



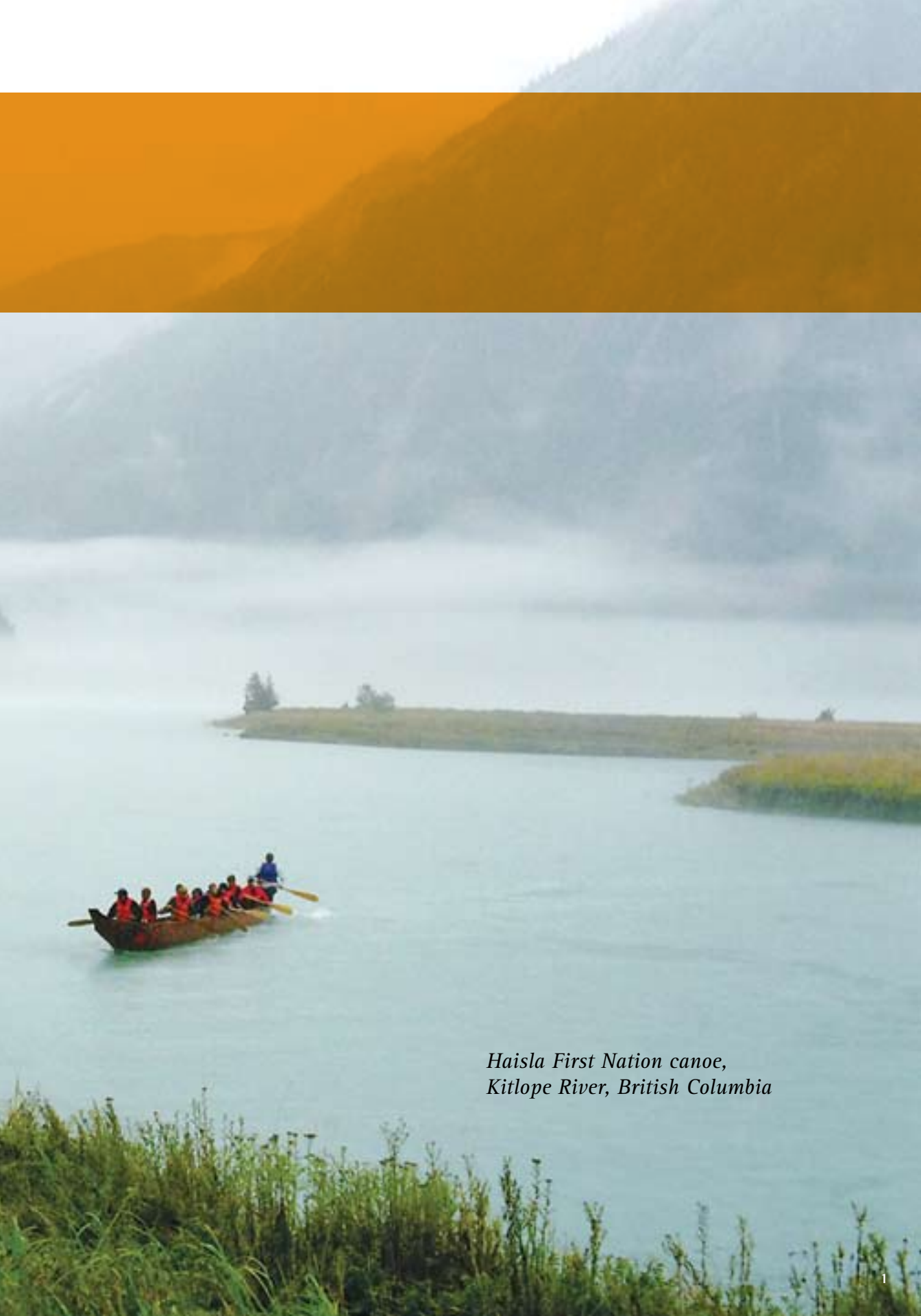
ecotrust

fresh thinking



*Ecotrust's mission is to inspire fresh thinking
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.”



catalyze

*Temperate rain forest along the Clearwater
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 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 Guujaaw
as he accepts the 2006
Ecotrust Award for
Indigenous Leadership*

building on a sense of place


[INDIGENOUS LEADERSHIP AWARD, 2000]

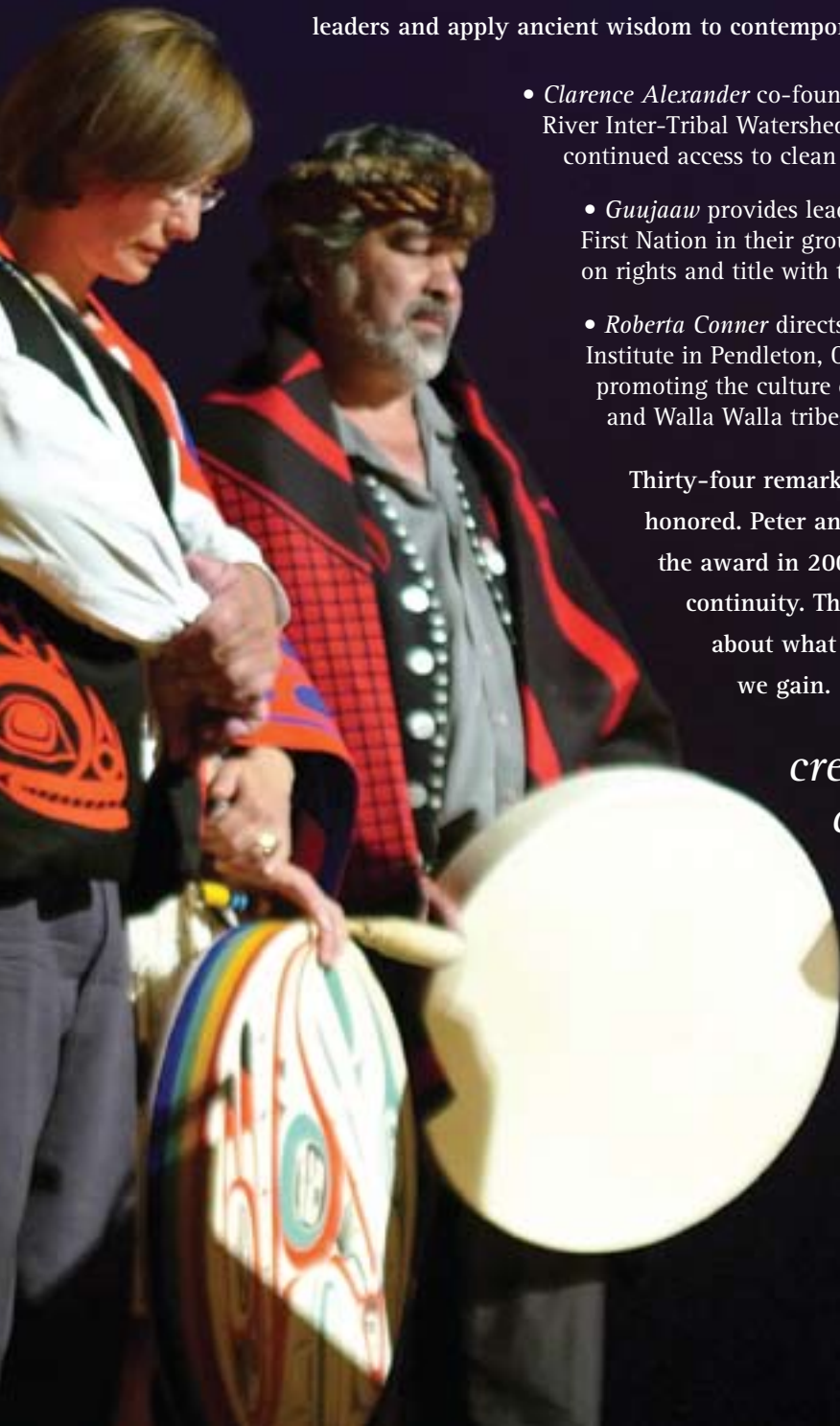
What can we learn from people who have lived in one place for thousands of years?

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 2001, 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 Tamástslikt 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 2006 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* 





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.

*Trillium
Elementary
School,
Portland,
Oregon*


...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* 

Cordell Bank, California

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.

A topographic map of the West Coast of North America, showing the coastline from Alaska down to California. The map uses color to represent elevation, with greens and yellows for lower elevations and browns and oranges for higher elevations. The Pacific Ocean is shown in a dark blue-grey color. Four cities are marked with black dots and labeled: Vancouver, Seattle, Portland, and San Francisco.

We work at home, in marine and terrestrial environments from Alaska to California, on North America's West Coast.

It is also home to some of the world's most creative business innovators and philanthropists – from Google and Intel to Patagonia and Microsoft.

Together, we hope to build on the region's creative spirit to improve social and environmental as well as economic conditions, both here and abroad.

● Vancouver

● Seattle

● Portland

● San Francisco



ecotrust
fresh thinking

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