

10 IN 10

A DECADE OF  TERRA ALPHA
INVESTMENTS

This year, we're celebrating a major milestone – 10 years of growth, impact, and sustainable investing.

Of course, we are most proud of delivering to our investors the combination of **competitive financial returns, superior environmental returns, and real-world impact** through our thought leadership and corporate engagement.

Yet, there is so much more we have accomplished that is worth highlighting.

To mark this milestone, we're sharing 10 key accomplishments from our first 10 years – or “**10 in 10**” – that have helped define our journey. Over the next few months, we'll feature each one in a brief spotlight, offering a glimpse into the moments and achievements that shaped who we are today.

Thank you to our team, investors, partners, and supporters for being part of our journey, and stay tuned as we celebrate our first decade, one milestone at a time.

Here's to the next 10.



Why We Started Terra Alpha – A Vision for Better Investing, and a Better World

Over two decades into his investment career, and as a lead portfolio manager at Capital Group/American Funds, Terra Alpha Co-Founder and CIO Tim Dunn had become frustrated by the growing shortsightedness of financial markets – particularly their failure to consider critical themes like climate change and natural resource constraints.

Determined to drive real change and make a broader impact, Tim stepped away from the investment world in 2009 to work directly with leading environmental organizations including [The Nature Conservancy](#), [CDP](#) (formerly the Carbon Disclosure Project), and the [Piedmont Environmental Council](#). During that time, he developed the conviction that incorporating corporate environmental performance into company analysis could improve both investment and environmental returns.

In late 2014, Terra Alpha Investments was born to put this thesis into practice. Tim recruited experienced investors Andrew Geller and Dan Sanborn to help him reimagine the traditional investment process, and Amy Dine to develop our corporate advocacy goals and strategy. Together, they built the team and implemented our unique hybrid quantitative/qualitative process structured around our proprietary Environmental Productivity framework.

Terra Alpha was founded on the belief that our rapidly changing world requires an evolved approach to investing. We envision a world in which our economy operates in harmony with our natural systems, where companies lead positive change – and those who adapt the fastest will derive significant benefits.

This vision laid the foundation for the progress we’ve made over the past decade, and the impact we’re proud to highlight in our “10 in 10” series. Follow along as we share the moments, milestones, and mission-driven work that defines Terra Alpha.



Our Founding Story

Coming Soon:

