

# The benefit of investing green



Many investors have hoped to be able to put their money toward worthwhile causes going on in the world. One company that connects investors to companies working within the carbon and renewable energy market is GreenStream Network Plc. From its home market in Helsinki to its subsidiaries across Europe, Asia and Africa, GreenStream is providing valuable guidance and funds for companies helping reduce their impact on the world.

The company began making an impact in 2001 when it began targeting international markets to work with climate and emissions trading. At that time, the European Emissions Trading Scheme was not yet established, so GreenStream was truly a pioneer in the market. As the company grew, it began to focus on asset management, raising capital and managing funds. Now the business has expanded far from its home in northern Europe. The company's global presence includes subsidiary companies in Germany and Norway, representations in Lithuania, Russia and Ukraine, as well as joint-ventures in China and South Africa. This worldwide focus has also begun to attract international capital and investors. Currently, the company manages six funds, and launches one new fund each year. These funds focus on investing in renewable energy and reducing carbon emissions. For example, one fund is currently helping fund hydropower projects in Norway. These funds are responsible investments with an attractive expected return-risk ratio. GreenStream is also beginning to diversify, as it prepares two new funds for launch: the China GreenStream Fund and the GreenStream Climate Market Fund. GreenStream Climate Market Fund is a liquid investment, while China GreenStream is a long-term investment fund. By creating diverse types of funds, the company hopes to attract a variety of in-



The projects GreenStream is helping to sponsor spread throughout China

vestors. The market continues to be very volatile as environmental issues become increasingly important. Apart from its funds, GreenStream also offers advice and management services to its clients. The company develops projects, evaluates risk and manages carbon portfolios and carbon market transactions. The company's role as carbon financing advisors in investment projects has also helped its customers make their projects go as expected. Even policy design can be supplied by GreenStream. GreenStream has a licence from the Financial Supervisory Authority of Finland which has been

notified in most EU countries, allowing the company to work with companies throughout the EU. The climate change market is expected to grow dramatically in the next ten years. "This huge trend needs to be viewed as a financial issue; it costs to manage the problem but it also creates exciting investment opportunities," points out the Executive Vice President and Deputy CEO, Tomas Otterström, "Still, our society does too little for climate protection. It is going to be a long, long process." Though GreenStream is investing a significant amount into preventing and reversing climate change, it is

still a small step. GreenStream helps spread the word about its business and its meaning by reaching out to investors across Europe. Individuals within GreenStream are active as speakers at a number of conferences. The business also teams up with local companies and international partners. The company history as pioneers also gains a significant amount of respect within the field. In the future, the company hopes to make an impact in climate issues while still staying competitive and creating value for investors. "We will continue to grow," says Mr. Otterström. "I do believe that we will continue to launch new funds, better possibilities to invest ourselves, not just manage funds." The funding format will continue to favour individual projects making a measurable impact, and the company expects to stay limited to the vast climate and renewable energy niche. As Mr. Otterström points out, solving the climate issue is a "100-year project." GreenStream's work is far from over. ■

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