

## Environmental Finance Strategy Framework Questions

The following questions will help guide your Goal Implementation Team (GIT) during the Chesapeake Bay Program's Finance and Investment Forum on March 11. Before the Forum, please review the following resources and questions. You may want to respond to questions 1-3 and question 11 in advance to help guide your thinking during the event.

We recommend reviewing the following resources:

- The Conservation Fund Network's finance glossary: <https://www.conservationfinancenetwork.org/conservation-finance-glossary>
- The Coalition for Private Investment in Conservation's (CPIC) investment development guide (specifically pages 6-9 and pages 31-35): [http://cpicfinance.com/wp-content/uploads/2018/01/CPIC\\_Blueprint\\_Development\\_Guide\\_2018.pdf](http://cpicfinance.com/wp-content/uploads/2018/01/CPIC_Blueprint_Development_Guide_2018.pdf)
- The following TED talk on financing forests: <https://www.youtube.com/watch?v=s1d-Yh-tOic>

In addition, please keep in mind the fundamental difference between funding and financing. The Forum will focus on identifying financing projects.

- **Financing:** capital is provided with the expectation of it being repaid, often with a percentage of interest. If you are purchasing a house, your mortgage is the financing mechanism.
- **Funding:** capital is provided, often with contractual requirements, *without* the expectation of it being repaid. In the house analogy, your job is what funds your mortgage payments.

Thank you for your input!

Please write your name and the GIT you are representing:

1. On a scale of one to ten, how would you rank your familiarity with environmental finance with one being not familiar to ten being very familiar. Please elaborate:  
**1      2      3      4      5      6      7      8      9      10**
2. During the Finance and Investment Forum, what information do you hope to gain from your environmental finance coach?
3. Within your GIT, please list one to two outcomes which you believe could be ready for a financing strategy. If no outcomes come to mind, is there an area within another GIT that could be of interest?
4. Based on your answer above, what **marketable environmental good or service** would you aim to promote with a financing strategy? A marketable good is one which could be easily bought, sold or traded within our market economy. These goods and/or services will be your GIT's focus area during the Forum. In some cases, this will be your Watershed Agreement Outcome

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identified above or it could be a subset of your Outcome. For example, your environmental good or service could be one of the following (*CPIC Financing Strategy*):

- **Environmental goods:** agricultural inputs, tree seedlings, wood products, agricultural commodities
- **Environmental services:** nature experiences, agricultural extension services, increased mitigation of, or resilience to, environmental risks, access to clean water

*Please keep in mind that while identifying the value of an environmental good or service is an important component of a financing strategy, it will only matter if there is money and a financing system to pay for that value.*

5. On a scale of one to ten, how would you rank your familiarity with the markets and financing mechanisms available to your topic of interest, with one being not familiar and ten being very familiar? Please elaborate:

**1            2            3            4            5            6            7            8            9            10**

6. Besides the conservation community, name at least three other entities that would be willing to invest in your environmental good or service of interest. For example, if your service is wildfire mitigation provided by healthy forests, then an insurance company may be willing to invest in your service to reduce the risk of uncontrolled fires (*TED talk*).

7. What other marketable environmental goods and services connect to your practice of interest? Could your practice be bundled with other investment ready practices within your GIT? What about outside of your GIT?

8. What is the scale of implementation necessary to make an effective impact through the promotion of your marketable environmental good or service? Some items to consider include the number of potential “customers” willing to consume your good or service and value of each of these transactions (*CPIC Financing Strategy*).

9. On a scale of one to ten, how would you rank your marketable environmental good or service in terms of investment readiness with one being least ready to ten being most ready? Please elaborate:

**1            2            3            4            5            6            7            8            9            10**

10. What other information do you need to make your strategy investment ready?

11. What type of information do you hope to gain from your environmental finance coach *after the one-day Forum*?