

Spain

1.000.000 ha



What?

4 Returns Activities and Businesses (as part of 20 year partnership) in the landscape which translates into more hectares under improved management

Example: more land owners & farmers involved in regenerative agriculture & direct restoration

More people part of the movement and performing activities on the land

Example: direct restoration, Landscape Art, Tourism, Agrocafé's, workshops for farmers and other stakeholders, regeneration festival, ecosystem restoration camps, community involvement

Unlocking more investment capital into businesses and local economy:

Example: investing in the regenerative Almond company Almendrehesa, IPO launch, Devco etc.

How?

20 Year Partnerships:

- Raising awareness through storytelling through the AIVelAI (farmer) association
- Implementing the 20-year landscape partnership (jointly experiment, learn and demonstrate, how large-scale landscape and community restoration brings actors together)
- Demonstrate 4 returns impact at landscape level & inspire others to copy the work and independently implement business-based landscape restoration initiatives (e.g. Regeneration Festival, Ecosystem Restoration Camps. Composting company, tourism etc.)

Replicable/Scalable Businesses:

- Regenerative Almond company
- New businesses are being set up with the aim to create new markets and opportunities for farmers while restoring and regenerating the soil and the wider landscape (olive oil, compost, tourism).
- “Infectiousness” of the holistic yet easy-to-understand 4 returns approach which can easily be replicated and not necessarily ‘owned’ or ‘controlled’ by Commonland nor its partners (replication of business cases in the landscapes, IPO launch, Oogst van Morgen).

Blockers?

1. short-term & silo-thinking in EU/government funding/policy;
2. investor focus on short-term 1 return and need for scalable investments (see also slide)
3. fragmented on-the-ground activities (instead of integrated/holistic approaches)
4. lack of well-educated systems thinkers (education).

How to involve investors/business in landscapes?

	Obstacles to investors involvement	Opportunities to address
1	Focus on the short term	Focus on (patient) capital : expand from 3-5 years to 20 years (impact investors) low returns
2	Economic value of ecosystems is poorly understood	Show case that it works in existing projects
3	High risks because of many stakeholders	Stakeholder commitment is critical success element: focus on income, jobs, education & purpose
4	Solutions are often presented as overly complex while simple proven tools and techniques exist	Create a language and model that everyone understands...document baselines and process
5	Silo thinking approach: Most stakeholders work in isolation, well intentioned but not additive	Holistic approach : restoration leadership is about connecting all stakeholders with one approach and a clear purpose.

