



**WEBINAR: FROM INTEGRITY TO IMPACT
SCALING CONSERVATION – LESSONS FROM OXYGEN CONSERVATION
RICH STOCKDALE, FOUNDER & CEO OF OXYGEN CONSERVATION**

Summary

Rich Stockdale shares how Oxygen Conservation has rapidly grown from concept to a £300 million portfolio spanning more than 50,000 acres across the UK.

He unpacks how purpose, people, and performance combine to deliver measurable impact and commercial success, proving that doing the right thing for the environment and communities can also be highly profitable.

Through a culture of transparency, innovation, and collaboration, Rich demonstrates how scaling conservation can be both a business and a mission.

“Doing the right thing for the environment and people is ultimately the most profitable thing to do.”

DR. RICH STOCKDALE

Key Insights

- Impact and profitability are directly correlated, not in conflict.
- Talent and culture are as vital as capital in scaling conservation.
- Radical transparency builds internal trust and external credibility.
- AI, data, and technology are critical to efficient land management.
- True leadership is about collaboration, not competition.
- Investment in people fuels long-term environmental innovation.
- The next evolution of nature markets requires both passion and professionalism.

“How you do anything is how you do everything.”