

THE
WEALTH REPORT



THE GLOBAL PERSPECTIVE ON PRIME PROPERTY & INVESTMENT

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A view across part of Anders Holch Povlsen's Scottish estate

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The Ultimate Investment

INTERVIEWS – ANDREW SHIRLEY

The Wealth Report talks to three pioneering philanthropists whose investments of passion are promoting the wellbeing of individuals, society and the wider world we all share

Giving money to a cause close to your heart is arguably the ultimate investment of passion. Almost 70% of respondents to this year's Attitudes Survey said their clients' philanthropic activities were increasing.

The survey results (page 99) also show that interest is growing in causes related to wellbeing. Three-quarters of respondents, for example, said their clients were becoming more worried about climate change.

The three contributors we feature here are well ahead of the curve. Over the following pages, prepare to be inspired as they answer questions on key aspects of their philanthropic endeavours.

■ The conservationist investor

ANDERS HOLCH POVLSSEN

AS Give us an overview of the initiatives you support, and why you consider them to be important

AP We are involved with conservation projects in Scotland, Romania and Africa. You might call it philanthropy, I prefer to think of it as investing in the natural world: bolstering natural capital, supporting ecosystems and creating opportunities for things that are vital for future wellbeing, quality of life and economic growth. We've forgotten that the natural world is the very foundation of a good life on this planet, and I think it's a shame that our most valuable asset is so undervalued and unappreciated.

AS What inspired you to start restoring large areas of the Scottish Highlands?

AP I grew up in the countryside, and I'm a qualified farmer. When we first bought land in Scotland about 15 years ago I was struck by the beauty of the landscape but also by the lack of biodiversity. Some parts were a wet desert. You start to wonder – how can that be when other similar areas around the world are so full of biodiversity? As part of our diversified business model, we've kept elements of the traditional deer stalking and grouse shooting, but essentially what we manage for is natural beauty and biodiversity.

AS You are now also a partner in the Grumeti Fund, which is helping to conserve 350,000 acres of land in the Serengeti. What took you to Africa?

AP I have a deep respect for the work and investments that have been put in by my partners, Paul Tudor Jones and Milton Group, in recent years, and the results achieved on

the ground. We think it will end up becoming one of the most important projects in Africa – protecting the world's last real large-scale migration of wild animals on land. Africa is interesting in so many ways, but from a conservation point of view this is where you have some of the most precious ecosystems, which we must protect for future generations.

AS Is that part of your philanthropic endeavours or do you see it as an investment?

AP I see it as an investment. It would be wonderful if people started to put a value on this, and see it as a real asset that has a price on it. Then, they might start to work differently.

AS Have you bought land in Romania, or is it like the land in Africa, part of a national park?

AP Our land in the Carpathians is freehold land with the potential to become part of a future national park. It's one of the few places in Europe where you still have an intact ecosystem. You can feel it when you're there on the ground. You have all the predators, all the large carnivores, including wolves and bears. There are more flowers, more butterflies, more insects. In Europe we don't really have the big nature reserves you find in other places: I think the Black Forest in Germany is the biggest. So there are opportunities in Romania that are really, really interesting – and important for our continent.

AS In Romania, there is an ecosystem where the original apex predators are still in existence. Is that something you'd like to see in Scotland?

AP I don't think the time is right to discuss this. I don't think the country is ready, politically or emotionally. I think it'll be a longer journey.

AS Thinking about everything you've done, what makes you most proud?

AP It's too early to think in those terms. We have a lot of work ahead of us. We're always trying to do better, looking for new opportunities, new projects to get involved in and new people to work with.

AS What about future projects? Is there anything you can share with us?

AP Not right now. We are now involved in Rwanda, and I think we'll be involved in Mozambique in the near future. In Europe, I am sure there are opportunities, but no, nothing new to share – yet. I think I'd like to see more results in Scotland and I'd like to do a few more things in Denmark.

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Anders Holch Povlsen is a Danish businessman, founder and chairman of HEARTLAND A/S. He and his family are custodians of three estates across Scotland, covering a total of almost 220,000 acres.



Anders Holch Povlsen. Image: Jim Richardson