



Sustainable Markets Initiative

May 5, 2023

Sustainable Markets Initiative Announces New Terra Carta Accelerator Initiative

Supports the financing of Nature-based priorities

London, England: The Sustainable Markets Initiative today launched the Terra Carta Accelerator, an initiative with a goal to reach £50 million in private financing for nature and biodiversity projects. The initiative is being developed in response to His Majesty King Charles III challenge to the Sustainable Markets Initiative to develop five land-based and five water-based initiatives per year through 2030.

Sustainable Markets Initiative member companies bring private sector focus to developing nature projects, comparable to climate-related projects, and to building, testing, and scaling innovative financing pathways.

The initiative is in its early development phase and as more details become available the Sustainable Markets Initiative will provide communications on its website.

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About the Sustainable Markets Initiative, Terra Carta

Sustainable Markets Initiative

In his former role as The Prince of Wales, His Majesty King Charles III launched the Sustainable Markets Initiative (SMI) at Davos in January 2020. The SMI is a network of global CEOs across industries working together to build prosperous and sustainable economies that generate long-term value through the balanced integration of natural, social, human, and financial capital. These global CEOs see themselves as the 'Coalition of the Willing' helping to lead their industries onto a more ambitious, accelerated, and sustainable trajectory. Read more:

www.sustainable-markets.org

Terra Carta

In his former role as The Prince of Wales, His Majesty King Charles III, launched the Terra Carta at the One Planet Summit in January 2021. The Terra Carta serves as the mandate for the SMI and provides a practical roadmap for acceleration towards an ambitious and sustainable future; one that will harness the power of Nature combined with the transformative power, innovation, and resources of the private sector. Currently the SMI has more than 500 CEO level supporters of the Terra Carta in addition to the 56 members of the Commonwealth, C40 Cities and the United Kingdom's 13 Core Cities. The Terra Carta has served as the inspiration for the Terra Carta Design Lab. The Terra Carta is a roadmap for public, private, and philanthropic collaboration and open to all countries, cities, companies, organizations, and schools who wish to support it. Read more: www.sustainable-markets.org/terra-carta.