



# Verde Ventures Sectors

*Verde Ventures is part of CI's Ecosystem Finance Division, which catalyzes effective conservation at a global scale by enabling nongovernmental organizations and private sector partners to engage in and benefit from biodiversity conservation.*

Verde Ventures invests in small- and medium-sized businesses that are strategically placed to contribute to conserving Earth's biologically richest and most threatened areas. Verde Ventures support has enabled our partners to help protect and restore more than 761,106 acres (308,009 hectares) of important lands. Verde Ventures business partners also employ more than 15,000 local people in 13 countries.

The Verde Ventures business philosophy is based on our steadfast belief that economic opportunity and responsible stewardship of the Earth are at the core of successful conservation.

## **VV Sectors:**

**Coffee and Cocoa –** VV has continued to invest in sustainable and responsibly grown coffee cooperatives and estates in Central and South America and is seeking opportunities in East and West Africa. Investments in this sector are typically designed to enhance habitat conservation, and provide water and food security benefits.



**Sustainable Tourism** – VV has continued to invest in priority ecotourism enterprises in Africa and in Central and South America. Sustainable, responsible tourism continues to be an important component of many green economies and is an effective mechanism to secure both critical habitats and provide alternative economic opportunities to local communities in many parts of the world.



**Fisheries** - As most scientists agree that unsustainable fishing is one of the most significant threats to ocean ecosystems, Verde Ventures is investing in Small and Medium sized enterprises in critical marine habitats which are already Marine Stewardship Council certified or are seeking to achieve (MSC) certification. This is a new thematic area for VV, and investments are designed to address species and habitat conservation, as well as valuable food and cultural security benefits.



**Clean Energy** – Addressing energy cleanliness is a key component of developing a sustainable green economy. Verde Ventures is committed to tackling the challenges of energy poverty and the related health, climate and deforestation impacts prevalent in many hotspots. We are assessing a number of investments in this sector in Africa and in Central and South America.



## OUR VISION

We imagine a healthy, prosperous world in which societies are forever committed to caring for and valuing nature, our global biodiversity, for the long-term benefit of people and all life on Earth.

## OUR MISSION

Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the well-being of humanity.

CONSERVATION  
INTERNATIONAL



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