

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

Faculty Fellow, Atkinson Center for a Sustainable Future

Date: Thursday April 19, 2018 12:00 – 1:00pm 300 Rice Hall

The speaker began by introducing the topic of conservation finance, drawing parallels between the development of this discipline and the earlier development of conservation biology. He emphasized the urgency of attracting increased funding into environmental conservation, and argued that the private sector may represent the largest untapped source of available funding. He then spoke about the Coalition for Private Investment in Conservation (CPIC), a multi-stakeholder initiative focused on supporting a material increase in private, return-seeking investment in conservation, which was founded by The Nature Conservancy, Credit Suisse, IUCN, and Cornell University and a large group of partner organizations in 2016. Following a discussion of the mission, strategy, and timeline of CPIC, a lively discussion started among the attendees, covering such topics as possible new areas for CPIC to explore and the potential role that Cornell could play in the development of the initiative.