

Simona Scarpaleggia, former CEO of EDGE Strategy and Ikea Switzerland, joins board of Brainforest Venture Studio for Forests & Climate

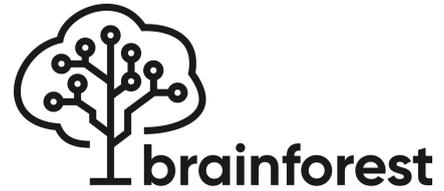
Brainforest combines the right mix of expertise, personalities and skill-sets to build solutions to the climate and biodiversity crisis. This is well reflected by the new additions to the boards, which are now packed with expertise spanning the business spectrum from corporate to startup, as well as environmental science and public policy know-how.

Zurich, February 2022 – Climate-focused venture studio Brainforest is strengthening its board with a raft of appointments led by Simona Scarpaleggia, former CEO of EDGE Strategy and IKEA Switzerland.

Brainforest's for-impact approach aims to tackle climate change by developing entrepreneurial solutions that can attract funding for forest projects by offering a strong business case, not just an appeal to good intentions. For instance, its first two ventures are creating a global marketplace for forest investments, and a digital climate standard to facilitate carbon trading.

Scarpaleggia's wealth of experience in corporate strategy and corporate social responsibility, as well as her work on furthering the UN's Sustainable Development Goals as co-chair of a high-level UN panel, will make a powerful contribution to guiding Brainforest's mission.

A further new addition to the board is ETH Professor Dr. Jaboury Ghazoul. As the Chair of Ecosystem Management at ETH, Zurich and an environmental scientist he will guide the team to the most relevant areas of intervention. Last but not least, there is Matthias Frisch, a financial expert whose career ranges from investment banking to startup development – an ideal mix for Brainforest. Scarpaleggia, Jaboury and Frisch join existing board members Dr. Christian Wenger, a business angel; Thomas Vellacott, CEO of WWF Switzerland; and environmental consultant Isabelle Silverman-Bodmer.



At the same time, the advisory board is being strengthened with the addition of unicorn entrepreneur Amir Suissa (founder of insurance startup Wefox) and Damian Doberstein (co-founder or early stage investor on a raft of startups across Europe). The rest of the advisory team comprises Nobel laureate Dr Carlos Nobre, digital innovator Stefan Pharies, branding expert Elke Guhl and public policy expert Anton Aschwanden.

Dr. Wenger, chairman of the board, said: “We are delighted to welcome these new members of a team that is already of such high calibre. The nature of Brainforest’s model means that it is crucial for us to maintain a good balance between scientific and business thinking – real, measurable climate impact is always the priority, but it must be achieved through convincing market-based solutions. The strategic and entrepreneurial strengths of our new additions will be a valuable complement to the team’s existing environmental and business expertise.”

About Brainforest

Brainforest is the first for-impact venture studio for forests and climate, striving for entrepreneurial solutions to unlock the climate potential of forests at speed, scale and quality. Brainforest was founded by a powerful combination of business entrepreneurs and NGO experts in December 2019 in Switzerland and is enabled by the Migros Pioneer Fund, a part of the social commitment of the Migros Group. brainforest.global

About Migros Pioneer Fund

The Migros Pioneer Fund looks for and supports ideas with social potential. It enables pioneering projects which break new ground and seek out forward-looking solutions. Its impact-oriented funding approach combines financial support with coaching services. The Migros Pioneer Fund is part of the Migros Group’s social engagement and is enabled by the Migros Group with around CHF 15 million annually. For further information: migros-pionierfonds.ch

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