



## MEDIA ADVISORY

### **PRESS BRIEFING: New approaches to unlocking private finance for sustainable land use**

**November 15, 2016** – With uncertainty growing around the commitment of certain major western economies to global environmental processes, unlocking private finance has become even more crucial to fighting climate change and consequently achieving the Sustainable Development Goals.

One quarter of global carbon emissions originate from agriculture, forestry and other land use. To achieve this considerable climate mitigation potential and reduce deforestation, innovative instruments need to be pioneered to scale up private finance to advance sustainable land use, reduce biodiversity loss and restore degraded land.

In times of strong global population growth only an alternative land use model can reconcile the competing goals of emissions reduction, biodiversity protection and required agricultural production increase. This calls for governments to provide an enabling framework and economic incentives to re-direct private capital towards sustainable land use.

The recently launched Tropical Landscapes Finance Facility is an example for leveraging long-term private sector finance to accelerate green growth and improve rural livelihoods while combating climate change and deforestation.

**WHEN:** Thursday November 16; 10:00 – 10:30 am

**WHERE:** Press Conference Room 1, Blue Zone

The press conference is webcast live on <http://unfccc.int/>

#### **SPEAKERS:**

- **Amine Bel Hadj Soulami**, Global Head of Sustainable Investments for Global Markets at BNP Paribas
- **Chris Botsford**, CEO of ADM Capital
- **Dr. Kuntoro Mangkusubroto**, Chair of Steering Committee, Tropical Landscapes Finance Facility
- **Tony Simons**, Director General of the World Agroforestry Centre (ICRAF)
- **Erik Solheim**, Head of UN Environment

#### **For further information and to request interviews please contact:**

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