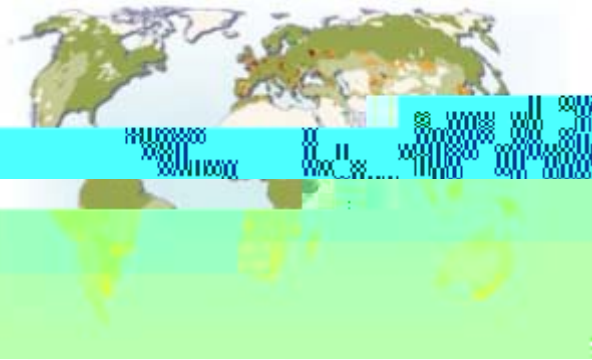


4 returns: a holistic framework for landscape restoration

Willem Ferwerda
Green Week, IUCN, 31 MAY 2016



Land use



Biodiversity



1700



Many policies and actions plans in place

Bonn Challenge

Action 2020

UNCCD

Land

New York Declaration 2014

Degradation Neutrality

UN Climate Change

Africa 100m ha

CoP 21 Paris

Sustainable Trade
Initiative - IDH

Global Landscape Forum

Global Partnership on Forest
and Landscape Restoration

Climate Smart Agriculture



Loess Plateau (China) 1995

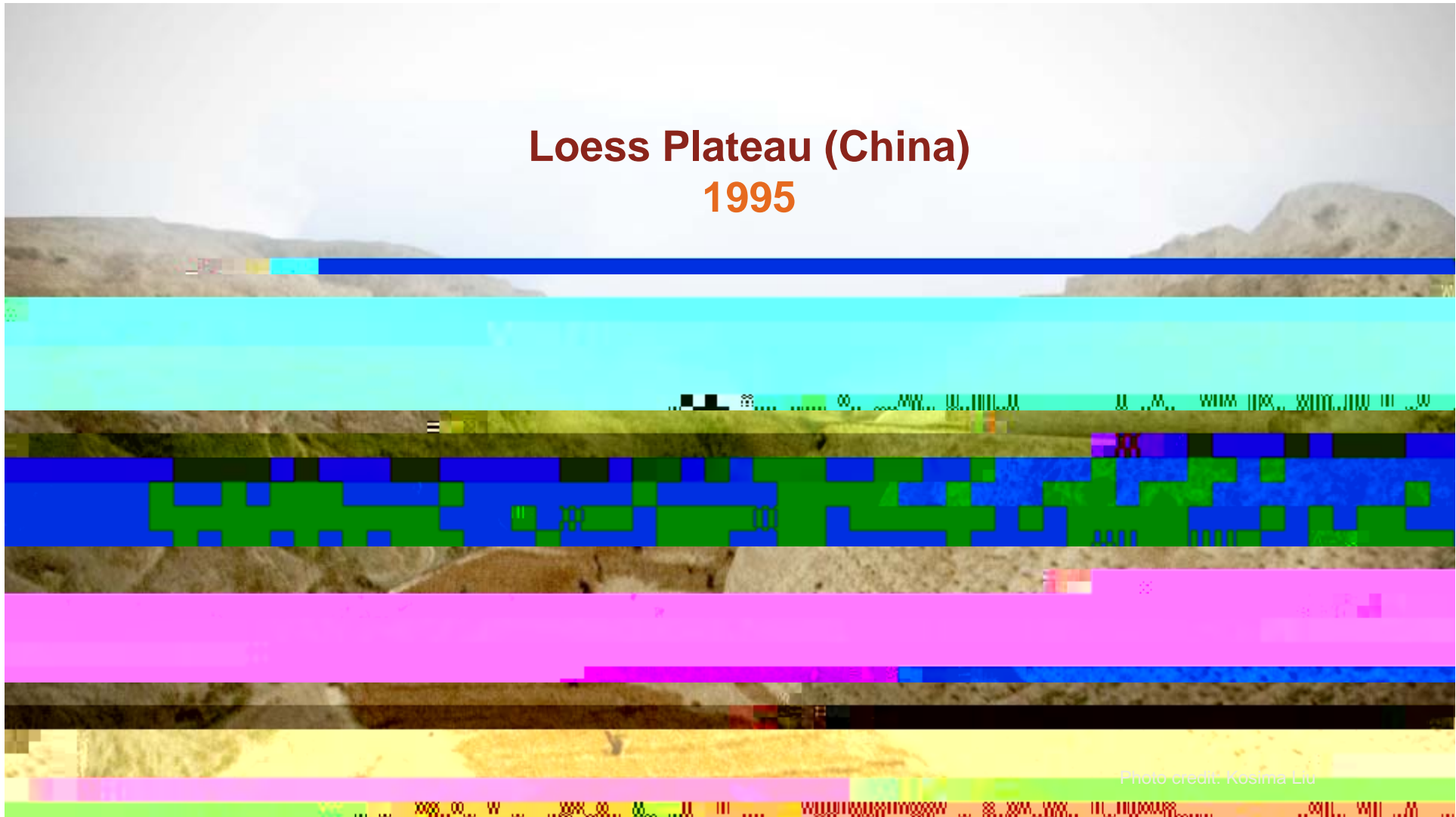


Photo credit: Kosima Liu

Loess Plateau (China) 2009

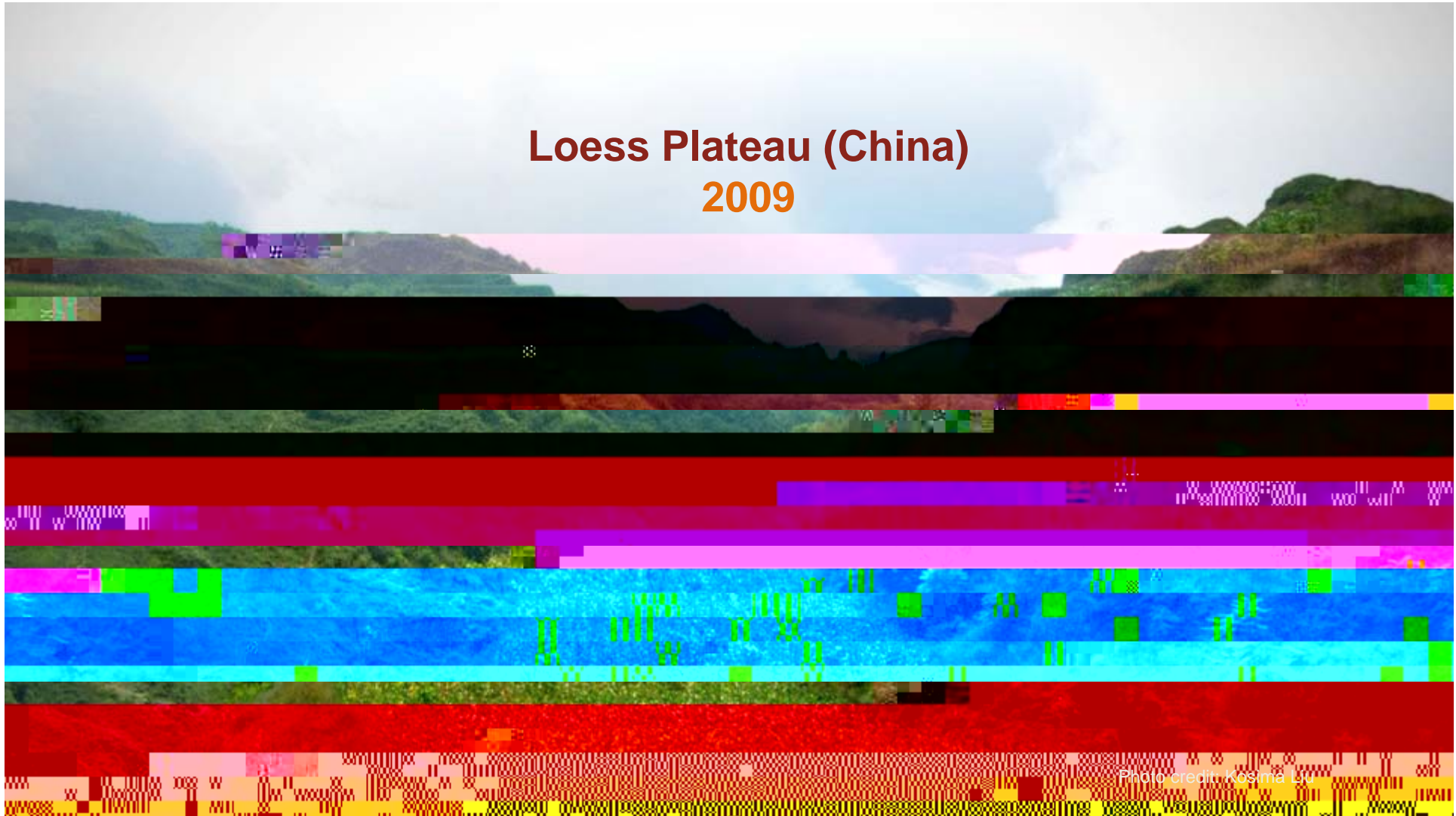
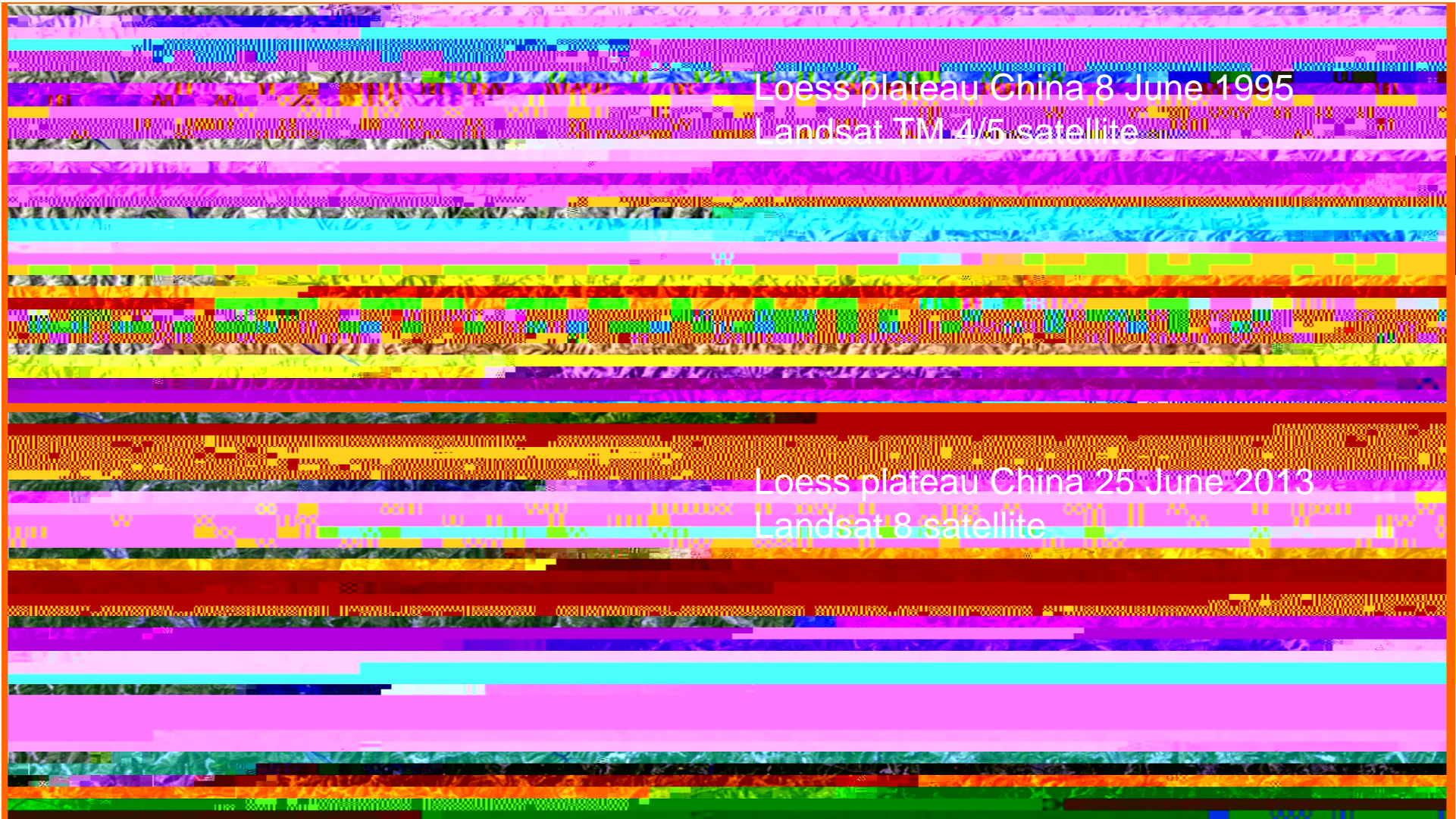


Photo credit: Kosima Liu



Loess plateau China 8 June 1995
Landsat TM 4/5 satellite

Loess plateau China 25 June 2013
Landsat 8 satellite

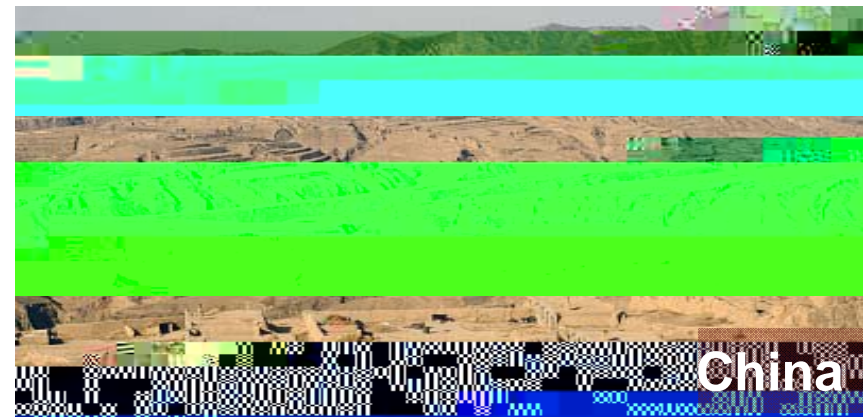
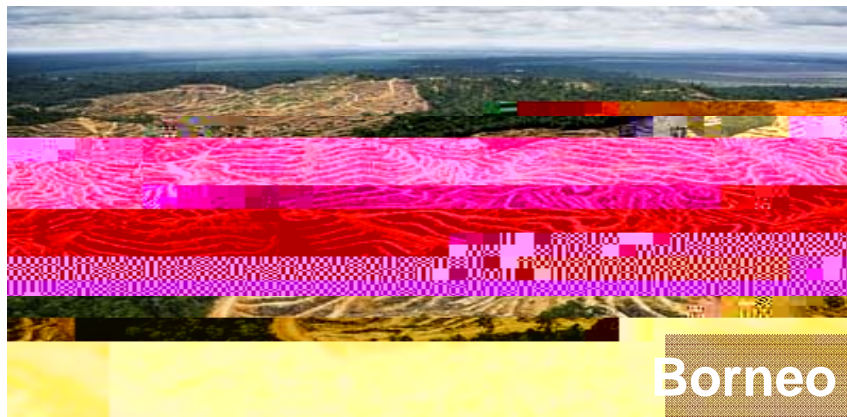
2.5 million

Low-value agricultural

Large investable landscape restoration projects are needed but non-existent.

How to built a pipeline of large scale projects to accelerate a restoration industry?

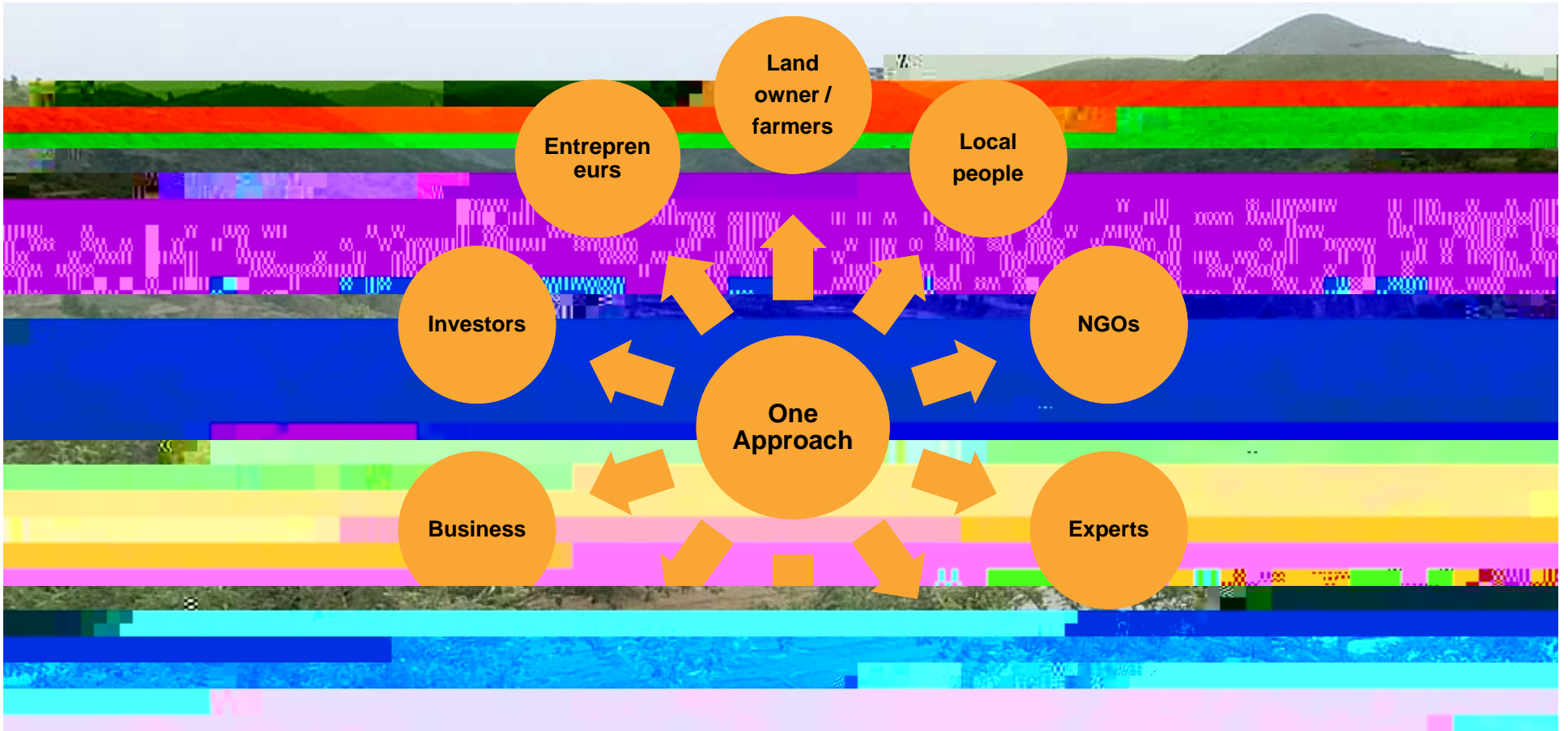
Business as usual



Maximization of Return on Investment per hectare creates deforestation, desertification, biodiversity loss, climate change



Source: 4 returns. RSM-Erasmus Univ. IUCN CEM 2015



Degradation leads to four losses:

- Biodiversity
- Jobs
- Economic activity
- Meaning



Gyangarh – Punjab (India – 2004)

Photo credit: Foundation for Ecological Security

Source: 4 returns. RSM-Erasmus Univ. IUCN CEM 2015

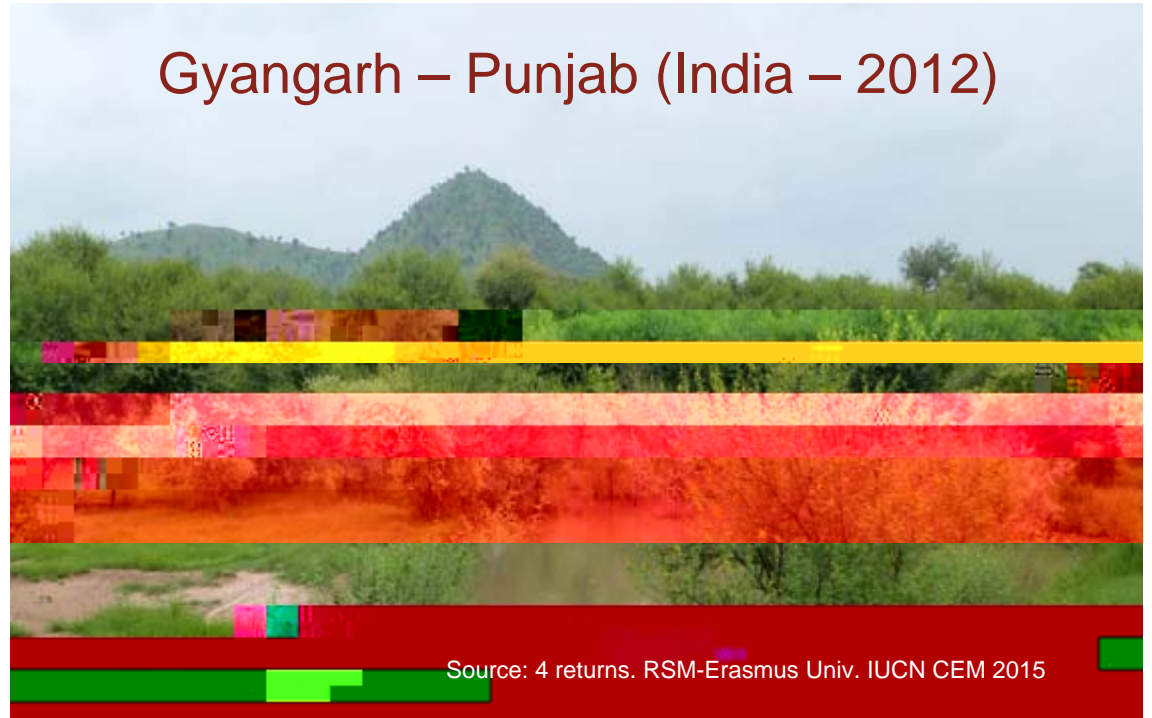
Restoration gives four returns:

- Inspiration
- Social capital
- Natural capital
- Financial capital



Photo credit: Foundation for Ecological Security

Gyangarh – Punjab (India – 2012)



Source: 4 returns. RSM-Erasmus Univ. IUCN CEM 2015

4 returns from Landscape restoration

Returns

Different Entities

Values measured

Inspirational Եզրնէ

- Meaningfulness, holistic awareness
- Local culture wisdom & outreach
- Landscape leaders, commitment to local ownership, less corruption
- Understanding meaning of long term commitment

- % 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

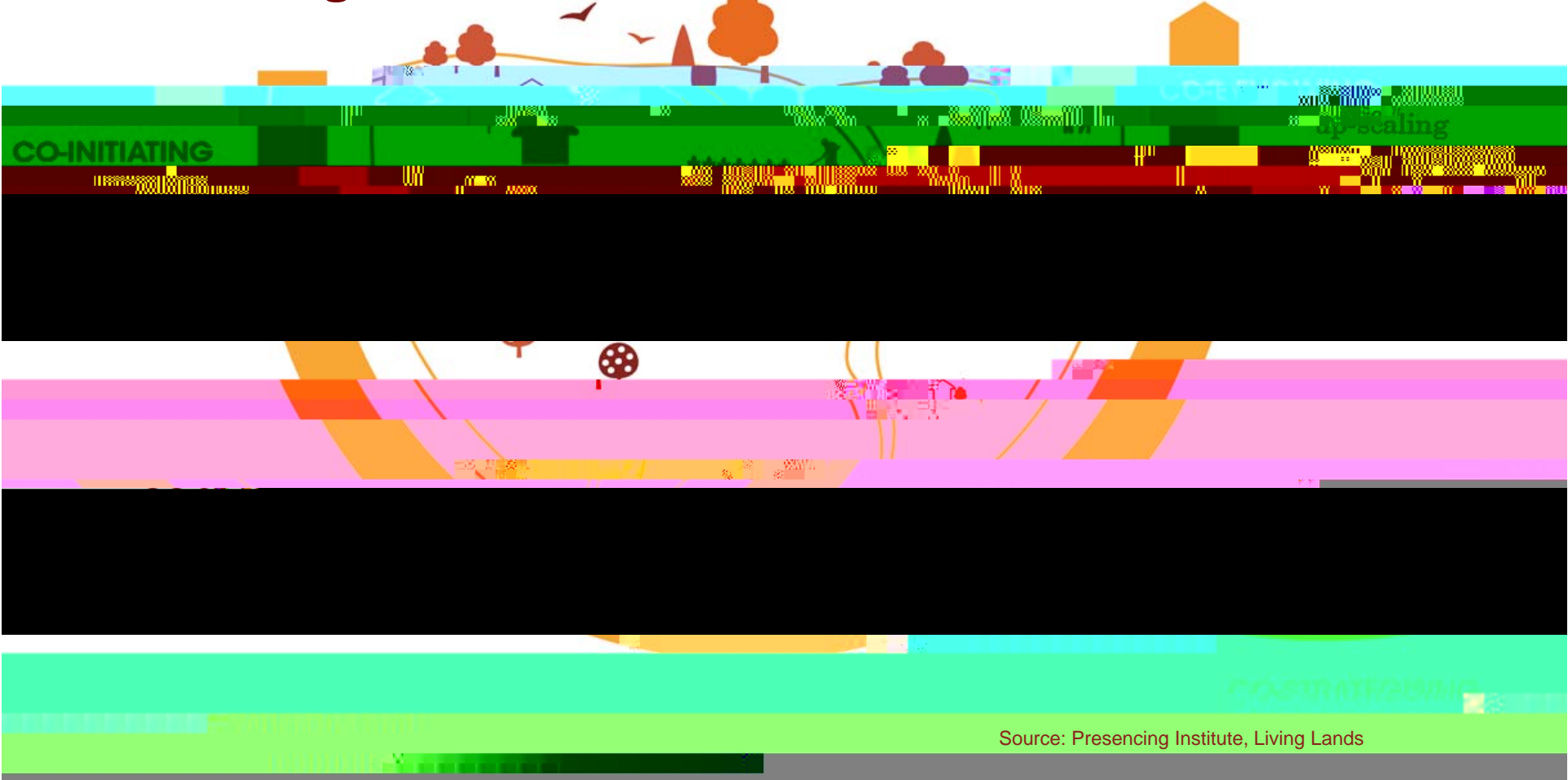
To maximize the 4 returns, we apply the 3 zones landscaping principle to every landscape restoration plan, for a period of 20 years.

- Nature zone
- Combined zone
- Economic zone





Creating a common intent - U curve



Business

Founded in 2013 by IUCN CEM, Rotterdam School of Management and private investors. Mission partners: GPF

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