

PRESS INFORMATION

Make a bid for Biodiversity - Join our live 'Landscape Auction' by Triple E – at SusCon 2010 - Tuesday Evening, June 15, 2010

Learn more about a new market mechanism, a new instrument to finance biodiversity – get involved and become a “virtual owner” of forests or lakes

Nuremberg, 15 / 16 June 2010. Next to good and in-depth discussions on Corporate Social Responsibility and Biodiversity a unique opportunity is being offered: bidding on biodiversity! Landscape elements from the Netherlands, Germany and Spain are on offer for the highest bidder. A chance to move from words to tangible action.

Come and join the Landscape Auction during SusCon 2010!

Triple E, committed and creative

Triple E is a knowledge centre that operates right at the interface between ecology, economy and experience. The company provides advisory services and carries out projects that visualize and commercialize the economic potential of nature, amongst other by structuring it into an investment asset. All projects and activities are aimed to provide our clients with the best results and highest level of satisfaction and experience. With a background from KPMG, the founders of Triple E believe an economic approach to nature conservation is viable from both an ecological and a commercial perspective. Triple E is characterized by the speed and pragmatism of a consultancy organisation and is competitive to the knowledge level of research institutes, think-tanks and universities, making it a powerful combination in this emerging market.

Landscape Auctions: a new market mechanism

At a Landscape Auction you make a bid for biodiversity and landscape elements on offer. Triple E developed the concept of Landscape Auctions to meet a current discrepancy between a shortage of capital to sufficiently protect biodiversity on the one hand, and the willingness of others to contribute to safeguarding our natural environment. As such, Landscape Auctions provide a marketplace for multinationals, conservation organizations, farmers, individuals and other businesses to either offer landscape or biodiversity elements to be put up for auction because they can pinpoint a shortage of capital to safeguard them, or because they are interested to financially support the conservation, restoration and/or sustainable use of particular biodiversity elements.

On offer at an auction: the quality and/or quantity of ecosystem services, such as the water retention capacity of forests, the protection of land-based carbon sinks such as peat lands or tropical rainforests, the conservation of biodiversity such as endangered mammals, or the restoration of degraded natural areas such as wetlands or coral reefs.

On demand: a convenient way in which CSR can be put in practice, a compensation for the environmental impact undertaken, a way to bolster one's reputation, a conceived need to meet local interest, a contribution to life on Earth, and a positive and fun way for a business-

to-business event to make the agenda item 'act responsibly' concrete. The success of Landscape Auctions is based on a direct link between biodiversity elements that are on offer and the existing demand to safeguard them. Profiting from a large network, Triple E is well connected with a range of local conservation organizations, NGOs and businesses, making it possible to offer landscape and biodiversity elements from specific geographic regions where buyers have special interest in or with which they are closely connected.

Examples of businesses participating in previous Landscape Auctions

Rabobank placed a successful bid for the ten year maintenance of a cultural historic chapel in the south of the Netherlands. Motivation: *'it is in our commercial interest to keep this area attractive for future generations to settle'*. TUI, a major company in the tourism business, supported the plantation of mangrove forests in Sri Lanka by placing a bid during an international auction that Triple E and Global Nature Fund organized at the Convention on Biological Diversity (CBD) COP 9 in Bonn, since it felt the responsibility *'to contribute to a more sustainable recovery of the damaged environment after the Tsunami'*.

Landscape Auctions in the future

Landscape Auctions have been organized in the Netherlands, Germany and Poland. They are part of the EU Business & Biodiversity Campaign – hosting the auctions in Germany, Spain and the Netherlands. The first ever Landscape Auction in the USA will be held in the State of Vermont on the 14th of August 2010.

Interested? Get in contact with us

Whether you are interested in making a tangible contribution as a participant during an auction, or having an auction organised that suits your interest, contact us to consider the possibilities. Daan Wensing: 0031- 0)629317183 or at daan@tripleee.nl.

About Triple E

Triple E is an Expertise Centre specialised in the relationship between economy, ecology and the experience people gain through and from nature. Under the guidance of Tom Bade, Triple E develops practical solutions for positive change for the environment. We operate in partnership with governments, nature organisations, private sector and NGOs. In-depth research at an academic level on topics related to our core business is also part of our portfolio. Academic quality, combined with the speed and pragmatism of a consultancy organisation results in a powerful combination in providing advisory services and in executing projects to visualize and commercialize the economic potential of nature. "People, planet, profit" is a leading motto in the global effort to create a sustainable economy. The Triple P philosophy combined with the Triple A standard of the financial sector forms the basis of our name and mission: Triple E is an organisation aiming at the sustainability of the Triple P and the quality of the Triple A. More information on www.tripleee.nl