



"It's possible to rehabilitate largescale damaged ecosystems. So if we can rehabilitate large-scale damaged ecosystems – why don't we do that?" *John D. Liu, filmmaker*

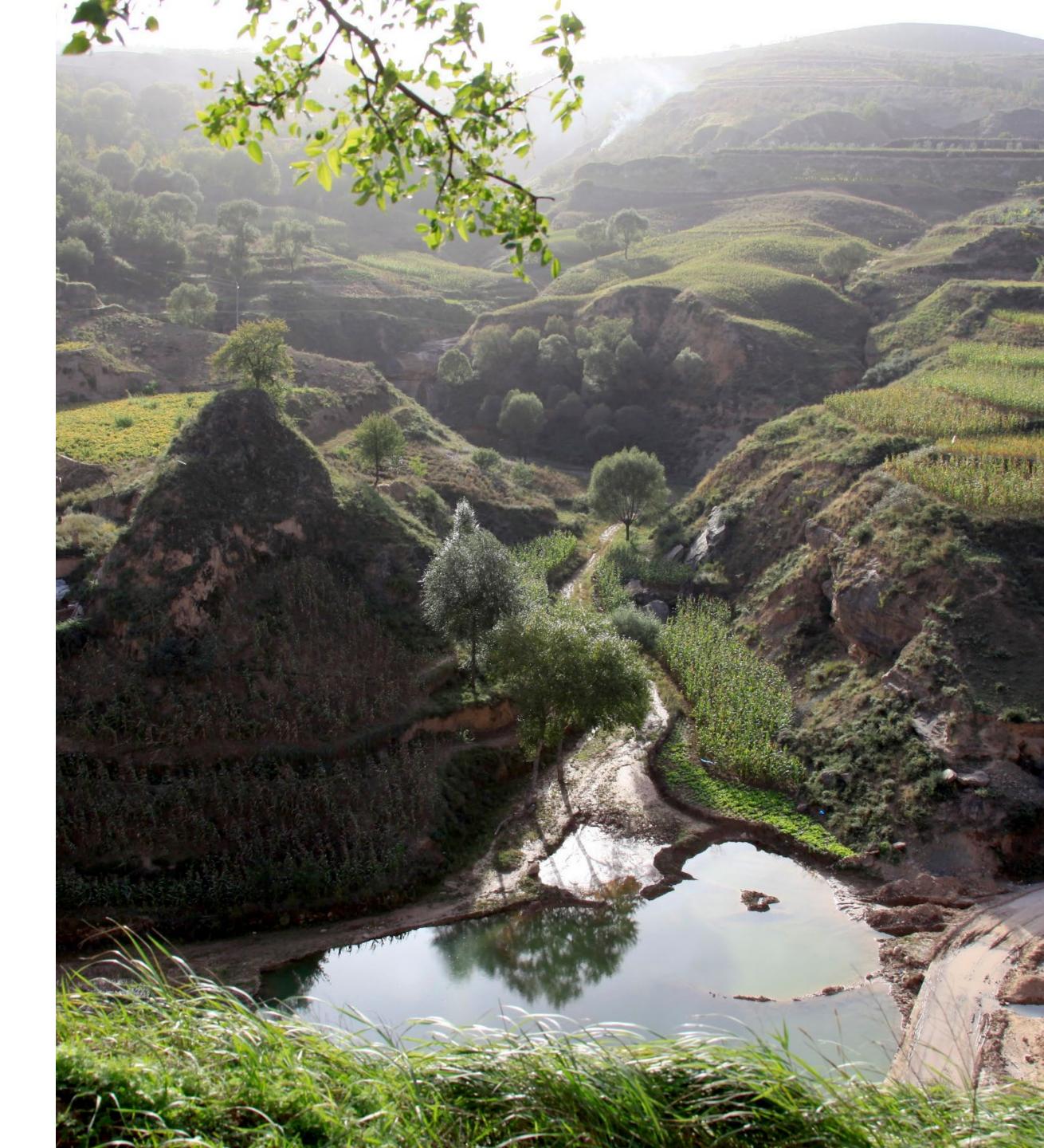
HEALTHY LANDSCAPES ARE THE BASIS OF OUR LIFE

They provide food, water, clean air, a stable climate, biodiversity, good health, security and happiness. However, one fourth of the world's land mass is seriously degraded from centuries of human activity. Think: deforestation, overgrazing, overharvesting, infrastructure and pollution. In economic terms, this incurs an estimated loss of more than \$ 4.3 trillion USD per year.

The good news is that landscape degradation can be reversed by actively restoring landscapes. Several initiatives around the world have already demonstrated that landscape restoration improves livelihoods and jobs, increases biodiversity, and fosters sustainable economies.

We believe that landscape restoration represents large untapped opportunities for sustainable economic development: the basis of a restoration industry. Yet although many funded projects already exist, they lack the necessary scaling-up — because investors, companies and entrepreneurs aren't involved. We would like to build that bridge.





ABOUT US

Commonland was founded by the International Union for Conservation of Nature (IUCN)
Commission on Ecosystem Management, Rotterdam School of Management – Erasmus University and the COmON Foundation with the mission to create

an investable large-scale restoration industry – aligned with international guidelines and policies – in close cooperation with experts and existing initiatives. Our approach is based on a sustainable business model, delivering 4 returns.



4 RETURNS





Giving people hope, a positive future outlook and meaningfulness.



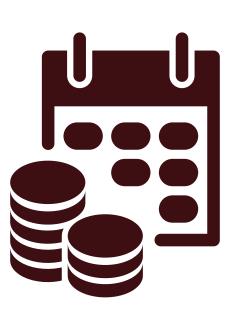
Return of Social Capital

Bringing back jobs and business activity, education, social services and security.



Return of Natural Capital

Restoring biodiversity,
topsoil and hydrology,
clearing invasive
species, decreasing
erosion and increasing
carbon absorption.



Return of Financial Capital

Realizing long-term,
sustainable profit
with a balanced
risk / return profile.



HOW DO WE CREATE AN INVESTABLE LARGE-SCALE LANDSCAPE RESTORATION INDUSTRY?

- In cooperation with our partners, we actively involve investors, companies and entrepreneurs in landscape restoration.
- We increase the understanding that maximization of return of financial capital per hectare leads to shortterm profit and long-term loss.
- We demonstrate that restoring degraded landscapes can be done and makes business sense, using the 3 zone landscaping principle: nature zone, eco agro mix zone and economic zone.

• We select and design landscape restoration projects based on sustainable business cases for all stakeholders involved. In this way, funders can become investors and initiatives can develop into healthy restoration industries – with 4 returns.

We are not in competition with the many organizations currently working on landscape restoration worldwide. Our desire is to collaborate with existing initiatives, to scale them up, and co-create new ones.





OUR PARTNERS

We work in close cooperation with internationally leading organizations. These include the following mission partners: the International Union for Conservation of Nature, the World Business Council for Sustainable Development, the United Nations Convention to Combat Desertification, the United Nations Environmental Programme, the Global Partnership on Forest and Landscape Restoration, the Economics of Land Degradation, Rotterdam School of Management – Erasmus University and Wageningen University.













CONTACT

Commonland

T+31 20 811 66 03 info@commonland.com www.commonland.com

Barbara Strozzilaan 101 1083 HN Amsterdam The Netherlands



