

An aerial photograph of a dense, lush green forest. The trees are thick and cover the entire landscape, with varying shades of green from deep forest greens to bright, sunlit greens. The perspective is from a high angle, looking down on the canopy.

Cartier for Nature

ANNUAL REPORT
2022-2023



REMARKS BY CYRILLE VIGNERON

The recent UN conference on biodiversity made it very clear that we are facing an existential challenge to life on this planet, with unprecedented man-made disruption of the climate and very rapid loss of many species. In the Great Animal Orchestra, Bernie Kraus invites us to listen to all the animals he has recorded over more than 30 years. Yet we may never again hear the nearly 50,000 species known to be threatened with extinction and likely to disappear. To tackle this challenge, civil society and each of us must all play our part.

As a Maison, Cartier is committed to doing its part to conserve and protect nature as well as regenerate it. This is enacted in our sustainability efforts, from the sourcing of materials to the reduction of our carbon footprint.

However, our commitment goes further than that. Through Cartier for Nature, the Maison has decided to play a more proactive role by supporting some of the world's most effective non-profit organisations dedicated to biodiversity and nature conservation.

As a leading luxury Maison, we feel it is our duty not only to contribute, but also to encourage others in our sector to join us in this vital effort. I invite you to discover the work of our partners through this first Annual Report of Cartier for Nature.

Cyrille Vigneron,
President and CEO of Cartier International

Cartier for Nature



INTRODUCTION BY PASCALE DE LA FRÉGONNIÈRE

Founded by the Maison in 2020, Cartier for Nature is a young initiative by any measure. If it were a tree, it would be a mere sapling. However, it is a sapling growing in fertile soil, drawing on the experience and learnings of a decade of philanthropy by the Maison Cartier, a wealth of conservation know-how in our team, and the support of a diverse and accomplished group of advisory experts.

In our first year, we focused on developing a sound funding strategy that matches our identity and ambition, together with the needs of nature conservation organisations. True to the Maison's ethos, we committed to being a long-term, flexible partner to the organisations we work with, and to upholding our shared core values of respect, trust, ambition and a collaborative mindset.

With these guiding principles, our team has developed more than 20 partnerships with conservation non-profits across the world, whose work is informed by scientific evidence, driven by measurable impact and deeply rooted in the conviction that people and nature can coexist harmoniously.

While we have the ambition to grow and make a real difference in the world, our outlook remains realistic and humble. As a funder, our role is to listen to our partners and their needs, and to support them in their mission to the best of our ability. We are only at the beginning of our journey, and it will take time for the impacts we seek to become evident. It is with this mindset that we introduce you to our work during the fiscal year 2022-2023 in this Annual Report. I am thrilled to invite you to meet our partners.

Pascale de la Frégonnière,
Strategic Advisor to the Board

Cartier for Nature

An aerial photograph showing a dense, vibrant green tropical forest on a hillside that meets a wide, light-colored sandy beach. The forest is composed of various types of trees, including many palm trees. The beach is mostly clear of debris, with some faint tracks or markings visible. The overall scene is bright and natural, representing a healthy ecosystem.

WHO WE ARE

Cartier for Nature's vision is a thriving Earth that's an enduring source of life and inspiration for future generations.

As an initiative rooted in today's environmental challenges, Cartier for Nature's mission is to help **conserve and restore biodiversity and healthy ecosystems** for the benefit of nature and people.

The Maison Cartier founded Cartier for Nature in 2020 to complement its corporate sustainability commitments and initiatives, and its diverse philanthropic actions in the fields of human development, women's empowerment and the arts and culture.

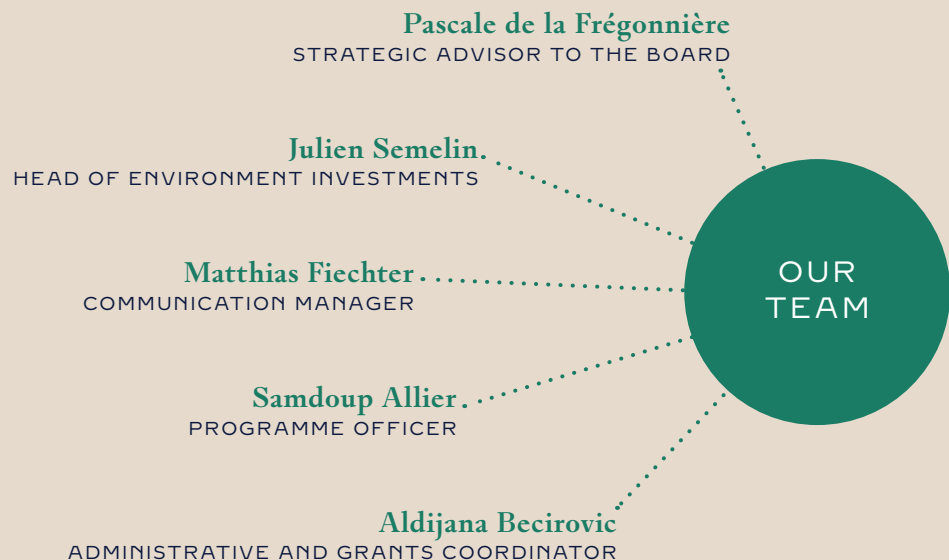
As a philanthropic undertaking, **Cartier for Nature operates in complete independence of the Maison's commercial interests.**

We are guided by core values shared with the Maison Cartier:

- **Respect** for the communities we engage with
- **Trust** that shapes our relationships with our partners
- **Ambition** to support high-impact initiatives by results-oriented organisations
- **Collaborative mindset** to build effective partnerships that address the nature conservation challenge

OUR STEERING COMMITTEE

Cyrille Vigneron, Grégoire Blanche, François Lepercq,
Agathe Delpont¹, Pierre Rainero, Bernard Malek,
Anouchka Didier-Mansour



¹ Until March 2023

A photograph of a dense, lush green forest. Sunlight filters through the leaves, creating a dappled light effect. The trees are tall and thin, with many smaller branches and leaves in the foreground and background. The overall color palette is various shades of green, from bright lime to deep forest green.

HOW WE WORK

Cartier for Nature makes grants to non-profit organisations and social enterprises to support biodiversity conservation and restoration initiatives designed for impact at scale.

A primary **focus is on forest biodiversity** and the ecosystem services that forests offer the populations that depend on them, such as providing natural resources, water purification, flood control and nature-based recreation. We also support the conservation of other critical terrestrial, marine or freshwater ecosystems, and do not limit our work to a particular geography.

We follow
3 core approaches
to achieve our
conservation goals:

1. Conserve and restore the natural ecosystems on which all life depends

Cartier for Nature supports the conservation of ecosystems that are still intact and the restoration of ecosystems that have been degraded or destroyed.

2. Embrace smart solutions to accelerate the impact of actions addressing the environmental crisis

Proven nature conservation approaches need to be complemented by new ideas if we are to increase the pace and scale of impact. This may not only involve the use of emerging technologies, but also, for example, the revival of forgotten traditional land or wildlife management practices, as well as new funding mechanisms and initiatives that connect the business sector with nature conservation.

3. Respond to environmental emergencies

Severe weather events, pollution and political instability can destroy decades of conservation, making it vital to take action that mitigates their effects. Cartier for Nature keeps a reserve fund to intervene promptly where and when relevant.

Cartier for Nature does not issue calls for proposals, but rather **seeks partners proactively**, based on recommendations from its network of experts, NGOs and foundations.

In the light of current conservation challenges and the urgent need to scale up successful solutions, we make **grants of meaningful size** (CHF 100k-500k per year), provide **long term support** to help our partners achieve their missions, and offer **flexibility** based on trust and a shared vision of outcomes. We also engage with **coalitions of organisations** and with other funders to increase the impact of the nature conservation initiatives supported.

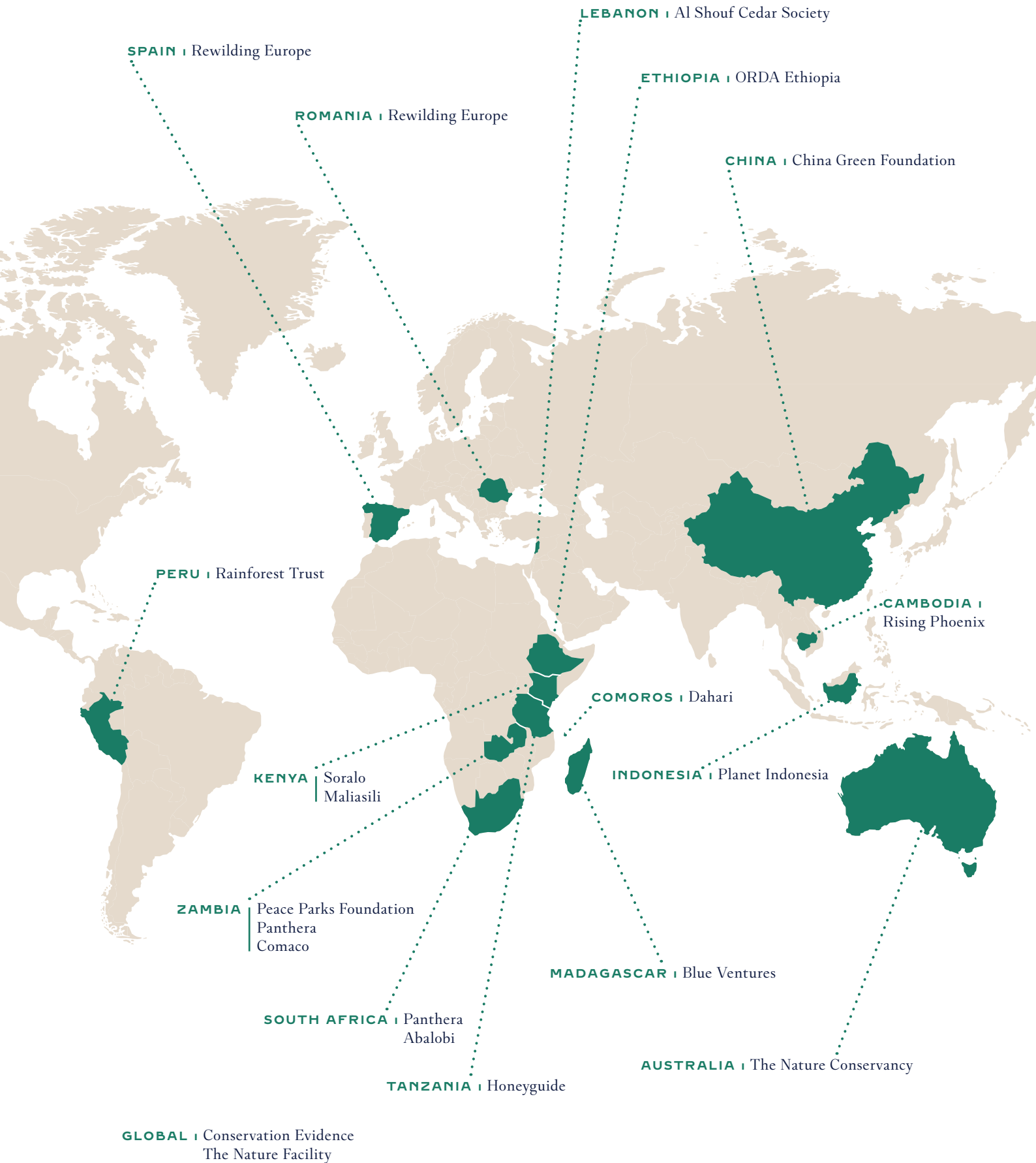
While every conservation initiative is necessarily embedded in its own specific context, we believe that a shared set of principles and practices can contribute to successful conservation outcomes across different settings. When seeking to collaborate with impactful partners, we rely on our robust due diligence process, as well as on concepts and tools developed in accordance with the **Conservation Standards** and **Conservation Evidence**. In addition, we are supported by **advisory experts** who share their knowledge, scientific or on-the-ground expertise regarding specific issues and geographies, and bring an independent external view of potential partnerships.

Since its inception, Cartier for Nature has provided 20 partner organisations with grants totalling 8,549,582 Swiss francs.

A lush green forest with a river in the foreground. The text "WHO WE FUND" is overlaid in white. The forest is dense with various types of trees, including bamboo with yellowish-green stalks and palm trees. The river reflects the surrounding greenery.

WHO WE FUND

CURRENT PARTNERSHIPS



SPOTLIGHT ON SOME OF OUR KEY PARTNERSHIPS



MADAGASCAR

SUPPORTING COASTAL COMMUNITIES TO CONSERVE AND RESTORE MANGROVES

Challenge:

Madagascar's mangroves, often called "blue forests", are home to a rich abundance of marine life, sustain the livelihoods of thousands of people, shelter communities from storms, and store vast amounts of carbon. They are vital to wildlife and people. Yet, these multi-functional ecosystems are under threat from deforestation and overfishing. Since 1990, over 20% of Madagascar's mangroves have been degraded and deforested, largely due to timber and charcoal harvesting, leading to erosion and the emission of stored carbon into the atmosphere.

Response:

Cartier for Nature supports Blue Ventures in its work to help protect these natural treasures and the benefits they provide. Blue Ventures empowers coastal communities along the west coast of Madagascar to obtain effective governance of mangroves and any associated fisheries, and to manage them sustainably, enabling members of these communities to achieve sustainable livelihoods. In 2022, more than 13,000 hectares of mangroves were under protection or sustainable local management thanks to this programme, while 514 hectares were replanted or restored between March 2022 and February 2023.

“Mangrove forests are among the most carbon-rich ecosystems on earth, and are critically important to coastal communities, defending shorelines against storm surges and erosion, and underpinning the fisheries of tens of millions of people. Supporting community-led mangrove management contributes to the protection of these critical ecosystems, providing benefits both at local and global level.” LALAO AIGRETTE, National Technical Advisor for Mangroves, Blue Ventures



AUSTRALIA

LINKING TRADITIONAL INDIGENOUS LAND MANAGEMENT AND MODERN CARBON MARKETS

Challenge:

Australia's northern savanna woodlands are one of the most naturally fire-prone landscapes in the world. For millennia, Indigenous Australians have used small, managed fires in the cooler months to prevent much larger wildfires breaking out in the dry season, and the native flora and fauna have evolved to adapt. But European colonisation and climate change have disrupted this balance, leading to increasingly violent, often devastating fires which release vast amounts of greenhouse gases in a vicious circle of global heating.

Response:

Our partner, The Nature Conservancy (TNC), supports Indigenous communities across northern Australia to combine their traditional ecological knowledge and cultural practices with cutting-edge fire science to reclaim their role as custodians of the land. The resultant land management helps a diverse array of species to thrive and measurably reduces the volume of greenhouse gases released into the atmosphere each year. The Nature Conservancy also supports these communities to access carbon offset marketplaces so they can earn additional income from their efforts. In 2022, the programme assisted the formalisation of the Indigenous Carbon Industry Network of 35 organisations committed to ensuring the long-term sustainability of the Indigenous savanna-burning carbon industry.

“Indigenous community-led fire management is having huge positive impacts for people and nature across northern Australia, including tackling climate change. Indigenous-led savanna-burning carbon projects now cover 22 million hectares of Indigenous land and achieve more than one million tonnes of emissions reduction each year.” DAVID HINCHLEY, TNC Outback Programme Director



ETHIOPIA

RESTORING AND CONNECTING FRAGMENTED SACRED FORESTS

Challenge:

Ethiopia has been forced to increase its agricultural production dramatically to feed a rapidly growing population over the past two decades. This has led to massive deforestation and now only small, scattered fragments of primary forests remain intact in most parts of the country, mainly around Ethiopian Orthodox Churches. While these Church Forests are considered sacred, even they are not immune from overgrazing, encroachment and wood cutting for fuel. Moreover, studies have shown that many of them are degenerating because of a lack of genetic diversity.

Response:

Our Ethiopian partner organisation ORDA is committed to protecting and regenerating the remaining Church Forests in the country's northern Amhara province. This will eventually be a stepping stone to larger-scale restoration of the surrounding degraded landscape. A key part of its plan is to enrich the surviving forest patches by planting more trees in less dense areas, and to link fragmented patches, creating corridors for species by planting trees on private and public land between them. In 2022, ORDA completed a scientific survey of 12 Church Forests, began restoring them by planting more than 50,000 seedlings, and employed local workers to build natural stone "conservation walls" around four Church Forests to prevent overgrazing by free-roaming cattle.

“With the support of Cartier for Nature, we work every day to fulfil our vision of transformation through collaboration.”

ALEMAYEHU WASSIE ESHETE, Executive Director of ORDA



CHINA

CONSERVING SNOW LEOPARDS AND THEIR MOUNTAIN HABITAT

Challenge:

The high mountains of Central Asia are the domain of one of the world's most legendary animals: the snow leopard. While this elusive big cat is perfectly adapted to its harsh and unforgiving environment, it nonetheless faces an uncertain future. Climate change, mining and construction projects impact its habitat. Growing competition for grazing lands puts pressure on its prey species, and persecution by people, be it to protect livestock or to poach for its precious pelt, further threatens populations.

Response:

The Three Rivers National Park in China's Qinghai province is one of the snow leopard's most important remaining strongholds. As the source region of three of Asia's major rivers, it also sustains the lives and livelihoods of hundreds of millions of people. Cartier for Nature is partnering with the China Green Foundation to strengthen the monitoring and protection of snow leopards in this critically important ecosystem, where it works with local herders to reduce human-wildlife conflict and conserve grasslands and water sources for people and wildlife. Following COVID-related challenges that delayed the project in 2022, local teams have now begun work, formulating a monitoring plan and conducting an initial round of surveys to better understand herders' attitudes to snow leopards.

SPOTLIGHT ON SOME OF OUR KEY PARTNERSHIPS



KENYA

EMERGENCY RESPONSE: SUPPORTING COMMUNITY CONSERVATION PARTNERS IN EXTREME DROUGHT

Challenge:

Millions face hunger following the severe droughts that struck East Africa in 2022. Livestock herds have been decimated and livelihoods lost. Cartier Philanthropy responded promptly to the humanitarian crisis with an emergency donation in 2022. But the drought is also threatening the future of the region's irreplaceable wildlife. Countless animals have already perished as water holes dry up. Others face increasing conflict with local herders, whose ability to tolerate and co-exist with species such as lions and elephants has been reduced by the crisis. Herders cannot lose any more livestock to predator attacks or have elephants destroy pipes and tanks in search of water during this crisis.

Response:

Disasters such as this can undo years of conservation progress. Cartier for Nature has provided emergency funding for several grassroots organisations in Kenya through our partner Maliasili, aiming to assist the most vulnerable communities in this time of need and maintain the conservation gains achieved. Communities have received critical food, water and fuel to sustain their livelihoods and livestock. Funding was also provided for measures to reduce the potential for conflict between wildlife and people by, for example, enlarging existing artificial water sources for elephants so they do not damage community water supplies.

“Cartier for Nature’s agile, proactive response to the drought in Kenya, providing flexible, rapidly-disbursed funding to leading local and community grassroots organisations, has proved extremely valuable in this crisis. It has responded to needs on the ground and helps these organisations support their community partners together with the long-term, locally-led interventions that are most critical for conservation in Africa to succeed.” FRED NELSON, CEO of Maliasili

SPOTLIGHT ON SOME OF OUR KEY PARTNERSHIPS



EUROPE

REWILDING TO REVIVE DEGRADED LANDSCAPES

Challenge:

Many of Europe's more remote regions have experienced social, economic and environmental decline in recent decades, with jobs and services becoming scarce and populations shrinking. As more and more people gave up small-scale farming and moved away, the landscapes they had inhabited began to change. Open and mixed habitats such as steppes and grassland disappeared and were often replaced by less diverse forest monocultures. This in turn pushed out many of the animal species that had previously thrived in these parts, from red deer and roe deer to predators such as wolves and lynx, and scavengers such as vultures.

Response:

Our partner Rewilding Europe brings once lost wild species such as bison, wild horses and vultures back to Romania's Carpathian mountains and Spain's Iberian highlands to revive degraded landscapes and counter decades of decline. The reintroduction of such species into their natural ecosystems creates more diverse, vibrant landscapes where wildlife and human activity coexist and thrive side by side. It also attracts eco-friendly tourism and other sustainable nature-based business practices to these remote areas. In 2022, Cartier for Nature's support enabled Rewilding Europe to establish operations in Spain and build crucial relationships with local stakeholders while advancing the reintroduction of bison in Romania.

“We are very excited about our partnership with Cartier for Nature, which is now supporting an existing rewilding landscape – the Southern Carpathians in Romania – and a new one, the Iberian Highlands in Spain. We look forward to building a long-term relationship to make these landscapes successful rewilding examples in Europe.” FRANS SCHEPERS, Executive Director of Rewilding Europe

An aerial photograph of a vast mangrove forest. The landscape is a complex network of narrow, winding water channels that separate dense clusters of lush green mangrove trees. The water in the channels is a calm, greyish-brown color, reflecting the sky and the surrounding vegetation. The trees are a vibrant green, and their dense canopy creates a textured, almost mosaic-like appearance from above. The overall scene conveys a sense of a healthy, interconnected natural ecosystem.

**ALL OUR
PARTNERSHIPS**



The Lion's Share - GLOBAL
Businesses giving nature its share



Blue Ventures - MADAGASCAR
Supporting Madagascar's coastal communities to conserve and restore mangroves



China Green Foundation - CHINA
Protecting China's snow leopards and their mountain habitat



COMACO - ZAMBIA
Protecting Zambia's iconic wildlife and improving livelihoods



Abalobi - SOUTH AFRICA
Tools and technologies to power sustainable small-scale fisheries



Al Shouf Cedar Society - LEBANON
Protecting and restoring Lebanon's iconic cedar forests



Conservation Evidence - GLOBAL
Transforming conservation through evidence-based decision making



Dahari - COMOROS
Restoring tropical forests in Comoros to promote biodiversity & sustainable livelihoods



Honeyguide - TANZANIA
Strengthening community-managed wildlife areas in Tanzania



Maliasili (Emergency Kenya) - KENYA
Emergency response: supporting East African community conservation partners in extreme drought



Panthera - SOUTH AFRICA AND ZAMBIA
Finding fur alternatives to let Southern Africa's leopards live

APRIL

2021-2022

MARCH

APRIL

2022-2023

MARCH



ORDA Ethiopia - ETHIOPIA
Restoring and connecting Ethiopia's sacred forests



Rainforest Trust - PERU
Partnering with local communities to protect Peru's rainforests and wildlife



TNC - AUSTRALIA - Renewal February 2023
Promoting indigenous low-carbon economies to support nature conservation in Australia



Peace Parks Foundation - ZAMBIA
Empowering livestock herders and wildlife to thrive across Zambia



Planet Indonesia - INDONESIA
Conserving at-risk ecosystems in Indonesia with local communities



Rewilding Europe - ROMANIA AND SPAIN
Rewilding to revive degraded landscapes in Europe



Rising Phoenix - CAMBODIA
Generating income from a thriving ecosystem in Cambodia



Soralo - KENYA
Fostering people's coexistence with predators in Kenya

The Nature Facility - GLOBAL
A collective effort to secure some of the world's most critical ecosystems



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