



WORLD
RESOURCES
INSTITUTE

The Global Impact Fund

The Global Impact Fund is a special way to support WRI with contributions of \$5,000 and \$25,000. Acting much like an internal venture fund, it directs financial resources to scale up critical initiatives; help China, India, and Brazil green their economies; and finance innovation at WRI.



our mission

World Resources Institute is an environmental think tank whose mission is to move human society to live in ways that protect Earth's environment and its capacity to provide for the needs and aspirations of current and future generations.

THE GLOBAL IMPACT FUND COMBINES VISION AND AMBITIOUS ACTION

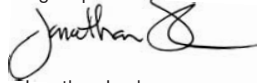
Economic growth over the last fifty years has created enormous wealth and that wealth, though unequal, has improved the lives of many around the globe. Yet, the consequences of taking too much from Earth's ecosystems and not doing enough to reduce the impact of our actions has brought us to a moment of crisis. Nearly two-thirds of the services nature provides us are in decline worldwide. The build up of greenhouse gases is intensifying, and, if business continues as usual, the Earth will warm to very dangerous levels during our children's lifetimes.

What is happening is neither sustainable nor inevitable. I find both a renewed sense of urgency about solving tough environmental issues, not only in this country, but around the world, and a clear sense of opportunity. We see it in dynamic developing economies and in consumer behaviors. We hear it in the halls of government and in corporate board rooms.

Today's environmental challenges are complex and global in nature. They call for visionary and ambitious action grounded in sound science and objective analysis – the kind of action that has distinguished WRI's record of effectiveness for 25 years.

We believe our mission and goals are on the right track, and we are committed to sharpening our strategy in this time of escalating challenges and tremendous opportunities. Funds raised through the Global Impact Fund will augment our traditional strengths and push us to achieve greater impact.

I ask you to invest in WRI and in our Global Impact Fund. Together we can solve the world's most urgent problems.



Jonathan Lash
President



our goals

OUR GOALS SEEK SYSTEMIC CHANGE

PEOPLE & ECOSYSTEMS: Reverse rapid degradation of ecosystems and assure their capacity to provide humans with needed goods and services.

MARKETS & ENTERPRISE: Harness markets and enterprise to expand economic opportunity and protect the environment.

ACCESS: Guarantee public access to information and decisions regarding natural resources and the environment.

CLIMATE PROTECTION: Protect the global climate system from further harm due to emissions of greenhouse gases and help humanity and the natural world adapt to unavoidable climate change.

our approach

OUR APPROACH BLENDS POLICY AND ACTION

ANALYTICAL EXCELLENCE: We take a science-based and non-partisan approach to identifying problems, drivers, and consequences.

PARTNERSHIPS: We work with companies, governments, international institutions, and NGOs to build incentives and create pressure for change.

PRACTICAL SOLUTIONS: We create realistic, economically-sound strategies, tools, and policy options.

OUTCOMES: We insist that ideas must lead to action. We value each dollar invested in WRI and we hold ourselves accountable for delivering results.

Three Critical Investments

Acting much like an internal venture fund, the Global Impact Fund will direct financial resources to:

1. **SCALE UP CRITICAL INITIATIVES THAT CAN DRIVE BIG CHANGES IN THE WORLD**
2. **HELP CHINA, INDIA, AND BRAZIL GREEN THEIR ECONOMIES**
3. **FINANCE INNOVATIVE IDEAS AND CREATE A CULTURE OF INNOVATION AT WRI**

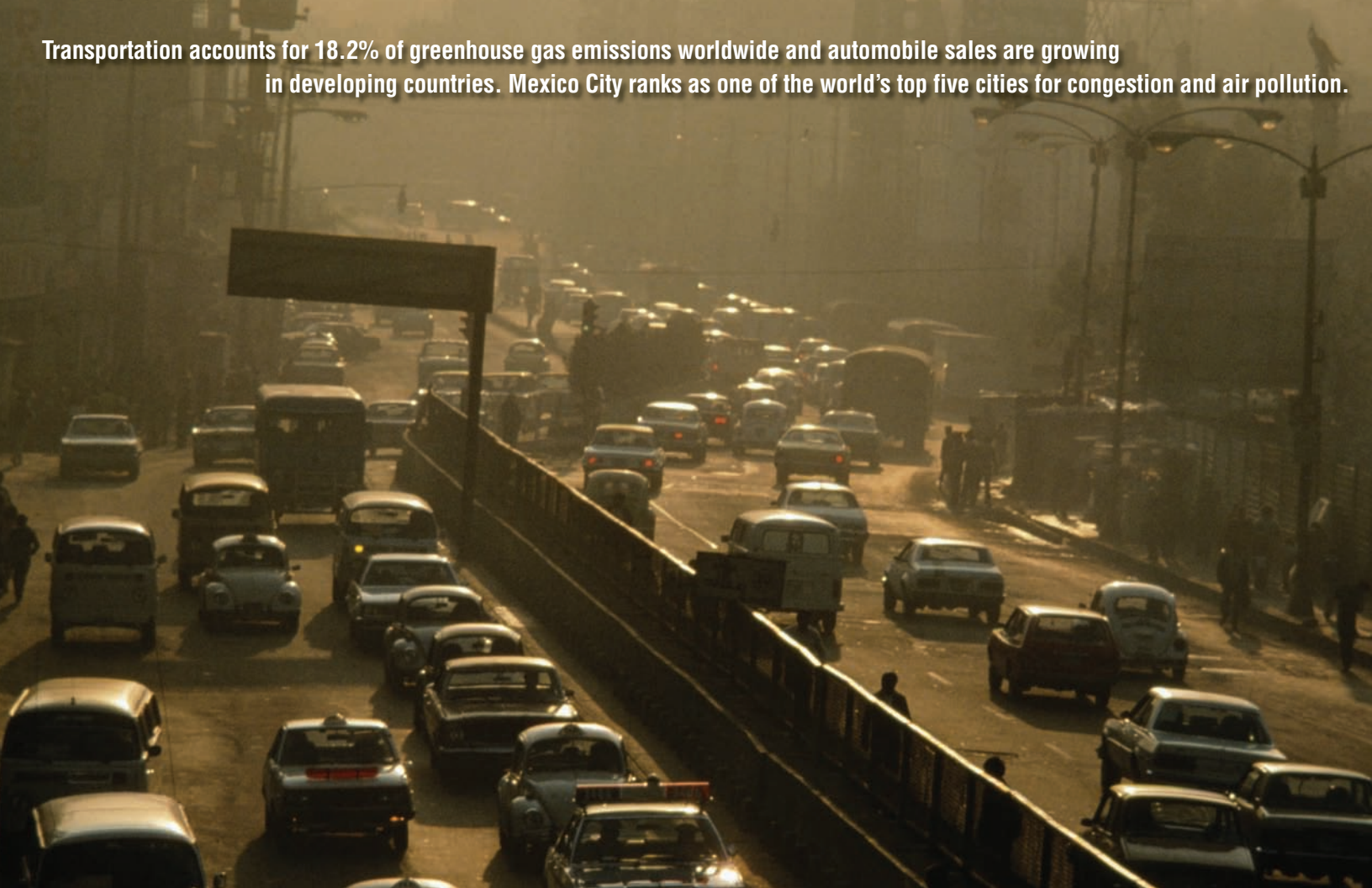
Investments of \$5,000 will support all three priorities. WRI will allocate funds to and among priorities.

Investments of \$25,000 may be earmarked. Donors have the option of directing their investments to one or more priorities.

Our goal is to grow the Fund and raise \$1 million annually, which will leverage additional investments.



Transportation accounts for 18.2% of greenhouse gas emissions worldwide and automobile sales are growing in developing countries. Mexico City ranks as one of the world's top five cities for congestion and air pollution.



BIG PROBLEMS REQUIRE

big solutions

INVESTMENT 1: SCALE UP CRITICAL INITIATIVES

Global environmental trends are more alarming today than 25 years ago. Our responses must be commensurate to the scale of the problems. Funds raised through the Global Impact Fund will enable us to scale up critical initiatives with the potential to change the world.

The opportunity for Congress to regulate greenhouse gas emissions is real, but so is the risk of weak legislation. The U.S. government lags in its capacity and experience on the issue. WRI is scaling up its climate work to help policymakers understand the options and trade-offs of different climate change proposals. This includes sharing best practices from state and regional initiatives and ensuring that successful business experiences are part of the debate.

We also seek to change the way society values the benefits that nature provides us. Forests supply timber, purify water, and absorb carbon dioxide. Wetlands absorb waste and mitigate floods. Yet these services lose out to markets that value trees more when they're cut and sold as timber, or flood plains when developed as shopping malls. WRI is developing tools to determine the real value of ecosystem services and helping design policies that protect and restore ecosystems. Left unchecked, ecosystem degradation will jeopardize the future economic well-being of people, business, and communities.

WRI tackles the most serious environmental problems. We have sound strategies and a talented staff. We have built strong partnerships with government agencies, NGOs, and companies such as Citi, GE, and Goldman Sachs. We are building the resources to scale our most critical work.

INVESTMENT 1: SCALE UP CRITICAL INITIATIVES





Mexico City is home to 21 million people, 4 million cars, and some of the worst congestion and air pollution in the Americas. With help from WRI's *EMBARQ* Center for Sustainable Transport, the City is pioneering a solution – a bus rapid transit system that carries 250,000 passengers per day. It is the centerpiece of a cleaner, more efficient transportation system.

For fashion designer Luisa Arroya, the new Metrobus system has cut her commute in half. “I used to drive into the City to my studio and I would be stuck in traffic for one and a half hours,” she explains. “I never felt safe taking the unlicensed buses, so I just endured. Metrobus means I now have more time to focus on my business.”

Metrobus didn't take decades to create, or billions of dollars. It took a practical and collaborative approach, innovative thinking, and determined leadership. Established in 2002, *EMBARQ* partners with cities to help them find and implement sustainable solutions to the congestion and pollution that are clogging up developing world mega-cities. *EMBARQ* is working in Porto Alegre, Istanbul, and Shanghai, and our goal is to expand to at least ten cities by 2012.

Transportation is the engine of economic growth in the developing world. It is also a growing source of greenhouse gas emissions. With half of the world's people now living in cities, finding replicable solutions to the problems of urban transport is essential to sustaining the global environment and improving people's lives.

Cities on the Move



China's economy is booming, as are its appetites for energy, timber, and water.

Coal accounts for 80% of China's electricity, and a new coal-fired plant goes online in China almost every week.

AS CHINA GOES **so goes the world**

INVESTMENT 2: HELP CHINA, INDIA, AND BRAZIL GREEN THEIR ECONOMIES

China, India, and Brazil are fast-growing countries attempting to modernize quickly. Will they pursue a path of sustainability or simply follow the path of Western development? Decisions taken by their governments, businesses, and consumers over the coming decades will profoundly affect the global environment.

If we are to help them chart a new course, WRI must shift how it works. For the first time, we must establish an active, on-the-ground presence in all three countries. It is critical for enhancing our local credibility and for deepening our understanding of how change takes place and who we must work with to effect change.

Our first priority will be China, which just passed the U.S. to become the world's largest emitter of greenhouse gas emissions and will become the world's largest market for automobiles within a decade. What isn't as well-known is the huge demand within the country for innovative ways to align environmental and economic progress. The Chinese government and private sector have expressed a need for WRI's objective, analytical, and collaborative approach.

Funds raised through the Global Impact Fund will enable us to expand our current work to help China, India, and Brazil better measure and manage their greenhouse gas emissions, encourage a shift to clean energy technologies, promote environmental entrepreneurs, and support a new development approach that better values ecosystem services. The window of opportunity is open. We must move now.

INVESTMENT 2: HELP CHINA, INDIA, AND BRAZIL GREEN THEIR ECONOMIES



The Rise of China



Wu Daohong is one of China's most promising entrepreneurs. With WRI's assistance, his Shenwu Thermal Energy Company is revolutionizing China's industrial energy consumption. Hundreds of energy intensive Chinese companies now buy his efficient and clean combustion furnaces.

The road to success hasn't been easy. When Wu, who holds a doctorate in rocket fuel combustion science, founded the company in 1995, he had to finance it himself. To sell his heating furnaces he traveled by train to meet with prospective customers, carrying the bulky equipment along.

In 2004, Wu received an \$11 million order from a steel company. Investors, however, still viewed the company as too risky. Wu then joined forces with WRI's New Ventures program, which mentors entrepreneurs in emerging economies whose companies provide products and services that are good for the environment. Since 2004, New Ventures has helped 40 sustainable Chinese enterprises receive over US\$70 million in equity and debt financing. We helped Wu strengthen his business plan and provided him access to capital. In 2007, the Chinese partner of Goldman Sachs' private equity arm became a major investor. The Chinese government now calls Shenwu one of the country's best energy saving solutions.

Shenwu estimates its technologies have reduced annual energy consumption in China by the equivalent of 1.1 million tons of coal and cut carbon dioxide emissions by over 5 million tons a year. These achievements are indicative of an emerging way of doing business in China – one that protects the environment and delivers economic growth. An expanded WRI presence in China can help encourage this movement.

Wu's Energy Efficient Giant

Nearly a quarter of the land surface of Earth is now cultivated. Accompanying this change has been a huge increase in the application of manufactured phosphorous and nitrogen fertilizers that now threaten the health of waterways around the world.



IN SEARCH OF THE NEXT

breakthrough Idea

INVESTMENT 3: FINANCE INNOVATION

Virtually every organization faces the need to continually innovate. Some organizations do this with research and development departments. Others attempt to harness the entrepreneurial energies of their staff by fostering a risk-taking culture.

WRI is an innovative organization. We launched the world's first carbon offset project in 1989 and ten years later created the world-wide accounting system that companies and governments now use for measuring and managing their greenhouse gas emissions. WRI pioneered the use of satellite imagery to help forest-rich nations in Africa, Asia, and South America shape appropriate forest management policies. We catalyzed the largest commercial and industrial purchases of renewable energy in U.S. history.

Funds raised through the Global Impact Fund will support a new institute-wide strategy that will include hiring talent, acquiring new technology, incubating new ideas and linking them to sustained commitment and follow-through. As we aspire to create a culture of innovation, we will infuse innovation into existing program planning and review processes, as well as create financial incentives to spur staff entrepreneurship.

Innovation is a two-way street. Additional financial resources for innovation will enable us to experiment with new ways to engage externally with companies, universities, and other NGOs to find, encourage, and leverage next generation ideas.

INVESTMENT 3: FINANCE INNOVATION



Nutrient Trading: From Arcane





Nutrient pollution is responsible for the decline of the Chesapeake Bay and for the dead zone in the Gulf of Mexico. More than 400 coastal waterways worldwide suffer from nutrient run-off, primarily from agricultural sources such as the nitrogen in manure and the phosphorous in fertilizer. An overabundance leads to explosive algae growth, which blocks out sunlight and consumes oxygen as it decays. Aquatic life dies out.

“Farm run-off is harder to track and manage than pollution from factories and sewage treatment plants, so finding an innovative and cost-effective way for farmers to help solve the problem is important,” says Kathleen McGinty, Secretary of Pennsylvania’s Department of Environmental Protection. Pennsylvania agriculture has a great impact on the Chesapeake Bay.

WRI has been working with McGinty and her colleagues on a new tool called NutrientNet to enable farmers to go online and sell the nitrogen and phosphorus reduction credits they earn from better conservation practices to municipalities and companies that must meet mandated water pollution reduction requirements. It’s similar to the cap and trade approach that has reduced acid rain.

NutrientNet, according to McGinty, “will help streamline the process by acting as a one-stop shop for calculating the value of credits, matching up buyers and sellers, and tracking the transactions online. We’re just starting, but the demand is already growing.”

What was an arcane idea at WRI – selling nutrient credits as easily as corn – is now one that states are interested in as they look for ways to improve water quality.

Idea to Practical Solution

INVESTMENT OPPORTUNITIES



INVESTORS AT \$5,000

- Special year-end Return on Investment report on projects and outcomes.
- Invitation to Global Impact Fund annual meeting and reception in conjunction with WRI's board of directors meeting in March in Washington, DC. This is an opportunity to learn more about WRI's work and to exchange ideas with other Fund donors and WRI leadership.
- Invitations to other WRI special events around the country.
- Teleconference briefings from WRI experts on timely topics.
- Regular mailings of significant WRI publications.
- Personal point of contact for help in ascertaining how best to tap WRI's expertise.
- Special recognition in WRI's annual report and online at www.wri.org.

VIRIDIAN INVESTORS AT \$25,000

Viridian Investors receive the benefits above, as well as:

- The option to direct investments to one or more priorities.
- The opportunity to have WRI experts as a featured guest or speaker at a private event.
- Special pre-event receptions.
- Invitation for two to WRI's Directors dinner in conjunction with WRI's board meeting in March in Washington, DC.



some things can't wait

The world needs to chart a more sustainable course if we want to heal the vital web of life between people and nature. We don't pretend that it will be easy. But some things can't wait.

WRI is unique in its ability to create solutions that protect the Earth and in doing so improve people's lives. We can't do it alone. We need the financial support of special people who share our sense of urgency and who understand the need for systemic change. We invite you to be among them.

A SUSTAINABLE PLANET THROUGH SOLUTIONS FOR ITS PEOPLE



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10 G Street, NE
Suite 800
Washington, DC 20002
USA
202-729-7600



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