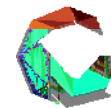


# A 4 returns landscape restoration in Spain

## How does it work?

Willem Ferwerda, Green Week, 31 May 2016



**COMMONLAND**  
4 RETURNS FROM LANDSCAPE RESTORATION

# Scouting

Criteria

Monitoring &  
Evaluation

Scouting existing  
large landscapes  
realized

Implementing



**4 returns**

**Different Entities**

**Values measured**

**Inspiration**



- Meaningfulness, holistic awareness
- Local culture wisdom & outreach
- Landscape leaders, commitment to local ownership, less corruption
- Understanding meaning of long term commitment of companies, investors
- Time for inner reflection, worship

- % of stakeholder group / yr / ha:  
# local cultural, social, religion events
- # 'defining moments' of people involved
- % of stakeholder group /yr / ha committed; % -/- corruption benchmark
- % responding to long term commitment; responsible leadership; % of > # years commitment, investment
- % of free time to rest and think

**Social Capital**



NATURAL ZONE

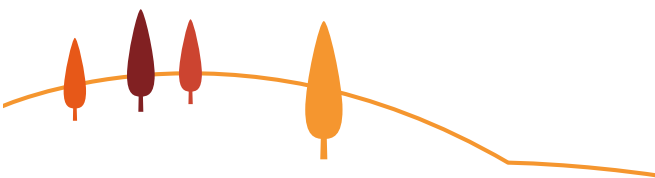
COMBINED ZONE



NATURAL ZONE

COMBINED ZONE

ECONOMIC ZONE



Spain (Andalusia): restoration high plain while providing economic opportunities for its people

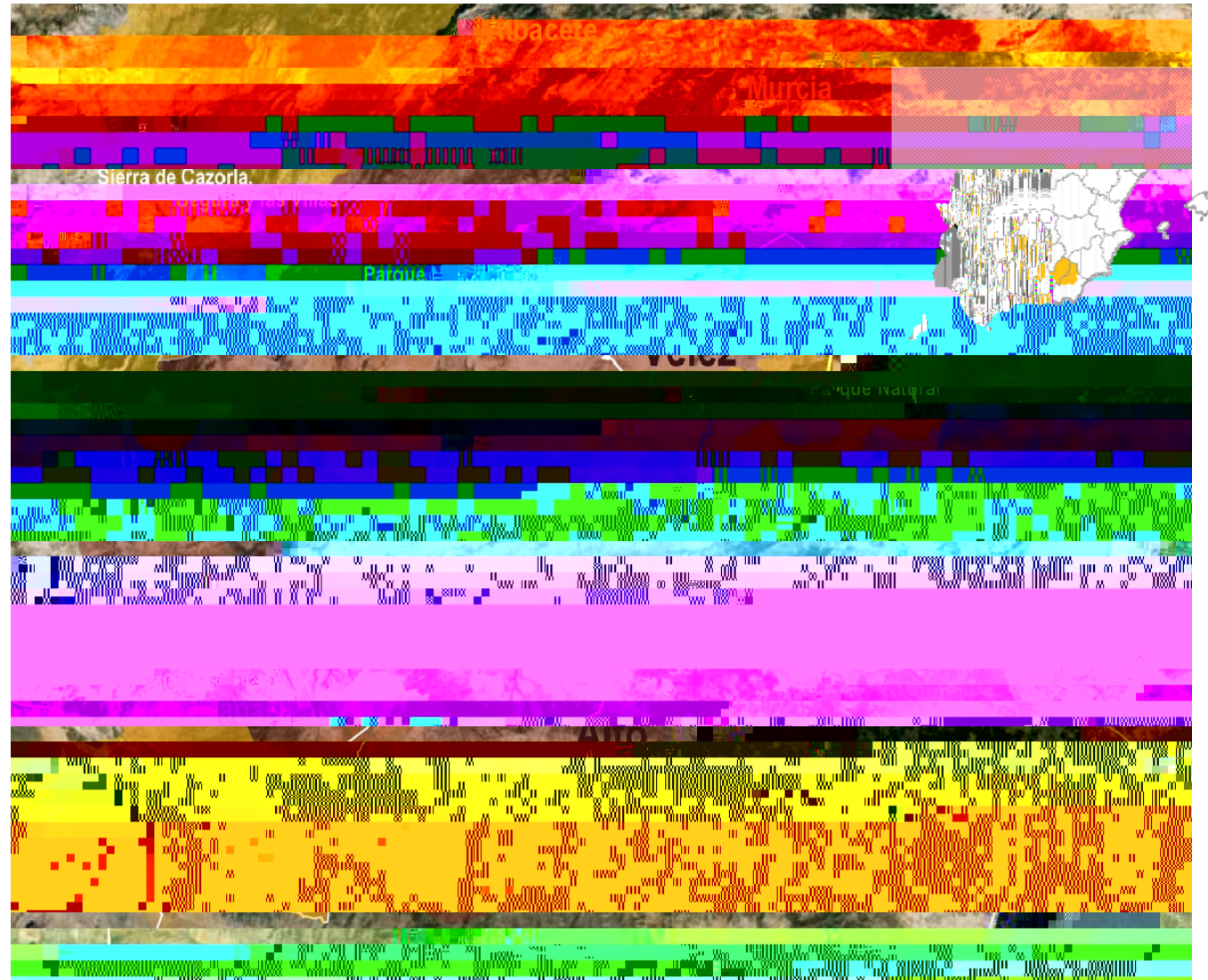


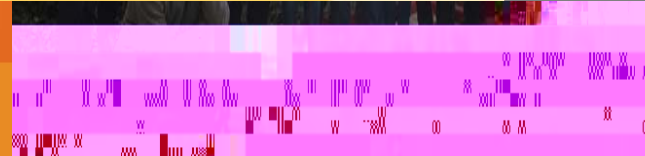
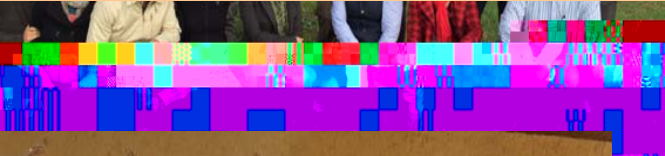
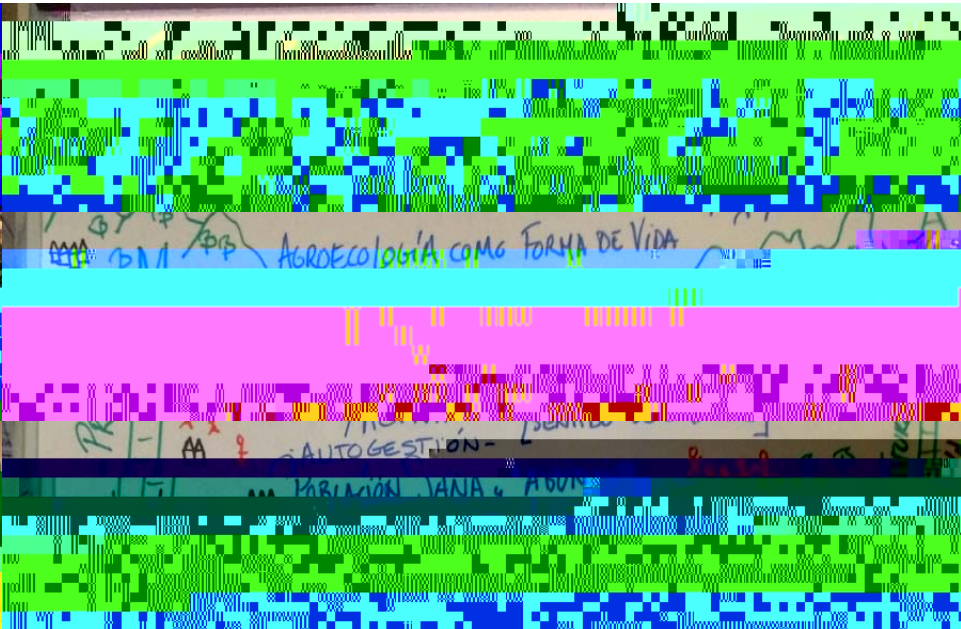
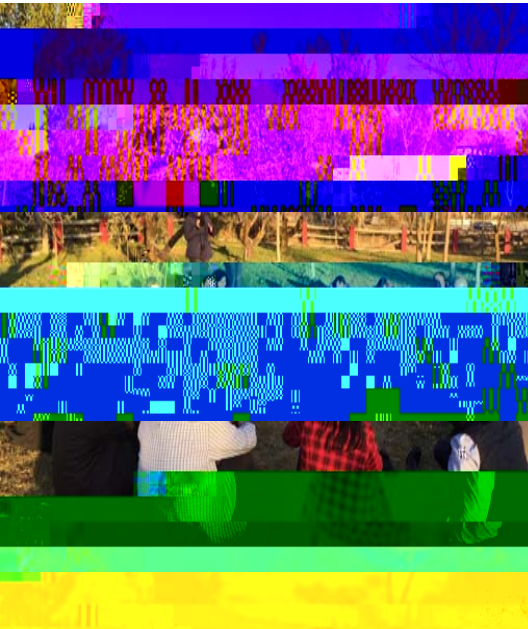
# Altiplano

The AlVelAl initiative is named after three large counties in the Andalusian provinces of Granada and Almeria: Altiplano, Los Vélez and Alto Almanzora.

The area is one of the poorest regions of Spain.

A growing group of frontrunners is reversing this trend.





## AlVeIAI

- Hundreds of farmers and entrepreneurs are organizing themselves to restore the degraded lands.
- The local community is teaming up with government, businesses and research institutions.
- The goal is to restore their landscape by creating business cases that can add value to their local products and offer jobs.

# A challenged region with great potential





# A transformation driven by local frontrunner farmers



**Farmers association (2015)**  
**200+ members (landowners)**  
**Workshops regenerative agriculture, forestry, water mgt, tourism, culture, processing**  
**Incl. local authorities + nat. parks**  
**4 returns masterplan 630,000 ha**  
**Business development started**  
**[www.alvelal.es](http://www.alvelal.es)**



# Development of 4 returns with AIVelAI

## Key activities:

- Activate local networks around landscape restoration through social mobilization.
- Co-develop projects in the fields of regenerative farming, sustainable business and landscape restoration.
- Scale up good practices in regenerative

## The 4 returns

Our holistic restoration approach connects natural, combined and economic landscape zones and delivers 4 returns to the AIVelAI area:











Planned activities

# Main habitats for restoration work within AIVEIAI's dry steppe ecosystem (1/2)

A comparison between degraded and well-preserved habitats.

Esparto fields

Mediterranean hills

Degraded esparto field.

Esparto field in restoration with pines and sabinas

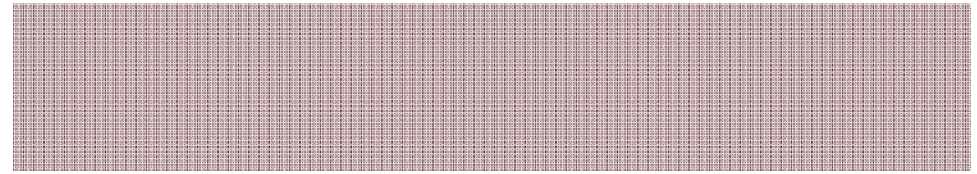
Homogeneous pinewood, high risk of fire.

Risk of fire

Planned activities

## Main habitats for restoration work within Alvelal's dry steppe ecosystem (2/2)

A comparison between degraded and well-preserved habitats









#### 4 Returns restoration activities

## La Muela

Description • “La Muela” is a regional icon due to its location near Velez Blanco and its

4 Returns restoration activities

## Demonstrative farms





4 Returns business

# Composting Plant



## 4 Returns business

# *Enarmonia: stop erosion*

Description

- Farm design improvements often require soil movement, or even relocation to modify the configuration, hence allowing water catchments and other landscape elements that are key to regenerate landscape.
- We require to use a “swale maker”. It is a simple and inexpensive machine that using it well, it can make a huge impact on the landscape. This might be the answer to reduce erosion, improve the infiltration of rainwater and improve the fertility of our soils with the smallest input of all.

---

Person/  
team

- This project will be executed by David Guerrero and Alfonso Chico, both Alvelal members and partners in this business case through the 4R Company *Integro S.L* (brand: *enarmonia*)





## 4 Returns business

# La Herradura: 4R Bioclimatic Cave Lodge

- Description
- This is a peri-urban degraded landscape restoration to host people from the world and introduce them into the wild Altiplano.
  - More than 9 International Universities collaborate to create Bioclimatic different designs for 72 caves.

## Communication

# Spreading the word

This mobilization effort requires the active engagement of a well-informed community. AIVelAl has continuous and open communication with its members, partners and the community through several channels:

- An AIVelAl website has been set up and shares its content online in order to inform about this initiative, attract new members and publish news.
- Beginning in January 2016, a monthly newsletter is being sent to 280 subscribers with relevant information, upcoming activities and promoting the image of young lead farmers.
- We also promote AIVelAl through radio shows, featured interviews in diverse media.
- Mariano Agudo, a documentarist, is developing a series of short films that will reflect the shift in the local mindset and in the landscape over the next 2 years.



## Actions and midterm objectives

# 2016: increase the impact of our actions

### Landscape Restoration

- Through AlVelAl there are already more than 20 farmers with 5,500 hectares are restoring their land in the new regenerative agricultural way.
- The aim is to have over 10,000 hectares under restoration by the end of 2016.
- Additionally, we aim to begin work on 2 emblematic large scale restoration cases in the natural zone by mid-2016.

### Business development

- More than 30 business cases with the potential to contribute to land restoration have been identified.
- The target is to have min. three key business cases up and running by the end of 2016: rain-fed organic almonds, organic aromatic plants and organic Segureño lamb.

### Capacity building

- Ten workshops on regenerative agriculture and soil restoration and two on landscape perception were held. Workshops on regenerative farming have been held by experts Jens Kalkhof and Joseph Holzer in March. More than 20 workshops are planned for 2016.
- AlVelAl and Commonland are establishing 5 demo farms owned and managed by lead farmers, with a focus towards a “train the trainers” approach by actively building capacity among the frontrunner farmers, empowering them to spread knowledge and share experiences.

### Mobilization

- Since April 2015, over 750 locals have participated in activities promoted by the AlVelAl association (workshops, lectures, conferences, etc), including producers, farmers, entrepreneurs, foundations, education and research institutions, etc.
- The aim is to strengthen the outreach by broadening the audience.

# Commonland Spain Team

**Michiel de Man**  
Project Development



**Astrid Vargas**  
Project Development



**Elena de Julián**  
Farm Restoration

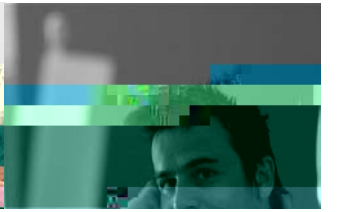
**Txema Ventura**  
Business Development



**Alfonso Chico**  
Mobilization young people



**Mariano Agudo**  
Documentary maker



## Budget

# Full financial requirements 20 years (2015-2035)

It costs a EUR 1 billion to implement 4 returns restoration interventions for 20 years.

We expect that:

30% will be grants and public:

reforestation, water works, eco corridors

70% investments:

regenerative agriculture, forestry, processing plants,  
composting

That is: EUR 1590 per hectare or EUR 7690 per person

For 2016-2018 EUR 10 million grants and investments

For 2019-2024: 200 million grants and investments

2024-2035: 800 million grants and investments





## Budget

# Full financial requirements 2016-2018

Activity	2016	2017	2018	Total
Project development, running cost <ul style="list-style-type: none"><li>• Project management</li><li>• Mobilization</li><li>• Planning &amp; coordination for business development</li><li>• Planning &amp; coordination for ecological restoration</li><li>• Planning &amp; coordination for integrated farming</li><li>• Communication</li></ul>	500,000 €	500,000 €	500,000 €	<b>1,500,000 €</b>
Regenerative integrated farming demos, showing the Almendrehesa <ul style="list-style-type: none"><li>• Research and farm design for six farms</li><li>• Technical assistance for six farms</li><li>• Materials for planting and manpower for 200 hectares</li><li>• Scaling up support (2018 and beyond)</li></ul>	300,000 €	300,000 €	400,000 €	<b>1,000,000 €</b>
4 returns business development <ul style="list-style-type: none"><li>• Technical assistance</li><li>• Seed investment</li></ul>	100,000 € 1,000,000 €	100,000 € 1,000,000 €	100,000 € 2,000,000 €	<b>300,000 €</b> <b>4,000,000 €</b>

## Lessons learned so far...

Scouting process **from 12 months (2014) to 2-4 months (2016)**

Model works transformative **for all involved**

All stakeholders recognize **their own returns and landscape zones**

Common language & **20 year time frame sets the scene from the beginning**

Up front investment needed **to create excellent team of business developers**

Model facilitates **monitoring & evaluation**

Masterplan creates **sense of place, time and action and creates overview of blended finance for large areas**

Business development leads to **restoration business: pipeline creation for investors**

First movers in restoration investments **are family offices**



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[info@commonland.com](mailto:info@commonland.com)  
[www.commonland.com](http://www.commonland.com)



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