# [***Let's finance projects that reduce biodiversity losses: UBS***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6B47-P551-JCG7-83YX-00000-00&context=1516831)

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**Body**

At the annual World Economic Forum (WEF) summit in Davos, Swiss bank UBS said it is necessary to unlock funding for projects that reduce ***biodiversity*** ***loss*** to achieve targets set for 2030.UBSconcluded in a study that 60 percent of global Gross Domestic Product (GDP) is significantly related to ***biodiversity***, which has motivated multiple companies, governments and investors to seek nature-centered solutions.UBS: let's finance projectsSergio Ermotti, CEO of UBS, said that ***biodiversity*** ***loss*** requires immediate action from all levels of society: "Collaboration between governments, industries, academia and communities is critical to accelerate and find the solutions needed to reduce ***biodiversity*** ***loss*** by 2030".UBS experts explained that blended finance would attract private capital for projects that were previously difficult to afford, as well as proving useful in overcoming obstacles that standard financing alone would not overcome.They also highlighted the need to close the investment gap for sustainability issues by $700 billion to meet the plans already laid out for the next decade. "It is crucial to channel private capital through innovative approaches that are focused on nature and these, in turn, will depend on a better way of obtaining data and measurements," explained UBS.The bank indicated the actions that governments should take to reduce ***biodiversity*** ***loss***; first, it said, it is necessary to provide adequate economic incentives for farmers to obtain positive results, as well as to share the results annually at WEF meetings.Another suggested action is to provide public capital to attract private investment to support innovative financial initiatives.Suni Harford, president of UBS Asset Management and group executive for sustainability and impact, stated that there is a growing interest among her clients to invest their capital in positive solutions for nature, both through investments and philanthropic solutions.EDD

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