

June 6, 2024

FOR IMMEDIATE RELEASE

## The Rainforest Alliance and Mirova Announce Strategic Partnership to Propel Regenerative Agriculture and Sustainable Land Management Globally

[The Rainforest Alliance](#), an international non-profit organization dedicated to protecting nature and improving rural livelihoods, and [Mirova](#), an affiliate of Natixis Investment Managers dedicated to sustainable investing, announce a strategic partnership. Together, they aim to scale up locally led and Nature-based Solutions unlocking benefits for climate, biodiversity and local communities. Leveraging Mirova's second investment strategy dedicated to sustainable land use, which ambitions to raise €350 million, they will implement targeted impact investing initiatives across Africa, Latin America, and Asia.

By expanding access to [Rainforest Alliance certification](#) and [Mirova's financing solutions](#) in these regions, the partnership aims to contribute to bridging the Nature-based Solutions financing gap, which requires investments to triple from current levels to reach \$542 billion per year by 2030<sup>1</sup>. It will also propel the Rainforest Alliance's mission, accelerating both the speed and scale of its impact to reach 100 million farmers and workers by 2030.

### Key Highlights:

- **Collaborative efforts:** Starting with Mirova's strategy dedicated to sustainable land use, this collaboration will facilitate the process of identifying investment opportunities for promoting locally led and Nature-based Solutions, such as regenerative agriculture and agroforestry, drawing on the Rainforest Alliance's expertise and presence on the ground.
- **Shared Belief in Nature-based Solutions:** Regenerative agriculture enhances soil health, carbon sequestration, and water retention, while agroforestry integrates trees into agricultural systems, promoting biodiversity and providing extra income for farmers. These methods harness nature's benefits to safeguard biodiversity and ecosystems, mitigate climate change, and strengthen community resilience.
- **Geographical Focus:** The partnership will concentrate its efforts on vital sourcing landscapes in Africa, Latin America, and Asia, where the need for sustainable impact investment is most acute. As partners, Mirova will also collaborate directly with project holders to assess their eligibility for certification, while the Rainforest Alliance will help promote Mirova's financing solutions to farmers already enrolled in its program.

The partnership is rooted in a mutual dedication to promoting sustainability across food and agriculture, biodiversity conservation, and climate resilience. With 35 years of expertise, the Rainforest Alliance forges

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<sup>1</sup> Source: United Nations Environment Programme (UNEP). (2023). *State of Finance for Nature 2023*. Retrieved from: <https://www.unep.org/resources/state-finance-nature-2023>

alliances among farmers, citizens, companies, and investors, increasing the uptake of sustainable and regenerative practices across more than 60 countries. Meanwhile, Mirova, a certified B-Corp<sup>2</sup>, has participated in financing more than 70 projects and companies that contribute to the protection and restoration of nature in emerging economies and in developed markets.

*"We need partnerships like this to accelerate the shift of agriculture and forestry to net-positive at a meaningful speed and scale. By connecting impact investors like Mirova with the Rainforest Alliance's proven on-the-ground impact, we can mobilize private capital for a just, regenerative transition. Together, we can help address the green finance gap and provide farmers with the capital they need to adopt more sustainable and regenerative practices, enabling both them and the land to thrive."* – **Santiago Gowland, CEO of the Rainforest Alliance**

*"Mirova and the Rainforest Alliance share a common vision: to accelerate the transition from nature-dependent economic value chains to a more sustainable model which improves the incomes and rights of local communities, it is essential to foster collective intelligence and collaboration among all stakeholders. This partnership will allow more developers of nature-positive projects to access high-quality certification and funding to grow their business".* – **Anne-Laurence Roucher, Deputy CEO and Head of Private Equity and Natural Capital of Mirova**

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*Note: This press release is for informational purposes only and does not constitute financial or investment advice. The information provided reflects the Rainforest Alliance and Mirova's opinion / the situation as of the date of this document and is subject to change without notice.*

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<sup>2</sup> B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. Certified since 2020, Mirova reapplies for the B Corp Certification every three years. The annual fee for maintaining the certification is €30,000 as well as a €250 for a submission fee. Support from Nuova Vista is €15,450. To find the complete B Corp certification methodology, please visit the B Corp website here: <https://www.bcorporation.net/en-us/certification>. Reference to a ranking, a label and/or an award does not indicate the future performance of the UCITS/AIF or the fund manager. To find out more about the B Corp certification methodology, please visit the B Corp website here: [www.bcorporation.net/en-us/certification](http://www.bcorporation.net/en-us/certification)

## ABOUT THE RAINFOREST ALLIANCE

The Rainforest Alliance, an international non-profit organization, works to restore the balance between people and nature for both to thrive in harmony. Active in 62 countries, its alliance brings together farm and forest communities, companies, governments, civil society, and millions of individuals to drive positive change in some of the world's critically important landscapes and global supply chains. The Rainforest Alliance implements landscape and community projects, engages in advocacy, and works to improve markets by putting farm and forest communities at the center. In 2023, the Rainforest Alliance partnered with more than 7.5 million farmers and workers, and millions of consumers around the world can find the Rainforest Alliance seal on over 42,000 of their favorite products.

## ABOUT MIROVA

Mirova is a global asset management company dedicated to sustainable investing and an affiliate of Natixis Investment Managers. At the forefront of sustainable finance for over a decade, Mirova has been developing innovative investment solutions across all asset classes, aiming to combine long term value creation with positive environmental and social impact. Headquartered in Paris, Mirova offers a broad range of equity, fixed income, multi-asset, energy transition infrastructure, natural capital and private equity solutions designed for institutional investors, distribution platforms and retail investors in Europe, North America, and Asia-Pacific. Mirova and its affiliates had €30.9 billion in assets under management as of March 31, 2024. Mirova is a mission-driven company, labeled B Corp\*.

*\*The reference to a ranking or a label does not prejudice the future performance of the funds or its managers*

Portfolio Management Company - Anonymous Company RCS Paris No.394 648 216

AMF Accreditation No. GP 02-014

59, Avenue Pierre Mendès France 75013 Paris Mirova is an affiliate of Natixis Investment Managers.

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## About Natixis Investment Managers

Natixis Investment Managers' multi-affiliate approach connects clients to the independent thinking and focused expertise of more than 15 active managers. Ranked among the world's largest asset managers<sup>1</sup> with more than \$1.3 trillion assets under management<sup>2</sup> (€1.2 trillion), Natixis Investment Managers delivers a diverse range of solutions across asset classes, styles, and vehicles, including innovative environmental, social, and governance (ESG) strategies and products dedicated to advancing sustainable finance. The firm partners with clients in order to understand their unique needs and provide insights and investment solutions tailored to their long-term goals.

Headquartered in Paris and Boston, Natixis Investment Managers is part of the Global Financial Services division of Groupe BPCE, the second-largest banking group in France through the Banque Populaire and Caisse d'Épargne retail networks. Natixis Investment Managers' distribution and service groups include Natixis Distribution, LLC, a limited purpose broker-dealer and the distributor of various US registered investment companies for which advisory services are provided by affiliated firms of Natixis Investment Managers, Natixis Investment Managers S.A. (Luxembourg), Natixis Investment Managers International (France), and their affiliated distribution and service entities in Europe and Asia.

<sup>1</sup> Cerulli Quantitative Update: Global Markets 2023 ranked Natixis Investment Managers as the 17<sup>th</sup> largest asset manager in the world based on assets under management as of December 31, 2022.

<sup>2</sup> Assets under management ("AUM") of current affiliated entities measured as of March 31, 2024, are \$1,321.9 billion (€1,224.9 billion). AUM, as reported, may include notional assets, assets serviced, gross assets, assets of minority-owned affiliated entities and other types of non-regulatory AUM managed or serviced by firms affiliated with Natixis Investment Managers.

French Public Limited liability company

RCS Paris n°453 952 681

Registered Office: 59, avenue Pierre Mendès-France – 75013 Paris

Natixis Investment Managers is a subsidiary of Natixis.