

Our 2030 Vision

By 2030, Enduring Earth will support Project Finance for Permanence (PFP) initiatives that deliver durable conservation, advance community development, and secure sustainable financing for up to 1 billion hectares globally, guided by the leadership and decision making of Indigenous peoples, local communities, and national governments, supported by a broad coalition of non-governmental organizations and public and private funders committed to equitable, lasting outcomes.



Where We Started From Idea to Initiative

**Enduring Earth's story begins with a simple truth:
No single organization or community can meet
the scale of today's intertwined climate and
biodiversity crises alone.**

Nearly two decades ago, the PFP model was adapted from project finance to conservation, securing durable protection for 87 million hectares across the Brazilian Amazon, Costa Rica, Canada's Great Bear Rainforest, Bhutan, and Peru. These early successes showed what is possible when long-term finance, strong governance, and local leadership come together. They provided proof of concept for how conservation at scale could be achieved. Building on these successes, in December 2020, The Nature Conservancy, The Pew Charitable Trusts, World Wildlife Fund, and ZOMA LAB - with support from Bezos Earth Fund, the Global Environment Facility, the Gordon and Betty Moore Foundation, the Green Climate Fund, Margaret A. Cargill Philanthropies, and the Wyss Foundation - launched Enduring Earth to mobilize governments and local partners to lead large-scale PFPs. Together, we advance initiatives led by Indigenous peoples, local communities, ministries of environment, climate, and finance, local partners, and public and private funders, aligning multiple institutions behind locally led visions and tying long-term funding to clear social and ecological outcomes. In doing so, we keep decision making and resources where they belong: with the people who steward lands and waters.

Partnering for Scale

Enduring Earth was founded with a vision to partner with all environmental stewards to secure durable protection for 600 million hectares of lands, ocean, and freshwater by 2030 - an area almost twice the size of India. By the end of last year, local partners had secured 210 million hectares through the PFP model, and mobilized U.S.\$1.7 billion in long-term financing. Building on this progress, we have raised our target: By 2030, Enduring Earth will support PFP initiatives that deliver durable conservation, advance community development, and secure sustainable financing for up to 1 billion hectares globally, guided by the leadership and decision making of Indigenous peoples, local communities, and national governments, supported by a broad coalition of non-governmental organizations and public and private funders committed to equitable, lasting outcomes.

How We Work: Principles in Practice

Enduring Earth builds partnerships grounded in our shared values of trust, responsibility, sustainable impact, and collective action. We act transparently, steward resources wisely, and respect each nation's priorities and cultures, knowing that only collaboration can achieve our most ambitious goals. In practice, local leaders set the agenda, technical experts sharpen solutions, and innovative financial approaches ensure those solutions endure. Thriving ecosystems support resilient communities and a sustainable future, and across our portfolio, we are proving that what we protect together endures.