

Palladium Challenge Fund



MEASURING THE
VALUE OF NATURE

About Palladium: Catalysing an Enriched Future for All

Palladium works with governments, businesses, and investors to solve the world's most pressing challenges. We have over 55 years of experience creating strategies, building partnerships, mobilising capital, and implementing programs that transform societies, economies, and lives. In the last year alone, we've supported our clients to improve the lives of over 42 million people across 90 countries.

For over 20 years, Palladium has committed 1.5% of our profit before tax to funding humanitarian relief efforts, supporting community projects nominated by Palladium employees, and running an annual Challenge, through which we solicit and fund ideas to tackle a major global problem.

The **Palladium Challenge Fund** brings in ideas from our network in over 90 countries and partnership with over 1,600 organisations globally to source innovative responses to global challenges. Operating against a clear “problem statement”, we fund organisations and initiatives that:

- Pilot new technologies and innovative approaches
- De-risk start-up ventures
- Deliver outcomes from innovative financial mechanisms
- Support the convening of innovation challenges



Measuring the Value of Nature:

How do you ensure that nature-based solutions are benefiting people and planet?

Companies are stepping up to tackle the climate crisis.

The climate crisis has brought the value of nature into acute focus. Natural assets, so long taken for granted, are being degraded at a rapid pace and the implications for communities around the world are now clear. Nature is one of our most valuable assets, yet due to systemic market failures underpinning our economies, destroying nature is believed to be more economically valuable than protecting it.

This couldn't be further from the case. Studies are showing that the benefits of conserving nature-rich sites such as wetlands and woodlands far outweigh the potential profit of using those lands for resource extraction. Forests are worth more standing than chopped down for timber. Vibrant ecosystems can mitigate the impact of natural disasters, help regulate our climate and limit the spread of disease.

Change is afoot. Businesses, governments, and consumers are demanding that companies both measure and mitigate their environmental impact.

We need a clear and consistent measurement framework to help us identify and scale up truly high-quality innovations.

Mainstream adoption of nature-based solutions requires that we can quantify the value of nature, using cost-effective and accessible tools. Without common indicators and standardised outcomes, the power of this movement is undermined.

Companies must be able to identify the most impactful and high-quality ways to restore nature and mitigate harm, without greenwashing or double counting.

Likewise, investors and funders need common indicators to understand the value and limits of nature-based solutions and their potential for scale.

There are many solutions to this problem. The Palladium Challenge Fund: Measuring the Value of Nature is seeking proposals from organisations with innovative solutions to impact management, monitoring, and valuation of nature-based solutions.

We are looking for solutions that:

- Pilot new technologies and/or innovative approaches to valuing nature
- Tools for measuring the effectiveness of nature-based solutions
- Create frameworks for businesses to measure their environmental impact and match them to potential solutions

Get Involved.

To apply for funding up to AU\$75,000.00 please go to letsmakeitpossible.com.

Experts from across Palladium's Climate and Environment, Finance, and Nature-Based Solutions teams will shortlist and select the winning applications. Selected organisations will benefit from the funding and additional technical assistance from Palladium including connections to our teams of advisers worldwide.