



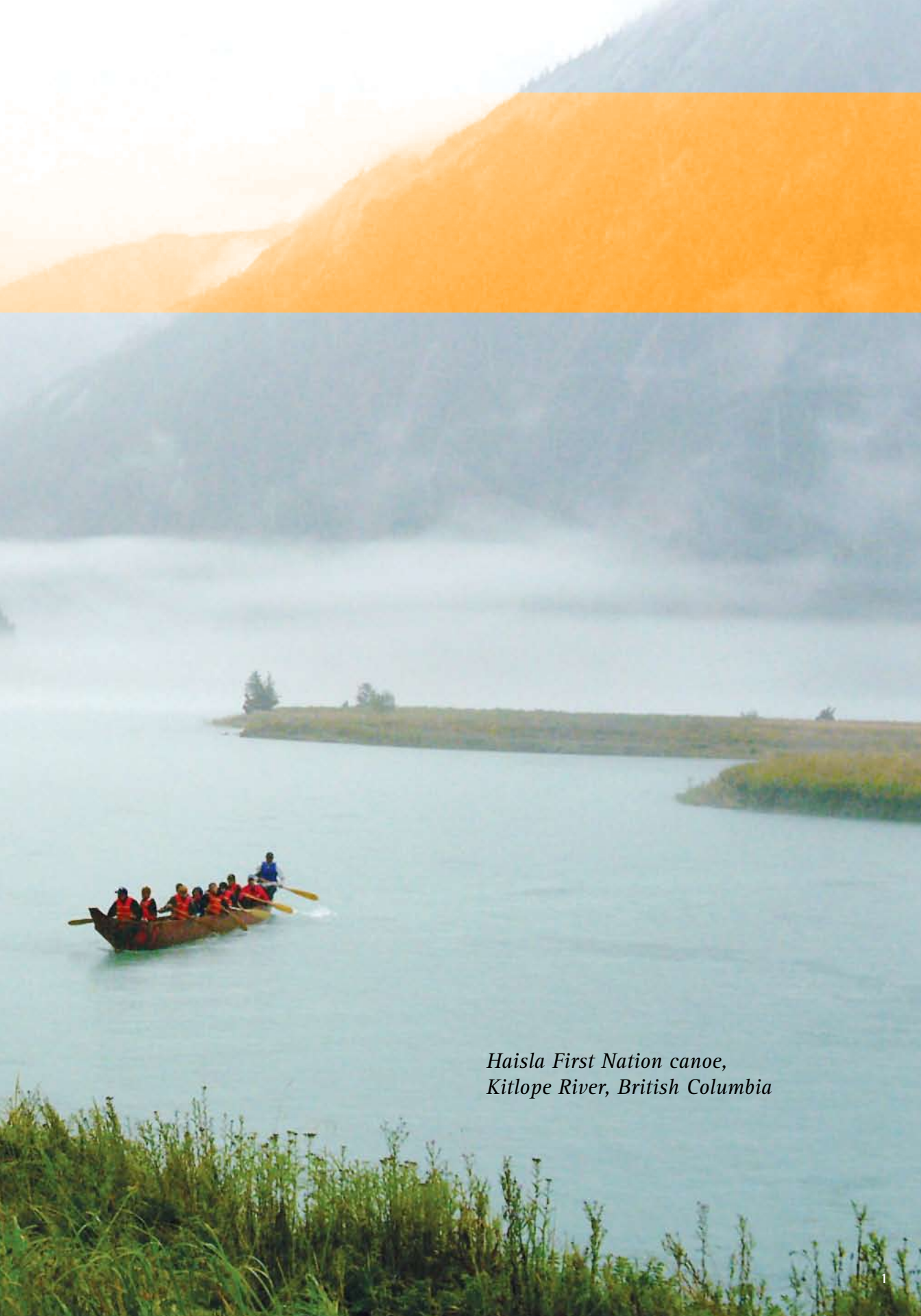
ecotrust

*fresh thinking*



*Ecotrust's mission is to  
that creates social equity, economic opportunity  
and environmental well-being.*





*Haisla First Nation canoe,  
Kitlope River, British Columbia*

# *we create, capitalize and*

[ RAIN FORESTS OF HOME, 1991 ]

Ecotrust was founded in 1991 by a group of diverse people to address global challenges in the coastal temperate rain forests of North America from Alaska to California. At the time, opportunities at the intersection of social, economic and environmental health – sometimes called “the triple bottom line” – were little understood. For almost twenty years, we have worked with growing numbers of partners to create, capitalize and catalyze social, economic and environmental innovation– to establish tangible examples of success and share them with the world.

Like many entrepreneurs, we learned as we earned.

We partnered to establish the world’s first environmental bank, created a leading example of green building and nourished a \$20 million trade network in regional foods.

These initiatives are icons of the region’s transition to a more reliable prosperity. And these stories are among the many that exemplify Ecotrust’s commitment to “fresh thinking.”

An aerial photograph showing a river with a wide, sandy, braided channel winding through a lush, green temperate rain forest. The forest is composed of tall, dense evergreen trees. The river's path is irregular, with several meanders and oxbow-like curves. The water is dark, and the surrounding vegetation is vibrant green. The overall scene is a natural, undisturbed landscape.

*catalyze*

*Temperate rain forest along the XXX River on  
Washington's Olympic Peninsula*



*Jean Vollum Natural Capital Center,  
an investment of Ecotrust's Natural  
Capital Fund, Portland, Oregon*


# *leveraging the power of capital*

[ NATURAL CAPITAL FUND, 1991 ]

Inspired by nature, we built our own working endowment: the Natural Capital Fund.

One of our investments was the renovation of an industrial warehouse in northwest Portland. The Jean Vollum Natural Capital Center was the first LEED gold-certified restoration in the U.S. Today it is home to twenty-five private and public organizations – including for profit and nonprofit, retail and commercial tenants. It is host to almost 500 annual events in its conference center and has received millions of visitors from all over the world.

The Natural Capital Fund has grown to \$50 million in market value and, in addition to green building, has made significant investments to improve practices in water treatment, fisheries and forestry, to support Native American and First Nations leadership, and to expand the horizons of triple-bottom-line investing.

*create, capitalize  
and catalyze socially  
responsible investing* 

*Haida leaders join Guujaw  
as he accepts the 2006  
Ecotrust Award for  
Indigenous Leadership*





# *building on a sense of place*


[ INDIGENOUS LEADERSHIP AWARD, 2000 ]

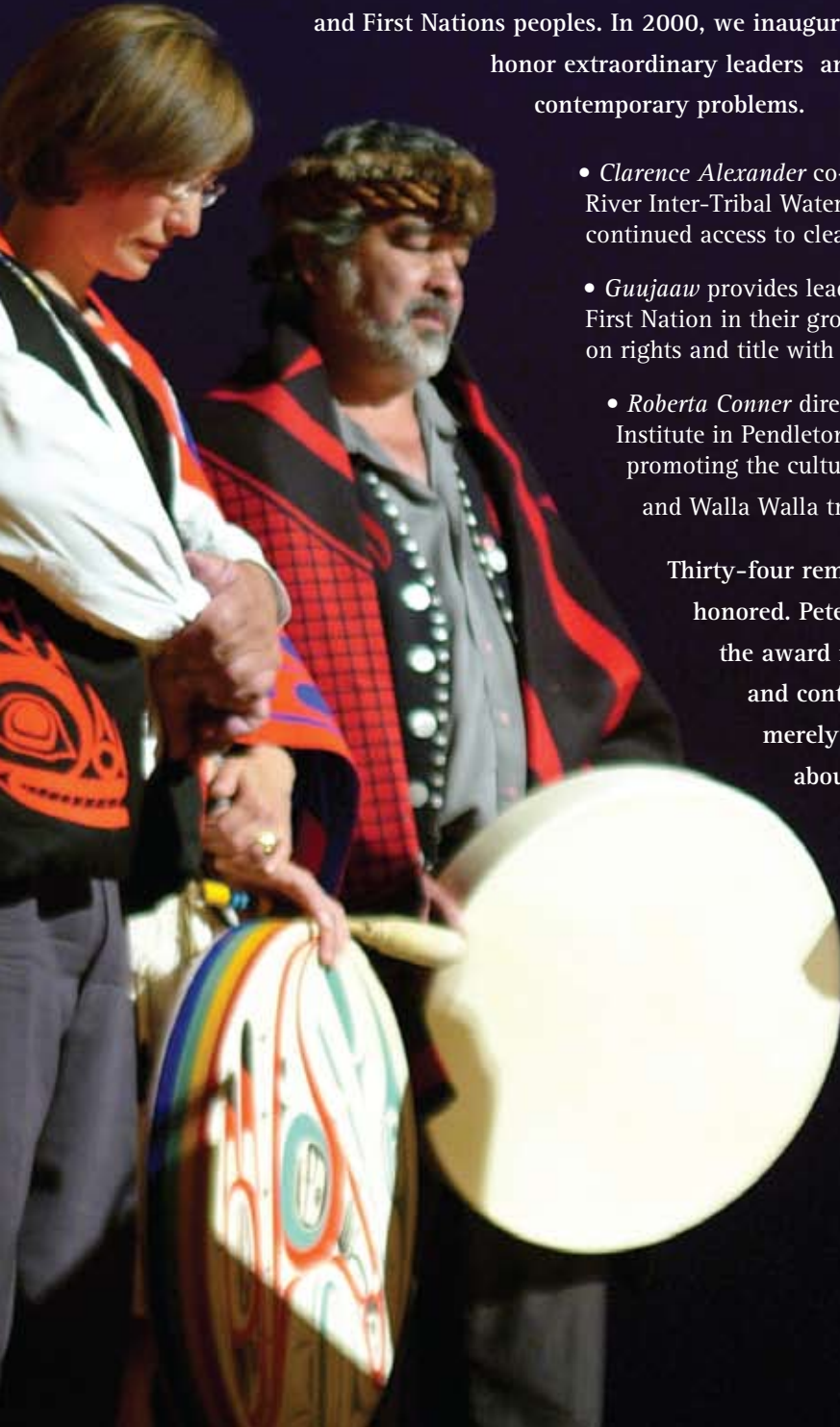
Is there not something we can learn from people who have lived in one place for thousands of years?

Community development, land repatriation and ecological restoration: These are some of the initiatives that Ecotrust has supported among Native American and First Nations peoples. In 2000, we inaugurated an award ceremony to honor extraordinary leaders and apply ancient wisdom to contemporary problems.

- *Clarence Alexander* co-founded Alaska's Yukon River Inter-Tribal Watershed Council to assure continued access to clean drinking water.
- *Guujaaw* provides leadership to the Haida First Nation in their groundbreaking agreements on rights and title with the Canadian government.
- *Roberta Conner* directs the Tamátslikt Cultural Institute in Pendleton, Oregon, preserving and promoting the culture of the Cayuse, Umatilla and Walla Walla tribes.

Thirty-four remarkable individuals have been honored. Peter and Howard Buffett endowed the award in 2005 to assure its growth and continuity. The annual award is not merely about what we give, but also about what we gain.

*create, capitalize  
and catalyze a  
more powerful  
sense of place* 





*Trillium  
Elementary  
School,  
Portland,  
Oregon*

# *regional food, healthy kids...*

[ FARM TO SCHOOL PROGRAM, 2006 ]

It turns out you can nurture the regional food economy right between math and English class. That's a lesson worth learning.

Thanks to advocacy efforts by Ecotrust and a wide range of partners, the State of Oregon is now the first in the nation to institutionalize the notion of good food and healthy kids in its Departments of Agriculture and Education.

Ecotrust has been selected by the National Farm to School Network to coordinate programs in an eight-state region of the West.


*...and a program for  
a new mainstream  
food system*

[ CALIFORNIA FOOD SYSTEM, 2005 ]

“Are we winning?” asked the Roots of Change Council, a group of funders and leaders who had poured twenty-five years of energy into agricultural reform in California.

They hired Ecotrust to bring an outside perspective and to help identify a path for making healthy food systems the rule, rather than the exception – for creating a new mainstream.

We worked with a broad array of partners to create a comprehensive vision, develop a change agenda and define indicators for measuring progress. The Council hired staff, committed almost \$10 million in multi-year grants and ploughed ahead.

*create, capitalize and catalyze pathways to a  
healthy and profitable food system* 

# *investing in community fisheries...*

[ NORTH PACIFIC FISHERIES TRUST, 2007 ]

Is it really the case that many native fishers on Kodiak Island, Alaska, where people have been fishing for thousands of years, no longer have the right to catch halibut in a robust and well-managed fishery?

Rights to fish in the U.S. and Canada have been privatized through limited entry permits and fishing quota. Quota shares have been bought by absentee owners, and the result is that local residents are priced out of the business they know best.

That is why Ecotrust created and capitalized the North Pacific Fisheries Trust. With \$6 million in initial capital from private foundations, we are making loans to fishers to acquire quota for well-managed fisheries from California to Alaska. We hope to improve fish populations, help fishers do what they want to do and create a self-sustaining revolving loan fund.

*Need a caption*


# *...while protecting habitat for fish*

[ MARINE PROTECTED AREAS, 2006 ]

When California's Marine Life Protection Act Initiative sought to close off some state waters to fishing and other activities, they ran into a tsunami of opposition from coastal communities.

Was it possible to achieve the conservation goals of the Initiative, while also minimizing social and economic impacts on communities? With no reliable data on just which areas of coastal waters were important to fishermen, no one could say for sure. The Initiative turned to Ecotrust for assistance.

We met with fishing associations and conducted interviews along the coast. Feeding geographic, social and economic information back into the Initiative process, we enabled better, and more inclusive, decision-making. In 2007, twenty-nine Marine Protected Areas were designated off California's Central Coast, and Ecotrust has been hired to continue the multi-year work in the north and south.

*create, capitalize and catalyze  
fisheries restoration* 

*Caption here*

# *the world's first environmental bank*

[ CONSERVATION-BASED DEVELOPMENT, 1992 ]

How can conservation-based development be financed?

Beginning in 1992, we teamed up with Chicago's ShoreBank to create ShoreBank Pacific Corporation. We raised \$10 million in capital to establish ShoreBank Pacific and its nonprofit affiliate ShoreBank Enterprise Pacific (now Cascadia).

ShoreBank Pacific has built \$175 million in assets and a portfolio of hundreds of loans, supported by thousands of FDIC-insured EcoDeposits. ShoreBank Enterprise Cascadia is a certified Community Development Financial Institution with over \$30 million in assets and hundreds of loans to small businesses and community organizations.

Most importantly, our collaboration inspired ShoreBank – the parent company in Chicago – to adopt a triple bottom line across its operations in the U.S. and some fifty countries around the world. In 2008, ShoreBank made its billionth dollar conservation loan..

*create, capitalize and catalyze  
environmental banking* 



*ShoreBank Pacific Headquarters  
Ilwaco, Washington*



# *save tropical rain forests? what about our own temperate*

## [ KITLOPE WATERSHED, 1991 ]

Ecotrust began by mapping temperate rain forests of the world. We identified British Columbia's Kitlope as the largest intact coastal temperate rain forest watershed. We visited the Haisla First Nation, whose traditional territory includes the Kitlope, and listened to their concerns.

Four years and \$600,000 later, the entire 800,000-acre Kitlope River watershed was protected. West Fraser Timber Company gave up their rights to the valley without compensation. A co-management agreement—the first of its kind—was signed between the Haisla Nation and Provincial government.

*Tezwa tributary of the  
Kitlope River, British Columbia*



# *rain forests?*

[ CLAYOQUOT SOUND, 1991 ]

Our mapping also called attention to Clayoquot Sound, with its old growth forests and beaches on the west coast of Vancouver Island. The region soon caught the world's attention, as industrial logging sparked the largest demonstrations of civil disobedience in Canadian history.

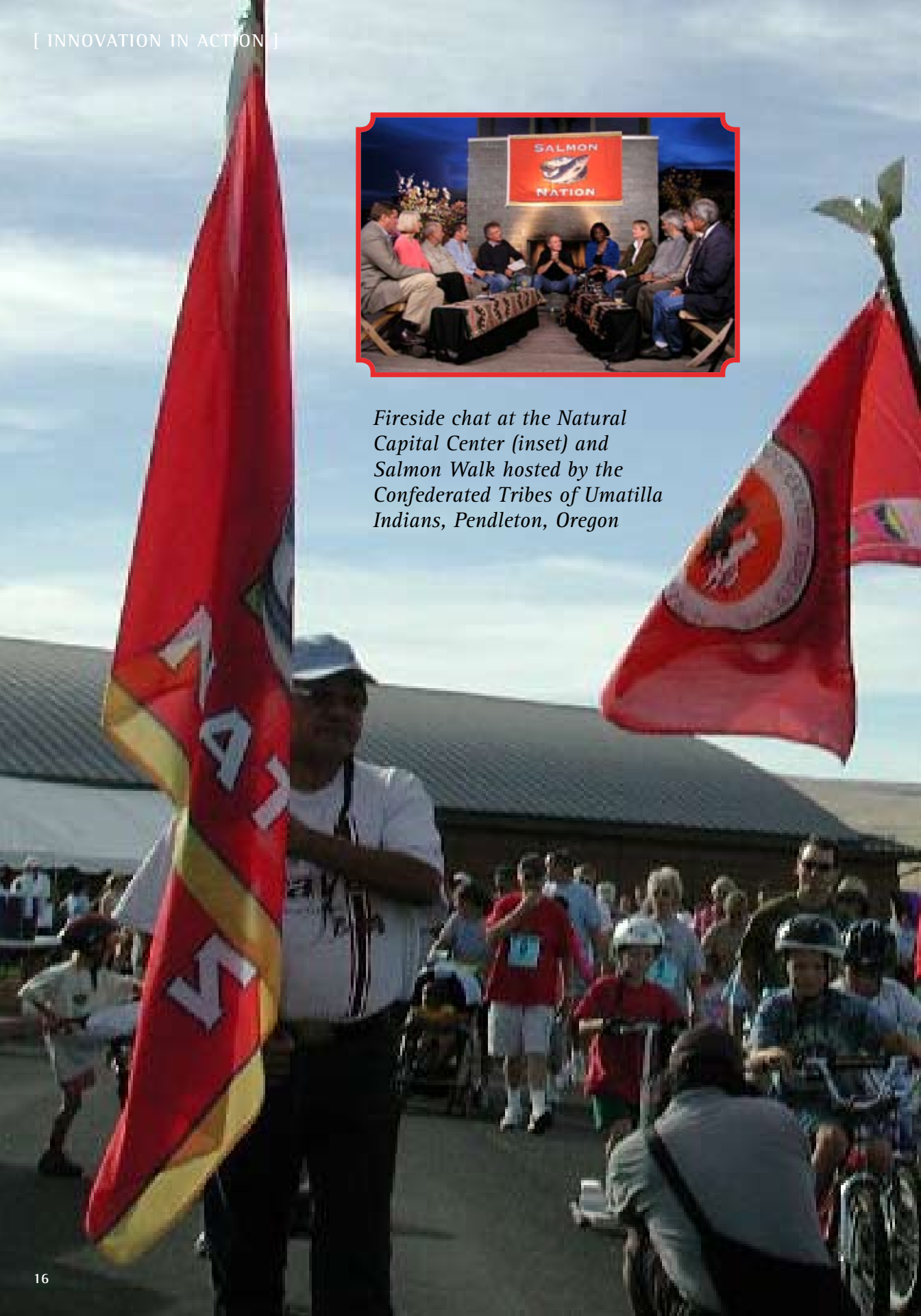
Many people and organizations assisted First Nations and local leaders to find solutions to the bitter conflict. Ecotrust drafted a proposal to create a United Nations biosphere reserve, which now enjoys a \$12 million endowment for research and education.

In 1995, we created Ecotrust Canada, which now operates independently with a 30-person staff, an annual budget of \$3 million and a \$5 million revolving loan fund for small business development. We have a proud record of innovative leadership and investments along British Columbia's rain forest coast.

*create, capitalize and  
catalyze a new approach  
to environmental  
conservation* 



*Fireside chat at the Natural Capital Center (inset) and Salmon Walk hosted by the Confederated Tribes of Umatilla Indians, Pendleton, Oregon*



# *declaring our citizenship*

[ SALMON NATION, 2003 ]

It is said that to restore a landscape, one must first re-story it. Through comic-filled flyers in newspapers along the West Coast, Ecotrust invited two million readers to imagine a more reliable prosperity, rooted in the lands and waters of this region. Our campaign spawned significant shifts in consumer behavior and ignited a passion for a geography-of-the-mind called Salmon Nation.

The Mayor of Portland declared a Salmon Nation Day, and block parties attracted 12,000 to the Natural Capital Center. In the spirit of Salmon Nation citizenship, we invited others to make these ideas their own. Renewing America's Food Traditions – a consortium that includes Slow Food USA – developed a program for supporting eleven food nations around North America. Salmon Nation meets Bison Nation and Chile Pepper Nation!

*create, capitalize and catalyze  
a generous community brand* 



# *a new business model for ecosystem forestry*


[ ECOTRUST FORESTS LLC, 2006 ]

In just the past decade or two, much of private forestland ownership in the U.S. has changed from integrated forest products companies to real estate investment trusts (REITs) and timberland investment management organizations (TIMOs).

But trees do not a forest make.

So Ecotrust created the world's first FIMO, a forestland investment management organization that emphasizes long-term value over short-term income. Restoring a forest ecosystem through practices designed to mimic natural disturbance reduces costs and increases potential revenues from the sales of conservation easements, forest carbon and higher-quality saw logs.

Ecotrust Forests now manages lands worth over \$30 million in coastal Washington and Oregon, improving the environment, while providing local jobs and investor returns.

*create, capitalize and  
catalyze an ecosystem  
strategy for investing* 

*Investors visit Sooes River Forest operations  
on the Olympic Peninsula, Washington.*



*now is the time.  
this is the place.*

*think fresh.*

Ever thought you might join in creating a different kind of economy, one in which every transaction supports people and place?


Ever believed in the power of social, natural and financial capital to foster the innovations that really matter?

Ever glimpsed a world of possibilities – and worked to catalyze enormous social and economic shifts at a pace and on a scale that the world now demands?

So have we.

*Your passions, ideas and participation  
make all the difference.*

*Please join us. [www.ecotrust.org](http://www.ecotrust.org)*



*Ecotrust works at home, in marine and terrestrial environments from Alaska to California, in some of the most innovative economies the world has ever seen, in ways that improve social, economic and environmental conditions both here and around the world.*



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*fresh thinking*

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