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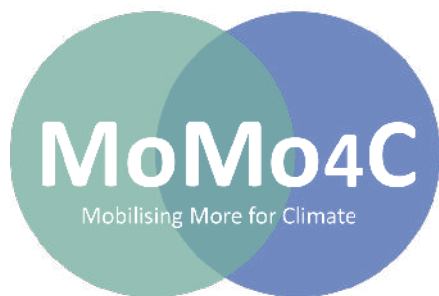


# MOBILISING MORE FOR CLIMATE

WWF is working with these partners to catalyse investments for bankable nature projects.



# MOBILISING MORE FOR CLIMATE



## Big funding gap to combat climate change and biodiversity

Climate change and the loss of biodiversity are people's biggest concerns globally (UNESCO, 2020). Communities and businesses in developing countries are most vulnerable to these twin threats. In fact, collapsing ecosystems is a growing phenomenon. This calls for new solutions and huge investments.

The capital needed to preserve biodiversity is estimated between US\$722 billion to US\$967 billion annually, according to the report *Financing Nature: Closing the Global Biodiversity Financing Gap* by the Paulson Institute, the Nature Conservancy and the Cornell Atkinson Center for Sustainability. Currently, not even one-fifth of the capital needed is being invested in biodiversity projects.

## Bankable projects are part of the solution

Increasingly, private investors recognise that they should invest in combating climate change and biodiversity loss, but they struggle to find projects that meet their requirements. So there is a huge opportunity to create investment cases for innovations in sectors, such as agrifood, landscape regeneration and forestry, that benefit the ecosystem and local communities. We call these Bankable Projects, which are also known as [Bankable Nature Solutions](#).

## Bankable Nature Solutions

These are businesses and projects that generate financial returns for investors and communities alongside a positive impact on nature, people and climate by increasing climate resilience through adaptation and/or mitigation and reducing pressure on ecosystems and biodiversity.

### Key characteristics to be bankable:

- Cash flow generating-activities
- Sufficient collateral
- A high probability of success
- A clear exit strategy
- An acceptable risk-adjusted rate of return

Many small and medium-sized businesses in developing countries, however, struggle to meet investors' requirements because they have difficulties to access the right skills and knowledge (product, sector, technical, business, financial, customer, markets), quality resources (trained staff, equipment, materials), local and international networks (distributors, customers, investors).

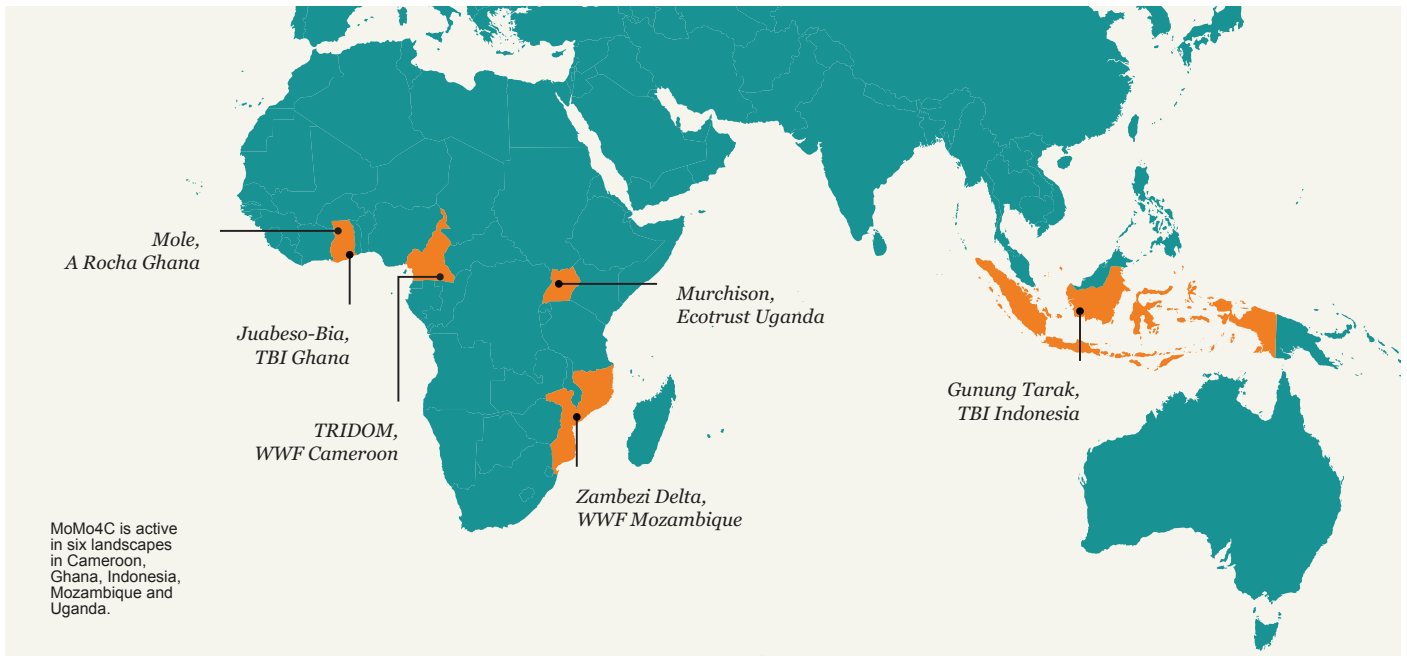
On top of that, there are risks related to the weather and the climate. In agriculture, supply and demand are still highly fragmented, the supply chain insufficiently interlinked and the products are perishable.

## MoMo4C is a catalyst for sustainable landscapes and businesses

Mobilising More for Climate is a programme that serves as a flywheel for sustainable landscape conservation and development in which all land users in the ecosystem benefit, from farmers to businesses and communities. Water depletion, deforestation and soil degradation are typically problems that affect everyone and should be addressed together in an integrated landscape approach. This creates new investment opportunities. In particular in agrifood, agroforestry sustainable forest management, water and sanitation, waste management, land and ecosystem restoration, and eco-tourism.



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## Building business cases for climate adaptation and mitigation

MoMo4C's main objective is to develop thriving economic green zones that benefit everyone. To achieve this, we have a three-pronged approach:

- 1. Establishing the enabling environment:** creating landscape partnerships, assessing the local climate and environmental risks, and design a shared plan of action.
- 2. Building bankable projects and mobilising investments:** in each of our six landscapes we organise calls for business proposals to select promising projects that we support with technical and business support to make them investment-ready. We will connect them with potential follow-on business support programmes and seed capital investors.
- 3. Knowledge sharing:** identify successful business cases and lessons learned, and develop them into blueprints that will be shared across knowledge platforms. We will also develop and share policy recommendations.

### Work with us

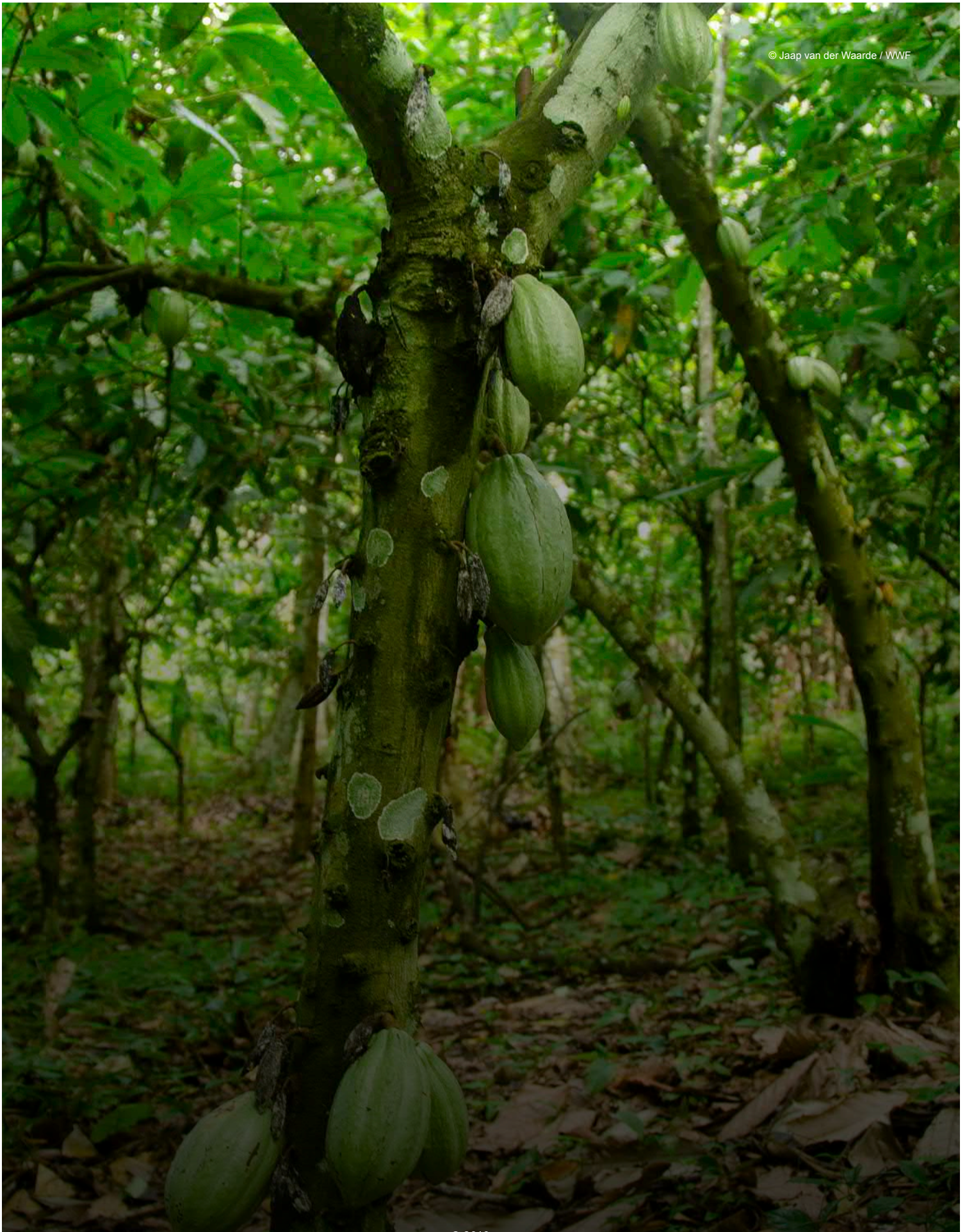
We're looking forward to working with you on promising bankable nature solutions to preserve precious ecosystems and improve livelihoods. If you're seeking support in one of our landscapes, please submit your business proposal through the relevant intake form on our website: [www.momo4climate.org](http://www.momo4climate.org)

If you're interested in working with us and/or if you have further questions about our programme, we would love to hear from you. Please contact us at [info@momo4climate.org](mailto:info@momo4climate.org)

### Landscapes as economic green zone

Landscapes can be considered a type of 'economic green zone' where clusters of different sustainable investments can be developed. This offers potential synergies among investments and sufficient scale of investment.

To achieve this you need landscape partnerships of local businesses, farmers, civil organisations, communities and government agencies. They can enable the collective action needed to address the shared challenges of climate change and biodiversity loss, social issues, poor governance and lack of investment.



Working to sustain the natural world for the benefit of people and wildlife.

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