

David Berge, Underdog Ventures. President. *Attracting Private Capital to the New Forest Economy – A Social Investment Perspective.*

The market for sustainable forestry investment is growing very rapidly, and poised to grow faster still. It is part of a larger trend of socially-and environmentally-responsible investing that encompasses mutual funds (now worth over US\$2 trillion), with selective stock-picking and activist shareholders; community investment vehicles (\$5.4 billion in around 500 organizations in the U.S.); and private philanthropy. Furthermore, in every major asset class, socially responsible investment has been found to have double the financial performance. These investors should be seen as major potential customers for sustainable forestry companies.