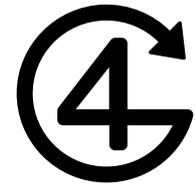


EXECUTIVE SUMMARY



4 Returns Collective Impact for 2018





MISSION STATEMENT COMMONLAND

Vision

We see a world in which we can live in harmony with ourselves, each other and our landscapes

Mission

To achieve this, we help turn degraded landscapes into thriving ecosystems and communities

Ambition

There are 2 billion hectares of degraded land with the potential to be restored. By 2040, Commonland aims to create 100 million hectares of thriving ecosystems and communities (5% of 2 billion)

LANDSCAPE PARTNERS

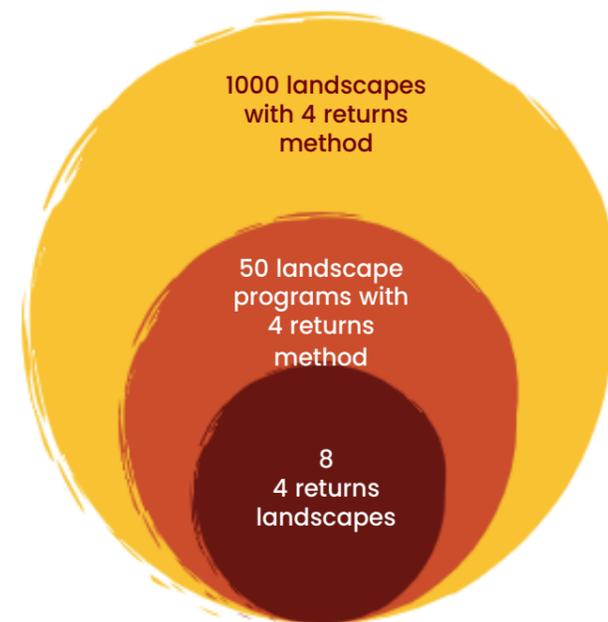


Wide Open Agriculture (WOA), Wheatbelt, Australia

ROLE COMMONLAND

We seek to empower strong local partners that know and live in the landscape. They are continuously 'sensing into' the landscape, have their 'boots on the ground', and they help achieve holistic restoration of landscapes across the world. Commonland supports changemakers in setting up large-scale holistic landscape partnerships that deliver 4 returns, in 3 zones on a 20-year time-horizon. Commonland is therefore an enabler, and we work with long-term committed local partners.

It is that partnership-based approach, also with our funding partners, that we believe gives us the greatest chance of reaching landscape restoration at a scale of 100 million hectares by 2040. Our local partners can rely on Commonland for access to powerful networks, high-quality knowledge creation, peer-to-peer strategizing and learning, innovative landscape finance, integrated 4 returns monitoring approaches, and scaling up of 4 returns business models.



The role of Commonland:

Commonland as "an enabler" of restoration

- Not directly involved in the landscape
- Providing the knowledge, tools, network and data management passively, influencing others to initiate restoration

Commonland as "a catalyst" of restoration

- Medium involved in the landscape
- Support with landscape program design, implementation, leveraging finance
- Provide seed funding

Commonland as "an initiator" of restoration

- Highly involved in the landscape, 20 years commitment
- Provide financing, project implementation, monitoring & evaluation, knowledge & information management, etc.



4 RETURNS: A LANGUAGE WE ALL SPEAK

The 4 returns, 3 zones, 20 years framework is a practical approach developed to help restore degraded landscapes. Guided by this framework, Commonland enables and supports local partners that work with local farmers, land users and other stakeholders to develop landscape restoration companies and programs which can be implemented at scale and generate 4 returns: return of inspiration, return of social capital, return of natural capital and return of financial capital.

To us, the 4 returns are inherent to landscape restoration and provide a concept that everyone can understand. People can further specify the 4 returns by identifying the spaces for these returns to materialize on the ground - a natural zone with forest and nature restoration; a combined zone with mixed agriculture and nature; and an economic zone with sustainable production.

By taking this approach, the complex issues of landscape restoration are broken down into the maximization of 4 returns in 3 landscape zones in 20 years. These 4 returns will be realized in the 3 zones of the landscape for every landscape restoration project. The restoration of such multiple interconnected zones as part of one plan will create landscapes in which an increase of biodiversity and vegetation cover will go hand-in-hand with sustainably managed agricultural lands: mosaic landscapes. In these landscapes, regenerative agricultural and economic zones will co-exist in an ecological balance.





RETURN OF INSPIRATION

Giving people hope and a sense of purpose



RETURN OF SOCIAL CAPITAL

Bringing back jobs, business activity, education and security



RETURN OF NATURAL CAPITAL

Restoring biodiversity, soil and water quality



RETURN OF FINANCIAL CAPITAL

Realizing long-term sustainable profit



NATURAL ZONE

Designed for restoring the ecological foundation and biodiversity

COMBINED ZONE

Designed for restoring the topsoil and delivering low and sustainable economic productivity

ECONOMIC ZONE

Designed for delivering high and sustainable economic productivity

20

A long-term approach is important as it takes approximately 20 years – or one generation – to restore a landscape



HOW IS IT BEING DONE?

In Australia, Spain, South Africa and the Netherlands our local partners are on the frontlines of implementing holistic landscape restoration creating change through close collaboration with farmers, land owners, nature organizations, businesses, governments and others willing to be part of the transition. Our joint experience so far has shown that changing a system is often non-linear, complex and ever changing and that we cannot take risks without making mistakes. Nevertheless, we can firmly say that our direction of travel of using business cases and long-term partnerships as a leverage toward achieving regenerated and restored landscapes is promising.

Commonland refers to partnerships as '4 returns landscape restoration partnerships'. They require the long timeframe mentioned, combined with the flexibility to constantly develop creative solutions to combat complex stakeholder challenges. Restoration should be based on integrating purpose in a landscape restoration business model designed by the partnership. The approach is tailor-made for each location with the underlying focus being optimization of 4 returns per hectare.

In general, the iterative process steps that can be identified in initiating, setting up, implementing, learning and adapting in your landscape approach boil down to the 5 iterative phases. Throughout collective journey as a 4 returns network we have learned that however much we plan and strategize ahead, we understand that iterative learning loops, reflection, and redesigning through cocreation and collaboration continue to be central to achieving change.



Figure: Iterative Learning Loop



MEASURING IMPACT

To support implementation of your 4 returns, 3 zones, 20 years interventions in a given landscape it makes sense to define what your long-term 20 year outcomes are. A dot on the horizon.

The 4 returns outcomes do not differ greatly per geography because all of our partners' work is shaped and geared toward delivering on the 4 returns over 20 years' time. At an aggregated global level, the progress made in the landscapes is measured against the same 4 returns outcome levels.

Despite their similarities, though, it is impossible to apply detailed indicators across landscapes given the differences in context and bio-physical elements. Therefore, the 4 Returns Monitoring framework provides overarching outcomes that apply across the landscapes, while context-specific indices and indicators are localized per landscape.

Global 4 returns outcomes

- **Inspired & connected people (inspiration):** People are aware of the opportunity of landscape restoration, feel inspired about the 4 returns approach, and start 4 returns initiatives.
- **Strong communities & networks (social capital):** The community in the landscape is supported by new job opportunities, a strengthened set of skills, and by an effective community network.
- **Improved Holistic Land Management (natural capital):** Sustainable land use management practices result in improved land conditions (in terms of soil, biodiversity, water, and vegetation quality and availability).
- **Local economy (financial capital):** A 4 returns landscape is capable of attracting new (additional) funding for 4 returns initiatives or existing funding within a landscape is channeled toward 4 returns initiatives.

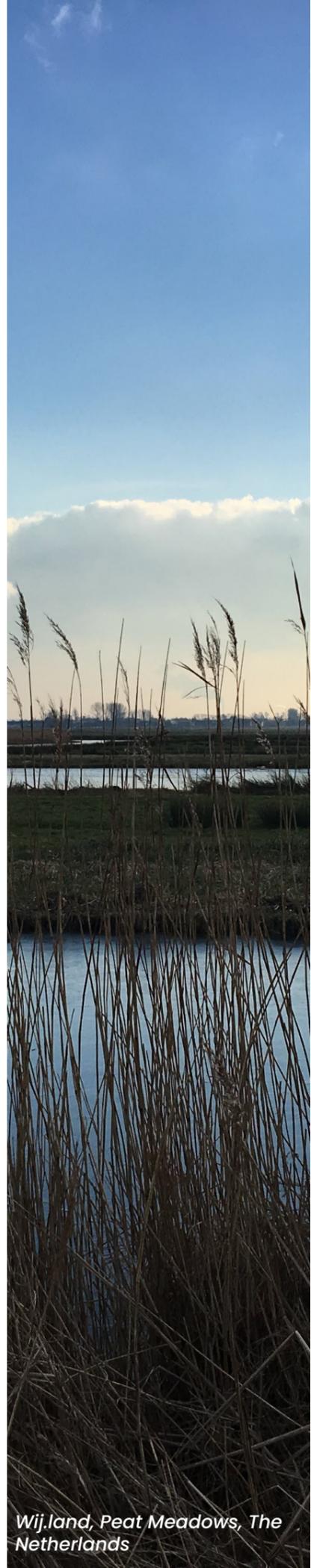


Wij.land, Peat Meadows, The Netherlands

KEY TRENDS IN 4 LANDSCAPES IN 2018

The 4 Returns Approach is being road-tested in 4 landscapes around the world. Together with farmers and landowners, our partners are driving 20 years restoration projects in Australia (300,000 ha), South Africa (550,000 ha) and Spain (1,000,000 ha), and the Netherlands (125,000 ha). In the past 2-5 years part of Commonland's role has been to support our local partners to build local capacity, in all areas. The holistic approach of our partners is already showing early signs of deep and fundamental change in landscapes across the world.

- 4 returns framework has been embedded in formal business training through the Rotterdam School of Management, two Massive Open Online Courses have been taken up by at least 2,000 people – including farmers, entrepreneurs and impact investors.
- Across 4 landscapes, at least 60,000 people have been exposed to the opportunity that 4 returns landscape restoration presents.
- Over 82 direct and indirect jobs have been created and supported across the four landscapes while over 10 different 4 returns business cases have been identified or set up.
- More local companies and organizations are becoming formally independent from Commonland, and continue to be connected on the 4 returns approach.
- A multiplier effect has occurred, where neighboring local authorities and organizations are inspired by the successes of funded work in the landscapes.
- Over 10,000 hectares under direct regeneration/restoration with expected ripple effects to 2 million hectares across 4 landscapes, as a result of system-level approach throughout all of the projects.
- Small pilot co-funding has been provided to local farmers for transitioning to regenerative farming techniques (in Spain and the Netherlands).
- 4 Returns companies have successfully been established and connected to international supply chains (Baviaanskloof Development Company, Wide Open Agriculture, La Almendrehesa)
- Communities are mobilized, and are energized and empowered for change (through festivals, workshops, restoration actions, art projects, field days).



Wij.land, Peat Meadows, The Netherlands



2018 Outcomes Altiplano Estepario, Spain

1,000,000 hectares



Return of Inspiration



Return of Social Capital

5 years: 100 proud farmers

Year 4: 85 proud farmers in AIVelAI association
In 2018, AIVelAI and its business and landscape partners directly engaged at least 1,000 people through events and multiple 4 returns businesses and initiatives are inspired by AIVelAI such as: Ecosystem Restoration Camps, Re-generation Academy, Re-Generation Festival, Almendrehesa Company, and setting up of a Regenerative Olives and Composting business.

5 years: 60 active AIVelAI members

Year 4: 200 members, 12 direct jobs and 30 indirect jobs
AIVelAI has 200 members, of which 50 are farmers, and there are 12 employees living and working in the territory and through the numerous AIVelAI projects, 30 temporary jobs have been created (of which 9 people younger than 35 who are employed in 4 returns businesses/initiatives)



Return of Natural Capital



Return of Financial Capital

5 years: 15,000 hectares under improved management

Year 4: 7,700 hectares under direct regeneration/restoration
Until 2018, a total of 7,700 hectares has been brought under improved holistic management. There are 670 beehives on the AIVelAI farms, 25 farmers are using compost, 15 green cover, and 70 key line swales were implemented and, together with Ecosia, 50,000 native tree species were planted on the iconic La Muela mountain.

5 years: four viable 4 returns initiatives/business

Year 4: 4 cases active (almonds, olive oil, tourism, compost)
In 2018, a total of 981,000 EUR was raised in support of the different AIVelAI projects, and the Almendrehesa farmers currently get a premium price for their products while investment capital raising has started and 3 additional business cases are being set up (olive oil, tourism, compost).

www.alvelai.net



2018 Outcomes Wheatbelt, Australia

300,000 hectares



Return of Inspiration



Return of Social Capital

5 years: 10,000 people inspired & reached

Year 2: 4414 people exposed & reached (44% of 5 year target)
In 2018, WOA got 413 shareholders, 1 large farmland investor, 150 direct veggie box customers engaged and over 350 farmers, 400 community members, 1,000 unique customers and 2,100 online followers exposed to the opportunity of landscape restoration, inspired about the 4 returns approach, and participating in 4 returns initiatives.

5 years: % population increase & 10 jobs created/ supported

Year 2: 6 part time, 2 permanent jobs; >5 network partners
In 2018, WOA created and supported 6 jobs over an 18 month period (now 2 permanent jobs) and works together with over 5 Natural Resource Management and farmer groups to continually build a Western Australian sustainable food and nature movement.



Return of Natural Capital



Return of Financial Capital

5 years: 10,000 hectares under improved management

Year 2: 2103 hectares
In 2018, WOA put 2103 hectares under direct improved management of which 310 in the Buntine area, 1787 in (the newly acquired) Andover farmland and 5 hectares in the Wedge. Also, the first steps for implementing the Land For Reasons subsidiary have been taken to help transform the Wheatbelt by transforming the land use with others.

5 years: Strong and sustainable annualised return

Year 2: WOA stocklisted on Australian Stock Exchange
In 2018, WOA became the first 4 returns public company listed in the world attracting 400 investors with AUD \$5m capital raised from diverse set of shareholders including Wheatbelt farmers, community members, stockbrokers and Commonwealth's network.

www.wideopenagriculture.com.au





2018 Outcomes Peatmeadows, Netherlands

125,000 hectares



Return of Inspiration

5 years: 1.000.000 people exposed & reached, >100 proud farmers involved

Year 2: 100.000+ exposed and >40 farmers involved

By 2018, Wij.land exposed 100.000+ people to the opportunities of 4 returns landscape restoration in the Netherlands through direct engagement, field visits, workshops and/or (social) media. This has led to a community of ± 200 involved members (±40 farmers) and a growing online community (>320). Inspirational highlight of 2018 was the launch of Wij.land, that inspired 70 community members through a Wij.land movie, workshops in the field and exchange with different stakeholders.



Return of Social Capital

5 years: >100 farmers in pilots, 5 farms in transition, >100 professionals in network and 5 long-term 4R partnerships.

Year 2: >40 farmers involved in >40 pilot activities.

By 2018, Wij.land assisted and stimulated >40 farmers to engage in >40 pilot activities such as the soil pilot or the making of bokashi. Two farms are under research for transitioning towards a regenerative/'nature-inclusive' farm. Two long-term 4 Returns partnerships were established or consolidated (Natuurmonumenten and 'Boeren van Amstel').



Return of Natural Capital

5 years: 1.000 ha of land (both farm & nature) under improved management

Year 2: 200 hectares

By 2018, through pilot activities with >25 farmers, more than 200 hectares of farmland is under improved holistic soil management and restoration. The chosen soil treatment methodology aims to restore the balance (chemistry/biology/physiology) of the soil, to restore overall soil fertility and productivity with no/minimal chemical inputs. >1000 tons of nature cuttings were processed into Bokashi by 7 farmers, which is used as soil amendment, improving below- and aboveground biology.



Return of Financial Capital

5 years: 2-3 implemented viable 4 returns business cases.

Year 2: seven 4 Returns concepts under development

By 2018, Wij.land is developing and testing seven 4 Returns concepts. Through the pilot- and transition fund (150 K yearly funded by Gieskes-Strijbis) and the in 2018 newly established biodiversity fund (90K funded by Contribute) they are kickstarting on-the-ground 4 Returns (pilot and development) activities. Also, development costs for the Farmland Investment Fund were raised (300 K CO-MON Foundation).

www.wij.land

[wij.land](http://www.wij.land)

2018 Outcomes Baviaanskloof & Langkloof, South Africa

500,000 hectares



Return of Inspiration

10 year goal: 10,000 people exposed and reached

Year 4: over 2,000 people exposed and engaged

In 2018, Living Lands & Grounded actively engages with 20 large-scale land owners and farmers on rehabilitating and regenerating the Baviaanskloof and Langkloof and exposed 2,027 people to their landscape restoration through direct engagement, workshops, and (social media).



Return of Natural Capital

10 year goal: 32,000 hectares under improved management

Year 4: 9,377 (29% of 10 year goal)

The total 9000 hectares in the Baviaanskloof are being 'freed up' for rehabilitation in a phased approach together with 6 (former) goat farmers (total 3 zones). In zone 2 of the Baviaanskloof approximately 1460 hectares are under direct rehabilitation, of which 8 ha are pilots, and 126 hectares are under regenerative agriculture.

www.livinglands.co.za [livinglands](http://www.livinglands.co.za)



Return of Social Capital

10 year goal: 25 jobs provided and supported

Year 4: 9 network partners, 47 full-time and 2 part-time jobs

In total, 8 farmers training and workshops were organized and collaboration is ongoing with 9 public, private and non-profit organization and 1 community group in the area. Across both landscapes, 47 full-time, permanent and 2 part time, permanent jobs were created and supported, of which 5 are part of the 4 Baviaanskloof Devco and Langkloof Honeybush Co.



Return of Financial Capital

10 year goal: improved cost-benefit ratios for farmers active in the Baviaanskloof Devco (BK Devco) and Langkloof Honeybush Co.

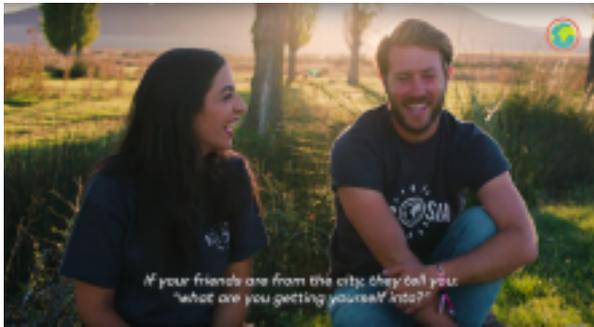
Year 4: early signs of positive cost-benefit ratio for farmers

As the business further develops, learns and adapts, the BK Devco is stimulating the farmers' sense of ownership through transparent discussions on pricing and future profit-sharing mechanisms. Across both landscapes a total of €1,012,757 funding was invested in 2018, of which €191,250 (19%) were investments and €1,529,657 grant funding has been secured for future work in both landscapes.

www.grounded.co.za

[grounded](http://www.grounded.co.za)

MOST SIGNIFICANT CHANGE STORIES



The story of Bélen and Leo

A new generation of farmers returning to their roots in rural Spain.

Credits: Ecosia
www.alvelal.net



The story of Piet

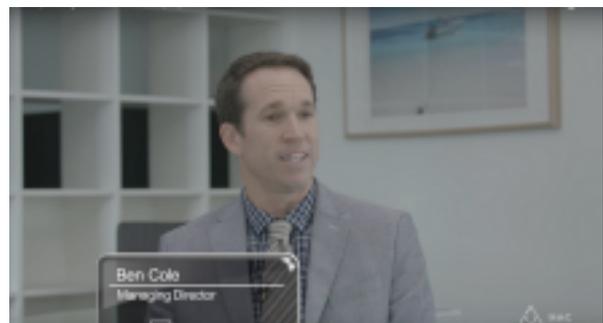
A South African farmer on the journey from generation-to-generation knowledge of goat farming toward regenerative production of essential oils. Credits: Grounded and Living Lands
www.livinglands.co.za and www.grounded.co.za



The story of Wilko and Hermien

A Dutch farming family on a transition to organic farming.

Credits: Wij.land
www.wij.land



The story of Ben and WOA

A Western Australian-born entrepreneur taking his newfound transformative business Wide Open Agriculture (WOA) to the Australian Stock Exchange. Credits: Mac Equity Partners
www.wideopenagriculture.com.au

