

## Atkinson Center for a Sustainable Future Topical Lunch

**Title:** *Coalition for Private Investment in Conservation (CPIC)*

**Host:** **John Tobin-de la Puente**, Professor of Practice of Corporate Sustainability  
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**Date:** Thursday April 19, 2018 12:00 – 1:00pm 300 Rice Hall

Global expenditures on environmental conservation, which come primarily from public and philanthropic sources, fall well short of conservation needs, and recent evidence suggests that they are likely to continue to fall short even under the most optimistic growth assumptions. Conservation finance practitioners have suggested that private, return-seeking capital could represent an important funding source for conservation—if only enough conservation investments that offer competitive risk-adjusted returns were available to investors.

In order to address this investment shortfall, the Coalition for Private Investment in Conservation (CPIC) was co-founded by representatives of the International Union for Conservation of Nature (IUCN), The Nature Conservancy (TNC), Credit Suisse, and Cornell University, which, in partnership with a number of private sector, public, and non-governmental organizations, is developing a series of conservation investment blueprints that aim to deliver both economic and environmental returns in areas such as sustainable forestry, fisheries, coastal resilience, agriculture, and water.

CPIC, and other current efforts to address the conservation imperative by developing investment propositions that attract private, return-seeking capital into conservation, raise a number of important questions in areas such as nonfinancial metrics of investment success, behavioral barriers to investment in nontraditional financial products, economic returns of conservation investments, legal challenges to mission-driven investing, conservation ethics, and various others that need to be carefully considered.