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Let’s together weave and dwell in a more beautiful story.
A more beautiful tapestry of possibilities.
Let’s use our finest, most diverse, most powerful, most cherished threads.
Threads filled with integrity, with honor for the land, and the waters and air.
And all their living beings, including us.
Threads that honor place and culture and community.
The feminine, the old and wise, the young and vibrant.
Threads filled with sparkles of hope, curiosity, inspiration, and love.
Let’s witness the beautiful fabric of healing that emerges!

By Daniela Ibarra-Howell (Savory Institute)
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The success of our solutions is based on a shared vision that everyone is a changemaker; that people and communities can be a driving force for good if they are inspired, motivated and provided with the right tools to be part of the change. Each of us in our own way - through learning by doing and following a grassroot approach - has found a key to unlock the enormous potential of communities to restore landscapes and to preserve biodiversity. We believe that if we combine our solutions the whole is greater than the sum of its parts, and we can actually turn the tide and regenerate, enhance and increase the natural ecosystems that support all life on this planet. Weaving our solutions together with an endeavor to collectively build towards a healthy, strong, and prosperous planet - what does it mean, really? Weaving is an emerging practice of leadership that creates thriving communities, continuously aligning, learning and collaborating together towards a shared purpose, so that together, we can make systems change that enable people and the planet to thrive.

Weaving for a Thriving Planet is an initiative propelled by Ashoka and co-created with Ashoka Fellows and partners. Together we are a group of social innovators who aim to accelerate and scale our systemic solutions to restore ecosystems and increase biodiversity. We do this by leveraging the potential of our innovations and weave them together to increase our collective impact.
This booklet has been brought to life firstly, to learn more about each other’s solutions before we embark on this weaving journey together. Secondly, to mark where we stand. What impact did we each generate so far? From this baseline, we can monitor and measure our collective impact over time. Thirdly, this booklet is designed as a living document, that we envision to evolve into a ‘Bid Book’: a menu of all our successful community-based models, with the aim to inspire other community leaders to adopt those models and to transform their own communities.
Healthy Ecosystems & Biodiversity

“We all depend on healthy ecosystems for food and energy, water and biodiversity. Their continued degradation contributes to climate change and enhances the risk of severe ecological disasters. Widespread loss of function in both terrestrial and aquatic ecosystems will be catastrophic for our planet and a huge setback on progress made towards achieving the United Nations Sustainable Development Goals. It’s time to rebuild what has been lost.”

United Nations, Decade of Ecosystem Restoration, 2021-2030
Life depends on biodiversity

Our air, water, and food rely on the variety of life found in ecosystems around the world. Because of human activity, however, one million plant and animal species are currently on the verge of extinction. The extinction rate of species is now thought to be about 1,000 times higher than before humans dominated the planet. In 2020, the United Nations reported that “nature is declining globally at rates unprecedented in human history.” Biodiversity loss is moving ecological systems ever closer to a tipping point beyond which they will no longer be able to fulfill their vital functions.

Yet it is not too late for change. If we build strong communities that focus on regeneration we are able to restore natural ecosystems, preserve biodiversity and build economies that thrive while allowing people and the planet to thrive too. New innovations for a transformative change are urgently needed. That’s where Ashoka makes the difference, evidence based. Over the past decades the Ashoka network has proven that it is possible to achieve a warm, social just, biodiverse, inclusive and regenerative sustainable world.

Ashoka Fellows and partners are now joining forces to scale at large and multiply our collective impact.
Community-based innovations

Social innovation is a powerful and valuable tool involving social groups and communities to create, develop and diffuse ideas and solutions in order to address pressing social needs and challenges, such as ones faced in the environmental sector. Due to its participatory and creative nature, social innovation is well positioned to address environmental challenges, which are multifaceted and often require societal or behavioral shifts towards more sustainable options.

Our work so far has provided evidence:

- That humanity and planet can thrive together and resources can be regenerated.
- That biodiversity conservation and restoration can go hand-in-hand with other desired socio-economic outcomes and even enhance them.
- That best scalable solutions are community-based solutions.
- That collaboration with multiple stakeholders - local communities, schools, universities, NGOs, local governments, corporations, foundations, global institutions, etc - in the ecosystem is crucial.
- That everyone can play a role in planet protection.
- That nature conservation and restoration can be done via profitable business models instead of those based merely on grants and donations.
We strongly believe in the importance of community-based solutions because the causes behind biodiversity loss are so complex that we need to engage everyone in a transition towards sustainable solutions.
1. The first is that social entrepreneurs have turned the complexity and interconnected nature of the climate crisis into an opportunity for creating compelling solutions that tackle multiple issues at once. We see that as they enact solutions for climate change, our Fellows are also unlocking a myriad of other benefits: creating livelihoods, improving health outcomes, increasing equality and more. This challenges the assumption that avoiding the climate crisis requires trade-offs and sacrifice. We are seeing the opposite: the solutions can make the world more equitable, more just, more joyous.

2. The second thing we heard from Fellows is the importance of involving everyone. The scale and speed of action required means that we need to mobilise everyone, particularly those who will be first and worst hit by climate change, typically the people who have traditionally been excluded from the environmental movement.

Across the world we are seeing that Fellows are approaching the field of Planet & Climate in radically different ways, yet two trends stand out to us in how they think about solutions.

Frame change: Re-connect with Nature by Next Now

What became clear by interviewing many Ashoka Fellows, is that in order to solve the interconnected challenges in the field - biodiversity loss, resource over-extraction, soil degradation, climate change – we need to trigger a fundamental mindset shift. We need to shift how humanity sees its relationship with nature. A mindset of human superiority to and separation from nature has infiltrated our collective understanding of the world. Only by recognising our connection to and reliance on nature that we will be able to unravel the damage our global, interconnected systems are causing.

Ultimately, averting the climate crisis and the other existential threats facing us will require a deep transformation of the very foundations of our lifestyles and economies around the world.
4 Returns

by Commonland

Transformative change requires a common language and a practical framework. ‘4 Returns’ is a science-based framework that is proven in practice. Developed by Commonland in close collaboration with leading scientific institutes, business schools, farmers and experts, 4 Returns transforms degraded ecosystems by focusing on 4 key returns over the course of a single generation, or 20 years.

Inspiration
Giving people hope and a sense of purpose

Social Capital
Bringing back jobs, business activity, education and security.

Natural Capital
Restoring biodiversity, soil, water quality and capturing carbon

Financial Capital
Realizing long term sustainable profit
Weaving for a Thriving Planet 2021-2025

In a 5 year program we want to unlock the power of communities living in landscapes across the world to restore ecosystems and increase biodiversity.

We aim to:

1. Inspire and convince decision makers about the importance to engage everyone and all communities in the required transformation

2. Put the right systems in place for community based strategies

3. Facilitate more communities to regenerate natural resources, restore ecosystems and increase biodiversity
Interventions

We expect to achieve this through the following interventions:

1) Exchanging learnings, best practices and strategies on Community-based Approaches to increase biodiversity
We will grow our expertise and knowledge in developing effective strategies to unlock the power of communities to regenerate natural resources, restore ecosystems and increase biodiversity. We will also help each other to build comprehensive models that are easy to replicate and scale. In partnership with research institutes, we will strengthen our impact measurement and data collection. Based on our learnings and best practices we can build a strong collective story. Being able to showcase our different models and to provide concrete impact evidence will help to inspire and convince policy makers and community leaders.

2) Aligning on a common purpose and taking collective actions
Aligning on the common purpose and building deep relations of trust amongst each other will catalyze our collective actions. We will analyze together what the systemic barriers exactly are that prevent or slow down the scaling of our impact and replication of our solutions. These insights will lead to actions aimed at putting the right systems in place for community-based strategies. This includes advocacy and policy influencing on government, institutional and corporate level.

3) Scaling social impact and replicating community-based models to increase biodiversity
By scaling social impact via the replication of our community based models we can facilitate more communities to lead the transformation. Our models will make it easier for other community leaders to implement them and build communities that regenerate natural resources, restore ecosystems and increase biodiversity.

In February 2021 we will start with a cohort of 18 co-creators in Europe. In a later phase, we also wish to invite Ashoka Fellows and social innovators - including young changemakers - from various continents.
Input Weaving lab

Fellows and partners with community based approaches to increase biodiversity

Funding, knowledge & scaling partners

Communities living in landscapes across the world (communities we work with)

Impact chain

Understanding each others work

Building trustful relationships

Defining shared objectives

Creating a peer learning mechanism

Creating an engagement structure

Developing scaling & replication strategy

Co-creating collective actions

Building a collective story

Collective actions (e.g. advocacy & policy influencing)

Scaling impact by replicating & transferring solutions

Share learnings & align impact measurement
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<th>Outcome</th>
<th>Impact</th>
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Impact of co-creators in Europe
reconnecting with nature to active citizenship

Incredible Edible
Country: United Kingdom
Number of People in the community: 150+ Incredible Edible groups actively engaged

Herenboeren
Country: Netherlands, collaborations in Belgium and Sweden
Number of People in the community: 25 Farm projects and 10,000 households actively engaged

Grow it Yourself (GIY)
Country: Ireland, UK
Number of People in the community: 1.8m households & 21,700 school children actively engaged

360° Models for environmental protection

Kogayon Association & Vacaresti Natural Park Association
Country: Romania
Number of People in the community: +2 mln people actively engaged

Hoge Kempen National Park
Country: Belgium
Number of People in the community: 250 jobs created and 5,000 community members actively engaged

Sea Ranger Service
Country: Netherlands, UK, Norway
Number of People in the community: 500 community members actively engaged

Uniting farmers as ecosystem service providers

Vazapp
Country: Italy
Number of People in the community: 1,000 farmers actively engaged

Anatolian Grasslands
Country: Turkey, collaborations in Sweden
Number of People in the community: 10,000 community members actively engaged

Farming for Nature
Country: Ireland
Number of People in the community: 500 farmers (FFN ambassadors) actively engaged

Holistic tools & frameworks for transformation

Savory Institute
Country: Turkey, UK, Germany, Spain, Sweden
Number of People in the community: 47 hubs and 45 land managers (households trained)

Bioregional
Country: UK, France, Switzerland and collaborations in Denmark, Portugal, Sweden, Finland
Number of People in the community: +600,000 people actively engaged

Commonland
Country: Netherlands, Spain
Number of People in the community: +1,250 people actively engaged

Rewilding the city:

Klub Gaja
Country: Poland, UK, Iceland
Number of People in the community: 760,000 people actively engaged

Fundacja Laka
Country: Poland
Number of People in the community: 1.2 million households and 25,000 school children actively engaged

BeeOdiversity
Country: Belgium, France, UK, Germany, Bulgaria, Luxembourg, Spain, Netherlands, Austria
Number of People in the community: 80 large corporations, +0 groups of farmers, 50 beekeepers, 20 NGOs and 30,000 households actively engaged
Meet the Co-creators
From Reconnecting with Nature to Active Citizenship:

Pam Warhurst, Geert van der Veer, Michael Kelly

Photo credit: Herenboeren
Incredible Edible’s Propaganda Gardens are edible landscapes that help people reconnect to the environment and to other species. Through hands-on activities, Incredible Edible and its community members turn grey infrastructures into green ones, understand the need for healthy soil; understand one does not want to hurt any species through one’s actions; collect rainwater, and learn how to compost.

Natural Capital
Incredible Edible’s Propaganda Gardens are edible landscapes that help people reconnect to the environment and to other species. Through hands-on activities, Incredible Edible and its community members turn grey infrastructures into green ones, understand the need for healthy soil; understand one does not want to hurt any species through one’s actions; collect rainwater, and learn how to compost.

Inspiration
Incredible Edible believes that food as an engagement tool has a universality that cuts across age, income, culture, and ability. The model is simple, and the actions understandable. The only thing people need to do is start growing and sharing. Soon enough, they will see the difference they are making locally. Its model is considered a best practice in diverse publications relating to improved population health, urban regeneration, and 21st-century sustainable urban planning.

Social Capital
Over the last twelve years, hundreds of groups and thousands of people worked together to grow and share food. Everything those people did, they did it because they wanted to, not because someone told them to. Self-confidence grew as well as food, which of course was one of the main objectives.

Financial Capital
An essential element of Incredible Edible’s model is how to support and invest in local food enterprises. An increasing number of people have started buying from local food producers and, therefore, in the meantime, invest in the local economic model. The leading cause of this change is that people have a greater interest in how their food is grown. Incredible Edible groups sometimes create their own food enterprises, ranging from veg box schemes to cafés and restaurants. Additionally, IE has teaching programs for all ages and conducts those across the local schools’ network to inspire the next generations of food entrepreneurs.

Impact & 4 returns

Incredible Edible is a food-focused movement inspiring citizens to grow food and share it across their neighborhood and encourage citizens to learn new skills and support local food businesses. It aims to create kind, confident, and connected communities through the power of small actions around local food and help change behavior towards the environment through grassroots activity.

Pam Warhurst
Incredible Edible
Mission

Incredible Edible
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System Change
Incredible Edible’s twelve years of experience have highlighted the need for an increasing number of citizens to have the right to use their local public area to feed and sustain themselves and their communities. IE thus promotes the communities’ right to community spaces for food-related activities that spark active citizenship.

Frame Change: Mindset Shift Focus
Incredible Edible inspires and informs citizens to empower them to take a quantum leap of responsibility around food. This, in turn, creates a sense of readiness and encourages organizations to welcome and support citizen-led approaches.

Community-based Approach
Citizens’ Incredible Edible groups create edible plots that help everyone in the area re-imagine public space use, spark conversations, and more significant community-action. In turn, this changes the way people relate to each other and their local institutions, stimulates local economic activity, and ultimately paves the way for people and communities to take care of their own future. IE believes the importance of wellbeing, healthy activity, and climate change continues to rise in everyone’s agenda. Therefore, interest in IE’s grassroots approach is increasing too.

Scaling & Replication
Scaling & Replication Strategy:
IE has two main approaches to scale up:
1) Creating a grassroots governance model to spread the model and to inspire more groups to start their own Incredible Edible.
2) Campaigning for a community right to community land by investing in citizens and anchor professionals’ readiness to trust this grassroots approach. This aims to move from a permission-based model of land use to a rights-based one.

Scaling & Replication History:
Incredible Edible is based on twelve years of experience. From 2018 to 2020, IE groups contributed 127,500 hours to local food activities and created 9,500 growing plots. In the UK alone, Incredible Edible has over 150 groups engaged. The initiative has spread to towns and neighborhoods across the UK and hundreds of other settlements worldwide, from Christchurch in New Zealand to Montreal in Canada. The incredible Edible team lacks capacity to fully engage with the international liaisons but visits to the website originate from 160 countries and most inquiries came from US, France, Canada, Germany, UAE, Australia, India, Hong Kong, Spain, Italy, Japan, Ireland, Netherlands, Philippines, Belgium, China and Switzerland.

Scaling Interest:
IE wants to launch a pilot in the UK for a new form of governance around the public realm. The 3-year program will involve activities that inspire and inform citizens, including members of IE groups, and helps to build self-belief and create knowledge platforms needed to take decisions for themselves. The goal is to enable citizens, through actions around food, to make informed decisions relating to climate change, environment and biodiversity and to be respected partners in local decision making. To have agency around their local community spaces.

Scaling & Replication Needs:
IE has a concrete plan and experience. IE needs people that see the need and have the means to support it. IE is entering a new scaling phase where more stakeholders are involved to start working jointly for collective impact. It is about a cultural shift and starting to put things together that people can test together.

Challenges
Incredible Edible faces 5 main challenges:
• Apathy and passivity from citizens across society to respond and act upon the climate crisis and loss of biodiversity;
• Dealing with top-down governance models, in which authority is still very much present;
• The communities’ lack of confidence to bring positive change;
• Dealing with rampant cynicism and pessimism about long term effectiveness of grassroots approaches;
• Scaling up the very much needed behavioral shift and reaching a more significant portion of society.
Herenboeren’s actions result in 20 hectares per farm of soil and landscape restoration, biodiversity increase, animal welfare guaranteed, etc.

Natural Capital

Herenboeren is based on a cost-sharing-model. Thus ensuring it is a long-term financially-stable movement. In the end Herenboeren believes sustainable food being cheaper than food from the regular food system.

Financial Capital

Through its initiative, Herenboeren Netherlands raises awareness about people’s consumption habits by using the household’s farmland also to raise cows for beef and milk. This often results in families ultimately changing their diet. Herenboeren empowers consumers to step into the production-to-consumption system and to start making a change. Additionally, it teaches the next generation of farmers and agriculture experts inclusive farming practices. Herenboeren’s approach has led to the landscape being regenerated and to regain its human scale. The landscape is enjoyed and experienced, while both being lived in and lived off.

Social Capital

Herenboeren farms offer a platform for people to socialize and meet new friends by participating in events. Through Herenboeren, the people of the Netherlands, young and old, online and offline, have reconnected in various ways with their landscape and the places their food comes from. The Herenboeren initiative creates job opportunities for people with diverse educational backgrounds and has a social impact on its surrounding community.

Inspiration

Herenboeren Netherlands consists of a learning community (general and subgroups) exchanging experience, knowledge, and wisdom. For instance community members are farmers, farm-board members, researchers, etc. Herenboeren has been the catalyst for a landscape that is cherished and nurtured, where regionally supported investments are made, and where old and new values flourish side by side.

Mission

Herenboeren Netherlands is a citizen-driven organization. Its goal is to support citizens in developing nature-driven cooperative farms and thus to grow alternatives to current food and large scale production systems. Herenboeren Netherlands develops a sustainable economic model and provides an excellent way to produce and distribute food along nature-driven, socially connected, and economically supported lines. It also initiates and conducts research, trains farmers, and proposes amendments to laws and regulations. Ultimately, it hopes for a place where food production coincides with the regeneration of the soil, landscape, nature, community building, and economic renewal.

Impact 4 returns

Geert van der Veer
Herenboeren

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Natural Capital

Herenboeren’s actions result in 20 hectares per farm of soil and landscape restoration, biodiversity increase, animal welfare guaranteed, etc.
System Change
As a result of the Herenboeren Netherlands initiative, consumers become farmers by taking care of the soil and the environment and farmers become community-members. Additionally, the soil, nature, biodiversity, and landscape become an integrated part of the community. Food is being produced in ecosystems that provide communities with their actual needs, and it develops circular chains rather than linear ones. Some Herenboeren farms have become part of a nature conservation area, thus exempting them from the standard policy guidelines.

Frame Change: Mindset Shift Focus
Herenboeren Netherlands wants people to be directly involved with food production, as this raises the awareness that we all depend on nature, water, soil, sunlight, and biodiversity. When one is aware, one will make reasoned and informed choices in one’s life, hopefully becoming more respectful towards the beautiful, tiny, and vulnerable planet we live on.

Community-based Approach
At Herenboeren Netherlands, each farm is a result of a local bottom-up process in the sense that it starts with an action-group of at least 6 people that work towards a cooperative of 200 households per farm. The cooperative then hires a farmer to do the farm's daily work, but it is the cooperative that makes decisions on how animals are treated and how vegetables are being grown. The cooperative must follow the three principles of 1) nature-driven, 2) socially bonded, and 3) economically embedded. Up till now, Herenboeren Netherlands has developed 9 Herenboeren farms, and over 20 initiatives are being serviced towards setting up their own farm over the following years. Collectively, the Herenboeren farms set up the national plan for lobbying, learning, and investing in areas.

Scaling & Replication
Scaling & Replication Strategy:
Herenboeren’s initiative is based on the belief that people’s lack of connection with their natural surroundings - primarily agricultural land - should be restored. People’s social responsibility is vital to inspire change. By developing a closer relationship to their natural surroundings, people understand their food production position and their role to play in making this system more sustainable and nature inclusive.

Scaling & Replication History:
Herenboeren Netherlands was founded in 2012 and up till now, Herenboeren Netherlands has developed 9 Herenboeren farms, and over 20 initiatives are being serviced towards setting up their own farm over the following years. Also collaborations are established in Belgium and Sweden, as an orientation towards setting up new farms.

Scaling Interest:
Herenboeren has an interest in scaling up to reach consumers from regular supermarkets. Also interest in scaling to other countries; France and Germany in particular.

Scaling & Replication Needs:
To implement its actions, Herenboeren needs additional funds and partnerships with diverse institutions and organizations.

Challenges
Herenboeren’s challenges are the need for network and collaboration with researchers, scientific communities, politicians, the private sector, and financing institutions to scale the initiative’s impact.
As a result of the GIY programs, food growers make more sustainable choices in their homes and gardens. These sustainable choices restore biodiversity and soil quality but also result in more significant conservation of water. The GIY model of ‘Growing It Forward’, has the purpose of inspiring others to take action.

GIY is a social enterprise that aims to inspire, educate, and enable a global movement of food growers, whose collective actions will help rebuild a sustainable food system. GIY utilizes the practical skills of growing food as an entry point to larger consciousness about the food chain and other environmental issues. By 2030, GIY aims to reach 100 million GIY’ers worldwide through campaigns, media projects, products, and educational resources.

Michael Kelly
GIY (Grow it Yourself)

Mission

GIY’s financial sustainability model is about selling to people and companies the products and services they need to grow food successfully and sustainably.

Impact & 4 returns

Inspiration

Through food growing, GIY inspires and supports people to take action in a world where they feel increasingly powerless to act upon climate change and biodiversity loss. For example, the GIY TV series “GROW COOK EAT” is now available on Amazon Prime globally and has been viewed over 5 million times.

Social Capital

In 2020 around 900,000 people participated in the GIY programs in Ireland and the UK either in a school setting, workplace, or growing at home. By participating in GIY programs, food growers interact with each other and have increased knowledge about the food chain to change attitudes and behaviors towards sustainability.

Natural Capital

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Financial Capital
WEAVING FOR A THRIVING PLANET

System Change
GIY attempts to change the global food system as it currently only serves short-term economic interests at the expense of human health and the planet. According to the World Wildlife Fund (WWF) the current food system is responsible for 25% of global GHG emissions, 69% of biodiversity loss, and 70% of water use. At the same time, 20% of all deaths are associated with diet, while 2 billion people globally are malnourished. GIY aims to replace the current system with a more sustainable one.

Frame Change: Mindset Shift Focus
GIY is changing peoples’ knowledge, behaviors, and attitudes about food. This impacts how sustainably those people choose to live. GIY is convinced that food growing can help develop food-empathy and a better understanding of food, leading to more sustainable food consumption. As a result of GIY programs, participants are three to four times more likely to live on a plant-based diet than the average person.

Community-based Approach
GIY connects a community of everyday food activists to sustain and build the movement through programs in homes, schools, workplaces, and communities. The programs empower participants in their own role to address the issue; a political act without being political, aiming to resurrect the traditional Gaelic notion of a meitheal*, or group effort (similar to Amish barn-raising).

Scaling & Replication
Scaling & Replication Strategy:
GIY is targeting the population at large to get them to grow their own food. The portion of food the people grow might be only 5-10% of their consumption, but if many people are doing that this is still a significant impact. GIY developed itself as a movement and prospered through its programs, campaigns, and community work in schools, workplaces, restaurants, and cafés.

Scaling & Replication History:
GIY has scaled up and replicated its programs in Ireland and the UK, and there are several hundred GIY groups active in North America.

Scaling Interest:
GIY is interested in further scaling beyond Ireland and the UK. That includes schools, workplaces, and community settings.

Scaling & Replication Needs:
To further scale up, GIY needs additional funds.

Challenges
GIY faces 3 main challenges:
1. Questions arise on what aspects of GIY work can be scaled up efficiently, which territories across Europe would be best to scale up to and which scaling model should be used.
2. Local conditions and various languages are a barrier to GIY work expansion.
3. GIY has difficulties competing with for-profit companies in the retail space that operate in the area but do not necessarily have a social mission.

*Meitheal: old Irish tradition where people in rural communities gathered together on a neighbour’s farm to help save the hay or some other crop. They acted as a team and everybody benefited in some way
Uniting Farmers as Ecosystem Service Providers:

Giuseppe Savino & Antonio Sasi, Durukan Dudu, Brendan Dunford

Photo credit: Anatolian Grasslands
Giuseppe Savino & Antonio Stasi

Vazapp

Mission

Vazapp is a community of professionals with a widespread network of agricultural knowledge. It provides a platform to exchange experiences, to encourage cooperation and disseminate knowledge among farmers. Vazapp’s fundamental element is the friendly environment it creates, useful to put all the people of different hierarchical and social standings at the same level.

Data collected about the community of farmers allow for statistical analyses about needs, perceptions, social capital and relationships. Outputs are then shared to policy makers and discussed for policy actions development.

Impact & 4 returns

Inspiration
Vazzap aims to change the way farmers brand themselves and their product; by using storytelling strategies the farmers can put themself at the center of their communication so people get a better understanding about the story behind the food they eat.

Social Capital
Vazapp is able to engage all kind of stakeholders that otherwise wouldn’t necessarily interact with one another (e.g. farmers with lower education and limited network skills)

Natural Capital
Vazapp ensures a healthy soil through pest control for growing crops in a sustainable way.

Financial Capital
Funds generated by Vazzap are used to train farmers and to promote their products and farms. The final aim is to generate a more aware community that is better able to adapt to the new world; by understanding how to innovate and how to efficiently communicate and sell products in this modern era.
System Change
Vazapp transforms farmers' life's and farmland's dignity by changing the communication, underlining the importance, and understanding of humanity behind the production of agricultural products.

Frame Change: Mindset Shift Focus
Vazapp wishes to eliminate the belief that the farming sector is just about growing crops. It hopes to shed light on the importance of manufacturing and business aspects of the agricultural industry. Vazapp is convinced there is a need to mobilize the actors on its platform to take collective action and achieve better conditions and prices for sustainably produced products.

Community-based Approach
Vazapp engages isolated and low-level educated farmers, equipping them with skills and strategies that lead to economic sustainability, and enables farmers to collectively approach policymakers with a shared vision. Over the past five years, Vazapp has been working with various stakeholders such as farmers, policymakers, traders, universities, economists, designers, NGOs, and business coaches.

Scaling & Replication
Scaling & Replication Strategy:
Vazapp is creating a network of farmers, organizations and staff. The team developed a precise protocol to generate and nurture these relationships. This standardization of operations allows the model to be applied in other contexts and geographical areas as well. Vazapp is training young talents to deliver its initiative and mission across borders.

Scaling & Replication History:
Vazzap originates from Italy but has set up collaborations across Europe, South America and Asia.

Scaling interest:
We aim to work with isolated Farmers across Europe. First countries to scale to could be Norway, Austria and Spain. The project H2020 “Ruritage”, which counts more than 20 member across EU and the world, sees our initiative as a role model and many partners are about to implement our approach in their local context.

Scaling & Replication Needs:
To scale up, Vazapp needs funds to support farmers and to train people.

Challenges
Vazapp’s challenge is how to grow the community. Community growth is needed for three main reasons:
1. To collectively push for policy change in how agriculture is being financed, especially in marginalized areas.
2. To bring back young people to the villages.
3. To change the dignity of the farming sector.
AG contributes to a resilient ecosystem by enabling more than 10 regenerative farms to operate on a total of 1,000 hectares.

Natural Capital

AG has a social impact by creating direct interconnections between regenerative producers and consumers.

Social Capital

AG makes an inspirational impact through the mutually enriching human and nature relationship it fosters and by guiding the sustainable and productive rural agricultural communities.

Inspiration

AG’s actions create financial value by creating a new channel of sales for the farmers that cut the middleman and enhances income generation.

Financial Capital

Durukan co-founded Anatolian Grasslands (Anadolu Meraları), Savory Institute’s autonomous hub in Turkey, in 2014. It promotes agriculture that enriches the soil and makes village communities attractive and viable living environments, reshaping rural life in Turkey. AG does that by 1) localizing proven regenerative farming techniques, 2) recruiting teams of local farmers and young individuals to own the production and regeneration processes, and 3) connecting them to alternative markets and supply-chains.

Additionally, Anatolian Grasslands developed its "learning site" for application, demonstration, and collective learning of regenerative agriculture practices. It also started Turkey’s first and only "grass-fed & regenerative" food ecosystem/brand called SafiMera.

Through its actions, AG raises awareness amongst the general public through organizing events, webinars, and publications. Meanwhile, it establishes capacity-building programs for existing and new farmers and develops - with environmental preservation partners - big landscape regeneration projects on common grasslands throughout Turkey.

Impact & 4 returns
System Change
By implementing innovative regenerative agriculture models, AG creates a new blueprint for human-human and human-nature relations that can fosters sustainable and productive rural agriculture communities.

Frame Change: Mindset Shift Focus
AG’s activities stand by the belief that human capacity goes far beyond “not doing any harm” for the ecosystem. Through collaboration between the communities and other stakeholders, AG intends to show that humans have a crucial role to play in nature’s regeneration.

Community-based Approach
Anatolian Grasslands believes in the strength of enabling people to collaborate. For this to happen, it tries to create solid, well-defined, context-based and antifragile collaboration structures from a holistic approach. In its programs and models, AG’s strategy is based on diversity, efficiency and sustainability of community-driven solutions. Examples of projects are SafiMera Food Ecosystem, OTAG (Network of Regenerative Agriculture Academies), Rural Academy (in progress) and Rural Initiative to enable urban communities to co-own & co-manage the farms.

Scaling & Replication
Scaling & Replication Strategy:
AG’s replication strategy enables the widespread adoption of initiatives based on 3 complementary pillars:
1. Spreading regenerative farming techniques.
2. Cultivating new farming communities.
3. Working to create more demand for regenerative products, primarily in urban centers
As of yet, international scaling is aimed at "setting up the environment" and resource base for local hubs to emerge. One can define this as an "replication-to-enable" strategy.

Scaling & Replication History:
AG has previously replicated its activities in Turkey. It is currently expanding in Sweden and Asia. Thanks to AG’s work, 1,000 hectares of land are under Holistic Management and RegAg influence (soon to be 50,000 ha).

Scaling Interest:
AG has a scaling interest in communities where young people (urban dwellers) want to become land managers.

Scaling & Replication Needs:
To scale up, AG needs funds.

Challenges
AG faces 3 main challenges:
1. To have a long-lasting impact on land management.
2. The difficulty to hire qualified institutional and human capacity. AG needs to look for its workforce itself as there is no school preparing people to work with AG.
3. AG’s struggle to focus on only 1 or 2 projects/services. AG feels the need to change the whole system, but it lacks the financial and non-financial resources to do so.
Brendan Dunford
Farming for Nature

Mission
Farming for Nature (FFN) aims to recognize, support, and reward farmers who work to improve their farms’ environmental health. FFN encompasses a range of initiatives such as:
- sharing the stories of FFN ‘role models’ with other farmers;
- advocating for ‘results-based’ payment schemes for farmers who deliver ecosystem services;
- supporting local, farmer-centered solutions to environmental challenges;
- connecting with networks of researchers across Europe.

Impact & 4 returns

Inspiration
FFN’s business model has seen farmers paid in accordance with the amount of ecosystem services they deliver, while supporting them with technical resources, advice and research. Based on the success of this approach, FFN has made policy submissions at an Irish and EU level, advocating targeted agri-environment schemes that use result-based payments. FFN has also created a network of ambassadors across Ireland. These ambassadors host regular farm walks, webinars, and other events. Through the ambassador initiative, the new role of farmers as ecosystem service providers has been celebrated, acting as an inspiration for other farmers to follow suit.

Social Capital
Recent research (AECOM consultants, 2020) into the impact of the Burren Programme (BP) has reinforced the high social impact a local, farm-centered approach has for nature. This approach also results in new income and employment opportunities, the building of new relationships and networks, and the increase of the sense of respect felt by farmers.

Natural Capital
According to a recent evaluation (by AECON consultants, 2020), the Burren Program generated an estimated 33 million euros in landscape and biodiversity improvements since 2010.

Financial Capital
Since 2010, the Burren Program generated 23 million euros in income locally and thus 20 new job opportunities per year. Between 2016 and 2020, the Irish Dept of Agriculture allocated 72 million euros to ‘locally-led schemes’ (including the Burren Program).
System Change
FFN wants to change the system to conserve EU farmland biodiversity to a system where farmers are rewarded when they deliver defined environmental outcomes. The Irish Government currently funds the FFN Ambassador programme which celebrates those farmers who deliver for nature and shares their stories. The Government have also funded a number of successful ‘locally-led’ projects across Ireland where farmers and other stakeholders work together to preserve threatened habitats and species. Increasingly, these targeted, farmer-centered schemes with their result-based payments are being supported by the European Commission under the Common Agricultural Policy (CAP) as a result of the work of FFN and other organisations.

Frame Change: Mindset Shift Focus
FFN Ambassadors have helped to create a real mindset shift in terms of how farmers view themselves and how the public views them. They have helped redefine the farmer’s role and identity as not just one of ‘food producers’ but a richer, broader identity as an ecosystem service provider, producing great food from a healthy environment.

Community-based Approach
FFN sees farmers as the ‘first responders’ to our climate and biodiversity crisis. Targeting ‘high nature value’ (HNV) farmland across Europe, FFN seeks to recognize the positive role that farming communities can play in sustaining biodiverse ecosystems and offsetting climate change’s impact on these areas. FFN puts farming communities at the center of the solution, supported by targeted policies, research, and resources. FFN operates jointly with several Irish projects, most notably the Burren Programme in western Ireland, in which the farmer-centered approach to conservation is performed.

Scaling & Replication

Scaling & Replication Strategy:
FFN is scaling up by working with partners across the EU to introduce a FFN Ambassador program. Additionally, it continues to advocate for Agri-environment policy change at the EU and the national level. Lastly, FFN works with researchers across Europe to develop locally-targeted, farmer-centered agri-environmental programs, thus reaching a larger audience and community worldwide.

Scaling & Replication History:
FFN is currently ‘directly’ active within Ireland and ‘indirectly’ (through a range of networks) at the EU level.

Scaling Interest:
FFN is interested in scaling up to the EU level. In the short term this entails creating an EU network of FFN Ambassadors with preliminary discussions already underway with three EU countries.

Scaling & Replication Needs:
To scale up or in case of replication, FFN is looking for additional funding, communication and business planning support.

Challenges
FFN faces 3 main challenges:
1. Finding the time to manage a wide range of projects across a number of countries. Working with farmers at a local level while also engaging with national and international partners, including Government Ministries, is a continuous challenge.
2. The sourcing of reliable, long-term funding streams, enabling the development and implementation of a strategy in the long run.
3. Meeting and networking with new partners is challenged by the current pandemic, ultimately putting pressure on the available resources.
Holistic Tools & Frameworks for Transformation:

Daniela Ibarra Howell & Allan Savory, Sue Riddlestone, Dieter van der Broeck & Pieter Ploeg, Bach Kim Nguyen

Photo credit: Beeodiversity
The initiative’s active projects have influenced healing on more than 13 million hectares, enhancing soil health, increasing production, mitigating floods, enhancing drought resilience, increasing the nutritional value of food, sequestering carbon, and restoring wildlife habitat.

**Natural Capital**

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**Social Capital**

The Savory Institute assembles producers, brands, retailers, and consumers for education and trade. More than 1 billion people work to derive livelihoods from grasslands and, in the meantime, increase their well-being and that of consumers in normalizing regenerative, nature-inspired management practices across the value network.

**Financial Capital**

There are 2 ways in which Savory Institute’s work has created financial value:
- Via increased land production and resilience (with a yield promise of x2)
- Via access to regenerative markets for food and fashion - with price premiums and longer contract commitments - conscious brands in the program are committed to prioritize sourcing of meats, dairy, leather, and fiber from lands verified to be regenerating.

**Mission**

The SI believes that the holistic management of land, livestock, and people is a valuable solution to carbon sequestration, and financially viable communities. Therefore, the Savory Institute equips land managers with innovative tools and curricula. Additionally, it researches the ecological, social, and financial outcomes associated with Holistic Management. The Institute continues to enhance its knowledge through its own practical learning sites. Through a strategy rooted in collaboration, storytelling, market support, and cutting-edge research, Savory is shifting the paradigm around agriculture’s role as a solution to many of the world’s challenges. Savory Institute, its global network, and the Land to Market program all harness the link between eco-regeneration and human livelihoods. This sets in motion the virtuous cycle of increased Earth healing and socioeconomic well-being.

**Impact & 4 returns**

**Inspiration**

The Savory Institute equips the local leaders with knowledge and tools for taking charge of their future and legacy in their communities and regions. By connecting these changemakers in a global community of learning and practice, they are able to support and learn from each other to transform the way we live, work, and relate.
System Change
Grasslands are vast landscapes that have the capacity, if properly managed, to address some of humanity’s most urgent challenges such as water and food insecurity, poverty, and climate change. Currently, grasslands are desertifying at alarming rates. Holistic Management of grasslands results in the regeneration of soils, increased productivity and biological diversity, as well as economic and social well-being. The Savory Institute is on the brink of affecting significant change at the landscape level globally.

Frame Change: Mindset Shift Focus
The Savory Institute brings the Holistic Management framework into universal consciousness and facilitates a paradigm shift towards holism (vs. reductionism) and regeneration (vs. extraction). Additionally, it promotes the emergence of a new symbiotic relationship between humans and the planet.

Community-based Approach
Savory equips a global network of locally owned Hubs that lead and manage land regeneration initiatives worldwide. Holistic Management and Ecological Outcome Verification (EOV) are science-based management and measuring methodologies that enhance and measure land health trends that contribute to 1) inform management, 2) measure land regeneration, 3) support the recovery of traditional knowledge and cultures, and 4) enhance skills and the abilities of the decision-making process. Savory’s Land-to-Market Global Cooperative connects local EOV+ farmers with buyers committed to regenerative sourcing.

Scaling & Replication
Scaling & Replication Strategy:
The Savory Institute’s Hub approach is built on decentralization and on establishing hubs, designed to scale through mindful, contextual replication. This replication is conducted with a growing network of changemakers thriving locally while affecting transformative change globally through collective learning, action, and inspiration.

Scaling & Replication History:
Savory’s Global Network currently consists of 47 Hubs - entrepreneurs dedicated to spreading the knowledge and support the implementation of Holistic Management framework in their regions - in 27 countries, among others UK, Germany, Spain, France, Sweden, Finland, Hungary, Turkey, and Croatia.

NOTE: they are all already in the network, completed the 18-month program and most accredited, others close to receive accreditation.

Scaling Interest:
Savory’s goal is to reach 100 Hubs in 2025 among others in The Netherlands, Italy, and Eastern Europe, and other regions of the world. This will result in Savory influencing the healing of 1 billion hectares of grasslands.

Scaling & Replication Needs:
To scale up, Savory needs robust methods, resources, and alignment for authentic community engagement and grassroots empowerment. Savory also needs investment in nodal, distributed, shorter, relational supply chains (processing and distribution), as well as means for environmental education of citizens.

Challenges
The Savory Institute believes there is a profound and growing disconnect between humans and Nature. For that, a mindset shift of and around farmers and pastoralists is needed to elevate their social status as potential true heroes in the transformation and healing of the Earth and climate. The initiative wishes humans to reconnect, be inspired, love, and protect all that is sacred on this Earth. Getting people (land stewards, youth, consumers, business, and policymakers) inspired to act and take care of the planet.
Bioregional contributes to achieving a sustainable human ecological footprint—this intending to leave half the earth for nature.

Natural Capital

Bioregional advises companies on their sustainability targets and impact measurement resulting in e.g. 41% carbon reductions at B&Q with annual sales of £11billion of eco-products at parent company Kingfisher (Europe’s largest home improvement retailer).

Financial Capital

Bioregional’s social impact relates to emerging new sustainable businesses and jobs. Additionally, its impact results in stable neighborly communities.

Social Capital

Inspiration

Bioregional has been assisting countries’ communities, companies and municipalities like retailers worldwide to implement innovative and visionary sustainable strategies, products, and services, for citizens and customers to consume more sustainably. One Planet Living has a way of engaging the general population of cities or countries that take on this initiative in their strategies. Bioregional is showing that sustainable production and consumption is achievable by following a set of basic principles.

Mission

Bioregional is an international award-winning social enterprise and sustainability charity whose goal is for everyone to live happy, healthy lives within our planet’s natural limits, leaving space for wildlife and wilderness. From its experience on real-life projects such as BedZED eco-village, it created One Planet Living. One Planet Living is a framework and process for sustainable living that enables companies, communities, city-regions, and new building projects to make sustainable living actionable and desirable. One Planet Living is free to use, with paid-for training and expert support available.

Impact & 4 returns

Sue Riddlestone

Bioregional

Sue Riddlestone

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System Change
Bioregional implements system change at two levels.
UK LEVEL - Bioregional collaborates with the built environment sector of the UK to co-create new policies for sustainable homes and settlements.
UN/MULTILATERAL LEVEL - Bioregional works with other social entrepreneurs and governments to scale and implement our collective solutions for the SDGs.

Frame Change: Mindset Shift Focus
Bioregional stimulates people to think and consume differently (both as individuals and others through their work) for happy, healthy lives within the natural limits of the planet while leaving space and resources for other species and nature.

Community-based Approach
The Bioregional and One Planet living approach is that people co-create an action plan to have buy-in, contribute to, and subsequently follow through with it. Working with social entrepreneurs, communities, and companies to create sustainable communities, products, and services, and using these great examples working with policymakers, government, and the UN system to inform and co-create policy and system change. It leveraged the One Planet Living framework, from helping to create the SDGs to mass tourism events such as the Olympics and the built environment.

Scaling & Replication
Scaling & Replication Strategy:
In Europe, it has people based in the UK, France, Switzerland, and are already working in Cities in Denmark and the UK, and projects and initiatives in France, Portugal and Sweden and Finland. Bioregional also has a network of professional associates across Europe.

Scaling Interest:
We aim for ecological city and community building in the UK and internationally through our partnerships. Bioregional is open to and able to support others to use One Planet Living in any countries/cities anywhere in the world; with training, digital and PDF documents/resources and advisory services if needed.

Scaling & Replication Needs:
Bioregional requires funding to expand its work on sustainability and sustainable living further. And perhaps there is a need to translate the resources as it is all in English.

Challenges
1. Funds to scale up training and support to maintain personnels in the project.
2. How best to work with others and governments to create a working system where people take responsibility for their actions and treat mother earth with care and respect.
Dieter van der Broeck & Pieter Ploeg
Commonland

Mission

Commonland is a fierce believer that the world needs viable solutions based on social and ecological needs, science, and entrepreneurship. However, for this to happen, one needs a practical holistic approach that everybody understands. Therefore, Commonland has developed the ‘4 Returns framework’ to be that common language. Commonland is on a mission to transform degraded landscapes into thriving ecosystems and communities based on concrete business cases and aligned with international policies and guidelines. Commonland and its partners are committed to transforming 100 million hectares of degraded land into thriving ecosystems and communities by 2040. Additionally, Commonland thinks it can significantly contribute to all UN Sustainable Development Goals and Decade on Ecosystem Restoration (2021-2030) by supporting on-the-ground initiatives with the 4 Returns framework.

Impact & 4 returns

Inspiration
Commonland has inspirational impacts on the landscape by connecting the various people aware of landscape restoration, participating in the 4 returns approach, and starting 4 returns initiatives.

Social Capital
Thanks to Commonland, (indirect) employment rates, entrepreneurial skills, and social landscape network(s) have increased and improved. In 2018-2019, 264 direct and indirect jobs were created and supported in total.

Natural Capital
Thanks to Commonland, several hectares have been regenerated under improved management (aggregating the progress made on soil, water, biodiversity, and carbon). In 2018-2019, 60 000 ha were under direct regeneration/restoration with early ripple effects to 2 million ha across 4 landscapes.

Financial Capital
Commonland has seen an increased flow of funds toward 4 returns initiatives in the landscape (grant and commercial). In 2018-2019, 40 4 returns business cases were identified or set up in total. Together with our landscape partners we develop business cases built on regenerative agriculture, agroforestry and rotational grazing – from pilot to scale.
System Change
The world’s landscapes and ecosystems are degrading at an unprecedented pace. It’s in our common interest to build resilient landscapes, restore healthy ecosystems and create regenerative businesses for generations to come. Now more than ever, the world needs viable solutions based on social and ecological needs, science and entrepreneurship. For this to happen, we need a practical holistic approach that everybody understands.

Frame Change: Mindset Shift Focus
Commonland uses a process based on Theory U as developed by the Presencing Institute. The initiative seeks out the root causes behind problems. It explores new ways of collaboration, raising awareness amongst all stakeholders to see our blind spots and open our minds, hearts, and efforts.

Community-based Approach
Since 2013, Commonland has built a universal concept that brings farmers, landowners, entrepreneurs, communities, nature organizations, and legislators together to create real returns on investment per hectare. Called 4 Returns, this framework can initiate, organize, and follow through on large-scale and long-term restoration initiatives that integrate ecology, land use, and business. Commonland firmly believes in collaboration; this is why it has an active network of proactive organizations, investors, experts, NGOs, governments, and businesses. Those stakeholders advise the initiative and work beside it to help it fulfill its mission.

Scaling & Replication
Scaling & Replication Strategy:
Commonland has worked out a strategy to reach its goal for 2040: aiming to create 100 million hectares of thriving ecosystems and communities. We foster the exchange of knowledge through training and workshops and Labs that bring people from different backgrounds and motivations together to seek out the root causes behind problems and explore new ways of collaboration.

We are currently prototyping an online community platform called 4returns.earth. This online space caters to a growing global community of practitioners and other professionals involved in large-scale landscape restoration projects using our holistic 4 Returns framework. The 4 Returns platform connects you to a like-minded global community that shares ideas, tools, courses, publications, events and stories.

Scaling & Replication History:
Commonland had its beginnings in 2014. Since then, in 2018, it has had a major scaling. Now, in 2021, Commonland is just at the point of scaling up again.

Scaling interest:
Commonland’s interest for scaling lies in 3 areas:
1. Commonland as “an enabler” of restoration: Influence restoration across 1.000 landscapes by 2040
2. Commonland as “a catalyst” of restoration: Organize restoration in 50 landscapes by 2040
3. Commonland as “an initiator” of restoration: Expand our track record from 4 to 8 core landscapes by 2040

Scaling & Replication Needs:
To scale up, Commonland needs 3 main elements: 1) new landscape partnerships, 2) co-facilitating Landscape Labs, 3) online networking, and 4) collaboration learning communities.

Challenges
According to Commonland, our time’s great challenge is to restore Earth’s ecosystems and create resilient landscapes. Commonland believes a new balance between the ecological foundation, human well-being, and economics needs to be re-established. In accordance, challenges to restore land relate to human behavior. For instance how to inspire people, have people commit to a shared vision, have stakeholders align on the ground, and have them develop new concrete business cases.
Bach Kim Nguyen

BeeOdiversity

Mission

Originally, BeeOdiversity wanted to save bees and pollinators. However, it understood that to preserve bees, it needed to protect the environment by improving biodiversity and reducing pollution. Therefore, BeeOdiversity has first redefined the role of bees in our ecosystems, from honey producers to protectors of biodiversity. BeeOdiversity has later developed an innovative scientific, environmental monitoring tool, the BeeOmonitoring. The tool analyzes samples collected by bees acting as natural drones and facilitates assessing the quantity and quality of floral biodiversity, evaluating pollution levels (e.g., heavy metals and pesticides), and identifying their sources. BeeOdiversity's initiative combines scientific expertise, innovative tools based on nature, and environmental coaching techniques.

Impact & 4 returns

Inspiration

BeeOdiversity has created an innovative common vision that combines the preservation of the environment with the needs and constraints of the stakeholders, using bees as evidence gatherers.

Social Capital

BeeOdiversity's models generate both environmental improvement and revenue, allowing to increase positive impact on the planet, and create and sustain jobs without subsidies. Moreover, by bringing the environment closer to the needs and constraints of its partners, BeeOdiversity gives everyone - the citizens, beekeepers, farmers, businesses, etc - the opportunity to be part of the community.

Natural Capital

BeeOdiversity currently monitors more than 100,000 ha of land, from whom more than 50 pesticides were detected and are in their reduction phase. BeeOdiversity measures the quality of the environment, and works to erase the negative consequences, such as pollution and loss of biodiversity. By doing so, the initiative is helping to reduce the use of pesticides and industrial pollution and as a result, the quality of the surface and groundwater, as well as soil and air is restored. Using environmental management modifications or plantations, BeeOdiversity recreates habitats and ensures the preservation of endangered species, including the bees.

Financial Capital

BeeOdiversity's models develop new nature-based services and products that in addition to the conservation of biodiversity also generate financial income. Like improved taste of dairy produce thanks to regeneration of biodiversity, or indoor and outdoor planting schemes where people can reconnect with themselves again through nature.
System Change
BeeOdyssey believes it is no longer useful to find the responsible ones for pollution, global warming, and the disappearance of biodiversity. Instead, the initiative is convinced it is time to develop solutions and tools, allowing people to act at their individual scale. Through its actions, BeeOdyssey attempts to play a part in this.

Frame Change: Mindset Shift Focus
BeeOdyssey considers itself social entrepreneurs who are aware that a sustainable system can only be sustainable if it integrates people, the environment and the economy on an equal footing. It believes society should understand the environmental - and economic sectors together rather than as two separate entities. This initiative aims to shift peoples’ mindsets and make them realize that value can be created while preserving and enhancing biodiversity. Additionally, it intends to recreate the link between - unfortunately - separated sectors.

Community-based Approach
BeeOdyssey is a fierce believer that everyone can be part of the solution. Therefore, the initiative strongly promotes collaborative models and gathers various stakeholders such as local businesses, multinationals, public bodies, farmers, scientists, citizens, and other community members for concerted action and lasting change. BeeOdyssey wishes to preserve and regenerate the environment by taking all stakeholders’ perspectives and challenges into account, thus truly co-creating a shared vision on how to improve the environment. For most of these sites, BeeOdyssey suggests improvement actions to clients that BeeOdyssey also implements or that they implement via a local partner (e.g. local NGO, etc). They directly work for example with tens of farmers per year to change their practices and our food business clients define new practices based on our results which are in turn applied by a much higher amount of producers. Results (directly or indirectly via communication campaigns managed by our clients) are shared with thousands of local stakeholders (Municipality, local NGOs, citizens, farmers, beekeepers, etc) and raise awareness regarding the improvement actions to be taken according to the monitoring results. For example, we BeeOdyssey provides seeds to more than 30,000 households per year. Communication of results also raise awareness towards clients’ employees which are companies of thousands of workers.

Scaling & Replication
Scaling & Replication Strategy:
BeeOdyssey's approach believes that more than replication, its model needed adaption to increase their impact. This has currently led them to work on a continuum "Bees - Pollinators - Natural Biodiversity - Food - Human Health" in order to reach each stakeholder, and give them the opportunity to act at their own scale.

Scaling & Replication History:
Today, BeeOdyssey guides companies and public authorities across 11 countries to establish strategies and develop environmental projects that have an added value for the territory, the partners, and its stakeholders. BeeOdyssey is currently working in Belgium, France, USA, UK, Germany, Switzerland, Bulgaria, Luxembourg, Spain, Holland, Austria and has developed tools and methodologies that allow the replication of its projects everywhere. They work with +80 clients which are large corporates or cities/regions/Municipalities and they monitor more than +100 sites per year of 700ha each.

Scaling Interest:
BeeOdyssey will probably launch a monitor program for beekeepers as from 2022 which could involve hundreds/thousands of them. They are also about to launch an app that will help citizens to act locally for biodiversity. Objective is to provide information to thousands of citizens. BeeOdyssey is also trying to launch an AI web platform with Microsoft and Accenture to provide very scalable information to thousands of Municipalities and Corporates.

Scaling & Replication Needs:
More partnerships and collaborations, more innovative models and tools to improve our environment while responding to the expectations and evolution of our society.

Challenges
BeeOdyssey’s main challenge is the difficulty of impacting quickly, sustainably and on a large scale while taking into account local specificities (different environment and climate, different stakeholders, different cultures, etc.). But as Ashoka Fellows we have the solution: Think global - Act local. The union of 15 Fellows from different horizons around a single project “Weaving for a Thriving Planet” is a real opportunity to mutualize and multiply exponentially our impact.
360° Models for Environmental Protection:
Florin Stoican, Ignace Schops, Wietse van der Werf

Phot credit: Kogayon Association & Vacarești Natural Park Association
Florin Stoican
Kogayon Association & Văcărești Natural Park Association

Mission
Kogayon Association is a citizen-driven organization that creates a functional conservation system for environmentally protected areas in Romania. The organization is concerned with the management of protected natural areas as well as the conservation of bio- and geodiversity. Additionally, Asociatia Kogayon addresses the importance of ecotourism and public awareness as well as ecological education, research, and information.

The objective of Văcărești Natural Park Association is to generate more demand for nature in the cities while also activating sensitized citizens and investors’ communities. Its intention goes beyond advocacy campaigns and the protection of a specific natural area. Instead, it is oriented towards a national demand for both nature conservation from

Impact & 4 returns

Inspiration
Reconnecting the local communities with nature by creating opportunities and prosperity based on sustainable usage of natural resources.

Social Capital
Creation of hundreds of job opportunities in the area and multiplying 100 times the investment in conservation as a return of investment for local communities.

Natural Capital
- 185 ha of abandoned communist regime space in Bucharest will be turned into a nature reserve, resulting in the protection of more than 1200 flora & fauna species
- 15 additional urban protected areas realised in Bucharest and in 10 other big cities of Romania
- 4,500 ha of wilderness including 2,000 ha of virgin forests in the South Carpathians is transformed into a National Park
- 1 UNESCO geopark created and managed

Financial Capital
- Investment of 300,000 euros for green infrastructure with a return for the local communities in Buiia of over 30 million euros.
- An increase in eco-tourism in the Buiia area from a few hundred to 25,000 visits per year.
System Change
Kogayon Association and Văcărești Natural Park Association want to change how natural areas are being protected and preserved. Both organisations are in the process of proposing a law change to the parliament to construct the Romanian network of urban protected areas and a UNESCO Geopark around its national park.

Frame Change: Mindset Shift Focus
Kogayon Association aims to shift the citizens’ and communities’ mindset to perceive the dangers of extracting natural resources in non-sustainable ways. It does that by advocating for a more robust environmental education to learn about the importance of biodiversity and by creating a green infrastructure to recover humans’ and nature’s relationship.

Community-based Approach
Both organisations are working together with local authorities, NGOs, schools, local entrepreneurs, etc. These institutions collaborate to develop a regional conservation strategy for the next ten years. They consider it crucial to align stakeholders’ interests, to generate incentives and ensure engagement of all stakeholders in nature’s preservation. Furthermore, they attempt to spread new conservation standards and advocate for a more substantial commitment from the state. The activities led by Kogayon Association have at present reached over 60,000 people.

Văcărești Natural Park Association works with 20 partners in Bucharest (administration, business, NGOs, academics) and is starting similar projects of urban protected areas supported by relevant local stakeholders in other big cities.

Scaling & Replication
Scaling & Replication Strategy:
Kogayon Association is wants to transfer the “know-how” acquired across the region and other states confronted with similar challenges. Within ten years, the initiative envisions a massive replication of a citizen-led and efficient conservation model. Consequently, this will push for a political vision and strategy for conservation and inspire neighboring countries to also adopt bottom-up approaches.

Scaling & Replication History:
Kogayon Association established a 4500 ha National Park and is now working on a 65,000 ha Geopark around the National Park.
Văcărești Natural Park Association established a 185 ha natural park in Bucharest and is now working on a national network of urban protected areas, with 5 protected areas in Bucharest and another 10 protected areas in other 10 big cities of Romania.

Scaling Interest:
Kogayon Association is focusing on replicating itself within Romania. It has, therefore, started a national coalition for urban protected areas. In a next phase Asociatia Kogayon is also interested in scaling internationally, in particular to Bulgaria, ex-Yugoslavian countries and Ukraine.

Scaling & Replication Needs:
Funds and partners.

Challenges
Kogayon Association’s challenge is to create a shared goal among NGOs and citizens in order to influence the policies on local and global levels around biodiversity strategy, forestry strategy, resilience, sustainability, and biodiversity conservation and climate change at large.
Due to the (Re)connection Model’s success, endangered species were better protected, and new species like the wolf returned. Subsequently, the region agreed to double the surface to 12,000 ha, increase natural habitats, and strengthen the partnership. This results in the model being twice as big, twice as beautiful, and twice as strong.

Impact & 4 returns

Inspiration
The (Re)connection Model was introduced in the Hoge Kempen National Park resulting in resilient natural ecosystems, increasing socio-economic benefits and a reconnected community.

Social Capital
The (Re)connection Model translates the natural heritage values and proves that investing in biodiversity is of added value and equal to investing in an inclusive and socially just society. It is a kind of “green deal” for sustainable regional development.

Natural Capital

Financial Capital
The (Re)connection Model increases the return on investment. Based on ecosystem services, the annual turnover of the Hoge Kempen National Park (BE) is 191 million euros, with 5,000 jobs connected.
System Change
The (Re)connection Model reconnects communities with the natural environment. It shows the multiple benefits of ecosystem services: more biodiversity through the restoration of natural ecosystems, carbon sequestration, increasing socio-economic and health benefits.

Frame Change: Mindset Shift Focus
After the collapse of mine coals in the 1990s resulted in a spike of unemployment, The Hoge Kempen National Park and its (Re)connection Model are about steering the local communities towards more sustainable ecological goals while at the same time gaining economic benefit for the area.

Community-based Approach
Like the Hoge Kempen National Park, other parks and regions can serve as a model for reconnecting society with biodiversity while also working on natural heritage, which is considered to be a solution for social inclusion.

Scaling & Replication
Scaling & Replication Strategy:
The (Re)connection Model is an open-source model and is partially used as one of the guidelines for protected areas in Europe, Asia and interest in the US. The Model is often used as best practice and highlighted in international networks of protected areas.

Scaling & Replication History:
The model was replicated in protected areas of Europe and Asia (South Korea).

Scaling Interest:
The (Re)connection model is interested in scaling up to communities and regions, both governmental and non-governmental, willing to invest in wildlife.

Scaling & Replication Needs:
To scale up, the initiative needs 2 main elements:
1. dedicated people and organisation in the target region
2. funding and seed money

Challenges
The (Re)connection model is a hands-on tool and a sustainable transition guideline based on natural heritage. Helping other regions and communities to restore natural ecosystems is the key challenge.
After 5 years of developing three new industry standards, necessary to carry out cost-effective offshore conservation work, the Sea Ranger Service will start its first seagrass restoration pilot in 2021.

Natural Capital

After 5 years of developing three new industry standards, necessary to carry out cost-effective offshore conservation work, the Sea Ranger Service will start its first seagrass restoration pilot in 2021.

Inspiration

By training and employing young people as Sea Rangers, the Sea Ranger Service builds up the workforce to restore oceans at scale. Additionally, the Sea ranger Service’s strength is its ability to build unusual broad coalitions for ocean conservation work.

For instance, the Sea Ranger Service has partnerships with maritime companies, government agencies, veteran organizations, shipbuilding firms and youth workers. The large community of stakeholders offers genuine hope for a broad societal shift towards improved ocean conservation.

Financial Capital

The Sea Ranger Service conducts contracted offshore work. It leverages its income to attract further investment and scale up its ability to expand ship capacity for ocean conservation and ecological restoration work. All profits are being reinvested back into the initiative’s work, ensuring the Sea Ranger Service’s offshore services benefit ocean health at an increasing rate. Fortunately, Sea Ranger Service’s extensive business model has managed to generate revenue from governmental agency contracts, as well as offshore commercial assignments. This income can - through banking finance- then generate higher capital investment.

Social Capital

The Sea Ranger Service has trained 78 young people so far and employed a third of them in a full-time capacity. This impact will greatly increase as the model scales to other countries.

Mission

The Sea Ranger Service works with an innovative social business model to train young unemployed people in becoming Sea Rangers and restore ocean biodiversity at scale. The model has been piloted and validated in close collaboration with the Dutch government since 2016. The Sea Ranger Service is focussed on building zero-emission ships to ensure its service is provided in a clean and cost-effective way. This then offers a unique offshore capacity to accelerate the scale of seagrass, coral, and oyster bed restoration significantly. The Sea Ranger Service is on a mission to regenerate 1 million hectares of seascape while training 20.000 unemployed youths towards maritime careers - by 2040. Its impact is measured by new jobs created, biodiversity restored, and CO2 absorbed through regenerated seagrass.
System Change
The Sea Ranger Service has introduced two new maritime industry standards; 1) a new type of zero-emission offshore ship, 2) a new training standard to train Sea Rangers as professional seafarers. Those two standards enable the ocean's biodiversity restoration to be carried out with 94% less CO2 emissions and 30% fewer costs annually.

Frame Change: Mindset Shift Focus
For the Sea Ranger Service to conduct its work with a sailing vessel, the commercial offshore industry needs a substantial mindset shift. The sector is, namely, inherently risk-averse. The Sea Ranger Service reaffirms its effectiveness to the industry with extensive operational pilots at sea.

Community-based Approach
The initiative mobilizes young adults from coastal communities and offers them training by military veterans as Sea Rangers. The program fosters social cohesion and acts as a stepping stone towards maritime careers. Once trained, Sea Rangers gain work experience as they are in full-time, paid employment to restore ocean biodiversity and carry out additional offshore tasks to improve environmental management. Two vessels have already been operational in the North Sea, with a third vessel currently under construction.

Scaling & Replication
Scaling & Replication Strategy:
The company’s scaling strategy is to replicate its model through a franchising programme, which has been co-created by PwC, IKEA and Ashoka, and will launch in 2021.

Scaling & Replication History:
Sea Ranger Service’s model has been piloted in the Netherlands since 2018. In 2021, new franchises will be started in the UK and Norway.

Scaling Interest:
The objective is to scale the model globally. Initial focus is on the UK and Norway. Beyond the North Sea area, Spain and Greece are prime candidates. The governments of South Africa and Mauritius have also expressed a keen interest.

Scaling & Replication Needs:
To scale up, Sea Ranger Service is seeking franchisee candidates in various countries.

Challenges
One of the main challenges faced by the Sea Ranger Service is the capital-intensive nature of its work. Thanks to its contracted revenue from its offshore services to government agencies and commercial maritime firms, the company is able to increasingly attract institutional and banking investment.
Rewilding the City:
Maciej Podyma, Jacek Bozek

Photo credit: Foundacja łaka
Fundacja Łąka boosts biodiversity and counteracts the devastation of natural resources. Instead of monoculture lawns, we set up beautiful and bio-diverse flower meadows in urbanized areas to help regulate air, water, and soil quality.

Inspiration

Fundacja Łąka noticed the potential where no one else saw it. “Green carpet” lawns are the default landscaping choice, but it is not beneficial to nature and humans. The initiative thus started the

Social Capital

Fundacja Łąka enables non-gardeners to contribute to the environment by teaching them to set up meadows by themselves.

Natural Capital

Fundacja Łąka boosts biodiversity and counteracts the devastation of natural resources. Instead of monoculture lawns, we set up beautiful and bio-diverse flower meadows in urbanized areas to help regulate air, water, and soil quality.

Financial Capital

The foundation created a whole branch of landscaping services that didn’t exist before. It needs special know-how, but technically it is not overly complicated. Work can be outsourced in many ways (seed contracting, new job opportunities), even to socially excluded communities. Parts of the financing comes from municipalities, which often provide a stable income.
System Change
Fundacja Łąka influences local and national law to support the initiatives to restitute biodiversity in public areas. This law will require the government and municipalities to provide funds and support the program. Some municipalities have already passed local programs to set up flower meadows - For instance, Częstochowa.

Frame Change: Mindset Shift Focus
This initiative provides communities with resources and encourages them to work with meadows. This enables communities to see the results of their actions; additionally, it changes their view of their city’s municipalities’ perspective. Flower meadows are always popular projects in Polish cities’ participatory budgets because of their natural qualities, such as the ability to boost and save insect populations, save water, counteract local flooding, etc.

Community-based Approach
Fundacja Łąka works with various stakeholders such as young local citizens, corporates, municipalities, Senators, parliament members, ENSPA (European Native Seeds Producers Association), and volunteers to empower citizens to nurture biodiversity sustainably and efficiently. This goal is reached through education, advocacy, research initiatives, services of meadows setting up, and care.

Scaling & Replication
Scaling & Replication Strategy:
The foundation has set up pilot meadows in dozens of municipalities across Poland, promoting the idea with ever-growing interest. Most of the cities are now using the experience to develop their ecological programs even further. Fundacja Łąka shares its research’ findings with ENSPA (European Native Seeds Producers Association) and other producers. It collaborates with corporates, such as the food industry, to educate their employees and carry out joint projects in local communities (also providing toolkits and seeds for DIY meadows).
Fundacja Łąka is encouraging and empowering its communities through community-driven actions and convince their municipalities to set up meadows. The foundation provides participatory budget templates, so the process is easy for everyone. Additionally, Fundacja Łąka advocates directly through talks with mayors and council members, e.g., during conferences.

Scaling & Replication History:
Fundacja Łąka has mainly expanded its actions in Europe through research, CSR actions and setting up pilot projects showing the possibilities. This includes the cooperation with European ENSPA (European Native Seeds Producers Association) on how to create and maintain local seed banks and how to grow wildflowers for seeds. Fundacja Łąka also exchanges knowledge with British colleagues who have years of experience and observations.

Scaling Interest:
Fundacja Łąka scaling interest is bringing wild meadows flowers to communities and cities across Europe. Taking into account that Fundacja Łąka works in a systemic context and under environmental conditions, the best countries to start new projects would be probably Poland's neighbour countries, e.g. Germany, the Czech Republic, Slovakia and maybe Austria, Hungary, and Romania.

Scaling & Replication Needs:
To further replicate itself and scale up the initiative, Fundacja Łąka needs to hire additional qualified personnel, expand its education programs, and increase its research.

Challenges
Fundacja Łąka faces 2 main challenges:
• Setting up flower meadows requires expertise; if they are not well set up, they don’t reach their full potential. There is a need to gather all available knowledge about setting up and nurturing flower meadows into a practical guide. There is also a need to get the definitions straight.
• Fundacja Łąka envisions to create an umbrella organisation for ensuring the quality and correct maintenance of all meadow-related projects. The challenge is to collaborate with all required stakeholders; environmental NGOs, research institutes and even competitors. How to make them understand and join the common goals?
Active members of the initiative have planted almost 940,000 trees and bushes in forests, villages, and cities. Additionally, Klub Gaja has been building nearly 1,700 shelters/nesting boxes for various wild animal species.

Klub Gaja is a modern Polish environmental organization. For over 30 years, Klub Gaja has been engaging people in Poland in practical actions for the natural environment and animal rights. The initiative keeps stirring a public debate on what it means to be green. Klub Gaja consistently participates in civil society construction and shapes new attitudes, highlighting how crucial daily actions are to respect the natural world, and animal realm. Consequently, this contributes to raising environmental awareness, protecting biodiversity, reducing the effects of climate change, and improving people’s quality of life. Klub Gaja thus builds social capital around nature treasured as a common good.

Impact & 4 returns

Inspiration
Klub Gaja supports and increases biodiversity, creating natural habitats, and providing a food base for animals.

Social Capital
The initiative offers active education (from preschoolers to seniors) that combines ecological and civic activities.

Natural Capital
Active members of the initiative have planted almost 940,000 trees and bushes in forests, villages, and cities. Additionally, Klub Gaja has been building nearly 1,700 shelters/nesting boxes for various wild animal species.

Financial Capital
Klub Gaja invests the funds obtained from various sources (including business, local governments, foundations) in specific projects, e.g. establishing and enriching green areas.
System Change
As a result of the Klub Gaja initiative, local communities protect trees and value nature areas. Klub Gaja would like to see its key program - the Święto Drzewa (Tree Day) - become annually recurrent in the calendar of schools, cities and corporates.

Frame Change: Mindset Shift Focus
Klub Gaja shifts people’s mindsets by highlighting the need to protect biodiversity in cities. It does that by building partnerships and initiating specific activities such as planting and setting up parks.

Community-based Approach
Klub Gaja implements long-term programs and campaigns that bring specific benefits to nature and animals. Those are conducted with local communities, kindergartens, schools, universities, local governments, social organizations, and businesses. Klub Gaja’s key program Święto Drzewa (Tree Day) program is an example of an educational activity requiring participants to develop a responsible society that accepts sustained development and can cooperate for climate protection.

Scaling & Replication
Scaling & Replication Strategy:
Klub Gaja’s scaling up strategy is to further cooperate with key partners of the Święto Drzewa (Tree Day), including State Forests (strategic partner), the City of Warsaw (nationwide inauguration of the program in the capital), and the Czech organization of the Environmental Partnership Association (European Tree of the Year competition). Additionally, Klub Gaja promotes the program and engages with new partners, among which local governments and companies, in joint actions of planting trees and shrubs and their protection.

Scaling & Replication History:
Klub Gaja has scaled up and replicated its initiative all around Poland and abroad, mostly in the UK and Iceland.

Scaling Interest:
Interested in further replication across Europe and globally.

Scaling & Replication Needs:
To scale up, Klub Gaja needs funding and human resources. Klub Gaja is raising funds for 18 editions of the Święto Drzewa (Tree Day), a national and international action to plant trees. This action requires classes, workshops, events, organization of competitions, educational materials, and collaboration with the media.

Challenges
Klub Gaja faces challenges in the Święto Drzewa (Tree Day) program’s amplification and engagement of new partners - including local governments and businesses - in joint activities. Subsequently, the initiative also struggles to expand the program’s scope and the variety of its activities.
Initiators

**Design Team**
Weaving for a Thriving Planet is set up as a collective initiative, rather than a traditional program. We co-create the Theory of Change, the activities and desired outcomes together with all Ashoka Fellows and partners.

We have put a Design Team in place that is developing the framework for this initiative. The Design Team members are Ignace Schops (Ashoka Fellow, founder Hoge Kempen National Park & President Europarc Federation), Geert van de Veer (Ashoka Fellow, Founder Herenboeren & Co-founder Aardpeer), Karin Müller (Ashoka program manager) and Noa Lodeizen (Ashoka Fellow, Ashoka director & Co-founder Weaving Lab).

**Ashoka**
Weaving for a Thriving Planet is led by Ashoka Netherlands and is a collaboration with multiple teams from Ashoka around the world. We collaborate with Next Now, a network of leads social change in 4 interconnected areas that are essential to create a thriving world for all: aging, gender, planet & climate and tech & humanity.

Weaving for a Thriving Planet is also part of the Ashoka Europe Fellowship Program; the unique space where the Ashoka community of leading changemakers in Europe comes together to co-learn to increase their social impact and co-create systemic solution. And finally, we work with other teams like Ashoka Switzerland to identify new partners to join our initiative.

**The Weaving Lab**
The Weaving Lab is supporting the design & facilitation to weave towards collective impact. It envisions a world in which every neighborhood, network and organization is woven into a thriving learning ecosystem where everyone is living for universal well-being (of self, society and nature). The Weaving Lab is growing the field of weaving – deepening its practice, advancing research, and strengthening the community of practitioners – so that together, we can create systems change that enable people and the planet to thrive. They do this by training leaders, cultivating research, building networks and advising organizations working to weave thriving communities.
WEAVING FOR A THRIVING PLANET

Photo credit: Bee0diversity
Weaving for a Thriving Planet is an initiative propelled by Ashoka, co-created with Ashoka Fellows and partners. Together we are a group of social innovators who aim to accelerate and scale our systemic solutions to conserve and restore biodiversity by leveraging the potential of our innovations and weave them together to increase our collective impact.