



**WEBINAR: FROM INTEGRITY TO IMPACT
THE INVESTMENT THESIS
TATJANA GREIL CASTRO, (MUZINICH & CO.)**

Summary

In this session, Tatjana Greil Castro, Co-Head of Public Markets at Muzinich & Co., explores how nature-based investments can align financial returns with real-world impact. She outlines the evolving role of private finance in supporting nature recovery and discusses what institutional investors look for when assessing opportunities in emerging nature markets.

Tatjana emphasises that credibility, transparency, and measurable outcomes are non-negotiable. Investors, she explained, are ready to back nature — but they require data that is consistent, auditable, and comparable to financial reporting standards.

The session bridges the gap between ecological integrity and investor expectations, highlighting how initiatives like CreditNature's NARIA™ framework can make nature restoration investable by translating ecological performance into reliable, financial-grade evidence.

“Investors don’t fear nature — they fear uncertainty. Credible data removes that fear.”

TATJANA GREIL CASTRO

Key Insights

- **Investors seek credibility:** Verified, consistent data is essential to de-risk and validate investment decisions.
- **Nature is entering mainstream finance:** The market is moving from philanthropic to institutional capital.
- **Transparency equals trust:** Open data and clear governance attract serious investors.
- **Integration with financial standards:** Ecological metrics must align with reporting and disclosure systems used in finance.
- **Long-term value creation:** Nature investments deliver stable, inflation-resilient returns while generating measurable impact.
- **Bridging worlds:** Translating ecological science into financial logic is the key to unlocking scale.
- **Collaboration is essential:** Investors, scientists, and policymakers must co-design frameworks that serve both markets and ecosystems.