Rwanda is ramping up efforts to protect its natural wealth by unveiling a major investment strategy aimed at preserving biodiversity and boosting climate-resilient projects. The government plans to mobilize Rwf.300 billion to meet conservation goals by 2030.

The strategy, presented at the annual International Organization for Standardization (ISO) meeting, targets projects that promote eco-tourism, reforestation, and the reintroduction of wildlife into national parks. Officials say the plan is as much about economic opportunity as environmental protection.

“Conservation is no longer just an ecological issue it’s an economic and social one,” said Juliet Kabera, director general of the Rwanda Environment Management Authority (REMA). “Protecting forests, rivers, and wildlife ensures that communities can thrive now and in the future.”

Environment Minister Dr. Bernadette Arakwiye noted that more than 65% of Rwandans rely on sectors tied to agriculture, forestry, and tourism. She said the initiative is designed to safeguard livelihoods while helping Rwanda meet global targets of protecting 30% of land and marine areas by 2030, moving toward 50% over the next two decades.

Experts warn that failing to act could have severe consequences for both biodiversity and economies across the region. “Without strategic investments, nearly a quarter of the world’s species could disappear, costing billions and threatening food and water security,” Arakwiye said.

The initiative builds on last year’s National Climate and Nature Finance Strategy, which identified key investments needed to strengthen conservation projects. At ISO, Rwanda also introduced international guidelines aimed at guiding both policymakers and citizens in protecting ecosystems, emphasizing collective responsibility.

Rwanda’s approach reflects a growing regional trend of integrating environmental sustainability with economic planning, showing that investing in nature can also mean investing in the country’s future.