

**Conservation Finance Practitioners Workshop – *Investigating the scalable models of the future*****Agenda**

The Workshop is designed to bring together a select group of experienced practitioners to identify and discuss new ideas in conservation finance that target major institutional capital to achieve scalable and sustainable project and business models. The moderators will not only facilitate but help drive participants to get engaged. The Workshop is designed for networking. Some successful examples will be presented to spark off discussions, new ideas explored and barriers to implementation dissected. The goal is to end the second day with a set of actionable ideas, projects, business models and tasks to move the ball forward on important innovative ideas. The end of the Workshop is critical as it will crystalize the two days efforts. It is intended that there be a follow up in a year's time.

**January 21**

11:30 a.m.	<b>Registration and Buffet Lunch</b>
1:30 p.m.	<b>Welcome and Logistics</b>
1:40 p.m.	<b>Workshop Objectives, Approach and Agenda</b> (moderators, Jim Levitt and Drummond Pike)
2:00 p.m.	<p><b>Session 1: Some Big Deals and Business Models</b></p> <p><i>Objective to outline different sources of capital and their particular role in deals as well as to understand how exemplary transactions have worked (or not) in detail. Short sequential case studies are:</i></p> <ul style="list-style-type: none"> <li>- St. Croix/Brule River Forest (Peter Stein, The Lyme Timber Company, and Evan Smith, The Conservation Fund)</li> <li>- The Great Bear Project (Richard Jeo, The Nature Conservancy)</li> </ul>
4:00 p.m.	Break
4:30 p.m.	<p><b>Session 2: The Process to Develop A Market – Developing and Applying Conservation Finance Methods</b></p> <p><i>Objective to look at the different forms and roles of capital, and its authority in the evolution of a market, with a particular perspective on time. Short sequential inputs by:</i></p> <ul style="list-style-type: none"> <li>- Adam Davis, Ecosystem Infrastructure Partners, on the established market of wetlands mitigation banking</li> <li>- Ann Mills, Acting Under Secretary for Natural Resources and Environment, on regulatory frameworks</li> <li>- Todd Gartner, followed by a moderated discussion on the developing water credit market with perspectives from Packard, The Freshwater Trust, The Nature Conservancy, and USDA</li> </ul>
6:30 p.m.	End of formal discussions; relocation to dinner place
7:00 p.m.	<b>Dinner at One Market Restaurant, 1 Market Street</b>
9:30 p.m.	End of Day 1

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### January 22

8:30 a.m.	<b>Coffee and Tea</b>
9:00 a.m.	<p><b>Session 3: Current World of Institutionalized Investments</b></p> <p><i>Objective to define the term “investment grade” in conservation finance and to learn from the experience of actors that have broken through to institutional capital. Also explore the positioning of conservation finance in the traditional asset class framework. Sequential panels with:</i></p> <ul style="list-style-type: none"> <li>- Impact-Oriented Gatekeepers: Taylor Jordan (Imprint Capital), Jessica Matthews (Cambridge Associates), Michael Miller (Colonial Consulting)</li> <li>- Pensions Plans: Howard Kaplan (Farmvest)</li> </ul>
10:30 a.m.	Break
11:00 a.m.	<p><b>Session 4: The Unique Role of Foundations in Catalyzing Markets</b></p> <p><i>Objective to explore the full gamut of capital tools (grants &gt; PRI &gt; investment capital) and to challenge the current application of these tools to the transactions and to the development of the markets. Panel with:</i></p> <ul style="list-style-type: none"> <li>- Aileen Lee (Gordon &amp; Betty Moore Foundation), Susan Phinney Silver (David &amp; Lucile Packard Foundation), Tom Trinley (Gaylord &amp; Dorothy Donnelley Foundation)</li> </ul>
12:00 a.m.	<p><b>Session 5: Removing Barriers and Moving to Landscape Scale</b></p> <p><i>Objective to identify key barriers that currently prevent the scalability of successful models and to agree on approaches that can spur major institutional investments. Short inputs on:</i></p> <ul style="list-style-type: none"> <li>- Puget Sound (Gene Duvernoy, Forterra)</li> <li>- Chesapeake Bay (Daniel Nees, University of Maryland, and Pat Coady, Coady Diemar Partners)</li> </ul>
1:00 p.m.	Lunch Break
2:00 p.m.	<p><b>Wrap Up Session</b></p> <p><i>Moderated brainstorming exercise: What is the “great idea” to accelerate the conservation finance market?</i></p>
4:00 p.m.	Break
4:30 p.m.	<p><b>Next Steps</b></p> <p><i>The conference organizing team puts a set of next steps on the board and asks for reactions and suggestions.</i></p>
5:30 p.m.	End of Roundtable. Optional Drinks

#### **Venue:**

The Federal Reserve Bank of San Francisco, 101 Market Street