

GREEN FINANCE & COLLABORATION FOR NATURE-POSITIVE CENTRAL ANNAMITES LANDSCAPE

Catalyzing sustainable finance and business innovation for biodiversity and community resilience



In June 2025, WWF-Viet Nam co-organised two strategic forums in Quang Tri province to support the long-term sustainability of the Central Annamites Landscape (CAL) - a significant ecological corridor and home to thousands of forest-dependent households. These back-to-back events aimed to bridge business, finance, and conservation by fostering collaboration, advancing green finance models, and enabling nature-positive entrepreneurship.

The first forum convened over 25 small and medium enterprises (SMEs) working with non-timber forest products (NTFPs), while the multistakeholders platform welcomed over 70 delegates from SMEs, government agencies, financial institutions, NGOs, and community groups. Together, these events shaped a shared vision for inclusive, climate-resilient forest landscapes driven by local enterprise and impact finance.



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INNOVATIVE APPROACH

The forums introduced practical tools and mechanisms to tackle barriers to sustainability, especially in green value chains and biodiversity finance. Discussions emphasized the importance of local context - pairing ESG and global certification with the needs of small businesses and cooperatives.

Stakeholders explored green credit mechanisms, PFES/REDD+ programmes, public-private partnerships, and impact investment. Models presented by Agribank, Slow Coffee, and LuxDev demonstrated how public-private and community can unlock capital for conservation-driven business.

KEY OUTCOMES



INCREASED KNOWLEDGE & COMMITMENT

- Improved understanding of ESG, biodiversity finance, and green lending across all stakeholder groups.
- SMEs committed to building internal ESG frameworks and better reporting systems.
- Communities showed increased interest in mainstreaming biodiversity into business planning.



NEW COLLABORATION PATHWAYS

- Agreed need for a landscape-based ecosystem to connect projects, capital, and market actors.
- Identified opportunities for technical and financial co-design with banks, NGOs, and impact investors.
- Strengthened role of WWF as both connector and capacity builder in sustainable development.



SCALE-UP IDEAS

- Strong demand for small-scale green financing packages (under \$50,000), accessible to SMEs and cooperatives.
- Interest in piloting rotating community funds and integrating PFES revenues into micro-investment pools.
- Proposed consolidation of value chains (NTFPs, eco-tourism, agroforestry) to increase efficiency and market leverage.



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RECOMMENDATIONS

- Build a digital green finance portal with funding information and partner-matching features.
- Design and pilot accessible small-scale finance schemes for communities and cooperatives.
- Build capacity for cooperatives, SMEs, and protected area managements through training, toolkits, and tailored technical assistance.
- Promote success stories via multimedia campaigns and develop replication-ready case studies.
- Facilitate regular forums, matchmaking sessions, and investor engagement platforms.
- Consolidate landscape-level efforts and provide policy input to improve access to biodiversity finance



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” Large-scale biodiversity finance requires integrated solutions and multi-actor collaboration. The public sector must offer enabling policies, while private actors and financial tools serve as essential drivers. By fostering close coordination between government, businesses, conservation organisations, and communities, WWF is helping shape a future where effective, nature-positive business models deliver sustainable impact for both people and nature.

Thibault Ledecq, Chief Conservation Officer, WWF-Viet Nam