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PRESS RELEASE – FOR IMMEDIATE DISTRIBUTION

Mitigating the Chaos in Environmental Finance – Essential Preparation for Copenhagen Sustainability Financing Strategy 2009 Report Launched

Tuesday, 24 November – Berlin and Washington DC

Two weeks prior to the UNFCCC climate summit in Copenhagen, Conatix launches the landmark Sustainability Financing Strategy 2009 Report to show that effective engagement in the fight against climate change is possible if investment, global projects and programs are better coordinated. Current approaches to allocating funding to sustainability, climate and environmental protection lack strategy and coordination—compounding the problem of inadequate funding levels.

For example, over the past two decades, the Global Environment Facility (GEF)—the largest single player in environmental finance—has spent only a portion of the inadequate funds it manages for the World Bank and the United Nations, although the money is urgently needed. Lack of transparency and bureaucracy are responsible, as well as poorly defined strategy to address the most pressing global environmental problems. This is also reflected in, for example, international development funding for building roads or improving health care being subsumed or replaced by sustainability funding. There are more actors in sustainability financing than ever before (including philanthropic foundations, companies, investment funds and governments at all levels), and the scale and complexity of environmental initiatives continues to increase. Yet there is still no strategic approach, and funders act largely without coordination. Even a successful climate deal in Copenhagen will not solve these underlying problems.

“Which actors are spending how much money, for what projects—and with what results—must be disclosed,” said David Lehrer, who has consulted to the World Bank, major private banks, philanthropic advisors and NGOs. “Because of our lack of a global environmental strategy, we are losing whole ecosystems, such as the Aral Sea,” adds Conatix policy outreach director Uwe Birkel. Conatix launched the first annual Sustainability Financing Strategy Report to provide structured decision tools to improve design and coordination of environmental investments and projects.

“We need not only a scientifically but also a strategically sound basis for environmental financing” stated Lehrer, “Advocacy campaigns alone will not meet environmental milestones. Sustainability financing is where values and science meet. If we fund only according to our values, we will not maximize impact. Nor does science alone tell us how and where to invest—for example, whether to protect high-risk areas where species are most threatened, or hotspots where the most unique species are found. Science must be interpreted and applied to meet both human and environmental needs.”

The Conatix analytic team evaluated more than 1,000 scientific and policy studies; philanthropic and corporate environmental projects; financial analyses and statistics to develop a practical overview of strategic approaches to the most pressing global environmental problems and their intersection with other global challenges. The Sustainability Financing Strategy 2009 Report develops a framework for targeting future environmental initiatives by tracing the key vectors of planning time, geographic reach, investment scale and organizational complexity. The Report includes a matrix for planning efficient use of funds from 100,000 to 100 million USD. The Report was launched following a press conference in the Botanic Garden of Berlin, one of the oldest, largest and most diverse botanical gardens in the world. “The Report is a compass in the jungle of global environment financing” Uwe Birkel stated.

ATTACHMENTS TO THIS PRESS RELEASE

Further information on **Conatix** can be found at
https://www.conatix.com/Conatix_Press_Company_Profile.pdf

An **excerpt** of the Report is available at <https://www.conatix.com/SFS2009preview.pdf>

The report can be **ordered** (250 USD electronic, 325 USD hard copy) at www.conatix.com/store

Details on the **Report** can be viewed at https://www.conatix.com/Conatix_Press_Report_Detail.pdf

Key **findings** of the Report are summarized at
https://www.conatix.com/Conatix_Press_Key_Findings.pdf

Press **photo 1** of Conatix founders David Lehrer (r.) and Uwe Birkel (l.) at the launch event for the Sustainability Financing Strategy Report in the Botanical Garden Berlin can be downloaded at
https://www.conatix.com/Conatix_Press_Photo_1.jpg

Press **photo 2** of Conatix founders David Lehrer (r.) and Uwe Birkel (l.) at the launch event for the Sustainability Financing Strategy Report in the Botanical Garden Berlin can be downloaded at
https://www.conatix.com/Conatix_Press_Photo_2.jpg

The homepage of **profund** can be accessed at <http://www.fu-berlin.de/wirtschaft/profund/>

The homepage of the **Botanischer Garten Berlin** can be accessed at http://www.botanischer-garten-berlin.de/default_e.htm

The homepage of the Microsoft **BizSpark** Program can be accessed at
<http://www.microsoft.com/BizSpark/>

The homepage of **Conatix** can be accessed at <https://www.conatix.com/>

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