



CATALYZING
INVESTMENT

INVEST WITH US

Building a Shared Blueprint for Global Investments in Nature



**F O R E S T
T R E N D S**

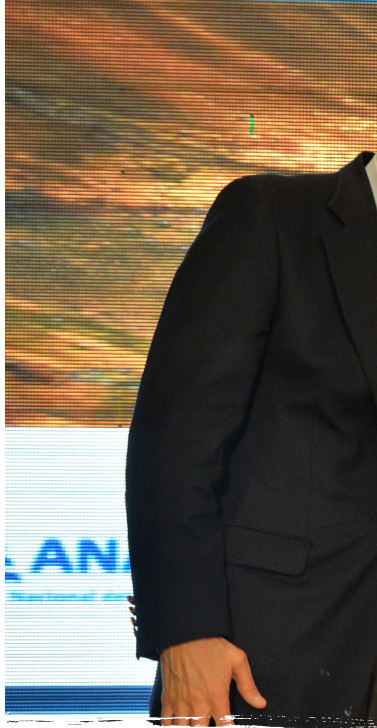
WITH YOUR SUPPORT, WE CAN BUILD A SHARED BLUEPRINT FOR GLOBAL INVESTMENTS IN NATURE.

The latest research by the Intergovernmental Panel on Climate Change shows that simply reducing emissions is no longer enough to keep global warming under 1.5° C, a key tipping point for climate. We need *negative* emissions: that is, active carbon removal from the atmosphere in addition to already-planned emissions cuts. What's more, we have as little as a decade left to act.

Sustainable land use is our best strategy for cost-effective carbon removal. Restoring and preserving high-carbon ecosystems, switching to climate-friendly agriculture, and practicing sustainable timber management can achieve more than 37% of the emissions reductions we need to stay under 1.5° C. These are proven approaches that are ready for quick deployment, and which will have knock-on benefits for local communities and livelihoods.

What is still missing is the financial strategy: How do we finance and execute sustainable land use at the necessary scale? How do we coordinate actions across many nations, sectors, and value chains to ensure that we're meeting the 1.5° C goal? The environmental markets and conservation investments field, though young, offers many promising models. But the field flies under the radar of many decision-makers. In the United States, for instance, the ecological restoration industry is a \$25 billion-a-year sector that supports more jobs than logging, coal mining, or iron and steel. Yet the average policy-maker or investor has never heard of it.

It's time to mainstream innovative finance for sustainable land use. Forest Trends takes a three-pronged approach to scaling investments in natural climate solutions: (1) We host high-impact convenings that bring together decision-makers from across sectors and geographies to coordinate actions. (2) We generate cutting-edge data, market analysis, and journalism, for which we've been given the nickname the "Bloomberg of environmental markets" – and we provide it all free of charge. (3) We collaborate with strategic partners to demonstrate innovative financing approaches in practice. For example, in Brazil we're working to deploy a major new green forest bond with partners including the World Bank, the Brazilian Development Bank, commercial banks, and government ministries, to bring global capital investment to Brazil's challenge of restoring over 12 million hectares of forests.



Key Regions

Brazil, Peru, Chile, Mexico, Colombia, Costa Rica, South Africa, Zambia, Tanzania, Uganda, Ghana, China, Vietnam, Laos, Japan, the Netherlands, Portugal, France, Italy, Spain, Romania, the United Kingdom, Canada, and the USA

Globally through information services



Our Impact

Our flagship Katoomba Group has been catalytic in the development of the World Bank's BioCarbon Fund, Mexico's national payments for ecosystem services fund, and Peru's natural infrastructure water tariff — all of which were major early leaders in deploying finance for forests and other ecosystems.

Our data and analysis on environmental markets and finance are the gold standard for international financing institutions, governments, businesses, and private investors. We've advised the world's largest multilateral and bilateral funders, governments in nineteen countries, and a spectrum of private sector interests, including the Consumer Goods Forum, Shell, Bloomberg, Mitsubishi, and the Forest Stewardship Council, on environmental markets strategies.

We've steadily grown our journalistic coverage, media partnerships, and readership to become the leading source of information on environmental markets. Our Ecosystem Marketplace platform has delivered coverage enabling greater visibility and investment for countless sustainable land-use projects, and increased public finance for programs such as the China Green Carbon Fund, Japan Carbon Credit Scheme, and the Africa Carbon Exchange. Our coverage has informed practice change and market decisions

among industry leaders including Nike, Volcom, IKEA, Microsoft, UPS, GM/Chevrolet, The Walt Disney Company, Jaguar Land Rover, Coca-Cola, PepsiCo, Marks & Spencer, United and Qantas airlines, Allianz, and National Geographic.

We've built a portfolio of strategies for forest and land-use investments across diverse geographies. We know there's no silver bullet — that's why we incubate a variety of effective approaches. In just the last three years, for example, we have:

- Pioneered the first indigenous forest carbon offset project with the Surui indigenous community in Brazil.
- Incubated a Rainforest-to-Table culinary movement in Peru and across the Amazon when we saw that sustainable gastronomy could be a major force for forest conservation there.
- Helped launch the first startup accelerator for nature-based businesses in Europe, Africa, and North America.
- Supported the first commodity-based REDD program in Africa, pioneering climate-smart cocoa in Ghana.
- Advised the U.S. Forest Service on environmental markets strategies to achieve all-lands restoration goals, as well as the National Network on Water Quality Trading on high-potential new markets for stormwater and water quality trading.



FOREST TRENDS' VISION

There is a major information problem when it comes to sustainable land use. Everyone knows it's part of the climate solution, but no comprehensive vision exists for financing it at sufficient scale. We have a global reputation for building unusual coalitions to tackle complex problems. A major focus for us in 2019-2020 will be engaging donors, investors, governments, forestry and restoration companies, indigenous and local communities, and NGOs on a shared blueprint for global-scale restoration. The best strategies work from the bottom up, effectively leverage partners' efforts, and attract additional investments.

Since Forest Trends' founding, we've believed that transparent information is the foundation of smart investments and efficient environmental markets. We think that high-quality, freely-available information around sustainable land-use investments — their structure, metrics, and results — must be a priority. We will continue to be a public resource for the financial models, alliances, and strategies that we know work. We aim to expand our journalism and communications offerings and cultivate the next generation of journalists producing original coverage on climate finance and sustainable land-use initiatives.



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