

WILDERNESS MARKETS: AN OVERVIEW

Wilderness Markets, 2017

A growing class of impact investors – those who want their investments to produce positive social and environmental outcomes along with financial return – are interested in curbing poverty, increasing food security, and protecting the environment. Many philanthropic organizations, governments, nonprofits, and companies share these goals, but struggle to attract private investment to their causes.

Wilderness Markets helps leaders in both the public and private sector understand what creates this divide and work together to foster the growth of triple bottom line businesses that produce social, environmental, and financial returns.

Through in-depth research, analysis, and on-the-ground pilot projects, we help our clients:

- Understand who is creating and capturing value in natural resource value chains and map power relationships within these systems.
- Evaluate the opportunities, risks, and constraints for impact investment and sustainable business growth in natural resource value chains.
- Design tailored approaches for structuring and aligning philanthropic and return-seeking capital to overcome barriers that keep businesses from pursuing or achieving positive ecological, social, and financial outcomes.
- Invest in pilot projects that demonstrate the viability of triple bottom line business practices and inspire change across supply chains.

We believe that impact investment opportunities must be evaluated within the political, economic, and social realities of the countries and communities in which they operate.

Our research focuses on exploring the on-the-ground realities of how a value chain operates, and our team has experience working in Africa, Latin and Central America, Southeast Asia, and the United States. We consult with both local and international experts in science, finance, and business development to provide a variety of perspectives and context for our findings and recommendations.

At Wilderness Markets, we believe that private sector leadership is critical to achieving social and ecological goals in the timeframe needed to recover and sustain the world's natural resources. However, a shift in business practices will not happen on its own: we must create the right conditions to attract investment and enable the development of viable businesses that balance environmental, social, and economic outcomes.

Interested in learning more about our work or getting involved in one of our projects?

Read more about our approach at www.wildernessmarkets.com or get in touch with us at

info@wildernessmarkets.com

