



Justin Adams, Global Managing Director, Lands, The Nature Conservancy

Justin has spent 25 years championing innovation and sustainability in the private and public sector to address the challenge of climate change. He joined The Nature Conservancy as Global Managing Director for Lands in April 2014 and leads a large cross-disciplinary global team, which focus on building programmes to accelerate action on zero deforestation supply chain; forest restoration; soil health; indigenous people's rights and carbon finance.

In 2015, Justin initiated a major strategic initiative on Natural Climate Solutions (NCS) within TNC. He was a leading author on the seminal paper published in [PNAS](#) demonstrating that NCS could account for 37% of the necessary greenhouse gas reductions by 2030. He is currently one of the lead supporters of the innovative [nature4climate](#) platform designed to elevate the profile of NCS across the broader environment community.

Before joining The Nature Conservancy, Justin worked as a Senior Advisor to the World Bank where he helped design and raise \$300 million for the BioCarbon Fund's Initiative for Sustainable Forested Landscapes. He also served as a Senior Advisor to the Duke of Westminster's new agricultural fund, Wearsheaf Investments, and built a boutique advisory business working with NGOs and companies on issues including palm oil expansion, restoring degraded lands and sustainable bioenergy.

Previously, Justin was a senior executive at BP for 10 years where he served on the leadership team of the \$8 billion renewables division BP Alternative Energy. As Vice President of Strategy and Innovation, he created and led BP's corporate venture arm – BP Ventures – managing an investment portfolio of \$150 million across 30 energy tech companies. He also consolidated and led BP's carbon-related activities (including carbon capture and storage and REDD+) under the banner of Carbon Solutions.

Justin is a business graduate from Bath University, a Fellow at the Smith School of Enterprise and Environment at the University of Oxford and has served on the board of eight cleantech companies from 2000-2016.