



PRESS RELEASE  
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**"Capitalising Conservation" - a new report explores how conservation organisations and their partners can mobilise private investment in conservation.**

Ensuring the sustainability of the ecosystems that support human communities requires coordination and substantial financing, including from the private sector. Conservation organisations can help mobilise capital by developing and promoting conservation investments that deliver financial returns alongside positive environmental results.

The "Capitalising Conservation" report provides a framework to guide the identification, structuring and execution of investments in conservation. It supports effective investor engagement by describing the characteristics of different investor groups and how their specific requirements can be reflected in the design and presentation of investment opportunities.

The publication highlights how leading conservation organisations have pioneered investment strategies and structures in conservation finance. It features practical examples from leading groups, such as Conservation International, NatureVest (The Nature Conservancy), Rewilding Europe, Wildlife Conservation Society, Wildlife Works and WWF. The report also features input from corporates and investment partners, including Nespresso and Finance in Motion.

Tanja Havemann, Director and Founder of Clarmondial, stated that "We see growing investor interest in professionally-structured financial products and transactions that can contribute to conservation outcomes and generate financial returns. We are excited to continue leading the design and development of investable opportunities that link investor demand to conservation outcomes."

Paul Chatterton, Founder and Lead of the Landscape Finance Lab at WWF remarked: "Conservation organisations like WWF are uniquely positioned to engage local communities, corporations and governments in conservation projects. Through conservation investments we extend this scope to include investors and harness capital markets to drive conservation goals."

Naoko Ishii, CEO and Chairperson of the Global Environment Facility (GEF) has written the foreword to the "Capitalising Conservation" report. Ms Ishii commented: "We need to find new avenues to protect and enhance natural capital in ways that are also profitable for investors. This requires innovative investment strategies, delivery structures and partnerships, and conservation organisations have a critical role to play."

The full report is available on [www.clarmondial.com/capitalising-conservation](http://www.clarmondial.com/capitalising-conservation)  
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#### [About Clarmondial](#)

Clarmondial is an investment advisory company specializing in practical, profitable and creative solutions for environmental businesses, investors and donors. Established in Switzerland in 2010, Clarmondial's interdisciplinary team delivers tailored advice and business development support to facilitate the allocation of capital to sustainable natural resource management.

For more information, please visit [www.clarmondial.com](http://www.clarmondial.com)

#### [About WWF Landscape Finance Lab](#)

WWF is one of the world's largest and most experienced conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. The Landscape Finance Lab was established in 2016 to incubate sustainable landscape solutions in the world's most biodiverse locations. It is mobilizing a diverse community to structure, launch and fund initiatives at landscape scale that ensure a future where humans live in harmony with nature.

For more information, please visit [www.landscapefinancelab.org](http://www.landscapefinancelab.org)

#### [About the Global Environment Facility \(GEF\)](#)

The Global Environment Facility (GEF) was established on the eve of the 1992 Rio Earth Summit to help tackle our planet's most pressing environmental problems. Since then, the GEF has provided over USD 17 billion in grants and mobilized an additional USD 88 billion in financing for more than 4000 projects in 170 countries. Today, the GEF is an international partnership of 183 countries, international institutions, civil society organizations and the private sector that addresses global environmental issues.

More information is available at: [www.thegef.org](http://www.thegef.org)