

LENSTM

**LANDSCAPE
ENTERPRISE
NETWORKS**

LENS Explainer deck

An introduction to LENSs, how it works, and how it is growing



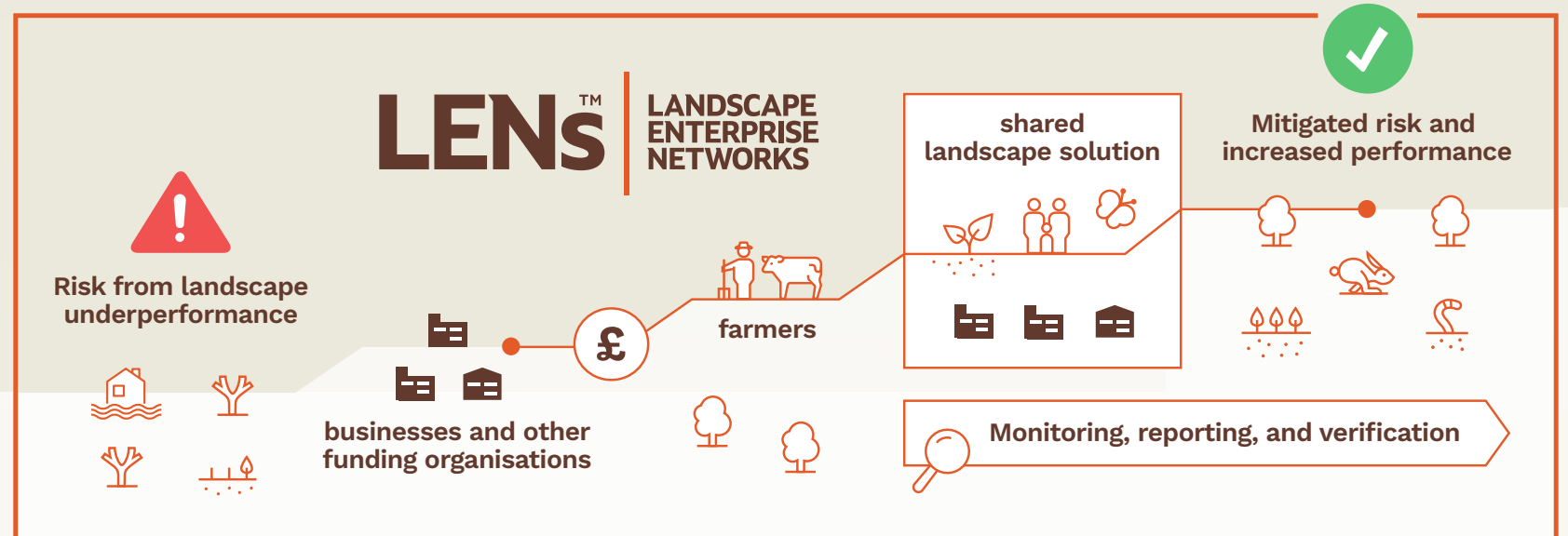
What is LENS?

LENS is a place-based market networking system that enables groups of organisations to share the cost of investing in landscape resilience. It currently operates in 6x regions across Europe, brokering £4.8m per year in payments for transformative nature-based solutions and regenerative farming.

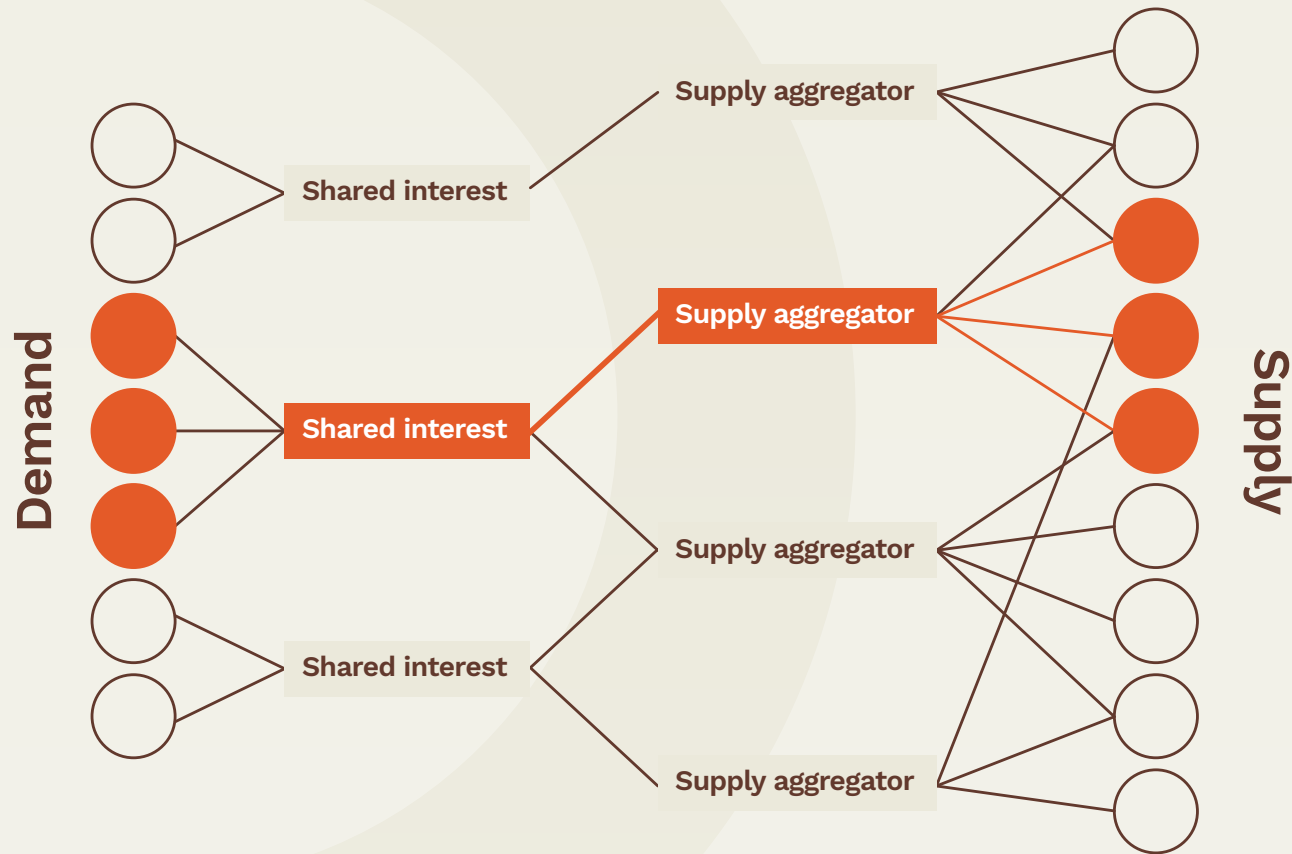
The LENS system is a proven concept, with buyers, sellers, contracts, market governance, and verified delivery of practical land management outcomes on the ground. It is rooted in commercial fundamentals; delivering tangible value to businesses on issues like security of supply, flood, and drought risk, via transactions that are profitable for farmers and landowners. LENS also drives scope 3 emission improvements and biodiversity outcomes.

Businesses, policymakers, academics, and industry experts recognise that the LENS system has the potential to change the relationship between different industrial sectors and the natural resources on which they depend. By operating and governing its markets locally, LENS builds the legitimacy and adaptive capacity to be relevant to landscapes across the globe, and to build practical relationships that will stand the test of time.

LENS is a way for you to join forces with other organisations to make sure soils, farms, and landscapes deliver what you need into the future



After the first network deal, a regional LENS rapidly builds momentum



- 1** The first network 'deal' creates confidence on the demand side, and gets the word out among farmers
- 2** Organic growth follows rapidly, as more businesses see the opportunity to drive impact and share costs
- 3** Market governance means trades are brokered and managed in an open, fair and locally accountable way; creating long-term stability
- 4** Experience and trust build up, embedding longer-term thinking and more joined-up, transformative measures on the ground

Key LENS statistics so far



200 farmers



7 actively trading regions

in 5 countries: England, Scotland, Poland, Italy and Hungary with 5 more under active development



32,000 hectares



15 funders

Affinity Water Anglian Water

British Sugar Cargill

Cereal Partners Cumbria CC

Diageo The Environment Agency

Northampton CC Nestlé Purina

Prosecco Consortium United Utilities

RSA West Northants Council

Yorkshire water



25 organisations

involved in the direction and growth of LENS trades



8 peer reviewed academic articles

with major academic programmes and partnerships working on and with LENS

£3.1m LENS funded last year

£7.5m LENS funded this year (2023)

Comments

“

We have completed one year with LENS. In this time, we have tested new ideas, built confidence in moving towards a system that improves soil structure, reducing carbon emissions and reducing the risk of damage to water courses, local wildlife and ecosystems.

Farmer in East of England

“

LENS is now a proven method for enabling companies to invest in the natural capital they depend upon.

Prof Mark Reed, Professor of Rural Entrepreneurship, SRUC

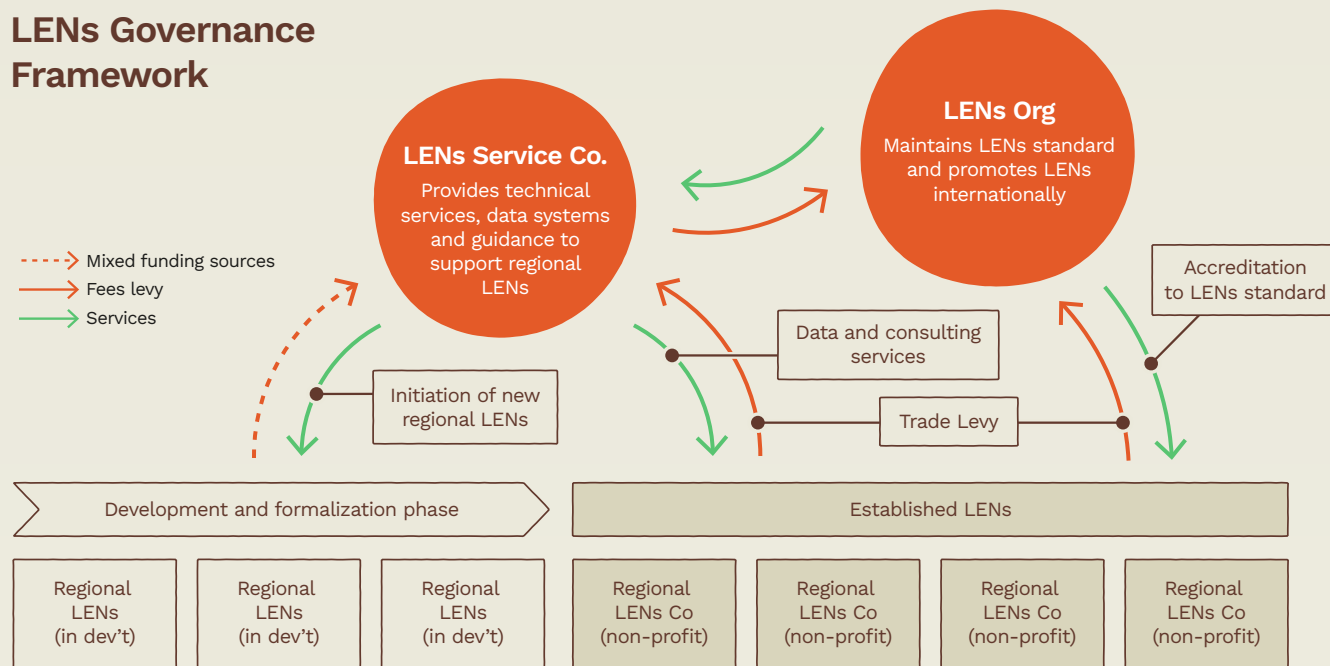


Key priorities for developing the LENSs support system

1 Market Governance:

Formalising the LENSs Org. and the LENSs Service Co. (diagram below)

LENSs Governance Framework



2 Building core LENSs systems:

MRV capabilities – to ensure we offer robust and future-proofed outcome data aligned with GHG Protocols to companies.

Data management/purchase ledger – to ensure our systems are secure, transparent, and efficient.

Seamless stakeholder journeys – demand and supply – so that stakeholders have a clear tailored and efficient process, and are empowered to engage.

3 Communications and promotion of LENSs

A dedicated programme to secure buy in with existing partners and to grow the network so that LENSs becomes a mainstream, go-to provider.