



# Forest Carbon Partnership Facility

## Update on Marketing to the Private Sector

Sixth Meeting of the Carbon Fund (CF6)

Washington, DC

March 15-16

# Recap

- Swiss government (SECO - State Secretariat for Economic Affairs) contracted a Swiss marketing consultant to market the CF to the Swiss private sector
  - Wholly funded by SECO
  - BHP Bruggler and Partners (Zurich)
- FMT contracted Lion's Head Global Partners (London) to market to private sector (globally excluding Switzerland)
- Lion's Head contracted at an initial cost of \$60k plus \$21k for each \$5 million contribution

# Update

- October 2012: FMT met with several Swiss private sector representatives in Zurich, hosted by BHP Bruggen and Partners
- October 2012: Update to CF5 in Paris in October 2012
  - Lion's Head: Highly targeted, strategic approach
  - BHP Bruggen and Partners: possible consortium
- December 2012: FMT met with more Swiss private sector representatives, some promise
- February-March 2013: High-level Letters from several FCPF government contributors to some of the 18 targeted companies

# Next Steps

- March-April 2013: Letters from World Bank VP to remaining targeted companies (to be confirmed)
- April 2013: FMT to obtain progress report from BHP Brugger and Partners
- March 2013 onwards: Lion's Head to follow up high-level letters

# Other Comments

- Justin Adams comments yesterday – based on pitch of BioCF to private investors
- Lion's Head will continue to follow through with targeted companies at high-level for strategic investment
- By June private sector potential should be clearer
- Different type of private sector engagement?
- Country dialogues on the role of the private sector in REDD+ (starting in Costa Rica in next months)



THANK YOU!

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