



**Katooba Working
Group III**

*“Markets for Biodiversity
products & services”*

Teresopolis, March 26, 2001

Environment Investments

☐ Biodiversity (Terra Capital): US\$ 15-30



☐ Sustainable Forestry: US\$ 200



☐ Clean Technologies: US\$ 35-50



Terra Capital Investors Ltd

- Target: Latin American Enterprises
- 10 Year Venture Capital Fund
- Objective: Preservation & Promotion of Biodiversity + Financial returns



Terra Capital Approach

- Partnerships that add value
- Define baselines – monitor impact of economic activities on biodiversity services (influence the inclusion of biodiversity variables in certification)
- Strategy: “de-commoditization” of products – target niche markets



Biodiversity Sectors

- Organic agriculture
- Native species aquaculture
- Native species reforestation
- Non timber forest products
- Nature tourism

The day to day of a SME company in Latin America

Traditional Management

- Price of raw materials
- Price of commodities
- Financing
- Taxes
- Labor issues

Sustainable Management

- Sustainable harvesting practices (land use...)
- Certification
- Relationship with communities – Chain of custody
- Opening Niche markets
- Marketing
- Financing/Banks
- Taxes
- Social responsibility