

REQUEST FOR INTERVIEW

We are a group of business professionals undertaking a postgraduate study program at the Cambridge Institute for Sustainability Leadership (CISL). CISL is an impact-led institute within the University of Cambridge that activates leadership globally to transform economies for people, nature and climate.



We are reaching out to you as we are conducting a research project with the following question:

Do investors undervalue the social impact of peatland projects in the UK when making investment decisions?

Why are we researching this?

The environmental benefits of peatland conservation and restoration are well researched and understood, for example, the International Union for Conservation of Nature (IUCN) has stated that emissions from drained peatlands make up 5% of human-caused greenhouse gas emissions, despite only covering 0.3% of the earth's landmass. However, while the ONS has estimated that restoring 55% of the UK's peatlands to near natural condition would bring benefits to climate change emissions worth up to £51 billion over just 10 years, a significant funding gap exists.

What is the research?

From existing academic literature and practitioner insight, we have found that environmental impacts are the most prominently communicated benefits of peatland restoration to investors. However, we have found little to no monitoring or reporting of the social impacts of peatland restoration. Therefore, the aim of our research project is to investigate if by monitoring and reporting the social metrics *and* environmental metrics of Peatland Restoration in the UK, these projects will become a more attractive investment thus potentially plugging the funding gap.

Where do you come in?

We have identified a select group of experts in this topic from whom we believe your input is very valuable for our research and for peatland restoration funding as a whole. We would be very grateful for your insight on the aforementioned topic as we believe that you have first-hand experience in these projects and the impact of funding upon them.

We hope to speak to yourself alongside a range of players in this field to pool collective expertise and research the social impact of peatland restoration in the UK and its impact on funding. We would be more than happy to share our findings with you, which we hope you will find beneficial to your role.

What do I need to do?

We kindly request an **informal interview** lasting no more than **30 minutes before the end of January 2025**. This will take place **online** at a time that is **convenient to you**.

Thank you very much for your time and consideration. If you would be amenable to sharing your insights on this matter, please respond to your original point of contact or alternatively reach out at socialpeatland@gmail.com.

CONTACTS

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Cambridge University Supervisor:

Justin DeKoszmovszky (Founder and Managing Director, Archipel&Co.)

GDPR and Data Privacy

Your participation in this research is voluntary, and your responses will be recorded and securely stored in accordance with the General Data Protection Regulation (GDPR). The information you provide will be used solely for academic purposes as part of this postgraduate research project at the University of Cambridge. All data will be anonymized in any publications or presentations to ensure your privacy. A more detailed consent form will be sent you in advance of the agreed meeting time. You may withdraw your consent and participation at any time without explanation by contacting us at socialpeatland@gmail.com.