

Jurassic Conscience Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Shane Nolan	4 th year	Finance
Gabe Willig	4 th year	Finance
Lydia Mabamije	3 rd year	Marketing
Sarah Hunt	3 rd year	Actuarial Science

Advisor(s): Michelle Darnell

Topic Title: Colossal De-extinction: Navigating a Controversial Mission

Audience: Colossal Biosciences Founders, George Church and Ben Lamm

Sustainable Development Goal(s)

SDG #13: *Take urgent action to combat climate change and its impacts*

SDG #15: *Protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss*

Executive Summary

On May 6th, 2019, a UN Report cited the acceleration of species extinction, stating that around one million species are threatened with extinction linked to land degradation, rising temperatures, and pollution. In 2021, Colossal Biosciences declared an urgent mission to de-extinct lost species with the intention of reversing fauna degradation caused by human-generated environmental damage. However, in the complex environment of intellectual power in this emerging field of scientific research, promoting ethical sustainability requires more than a mission statement to be successful; it requires responsible consideration of the financial, legal, and ethical impacts to stakeholders and ecosystems involved globally. Currently, Colossal has an opportunity to better align its actions with its mission to responsibly innovate life on land, influence the consequences, and promote a positive perception surrounding the intention of urgent climate action.

Despite the positive intentions of Colossal's core principles, we recognize that the innovative pressures bestowed on the company pose risks that must be addressed to promote an ethical process that drives sustainability. From the beginning of the innovation process, we assert that Colossal is responsible for aligning its employees and investors' interests in a global environment to its core principle of combatting climate change. Balancing the current set of diverse interests, the company must ensure that the scientific priorities of the company are also aligned with and used for their original intention, rather than for unhealthy power. Beyond developing the science, it is critical that Colossal further analyzes the implementation procedure to ensure fair treatment of the animals and humans that de-extinction could affect, instituting ethically-rooted objectives and metrics for success. Past implementation, Colossal Biosciences is responsible for enhancing the perception of the scientific community it serves and creating a positive, sustainable impact that addresses the root causes that underpin the founding mission. In all, Colossal must carefully cinch purposeful intentions and cement them with actions that promote ethically sustainable consequences and perceptions in and outside of the scientific community.