

Making Money Work for Landscapes



Gerana
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Perspective 5: Finance as a Journey — Sequencing Capital Over Time.

Edit Kiss, Co-Founder, Capital Continuum Advisors

Provocation: Finance doesn't arrive all at once. It enters, exits, layers — and only works if the choreography holds.

“The question isn't who funds this now — it's how capital enters and exits over time.”

My name is Edit, and I'm the co-founder of Capital Continuum Advisors, a boutique investment advisory firm focused on unlocking private capital for nature-based solutions, particularly in the Global South — including places like the DRC, Tanzania and Kenya.

What I really appreciated in the earlier reflections — starting with James — was the framing of how money flows, and what it actually does when it arrives in a place. Jenny spoke about greening finance. I come more from the perspective of financing green.

I've spent most of my career working at project level, asking a very practical question: How do we make things happen on the ground now, without waiting for the whole system to change?

I began my career around twenty years ago in compliance carbon markets, working as a carbon trader on CDM portfolio construction for European players — at a time when nature

wasn't really part of the conversation. When those markets collapsed, I moved into impact investing, and later into the voluntary carbon markets. For me, that shift was an opening.

Stopped being the goal

Carbon stopped being the goal and became a tool — a revenue stream that could help projects happen on the ground. Because voluntary markets are less regulated, they've also been spaces of intense innovation. That fascinated me — but it also revealed limits.

Eventually, I realised I'd reached the edges of what I could do inside traditional asset management and finance, and I stepped out.

What we focus on now is financial structuring and engineering: What are the levers that actually help capital flow more smoothly into landscapes?

A lot of the conversation today focuses on integrity — especially the integrity of carbon

“Integrity isn’t just about projects. It’s about the financial structure itself.”

supply: credible projects, strong MRV, real impact. That matters deeply. But what I think is still missing is the conversation in the middle — the integrity of the financial structure itself.

How do we design structures that create permanence, long-term value, and equitable outcomes? That’s where governance, benefit-sharing, and fair allocation of returns between investors and landscape stakeholders become absolutely critical.

We’ve developed a simple framework that we find useful — especially for people who don’t come from a finance background — called the Capital Continuum. It’s not complicated or revolutionary. It’s simply a way of thinking about the life cycle of projects and investments.

The core idea is this: Finance is a journey.

The question shouldn’t be, “Who will fund me right now?” It should be: What types of capital need to enter — and exit — at different moments to sustain the journey?

That means thinking carefully about staging: when different forms of capital are appropriate,

and how they interact over time. It also means layering capital, rather than relying on a single source.

We talk a lot about blended finance, and I genuinely believe that without it, we’re unlikely to succeed. At project level, blended finance isn’t abstract — it’s a very practical exercise in sequencing risk, returns and expectations.

Unlock momentum

One of the reasons I’m still excited about carbon finance, even after twenty years, is that it can enter much earlier than traditional commercial capital. When it’s done well, it can unlock momentum, de-risk projects, and crowd in other forms of finance. When it’s done badly, it can undermine everything. But used carefully, it remains a powerful tool.

So the perspective I bring is really about financial choreography — how catalytic capital and commercial capital interact over time.

I’m very interested in how this thinking might scale from projects to landscapes — and I’d love to explore that together.



About Edit

Edit Kiss co-founded and leads Capital Continuum, an investment advisory platform focused on nature, climate and social impact. Her work centres on building high-integrity pipelines and financial structures for emerging-market and Global South projects.

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The Gerana Initiative convenes companies to act together where they source — linking supply chain decisions to real landscape outcomes for nature, climate and livelihoods, and building investable, place-based pathways for long-term resilience and a just transition.

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