

If we told you the most  
valuable asset on Earth was soil...

Would you agree?



**COMMONLAND**  
4 RETURNS FROM LANDSCAPE RESTORATION



“It’s possible to rehabilitate large-scale 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



### Return of Inspiration

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 short-term 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.



**WAGENINGENUR**  
*For quality of life*



**ELD**  
THE ECONOMICS OF  
LAND DEGRADATION



**wbcSD**

## CONTACT

### Commonland

T +31 20 811 66 03

info@commonland.com

www.commonland.com

Barbara Strozzilaan 101

1083 HN Amsterdam

The Netherlands



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