

NONPROFITS

## Kering, Conservation International launch sustainability fund

January 28, 2021



*Kering continues its sustainability efforts by launching a new regenerative fund with Conservation International. Image courtesy of Kering*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering and environmental nonprofit [Conservation International](#) have launched the "[Regenerative Fund for Nature](#)" to help finance farmers as they transition to regenerative agriculture across fashion's supply chain.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246** ▶

The Regenerative Fund for Nature will provide grants to farmers, NGOs and key stakeholders who are on the frontlines of developing and scaling agricultural change on the ground. The first round of funding is now open to grant applications.

"Scaling the quantity and quality of natural, regenerative raw materials for the luxury and fashion industry is one of the key goals of the Regenerative Fund for Nature," said Marie-Claire Daveu, chief sustainability officer and head of international institutional affairs at Kering, in a statement. "Essentially, we are providing funds to groups that can directly trigger change at the farm-level, ultimately transitioning one million hectares to practices that work in harmony with nature.

"As an industry, luxury and fashion can support this pivotal lever of change and help transform agriculture to meet climate goals and stem biodiversity loss," she said.

### Sustainable priorities

By launching the Regenerative Fund for Nature initiative, Kering and Conservation International are aiming to financially support farmers transitioning from current agricultural practices, which have high impacts on climate and nature, towards more regenerative practices that restore nature and mitigate climate change.

The goal is to transform 1 million hectares, or nearly 2.5 million acres, of farms and landscapes producing raw materials to regenerative agriculture during the next five years.

The fund will directly support farmers in adopting regenerative agricultural practices, building awareness of the need for improved farm-level practices and ensuring the right market mechanisms are in place to scale regenerative agricultural production.



*As a cofounder of the Regenerative Fund for Nature, Conservation International plans to leverage its science to guide the implementation of the fund. Image credit: Conservation International*

Eligible projects will take place in at least one of the 17 countries that have been identified through analysis by Conservation International, and will focus on at least one of the core raw materials used in luxury: leather, cotton, wool and cashmere.

Grant applications must be submitted by April 30.

To support a proof of concept for regenerative raw materials in fashion's supply chain, the fund has been set up using science-based tools and methodologies to prioritize projects that will maximize positive impact. The projects' progress will be monitored to ensure they deliver measurable outcomes for nature, climate and livelihoods.

Conservation International believes that corporations have a responsibility not only to embrace environmentally and socially sustainable business practices, but to invest in conserving the nature their business depends upon. The organization works within and across sectors, in collaboration with companies and industry associations, to align the market with environmentally friendly policies and to help businesses adopt more sustainable production practices.

Kering was recently named the most sustainable company in the world in the clothing and accessory retail sector, according to the Corporate Knights 2021 annual Global 100 rankings. This is the fourth consecutive year the company has received this designation, and it placed seventh in the overall rankings of 8,080 companies.

The index evaluates corporate sustainability across 24 categories in resource management, employee management, financial management, clean revenue and investment and supplier performance ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.