Against this backdrop, and with the Lab’s move toward a systemised landscape approach, we are well-placed to capitalise on this commitment from private finance and steer some of the available capital to landscapes.

2020 will be the year in which we solidify and formalise our landscape approach and seek to replicate it in new landscapes in need of ecological and economic rejuvenation and growth. With our unique methodology and strategy, and with the increasing availability of climate finance, we are confident that the Lab will strengthen and broaden our impactful contribution to combating climate change in the landscape space.

In 2020, the Lab will have developed the first set of landscapes for financing and a number of initial designs for landscape financing vehicles. Over the next five years we aim to systematise this and to support a range of organisations to generate and finance landscape solutions.

If one landscape programme costs around $100 million for a decade, then to shift 100 landscapes to sustainability costs around $10 billion—less than the cost of one aircraft carrier. Surely the world can afford this? Surely we can’t afford not to! The mission of the Landscape Finance Lab is to help generate this investment and show how it will work.

I want to close by thanking all of our partners and supporters for helping make 2019 a year of growth and transformation for the Lab. I especially want to express my gratitude to the landscapes themselves. The Lab’s role has always been to lend support to the remarkable work they do on the ground in unlocking the power of sustainable landscapes, and we look forward to continuing to work together with them and all of our partners.
**The Why**

From small beginnings to helping build a sustainable landscape finance industry, the Landscape Finance Lab has come a long way in less than four years. First established in 2016 based on forest and climate programmes within WWF, by the end of 2019 the Lab was concluding a period of exploration and experimentation and developing programmes with tangible results and impacts. We now have six full-fledged landscape programmes that will bring in over $100 million in investment each and three comprehensive financial instruments or facilities that we designed, two of which we are in the process of implementing. We have a robust learning platform with nearly 1,000 members that includes an interactive online tool and hosts a comprehensive library of landscape experiences.

Going forward, the Lab plans to bring 10 Sustainable Landscape programmes to fruition and design and implement 3 financial instruments by 2025.

**Who we are**

The WWF Landscape Finance Lab seeks to incubate and self-finance sustainable landscapes that generate impact at scale.

In practice, this entails:

1. Designing and developing landscape programmes with climate-resilient supply chains to accelerate landscape approaches
2. Attracting green finance from committed investors who share our vision of sustainable, productive landscapes to sustain the incubation process
3. Sharing results and lessons learned with the global landscape community for replication in other ecosystems in need

This holistic, reinforcing approach ensures buy-in from all stakeholders - ranging from communities on the ground to corporates and impact investors.

**Our Values**

The Lab has been founded on a set of core values that shape how its team works together, serves its partners and conducts its business. Our value set is comprised of five fundamental values, which guide our team’s behaviour and the Lab as an operating entity.

- **Clear, simple and focused**
  A clear and focused organisational direction with vertical and lateral leadership.

- **Open and collaborative**
  We foster an atmosphere that adapts to changing needs, sharing information openly from our operations to our communications.

- **Shared purpose**
  Our team and partners take time to build a shared purpose that is inspiring, measurable and achievable.

- **Empathy and service**
  We maintain our efforts to be of service, while making the most of existing energy of others in this space

- **Celebration and affirmation**
  We have a strong belief in people and their superpower, music and rhythm, outcomes and celebration.
**Vision**
We envision a world where regenerated landscapes create returns for people, nature and economies.

**Mission**
To harness blended finance at scale for sustainable landscapes and landscape sourcing solutions.

**Five Elements for Integrated Landscape**
We believe that five key elements are essential to achieving integrated landscape management:
1. Committed stakeholders convene for cooperative dialogue and action
2. A collaborative process that achieves a shared understanding of the landscape conditions, challenges, and opportunities
3. Agreed upon action plans
4. Implementation of the action plan with attention to maintaining collaborative commitments
5. Monitoring for adaptive management and accountability, which feeds into subsequent rounds of dialogue, knowledge exchange, and the design of new collaborative actions

We have long known that we have to find a way of making conservation and regeneration financially sustainable, and we need to work within the current economic system to do so. The Lab presents a way to do this through their partnerships and system. I’m such a huge fan of what they do.

Jodi Smith, Director of The Earth Care Agency and lead on financing mechanisms to the Great Sea Reef Resilience Programme.
### Evolution of a Lab

<table>
<thead>
<tr>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019-20</th>
<th>2021-23</th>
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<tr>
<td><strong>Launch</strong></td>
<td><strong>Design</strong></td>
<td><strong>Prove</strong></td>
<td><strong>Systematise</strong></td>
<td><strong>Scale</strong></td>
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<td>Seed money</td>
<td>Business plan</td>
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<td>Approvals</td>
<td>External seed money</td>
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<td>Automate</td>
<td>Commercial funds</td>
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<td>WWF Landscape Finance Lab launched</td>
<td>Team</td>
<td>Operations</td>
<td>Governance</td>
<td>Promotion</td>
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<tr>
<td>Lab Platform launched</td>
<td>TRIDOM Congo programme Initiated</td>
<td>WWF Sustainable Landscape community of practice launched</td>
<td>Cambodia programme Phase 2</td>
<td>At least two new innovative finance mechanisms designed and developed, including one that addresses carbon emissions and another that concerns agriculture and commodities</td>
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<td>Great Sea Reef Resilience Programme Launched at COP23 in Bonn</td>
<td>Lab launches study in Atlantic forests of Paraguay around Iguacu Falls</td>
<td>Cambodia programme with H&amp;M Phase 1 launched</td>
<td>Malaysia programme launched</td>
<td>Seed fund secured to develop focused landscapes</td>
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<td>Georgia Programme Launched</td>
<td>WWF Sustainable Landscapes Challenge trains over 100 staff in 20 countries</td>
<td>WWF Sustainable Landscapes</td>
<td>Bankable project investment vehicle designed to support the Fiji Great Sea Reef programme</td>
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<td>FAO Partnership developed</td>
<td>Challenge launches study in Atlantic forests of Paraguay around Iguacu Falls</td>
<td>Inception of the 1000 Landscapes initiative</td>
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<td>Tropical Landscape Finance Facility bid successful</td>
<td>Cambodia programme with H&amp;M Phase 1 launched</td>
<td>Dutch Fund for Climate and Development partnership signed</td>
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<td>Landscape Scorecard launched</td>
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<td>BirdLife partnership</td>
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Theory of Change: Landscape Finance Lab Strategy

The Lab aims to create virtuous collaborations within the landscape which benefit all stakeholders, the economy and nature. **Sustainable landscapes** bring together forestry agriculture, water or other projects. The aim is to address a core issue in the landscape, such as the loss of coral reefs or drying up of a river system. Projects seek to produce rapid results and to create lasting synergies between actors that encourage further action. **Landscape sourcing** programmes use the power of trade chains to encourage production in the landscape to shift towards sustainability and to ensure that traded goods are credibly certified. These on-ground programmes, combined with a market pull toward sustainability, create incentives for designing **financial solutions** that can help scale sustainable action. Investments, funds and financing facilities then reinforce the shift to green economies where nature is protected. The **Lab platform** provides a space to curate lessons among the community and exchange on tools and approaches.

The vast majority of the world’s biodiversity, food production, freshwater and coral reefs lie in less than 100 landscapes. And these same landscapes are also the sources of much of the world’s land-based climate emissions, poverty and political vulnerability.

Landscape programmes are a powerful and holistic delivery mechanism for addressing global goals and fixing these problems. They can group the implementation of Sustainable Development Goal (SDG) solutions, so as to reduce costs and increase efficiencies. Most importantly they put the power, resources and decision-making in the hands of the people who live in the landscapes and who most directly experience the problems. These are undoubtedly the people who in the long term must be able to hold the solutions.
New in 2019:

- Landscape Scorecard: The Lab developed a Landscape Scorecard to help assess the sustainability potential of a landscape, the progress made to reach the 5 elements of a landscape approach and any gaps that need to be filled to ready a landscape for investment. The scorecard has been piloted by WWF in Paraguay, Zambia and SOKNOT and will also be incorporated as a key component of Lab services in its regular support for the Dutch Fund for Climate and Development (DFCD) initiative (See Finance Section). This effectively sets a baseline against which progress will be judged as the landscape programme develops.

- Malaysia – In October 2019, the Lab signed an agreement with WWF Malaysia to support a new landscape programme in Kedah state near the Thai border. Through cooperation with a diverse group of stakeholders, the aim by 2025 is to secure protection of at least 60 percent of the Ulu Muda Forest Complex, restore connectivity along biological corridors, improve the quality of the Sungai Muda River and enhance the functions of the Muda irrigation area. Ulu Mudah is the most important stronghold for forest elephants in peninsular Malaysia. In December 2019, the Lab traveled to Malaysia to conduct a number of inception activities including meeting in Kedah State with the Chief Minister and members of his government, holding discussions with WWF Malaysia to support a new landscape programme in Kedah state and any gaps that need to be filled to ready a landscape for investment process.

The Lab is playing a lead role in landscape-level finance, by understanding what it means to have a healthy financial system that delivers social, environmental and financial performance at landscape scale, and by helping landscape partnerships put together practical investment strategies and market them to investors.

Sara Scherr, President and CEO, EcoAgriculture Partners
The Great Sea Reef in Fiji is one of the longest reefs in the world at over 200 km in length. It is also one of the world’s most resilient. Still, overfishing, agricultural run-off, and the adverse effects of climate change have placed the reef under serious threat.

In 2017, WWF-Pacific and the Lab launched, with various Fijian government ministries and other partners, the Great Sea Reef Resilience Programme, which aims to ensure that the Great Sea Reef and coastal ecosystems are healthy and resilient to a changing climate. The programme also supports regenerative businesses and the building of livelihoods and community wealth by 2030. To do so, the programme is focusing on: 1) holistic land and marine use planning, ecosystems management and climate buffering; 2) developing and nurturing existing financial systems for sustainable natural regenerative production and practices with market outcomes; and 3) designing and strengthening systems for removal of primary wastes and pollution.

Results in 2019

- After designing the initial iterations of the $30 million GSR programme that will be submitted to the Green Climate Fund in early 2020, the Lab has shifted its focus on attracting investments and developing a finance facility to support local businesses and community enterprises (See Finance Section).
- The GSR Resilience Programme is working with partners to develop innovative insurance mechanisms for the facility to cover the agriculture and fisheries sectors as well as reef clean-up in the event of a natural disaster.

For a temperate zone, the Caucasus is one of the most biodiverse regions in the world. The people of the region depend on this diversity for their economic and cultural livelihoods. WWF-Georgia and the partners are focusing on the West Lesser Caucasus and Kolkheti forest in Southeastern Georgia, and the goals of the programme include maintaining and strengthening biodiversity, developing schemes for carbon storage, shoring up climate resilience and working with local stakeholders on sustainable economic development. The Lab has worked to bring together the various local and international partners in the region to help develop a unified, holistic landscape vision and attract financing to enable landscape transformation through the construction of an investment framework and financial plan.

Results in 2019

- Produced scoping study
- Developed plan for a microfinance facility for energy, forestry and agriculture

Next Steps

- Identify investment partners as part of the investment framework and for specific programme components
Cameroon, Republic of Congo, and Gabon – Tri-National Dja-Odzala-Minkebe (TRIDOM) Green Investment Partnership

Area: 18 million ha
Investment: $280 million
Impact Area: Forest

TRIDOM is a forested area that spans Cameroon, the Republic of Congo and Gabon. It contains large numbers of elephants, chimpanzees and gorillas, as well as numerous other species and habitats. The area covers some 178,000 square kilometres, 97 percent of which is forest, making it a large and productive carbon sink. Illegal logging, large-scale mining, poaching, and forest conversion for commodity crops has made the area vulnerable and is threatening its ecosystem. A comprehensive effort is underway to combat wildlife crime, designate protected areas and institute sustainable forest management. The World Bank Carbon Fund has earmarked $280 million in climate finance to reduce forest emissions in the area.

The Lab is designing an action plan to mobilise finance from multiple sources, including the Carbon Fund, for sustainable management, with a premium placed on conservation and ecosystem restoration. The aim is to develop a network of protected areas, enabling the development of local communities via the sustainable use of natural resources, and incentives for participating in conservation.

Results in 2019

- Shored up staffing in TRIDOM to implement the programme with two landscape leads hired in Cameroon and Gabon
- Received endorsement from the government of Congo to convert one of the country’s largest palm oil concessions into a carbon project and is working with the government of Cameroon to include an idea for TRIDOM sustainable land use into Cameroon’s Green Climate Fund Country Programme.

The Upper Paraná Atlantic Forest (UPAF) is one of the most biologically diverse forest systems on the planet. Due to threats, mainly from deforestation due to unsustainable agriculture practices, it has been thought of as a priority landscape for national and local governments and stakeholders, as well as for international organisations. The programme in the Paraná, run by WWF-Paraguay, envisions a forest that is climate resilient while still providing economic stability to local communities. Work is underway to build a sustainable integrated landscape of 2.5 million hectares that will connect isolated forest patches across the region and restore biological corridors and sources of freshwater.

Recognising a need for innovative financial models and landscape approaches, the Lab supported WWF-Paraguay in 2018 to structure a landscape programme in the areas consisting of the Iguazu Falls and the Upper Paraná river. The Lab convened local stakeholders to share its experiences with other landscapes around the world to emphasize the necessity of a holistic landscape approach. The knowledge-sharing exercises included demonstrating how to employ effective financial instruments to channel funding into the landscape and aligning stakeholder interests.

Beyond knowledge-sharing, the Lab provided technical assistance for the design of WWF-Paraguay’s Upper Parana programme and its investment framework. The programme has adopted the Lab’s tried and tested landscape approach, with tailor-made adjustments to meet local conditions, as an integral part of its long-term goals.

The Lab carried out a scoping study, completed in 2019, and continues to engage with partners in the area to explore future collaborative opportunities.
An integral part of the Lab’s work is to engage with private companies whose operations have a large impact on the natural environment and landscapes. Our partnerships are designed to strengthen the commitment of the private sector to be stewards of the landscapes in which they work. We focus on helping companies green their supply chains and developing plans to ensure the landscapes are regenerated and provide maximum benefits to the local communities that reside there while also meeting production targets.

In three test cases developed thus far, private companies play a key role with local WWF offices and stakeholders in initiating programme designs; supporting stakeholder engagement, developing multi-stakeholder platforms, scoping studies; and identifying and structuring investment opportunities.

New in 2019

New Deal for Nature and People – Recognising that the private sector played a crucial role in the Paris Climate Agreement in 2015, the WWF’s NDNP aims to engage businesses to tackle climate change, restore nature and feed a growing population. The Lab has been invited to co-design the the roles of companies in a landscape.

**Landscapes and Circular Economy in Slovakia**

**Partners:**
Slovak Ministry of Environment, Key actors from the Slovak forest industry, IKEA

**Commodities:**
Wood, biomass

This developing initiative involves key players in the forest sector from government, industry and civil society interested in securing sustainable forest landscapes and promoting a circular economy in the Slovak forest sector. The Lab delivered a scoping study for the programme in Slovakia in which IKEA were design participants.

**Results in 2019**

- An 'Initial Vision' was prepared in Slovakia in April 2019 with four government departments, four major companies and three banks for a $100 million circular economy programme for Slovak forests.

**Next Steps**

- Establish a multi-stakeholder platform.
- Complete four studies with public and private sector partners to review key barriers to progress.
- Identify pilot studies for financing instruments and bankable business models. The pilot projects will form the foundation of a programme to secure bond scale financing for the establishment and support of a full-fledged circular economy industry with the forest sector.

**SNAPSHOT**

**Markets**

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Cameroon is the fifth largest producer of cocoa in the world, and cocoa production makes up nearly 37 percent of all cultivated soil in the country. The country’s dependence on the crop as a reliable source of income has incentivised Cameroon to take steps to increase production. Unfortunately, cocoa is a major driver of deforestation in the Congo Basin. Accelerating production will only degrade forests further and forest integrity is needed to maintain the rainfall on which future cocoa production depends.

To help address this challenge, WWF and IDH – The Sustainable Trade Initiative, along with along with the entire cocoa industry and private companies (farmers, cooperatives, traders such as Cargill, Olam and companies such as Barry Callebaut, and others) have teamed up to design the Cameroon Green Cocoa Landscape Programme to promote sustainable cocoa production, forest protection and social inclusion in the cocoa supply chain in Cameroon. The GCLP takes into account the importance of the cocoa industry to Cameroon and the livelihoods of its people, and therefore seeks to steer the industry into sustainable modes of production while contributing to forest protection.

Phase 1 of the programme—a scoping activity—was completed in 2019. The plan now, or Phase 2, is to produce a full-fledged deforestation-free sourcing model for cocoa in Cameroon and, if successful, apply it elsewhere and expand it to the rubber, palm oil and timber industries. The Lab was crucial in securing funding for Phase 2 in 2019.

Supply chains are among the most crucial aspects of any business, particularly in the global textile industry where clothing materials are often located in one country, labor in another and sales and distribution spread throughout the world. H&M is one of the largest clothing retailers in the world and has in recent years taken steps to develop more sustainable and socially responsible business practices. As part of this effort, H&M partnered with WWF to design a landscape investment programme that seeks to green supply chains in Cambodia, one of the companies key manufacturing bases. The SCALE Programme deals with issues up and down the supply chain such as GHG emissions, unsustainably sourced materials, forest and biodiversity conservation and issues related to governance.

**Results in 2019**

The financial support of H&M has successfully:

- created a framework for action that has served as a stepping stone for a landscape approach;
- identified nested REDD+ opportunities as a strong option to conserve the Eastern Plains Landscape in Cambodia;
- engaged the garment industry in a call to action for the use of sustainable energy sources in factories;

**Next Steps**

- The Lab hopes to replicate the programme with lessons learned in Indonesia, India and China.
- The Lab will engage and attract funders.

**A Closer Look**

**Green Cocoa Landscape Programme (GCLP)**

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Finance

2019 is the year the Finance arm of our organisation truly came into its own. Through exploring policy instruments, global financial standards and best practices, funding mechanism design and implementation and training programmes, the Lab had, by the end of the year, developed two financial instruments designed to increase the flow of public and private investments to sustainable landscapes and advised on the formation of a major development fund.

In addition to these financial instruments, last year the Lab built two enabling systems for landscape finance, the Bankable Projects Incubation Platform and Ikigai Advisors GmbH.

Prior to 2019, the Lab played an advisory role in several financing initiatives, including the EU Sustainable Finance Taxonomy, the Climate Bonds Initiative and a Landscape Standard verification system for testing the quality of landscape programmes.

SNAPSHOT

**Landscape Resilience Fund**

- **Amount:** $25 million target
- **Partners:** South Pole

The Landscape Resilience Fund is designed to deliver grants, loans and payments for ecosystem services to impactful, bankable landscape projects, including some existing Lab programmes. The Fund aims to harness the ample amount of existing public and private funds seeking investment opportunities by steering them to attractive and effective bankable projects within a landscape framework. The Fund plans to engage with 100 sustainable landscape deals by 2025.

**Results in 2019**
- Initial scoping completed
- Global Environment Facility project awarded for $1.5 million in technical assistance costs
- Foundation structure outlined

**Dutch Fund for Climate and Development (DFCD)**

- **Amount:** EUR160 million
- The DFCD is managed by a pioneering consortium comprised of Climate Fund Managers (CFM), World Wide Fund for Nature Netherlands (WWF-NL) and SNV Netherlands Development Organisation, and it is led by the Dutch Entrepreneurial Development Bank, FMO. The fund seeks to improve the wellbeing, economic prospects, and livelihoods of vulnerable groups and enhance the health of critical ecosystems, from river basins to tropical rainforests, marshland, and mangroves. The fund’s activities will also help protect communities and cities from the increasing frequency of extreme weather events and benefit weakening biodiversity in areas that provide people with water, food, medicine, and economic opportunity.

**Results in 2019**
- DFCD formally launched in November 2019
- Lab confirmed as a preferred partner in the WWF’s landscape work

**Next Steps**
- Assessment of three landscapes in Zambia, Kenya and Paraguay with landscape scorecards
- Seven more landscapes will be assessed in 2020 for investment opportunities and landscape structuring
Community & Learning

Crucial to our work on the ground and in the investment community is our strong commitment to learning, capacity building and impact measurement. With partners, the Lab is working to create a hub of practical landscape knowledge and learning. We have built a robust online platform and capitalised on partnerships both within our Network in WWF and landscape collaborators to not only share our own experiences on landscapes but also to act as a landscape knowledge center more generally.

The online community is central to the learning piece for both peer sharing of advice and resources. 2019 was a year of growth for our Lab community. Among the many accomplishments were:

- Community membership grew by 24 percent to approximately 1,000 participating landscape professionals;
- The online platform was redesigned to streamline usability;
- A comprehensive branding update was rolled out across all of the Lab’s external communications platforms;
- New feedback tools such as surveys and Q&As were introduced;
- New learning and communication partnerships were developed with Commonland, BirdLife International and UN FAO;

The overall purpose of our Community and Learning team has always been to help accelerate landscape incubation and strengthen approaches. With our work in 2019, we have built a premier global landscape community that will only continue to grow stronger in the coming years.

To significantly strengthen the Great Sea Reef Resilience Programme, a unique finance facility is being developed that blends public and private finance to support local businesses and community enterprises, the Great Sea Reef Development Facility (GSRDF). This will aim to attract international investors, including private investors and international development institutions, whose funds are advised by Matanataki, a dedicated financial development and management partnership initially setup for the express purpose of managing the GSRDF which sources investable businesses.

Matanataki, Fijian for ‘action’, is a partnership between the Lab, The Earth Care Agency, Ennovent GmbH and Ikigai Advisors.

The GSRDF investments - mostly loans - will be made in small and medium-sized businesses with goals in line with the Great Sea Reef programme.

Since March 2019, Matanataki has reviewed over 120 businesses in Fiji and identified 37 businesses with a $75 million investment need. Projects in the pipeline include a sanitary landfill and materials recovery facility, a sustainable tilapia aquaculture facility, a coral reef restoration company and a plastic recycling and upcycling startup.

Matanataki looks for investment in six key sectors: regenerative agriculture, sustainable forestry and forest restoration, waste and plastic management, renewable energy, sustainable fisheries and ecotourism.

In addition, the GSR Resilience Programme is working with partners to develop innovative insurance mechanisms for the facility to cover the agriculture and fisheries sectors as well as reef clean-up in the event of a natural disaster.

The long-term impacts will be to incentivise local companies to develop and implement sustainable business plans that support the reefs, help grow the Fijian economy, create sustainable jobs, and reinforce good governance and transparency. With this programme’s success, the Lab and the Matanataki leadership seeks to replicate the model and apply it elsewhere, such as potentially in Indonesia and the Solomon Islands.

A Closer Look Matanataki

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Sustainable Landscapes Area of Collective Action and Innovation (ACAI)

The ACAI is a WWF initiative set up by the Lab to develop and prototype innovative integrated land and seascape approaches, to produce greater strategic impact at scale and to develop a community for learning and sharing about sustainable landscapes across the WWF Network.

The ACAI, supported by the Lab, hosts monthly peer learning seminars featuring Landscape professionals within the WWF Network to discuss landscape-related issues and share methods and tools for on the ground programme implementation. The ACAI’s network and platform are among the largest within the WWF and, with the Lab’s committed support, it has become the go-to repository for landscape information. The Sustainable Landscapes ACAI supported several landscape teams in the South-Western Carpathians, SOKNOT, TRIDOM and others in showcasing their landscape programmes and held two landscape workshops in the Netherlands and Romania.

BirdLife International – Lab Collaboration

As part of our ongoing cross-organisational peer learning efforts, in 2019 the Lab partnered with the Forest Landscape Sustainability Accelerator team at BirdLife International to share knowledge on landscapes. As a starting point, the Lab showcases BirdLife’s landscape concepts for feedback from the landscape community.

For example, in late 2019, BirdLife partners, Guyra Paraguay and SAVE Brasil submitted their concepts on the Landscape incubator. The Lab community is in the process of providing peer review and advice to help the teams progress their concept.
UN Food Agriculture Organization – Lab Shared Platform and Community

In 2018, The Lab entered into a partnership with FAO to share knowledge and expertise on issues and methods of common interest. This has included establishing an informal knowledge sharing platform, mutually facilitating learning activities, planning to develop a joint library of resources and developing parallel communities with other UN agencies on biodiversity and landscape finance challenges.

The partnership is intended to last at least until 2021, and in 2019 we collaborated on highlighting local finance solutions to landscapes through several seminars and other knowledge-sharing exercises. In the future, the Lab and FAO hopes to jointly build a landscape Finance training workshop for their landscape teams.

A Closer Look 1000 Sustainable Landscapes for 1 Billion People

Recognising that landscape partnerships often struggle to organise investable projects and sustain processes that regenerate their ecosystems and economies, the Lab (representing WWF) and 6 initiating partners have developed a “radical collaboration” to catalyse system changes that enable landscape-scale partnerships to much more quickly and effectively achieve their regenerative landscape and livelihood ambitions.

The 1000 Sustainable Landscapes for 1 Billion People initiative aims to accelerate action and impact across thousands of landscapes, benefiting 1 billion people by 2030, by providing the tools, support, and connections they need.

The radical part of the collaboration is that all member organisations will publicly share and promote a common methodology for landscape management to accelerate evidence-based action for impact. In practice, this means providing a digital landscape action platform and integrated tools, along with seed funding and financial innovation, that helps locally-led landscape practitioners plan, implement and demonstrate the impact of transformative landscape investment portfolios. 1KL will help to connect landscapes to national green economic plans and thus to Sustainable Development Goals (SDGs).

The Partnership consists of an initiating committee, including Commonland, EcoAgriculture Partners, the United Nations Development Programme, Rainforest Alliance and TechMatters and has been supported by the IKEA foundation.

1KL launches in 2020 with a two-year design and launch phase, followed by a three-year proof of concept phase (2022-2024), an additional three-year phase (2025-2027) for implementation, culminating in global scaling from 2028 to 2030.

*http://landscapes.global*/
The WWF Landscape Finance Lab extends deepest thanks and appreciation to the following partners and collaborators:

WWF offices (particularly WWF Cambodia, WWF Cameroon, WWF Netherlands, WWF Sweden and WWF Switzerland), 100Years, Althelia, Barry Callebaut, Birdlife, Clarmondial, Climate Bonds Initiative, Commonland, CPIC (Coalition for Private Investment in Conservation), Crowdcity, EcoAg Partners, Ecossa, FAO, Freshfields Lawyers, GERES, Global Landscape Forum, Gold Standard, H&M, IDH & Green, IER5, IKEA, IUCN, New Generation Plantations, PWC, Rainforest Alliance, Southpole, TechMatters, WCS and WRI.
“We can’t impose our will on a system. We can listen to what the system tells us, and discover how its properties and our values can work together to bring forth something much better than could ever be produced by our will alone.”

Donella H. Meadows, 
Thinking in Systems: A Primer