

# Just Climate Appoints Justin Adams as Head of Partnerships



*Appointment highlights Just Climate's belief in the important role that effective partnerships can contribute in delivering on its mission of limiting global temperature rise to 1.5C.*

**LONDON, 9 FEBRUARY 2022**

Just Climate, an investment business dedicated to climate-led investing to address the net-zero challenge at scale, today announced the appointment of Justin Adams as Head of Partnerships.

In this role, which he will assume in April 2022, Justin will be responsible for developing new partnership opportunities with industry participants, like-minded investors and other relevant actors in the sectors in which Just Climate seeks to invest. This will amplify Just Climate's contribution towards achieving a net-zero future through a collective approach to decarbonising the hardest-to-abate sectors of the economy.

Established by Generation Investment Management and launched in October 2021, Just Climate is founded on the belief that, such is the scale and urgency of the climate crisis, capital going into climate solutions must now go deeper and broader.

**Clara Barby, Senior Partner of Just Climate,** said: "Partnering with others is a critical element of our approach to scaling businesses that can make progress in the hardest-to-abate sectors. This important role reflects our commitment to partnering with those who share our mission."

**Shaun Kingsbury CBE, Chief Investment Officer of Just Climate**, said: “We are delighted to announce the addition of Justin to Just Climate’s team. As Head of Partnerships, Justin will play a critical role in developing the relationships Just Climate seeks to form to drive the transformational change needed to address the net-zero challenge. Justin brings more than two decades of experience driving sustainability across the private and public sectors, and this experience will be important in enabling Just Climate to deliver on its mission.”

**Justin Adams, Head of Partnerships of Just Climate**, said: “Partnerships are crucial to accelerate the transition to net zero in each sector of the economy and to create long-term value. It is pleasing to see Just Climate build strategic partnerships into its core investment strategy from the beginning to seek to enhance value for our investors and portfolio companies. I am excited to be joining Just Climate, and I relish the opportunity to build partnerships that help the business achieve impact.”

For over 25 years Justin has focused on tackling the climate crisis. He held senior roles in the private and public sectors to accelerate the clean energy, food and land use transitions and industrial decarbonisation. He joins Just Climate from the World Economic Forum where he is the co-Director of Nature Based Solutions and Executive Director of the Tropical Forest Alliance (TFA), the leading public private partnership focused on tackling commodity-driven deforestation. Prior to WEF, Justin served on the executive team of the Nature Conservancy where he established and led its natural climate solutions work. He also served on the executive team of BP Alternative Energy from 2007 to 2012 where he launched the corporate venturing unit and led a carbon management unit.

Just Climate is a new business whose mission is to work in partnership to limit global temperature rise to 1.5 degrees Celsius (1.5C), by directing and scaling capital towards the most impactful climate solutions and supporting capital markets to incorporate climate and just transition considerations into capital allocation decisions. For Just Climate, climate-led investing is an investment approach that seeks to catalyse timely positive climate impact at scale, while aiming to deliver appropriate risk-adjusted returns.

Just Climate’s team integrates experienced Generation colleagues with a new set of fully dedicated team members. Former U.S. Vice President and Generation Investment Management Chairman Al Gore chairs Just Climate’s Climate Impact Advisory Group. David Blood, Senior Partner of Generation, is Chairman of Just Climate. Colin le Duc, a Founding Partner of Generation, serves as Vice Chairman. Clara Barby joined Just Climate as Senior Partner. Shaun Kingsbury CBE joined Just Climate as Chief Investment Officer. The Management Committee also comprises Puja Jain, Partner at Generation, and former Generation team members Vivian Bertseka and Sebastian Cameron, who serve as Chief Operating Officer and General Counsel respectively.

## About Just Climate

Just Climate is an investment business dedicated to climate-led investing to address the net-zero challenge at scale. Our ambition is to identify and invest in high-impact solutions for climate mitigation, as well as to catalyse and multiply capital to scale them. We seek to harness the power of institutional capital to accelerate, and to set a new standard for, climate-led investing.

For further information, please visit [www.justclimate.com](http://www.justclimate.com) or ‘Just Climate’ on LinkedIn.

## **About Generation Investment Management**

Generation Investment Management LLP is dedicated to long-term investing, integrated sustainability research and client alignment. It is an independent, private, owner-managed partnership established in 2004 and headquartered in London, with a US presence in San Francisco, with more than USD 39 billion of assets under management (as at 31 December 2021).

For further information, please visit [www.generationim.com](http://www.generationim.com).