Four Returns

A business model for ecosystem restoration

Danielle de Nie, Business developer Commonland Symposium Ecosystem Restoration, Amman, March 30, 2015
If we told you the most valuable asset on Earth was soil…
Would you agree?
Or that landscape restoration was a viable solution to many of the world’s major problems?

- pollution
- climate change
- floods
- biodiversity loss
- poverty
- migration
- drought
- security

Source: IUCN CEM
Approximately one fourth of the world’s land mass is seriously degraded from centuries of human activity.

conversion  overgrazing  infrastructure

deforestation  overharvesting

Source: World Resources Institute
We believe that landscape restoration represents large untapped opportunities for sustainable economic development: the basis of a restoration industry.
Our approach is based on a sustainable business model, delivering 4 returns:

- **Inspiration**
  - Hope
  - Purpose

- **Natural return**
  - Biodiversity
  - Soil
  - Water

- **Social return**
  - Jobs, income,
  - Entrepreneurship
  - Well-being

- **Financial Return**
  - Return on Investment
To achieve 4 returns in a landscape we work in 3 zones, over a period of 20 years

- Natural zone
- Eco-agro mix zone
- Economic zone

4 returns / 3 zones / 20 years
4R/3Z/20Y Project ‘Port Elizabeth Catchment’ South Africa
4R/3Z/20Y Project ‘Port Elizabeth Catchment’ South Africa

500,000 ha, drying out rapidly.

Food security and sustainable livelihoods at risk.

Business opportunities for restoration to increase water security downstream and simultaneously improve a sustainable income for people living and working on the land.

Development company established. Partnerships with wide range of stakeholders, amongst which beverage industries and an insurance company.
Baviaanskloof - today

Baviaanskloof – impression of the future after implementation of the project (Photoshop)

1. Sustainable agriculture in the valley to revert from goat farming
2. Restoration of alluvial fans to bring back the ‘sponge’ capacity of the landscape
3. Planting trees on hillslopes to make the area green again
4. Investment in development of new landscape enterprises and projects in the Port Elizabeth catchment
4R/3Z/20Y Project ‘Altiplano’ Spain
4R/3Z/20Y Project ‘Altiplano’ Spain

Project ‘Altiplano’, develops ecological restoration opportunities on the ‘altiplano’ of Granada. The degraded area is 500,000 hectares. The most promising business case is built around rainfed organic almond groves.

The area contains 3 nature reserves. Approximately 100,000 hectares is currently used for almond production. The yields are under pressure and there is a lot of unemployment in the area.
4R/3Z/20Y Project ‘Altiplano’ Spanje

Together with farmers business cases are being developed, aimed at an increase in organic almond production, combined with olives, aromatic oils and herbs, segureño lamb, honey and tourism, and active restoration of the nature reserves (in terms of creation of habitat and improved watermanagement).

Farmers are currently planning to establish demonstration farms to test the business model.
How we are organized

COMMONLAND FUND

INVESTMENTS & LOANS

COMMONLAND FOUNDATION

DEVELOPMENT COMPANIES

LANDSCAPE RESTORATION PROJECTS & VENTURES

OTHER FUNDING
Together we can bring it to the next level

Inspiration

Up-Scaling

Activation

Project Scouting and Selection

Business Development

Restoration

Investment Funding

Collaborative Learning
This is our planet. Our common land. Our home. Let’s take good care of it. Together.