PRESS RELEASE

WWF launches Nectar Fund to unlock investments for high-impact businesses in Africa

The new Norway-funded facility will support African enterprises in attracting private investment in order to scale climate-adaptation solutions that benefit people and nature.

Nairobi/Oslo, 24 February 2026 – WWF and Norway, (the Norwegian Agency for Development Cooperation (Norad) and Norfund), announced today the launch of the WWF Nectar Fund. The new facility will provide grants and tailored technical assistance to African businesses developing impactful climate-adaptation and biodiversity-positive solutions, enabling them to attract the private capital needed to scale.

By strengthening these companies' business models, impact measurement and investment readiness, the fund aims to accelerate capital flows into landscapes which are home to communities and ecosystems on the front lines of climate change.

- **For businesses**, the fund offers flexible grant capital and hands-on advisory support to strengthen operations, unlock capital, and scale positive climate and nature impacts.
- **For investors**, including development finance and commercial capital providers, the fund creates a curated, de-risked pipeline of opportunities, backed by WWF's technical expertise and on-the-ground presence in key African landscapes.

The Nectar Fund builds on WWF's existing Bankable Nature Solutions network, which has seen success in programmes like the Dutch Fund for Climate and Development (DFCD), adding a new sourcing channel that can feed into investment vehicles and WWF's growing investor network. By working closely with Norfund and other partners, the fund helps bridge the gap between impact-driven enterprises and the capital they need to scale.

Why WWF and Norway are backing Nectar Fund

WWF

Aaron Vermeulen, Global Finance Practice Lead at WWF: "Across Africa we see entrepreneurs building powerful solutions for climate resilience and nature, but too many of these businesses fall into the 'missing middle' – too early or too risky for traditional investors. The WWF Nectar Fund is our answer to that challenge. By combining grants, technical assistance and our conservation expertise, we can help

transform promising nature-positive businesses into investable opportunities, and channel more capital to the people and places that need it most.”

Norway

Backed by a three-year, NOK 60 million commitment from Norway, the Nectar Fund will support at least 14 enterprises in its initial phase, with a focus on Kenya, Tanzania and Madagascar. Gunn Jorid Roset, Director General of Norad commented: "Climate adaptation and nature protection require far more capital than public budgets alone can provide. Norway supports the WWF Nectar Fund because it uses grants strategically, to build investment-ready businesses that can mobilise both development finance and private capital. By strengthening African enterprises and creating a credible pipeline for investors, we help unlock larger flows of capital and deliver measurable results for climate, biodiversity and communities."

Norway’s Ambassador to Kenya, Siv Cathrine Moe shares that “Norway’s Africa Strategy is rooted in partnerships based on equality and mutual interests. The Nectar Fund reflects this commitment by backing African enterprises that are designing practical, home-grown solutions to climate and nature challenges. When we help strong local businesses unlock the financing they need to scale, we strengthen communities, protect ecosystems, and support sustainable growth across the region. This is the kind of partnership that delivers real impact for people and nature alike.”

Norfund will partner with Nectar Fund providing investment expertise in business selection, mutual pipeline sharing, and shared learning on key climate and nature themes. William Nyaoke, regional director for East Africa in Norfund, said “Scaling climate adaptation across our region will require mobilising significant amounts of capital, yet a persistent barrier is the shortage of investable projects. Norfund is pleased to partner with WWF and Norad to help promising African enterprises move from impact potential to scalable, investment-ready solutions that strengthen climate resilience, protect biodiversity and benefit local communities.”

Kenya

Jackson Kiplagat, Chief Executive Officer, WWF-Kenya, said: “The WWF Nectar Fund is one of innovative financing models that have great potential to unlock barriers to scale up bankable nature-solutions that meaningfully benefit people and nature. Bankable Nature Solutions can be leveraged by all stakeholders, including businesses, to help tackle the greatest threats facing our planet chief among them biodiversity loss and climate change.

About the WWF Nectar Fund

The WWF Nectar Fund is a WWF-led grant and technical assistance facility supported by Norway (Norad, and in partnership with Norfund). The fund aims to:

- Build a de-risked pipeline of bankable nature solutions for development finance and commercial investors;
- Support at least 14 African businesses with grant funding and tailored technical assistance to become investment-ready;
- Unlock climate- and nature-positive investments, with an initial focus on Kenya, Tanzania and Madagascar;
- Deliver measurable benefits for climate adaptation, biodiversity, and local communities.

For more information, please visit **WWF Nectar Fund on LinkedIn** or contact

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