Building a disruptive business model: Restoring the planet and economic justice

Shaun Paul, GDAE Research Fellow

The pine resin market is as big as the global market for raw cocoa. Mexico is currently the 5th largest producer of pine resin products, and one company, Ejido Verde, aims to triple exports of Mexican resin derivatives while creating 12,000 jobs for rural, indigenous communities. Ejido Verde plants trees on degraded communal lands for resin tapping, implementing a business model that offers investors a commercial return while reducing poverty and restoring landscapes.

Tuesday, April 19, 2016
12:00-1:00 pm
44 Teele Ave. Somerville, MA
www.gdae.org

Global Development And Environment Institute at Tufts University