

Rebalance Earth Appoints Eoin Murray as Chief Investment Officer to Invest in Nature as an Asset Class

October 2024: Rebalance Earth, the UK's first boutique asset manager focused on financing Nature as business-critical infrastructure, has appointed **Eoin Murray** as Chief Investment Officer, with the plan to mobilise £10 billion to restore Nature at a landscape and seascape level in the UK.

Eoin Murray joins Rebalance Earth after a decade at Federated Hermes Limited. During his 30-year career, Eoin has supported the launch of one of the first biodiversity equity strategies in collaboration with London's Natural History Museum and initiated the UK Nature Investment Fund backed by the UK's Department for Environment, Food & Rural Affairs (DEFRA). Currently pursuing a PhD in Nature & Investment, Eoin shares Rebalance Earth's vision to connect finance and Nature to help create a world worth living in.

"We are thrilled to have Eoin join our team at such a pivotal time," says Robert Gardner, CEO and Co-founder of Rebalance Earth. *"His expertise will bolster our efforts to establish Nature as business-critical infrastructure to help companies, communities and cities become more resilient to the impact of climate change and Nature loss."*

With investing in natural capital gaining traction, Eoin's appointment comes as the pensions industry and other long-term asset holders seek innovative strategies to address climate adaptation, climate mitigation and the protection and restoration of Nature.

The UK's estimated £100 billion Nature deficit over the next decade presents a significant investment opportunity. Rebalance Earth advocates for long-term asset owners to allocate just 2% of their assets to Nature restoration, targeting key challenges such as flooding, drought, water quality, biodiversity, and carbon capture. Gardner adds, *"when you consider that 2p on every £1 can help deliver financial returns, in a world worth living in, that makes a compelling case to invest in Nature."*

In addition to his work at Federated Hermes, Eoin has been involved in pioneering projects, including the SEED Biocomplexity Index and more broadly championing Nature finance. His role at Rebalance Earth will focus on designing, developing and delivering investment opportunities that link Nature restoration with business resilience.

With a systems view in mind, Eoin will lead an investment team charged with bringing together several different aspects of Nature restoration that delivers a whole that is greater than the sum of the parts. River catchment offers opportunities that range from peatland restoration in upland moors, through the creation of wetlands and tree-lined riparian buffer zones, to estuarine salt march restoration and near-shore ecosystem improvements.

"Nature restoration is not just an environmental imperative; it's a financial one," says Murray. *"I look forward to working with Rebalance Earth to unlock Nature's full potential for the economy."*

Eoin's commitment to Nature extends beyond his professional life. As the Chair of the Exmoor Search & Rescue Team, he brings expertise in technical rescue and outdoor adventure, reflecting his deep-rooted connection to the natural world. His qualifications in specialist rescue, along with his passion for exploring the world's highest peaks, further underscore his dedication to preserving the environment.

Gardner comments further, *"we see Nature as business-critical infrastructure, providing climate adaptation and resilience to companies, communities and cities. Our approach is different; we don't start with restoring land with the view to Biodiversity Net Gain units and Carbon Credits. We start by taking high value*

catchment areas at risk of flooding, drought, water quality issues and work backwards keeping the whole catchment in mind, to work out what Nature to restore in order to solve these issues. We identify the risks, price the impact, generate a cashflow to mitigate the risks and create an investable asset.”

Rebalance Earth’s innovative approach to financing Nature restoration through Nature-as-a-Service (NaaS) contracts offers stable cash flows and uncorrelated, risk-adjusted returns, making it an extremely attractive investment for pension funds, such as West Yorkshire Pension Fund. With Eoin on board, Rebalance Earth is well positioned to drive forward its mission in demonstrating Nature's role in providing business-critical infrastructure and creating a world worth living in.

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About Rebalance Earth

Founded in 2023, Rebalance Earth is a boutique asset manager dedicated to investing in Nature as business-critical infrastructure. With a mission to restore natural landscapes at scale, from source to sea, the fund generates stable cash flows. It delivers attractive returns for investors by taking an innovative approach to nature-based solutions.

Unlike traditional models prioritising biodiversity or carbon credits, our approach begins by addressing high-value catchments facing pressing risks like flooding, drought, and water quality issues, such as Plymouth. We work backwards from these risks to identify, price, and mitigate them through Nature restoration, transforming these essential services into investable assets. By providing solutions like flood control and clean water access, we enable companies to benefit from enhanced operational resilience, charging them directly through Nature-as-a-Service (NaaS) contracts.

Rebalance Earth is 75% employee-owned, with 25% held by the West Yorkshire Pension Fund (WYPF), reinforcing our commitment to a mission to create a world worth living in.

For more information visit [Rebalance Earth](#).