



IUCN World Parks Congress

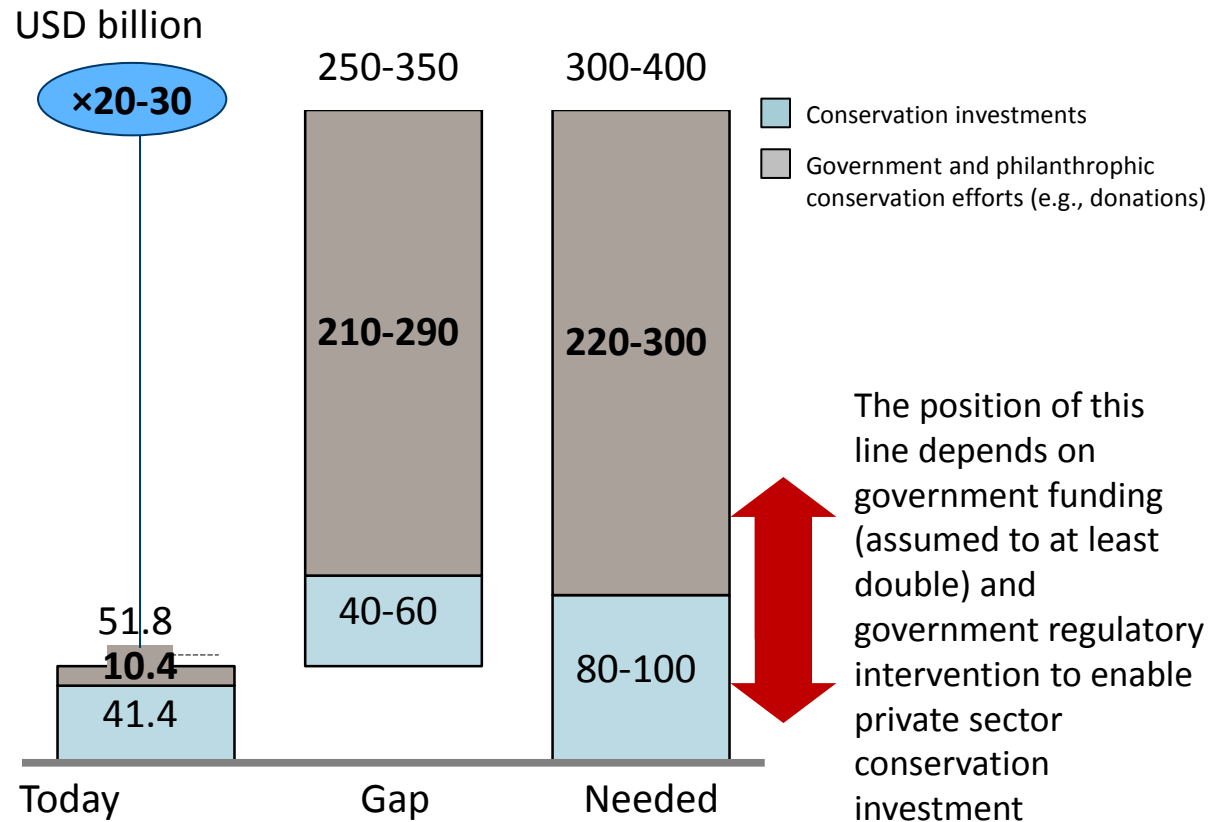
**Innovative financial mechanisms for
conservation and protected areas**

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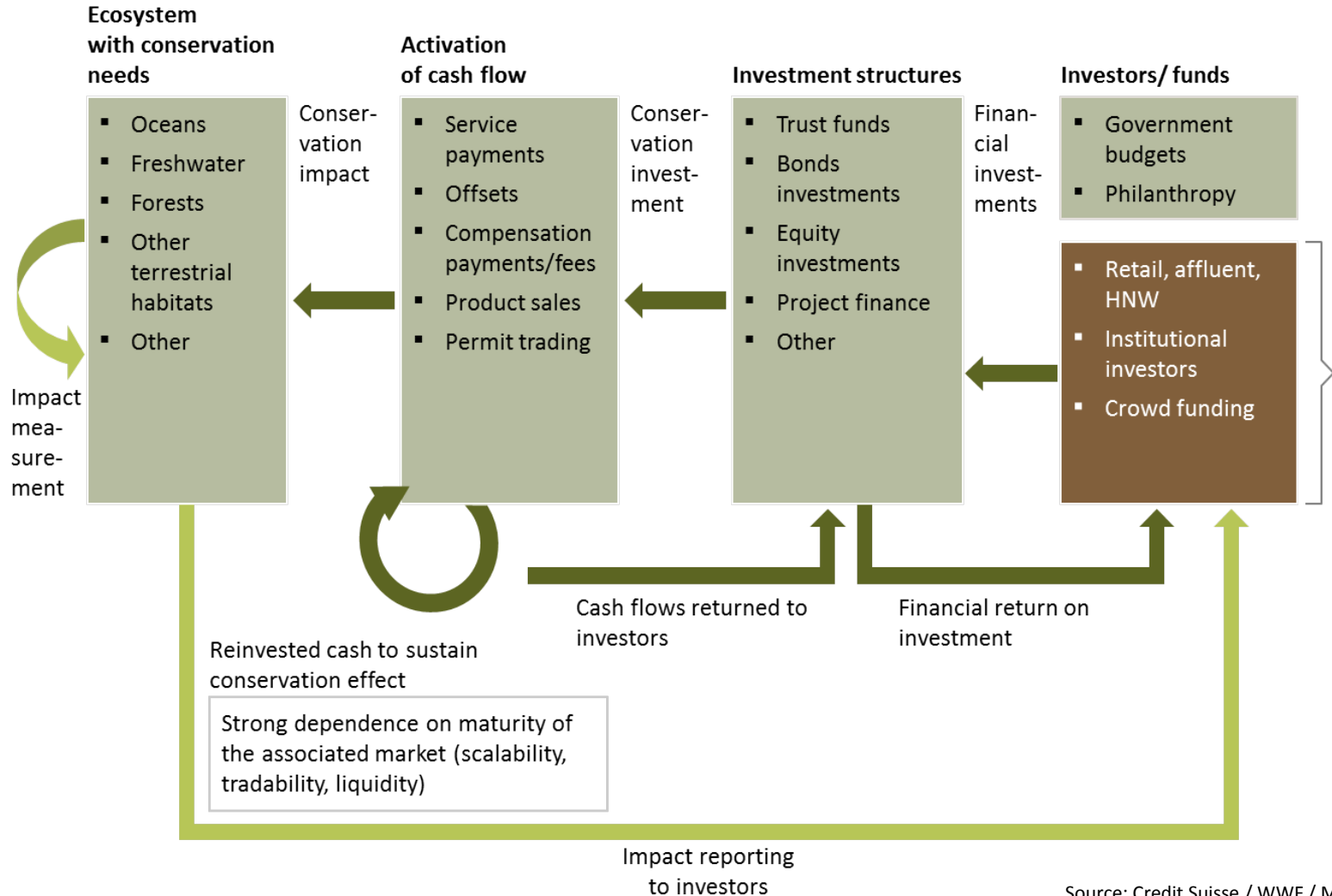
Growing Demand for Private Sector Investment

- ✓ Significant unmet demand for funding of conservation – to meet global need investment needs to be scaled up at least 20-30 times to USD 200-300 bn per year
- ✓ Sufficient capital available if main investor segments allocated 1% of new/reinvested capital to conservation



Source: Credit Suisse / WWF / McKinsey

Conservation Finance Investment Framework



Source: Credit Suisse / WWF / McKinsey

The Future of Private Sector Conservation Finance

Type of investor	Return objective		
	Conservation impact	'Lockstep'	Financial alpha
Donor	<ul style="list-style-type: none"> Sole demand is to see conservation impact No financial return expectations 	<ul style="list-style-type: none"> Seeks to enable pioneer conservation projects that unlock a cash flow Establishes potential for return 	
Wealth preserving	<ul style="list-style-type: none"> Seeks impact as primary objective while preserving wealth No financial return expectations 	<ul style="list-style-type: none"> Wealth preservation is underlying objective Individual investment decisions intended to achieve 'lockstep' returns 	
Return seeking		<ul style="list-style-type: none"> Objective is market-level returns while achieving superior impact No trade-off envisaged 	<ul style="list-style-type: none"> Seeks to achieve market outperforming returns Considers impact as a secondary or nonexistent consideration

These investor groups are the most critical ones in the effort to scale up conservation finance

Source: Credit Suisse / WWF / McKinsey