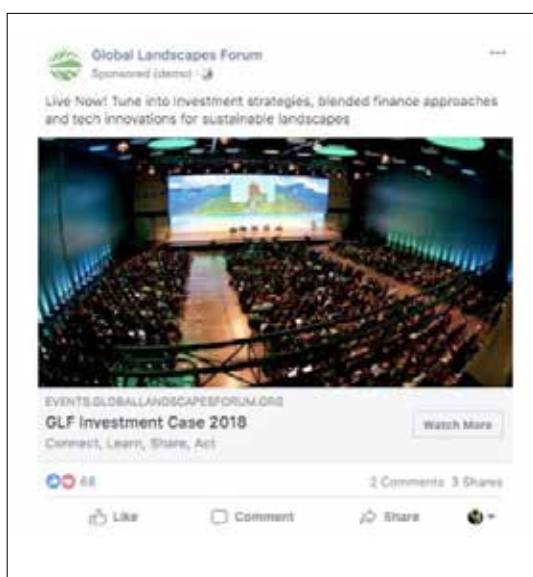
Number of photo views



## Pre-event ADS



## During event ads



## Post event ads







# Conclusion

One of GLF's core events, the Investment Case Symposium aimed to advance the application of sustainable finance to improve land management practices and outcomes. The convening was a 200-person, invitation-only event with decision makers from public and private sectors who seek to promote partnerships and investment in landscape restoration and sustainable land management.

This year, the GLF Investment Case Symposium demonstrated how investment in restoring and sustaining natural landscapes is generating financial, social and environmental returns. It highlighted examples of deal structures that support sustainable landscape management, and community projects that reflect investment readiness to attract funding. In doing so, the event connected local community practitioners, project implementers, investors, and policymakers to showcase expertise and opportunities for investment at all scales. In addition to attending, participants could apply to host a Discussion Forum, staff an exhibition table, deliver short lunch talks, and pitch in a Dragons' Den style-event. Thousands of people also joined the symposium digitally, participating in sessions and creating content.

Co-developing the enabling environment to deliver investment and building a bridge to the capital markets will involve all stakeholders. Many different types of finance will be needed at different stages, and when the time comes, financial institutions will need to be ready. Global capital markets need to step up to join the conversation and the call to action. But they will not participate unless there is a persuasive business case for doing so. Developing this business case requires all stakeholders to build a bridge between sustainable landscapes and capital markets.

- Governments need to expand and develop their existing financial and regulatory infrastructure to build the enabling environment needed for more sustainable investments and to level the playing field

at national, regional, continental, and global with policy. Policy and regulation may often need to catch up with new investment structures and technology, but their role is key.

- Landscape practitioners need to develop viable business models that address key questions from investors and financial institutions.
- Companies and entrepreneurs need to keep seeking new solutions and innovating to build the infrastructure that supports sustainable investments.
- Communities and indigenous peoples groups need to be clear about their priorities and vision for the future, and communicate this at the national, regional and international scale, joining forces with others to put their needs at the top of the agenda.
- Producers need to strengthen their collective voice, whether through unions, cooperatives, industry associations or chambers of commerce, and communicate what they need to shift toward more sustainable production practices.
- All of us, as consumers, need to make better choices about the products and services we use and understand how they impact our natural landscapes.
- Youth has an incredibly important role to play in innovation and in not getting stuck in the systems put in place before them. They must rethink the financial system so that it supports a more sustainable world.
- Above all, the financial sector must begin to self-educate on what sustainable investment in land means. This education must go beyond the sustainability and compliance departments of banks, beyond impact investors, beyond environmental, social and governance standards. This information must penetrate retail, corporate, global, private and investment banking divisions. It must penetrate hedge funds, sovereign wealth funds, insurance and pension funds. It must reach the bank clerk and the board of directors. Then they too can start to innovate, communicate and act!



# Quotes

## Opening Plenary

To make the investment case for sustainable landscapes: “The big issue is how we create an asset class the traditional financial market can invest in, the way we did it with renewable energies. To move billions we need to start collaborating effectively. To achieve this, each actor needs to understand his role in the financial supply chain.”

**Jennifer Pryce**

President and CEO, Calvert Impact Capital

“Opportunity costs are always in favor of land-use conversion, so we need to assess the value of ecosystems to make the investment case for landscapes.”

**Tony Simons**

Director General, World Agroforestry Centre

## Closing Plenary

“If we think about creating sustainable landscapes, we can tap into institutional funding by having these core assets [like plantation forestry] and then adding in some of those social and environmental dividends around them.”

“It’s a capital market with multiple sources of capital, from farmer to global investor. I think it would be helpful for some of that institutional capital to bring in technology and skills, and link that with community development, economic development, and a platform for farmers to improve their own businesses and livelihoods. So there’s a core commercial investment that’s also linked with other outcomes, creating support for environmental restoration work.”

“If our economic system is not properly pricing externalities, then you just get this steady erosion of natural capital and conversion of that into consumption. So part of that is getting the price signals right and then it will flow into the right place. Right now it’s not in the right place.”

**David Brand**

founder, New Forests

“A few years ago, when there was a tropical depression, we lost 6% of our GDP. So when I said at the Bonn Challenge that our goal was restoration over half of the country, everyone said, ‘you’re crazy.’ And maybe I am, but we have to do it if we want to be a country with a future, not even for our children, but just for ourselves – in a few years or more we’ve got to restore the country.”

“For a vulnerable country, we also need to understand that restoration has to be a mosaic, it has to encompass a range of different things, not only big forests. We also need to protect lives. And the people are dying in my country because of climate change. In that tropical depression, the rain was 1.5 metres in ten days. So we urgently need to restore.”

**Lina Dolores Pohl Alfaro**

Minister of Environment and Natural Resources,  
El Salvador

“The Yawanawá, from time immemorial, have worked to protect, recover, and take care of nature and the Mother Earth. We’ve never been compensated for that, except by nature itself, which provides us with all of our needs. We live on 200,000 ha of land, and we get everything from the forest; we don’t have supermarkets or anything like that!”

“Today, I’m proud to be Yawanawá. We’re an example for whole Amazon. We’ve created a business model: people say indigenous people don’t know how to do business. That’s wrong. We sell this red pigment, and a company uses it for lipsticks and hair dyes. It helps Yawanawá protect the land, and it’s good for Yawanawá’s future.”

“Taking care of Mother Earth is not just a responsibility for indigenous people; it’s a responsibility also for business people. Because how are you going to have a safe environment for doing business in otherwise?”

“These days, people want to know where things come from. If you don’t make sure your business practices line up with social and environmental goal, in a few years nobody will buy your products.”

**Tashka Yawanawá**

Chief of the Yawanawá people in Acre, Brazilian Amazon





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