



PARIS
LODRON
UNIVERSITÄT
SALZBURG

Lecture Series Environment & Biodiversity

Towards achieving the whole of society approach to conservation: the role of carbon and biodiversity markets

Mwangi Githiru

Wildlife Works, KENYA

Host: Dr. Beate Anna Apfelbeck



Monday, 2. March 2026, 1:30 - 3:00 P.M.
NLW-Faculty, Room 413, 1st floor



Research focus:

Conservation biology, REDD+



Abstract

The Kunming-Montreal Global Biodiversity Framework (GBF) aims to halt and reverse nature loss by 2030, with additional 2050 goals. Yet, experience from the 2020 targets plus current patterns of biodiversity threat and loss do not paint a positive outlook for conservation, which is puzzling given all the good intentions and efforts, and the generally growing awareness and financing for the conservation sector. It makes one wonder what it will take to bend the biodiversity loss curve. Wildlife Works is a for-profit conservation organisation that seeks to harnesses the power of market to sustain or improve environmental stewardship. We use the voluntary carbon market as a source of financing to help reduce pressure on tropical forests, improve local livelihoods and drive biodiversity conservation. Recently, we ventured into the biodiversity market, exploring Biodiversity Stewardship Units (BDSUs) as a novel source of financing for rewarding indigenous communities for good stewardship of their forests and biodiversity. This talk will broach how market-driven schemes could help deliver on some of these elusive biodiversity goals, drawing from lessons learnt from our long-running REDD+ projects and nascent BDSU project. I will endeavour to use our current and planned work to draw lessons about moving from theory to practice, bridging disciplines and building linkages for conservation, and hopefully illustrate the role that science and research can play towards realising the plan-globally-but-act-locally notion that will be vital for propelling the whole of society approach advocated by the GBF.

