



Sustainable Finance and Private Sector Partnerships for Conservation

UNESCO Partners for World Heritage in
the Democratic Republic of Congo
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Sustainable Finance for Conservation and Development

- Raises long-term, sustainable funding for conservation of natural resources
 - Contributes to economic growth and poverty alleviation
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Financing Mechanisms for Central African Forests

- Commissioned by COMIFAC in 2002
 - Recommendations still valid regarding:
 - Creation of conservation trust funds
 - Debt relief for sustainable development
 - Payments for environmental services and products (e.g., forest certification, carbon)
 - Forestry funds
 - Private sector partnerships
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Business Planning

- Congo Basin protected area business plan model under development
 - Business planning enables park managers to project investment and recurrent costs and to develop sustainable financing strategies to raise revenue and cost reduction approaches
 - WWF Large Conservation Program Management (LCPM): pilot program based on McKinsey model
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Press Release

Logging company, *Groupe Decolvenaere* engages for a FSC certification of their forest concessions in Cameroon

Krombacher

„Handeln
und
genießen!“

1 Kasten = 1 m^{2*}



Krombacher
REGENWALD
PROJEKT



1 Case of Beer = 1 Square Meter of Rainforest

- WWF-Germany corporate marketing partnership with Krombacher Brewery
 - Sangha Rainforest Foundation in Germany manages Euro 2.4 million
 - Funds to be invested offshore in a conservation trust fund for the Sangha Trinational, the Congo Basin's first trans-boundary protected area complex
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Conservation Trust Funds

- Defined as: money or other assets that:
 - Can only be used for specific objectives
 - Must be maintained separate from other financing sources
 - Is managed and controlled by an independent board of directors
 - Funds invested in endowment can generate long-term funding through interest revenue
 - Ensures performance-based grant-making
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Debt Relief

- As a Heavily Indebted Country (HIPC), Congo is eligible for up to 90% debt relief from creditors
 - Through its Poverty Reduction Strategy Paper (PRSP) Congo can allocate debt relief savings to sustainable management of natural resources
 - Some creditors may also consider debt-for-nature swaps for debt excluded from the HIPC initiative or bilateral arrangements such as France's Debt-Development Contract (C2D)
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Johnson & Johnson Promoting Community and Environmental Health in the Congo Basin



Ways Companies Can Contribute to Sustainable Development in Congo

- Philanthropic contributions
 - Marketing partnerships
 - Reduction of environmental footprint
 - Event sponsorship
 - Pro Bono Services
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