

INNOVATORS BY NATURE

Be Part of the Future of Nature-Driven
Innovation

BIODIVERSITY



3 December, 2025



Introduction

Innovators by Nature brings together landowners, policymakers, investors and environmental innovators from across Europe to explore how innovation can be effectively applied to land management.

Organised by the European Landowners' Organization (ELO) and Friends of the Countryside, the event creates a rare platform where nature-based solutions and on-the-ground land management expertise converged.

At a moment when Europe faces rising pressure on soils, water, biodiversity and rural resilience, Innovators by Nature focuses on practical, land-based solutions capable of delivering measurable environmental outcomes while supporting long-term economic viability.

Through concrete use cases, collaborative models and cross-sector dialogue, the event highlights the role of land managers as key actors in the sustainable transition and demonstrates how innovation and stewardship can work together to strengthen both ecological and economic resilience.



JURGEN TACK
ELO Secretary General,
ELO



ANNE MARCHADIER
Business Development
Director



BEATRICE CROCE
Project and Policy

Financing the Restoration of Ecosystems

Abstract:

Europe's ecosystems have been shaped by humans for millennia, and advances in rewilding science now offer ambitious, scalable ways to restore ecological function. This talk introduces a pragmatic, finance-ready approach that revives natural processes, delivers multiple benefits, and helps land managers transition to nature-based enterprises.

Central to this model is the NARIA Framework, a science-backed system that quantifies ecosystem condition and creates standardised, verifiable units of uplift to attract investment. We will illustrate how Nature Credits, the new Ecosystem Restoration Code, and emerging case studies can generate viable income streams and accelerate the high-integrity restoration of Europe's landscapes.



Dan Bass MCIEEM,
Rewilding Services Lead,
CreditNature

Financing the Restoration of Ecosystems

Dan Bass MCIEEM

Rewilding Services Lead



2025





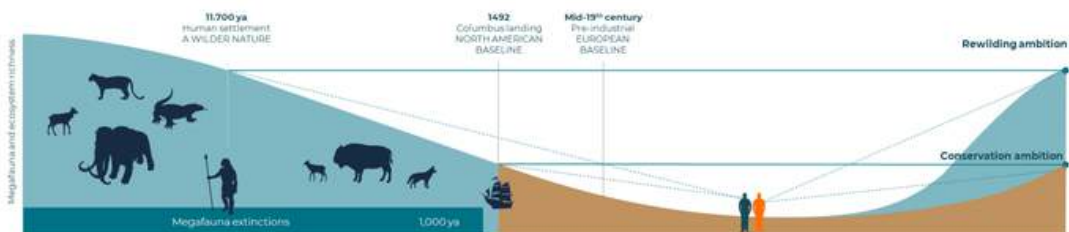
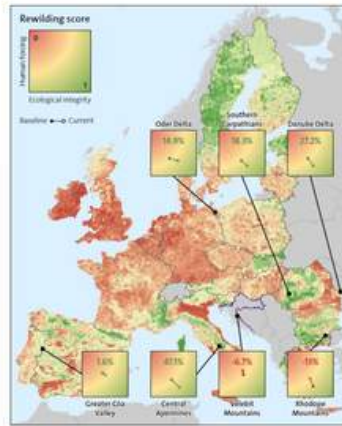
Rewilding as a solution

To the historic downgrading of nature



Increasing Ambition

New understandings of conservation baselines are raising the bar



See e.g. Donlan et al 2006 The American Naturalist, Jones et al. 2020 People & Nature, McNeffie et al 2020 Global Change



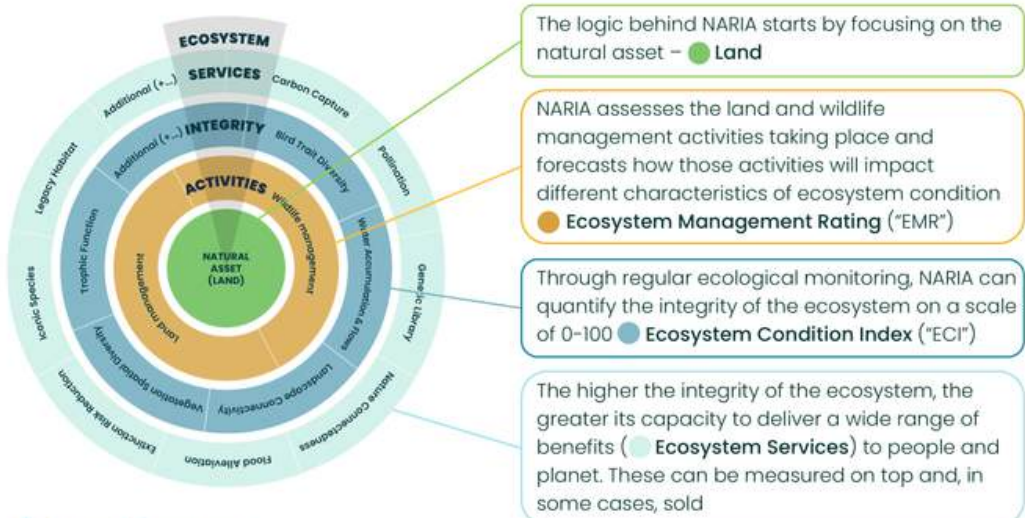
The end-to-end system

To deliver ecosystem restoration at scale



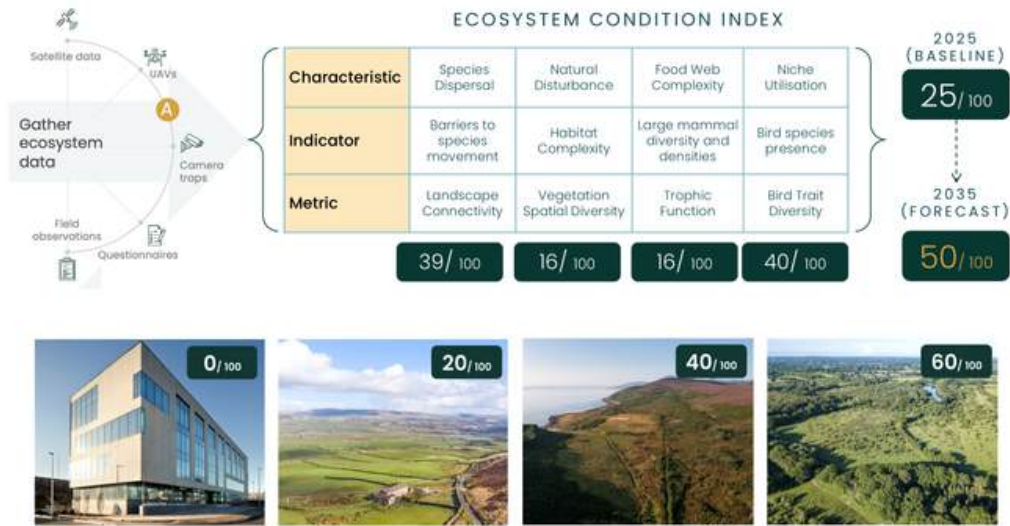
The NARIA Framework

Science-backed, institutional-grade measurement



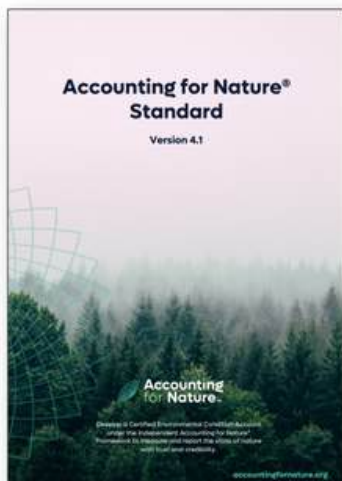
A Standardised Unit of Uplift

Ensures landowners can access finance



Independent Accreditation

Under the Accounting for Nature Standard



- “The first and only independently accredited ecosystem condition index in the world”
- Accounting for Nature:
 - 15+ years
 - 9,786,955 hectares
 - 110 experts
- For European terrestrial ecosystems (38 Ecoregions) and being expanded globally
- Accommodates the establishment of a **certified** environmental account aligned with UN SEEA



United Nations



System of Environmental Economic Accounting

Linking Investment to Impact

Landowners plan actions and secure outcomes

The Ecosystem Management Rating (EMR) measures the impact of human land management activities on Ecosystem Condition on a scale of A-G.

Land Management

Baseline 2025		
Land Asset	Score	Rating
Unmanaged moorland	-13	E
Walled Gardens	-2.2	F
Residential Land	-2.9	G
Sheep Pasture	-2.7	D
Mixed Plantation	-0.2	D
Parkland	-12	E
Industrial Estate	-3.0	D
Index score:		E
22.5 / 100		

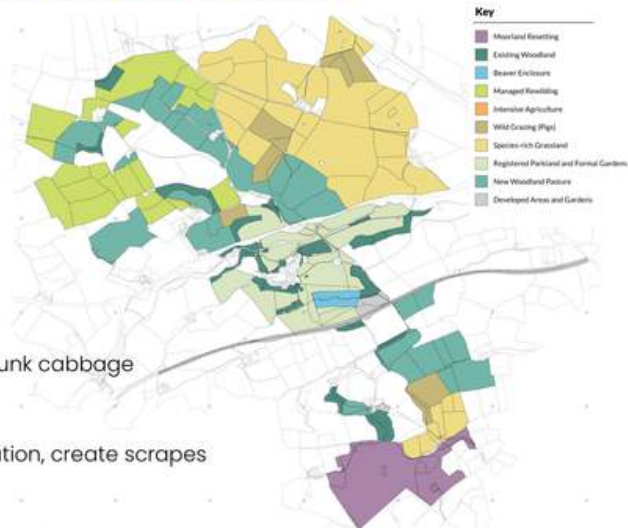
Forecast 2035		
Land Asset	Score	Rating
Mixed Farmland	0.5	D
Riparian Buffer	17	B
Farm Wilding	2.8	A
Regenerative Pasture	12	C
Restored Wetland	2.4	A
Index score:		B
47.4 / 100		

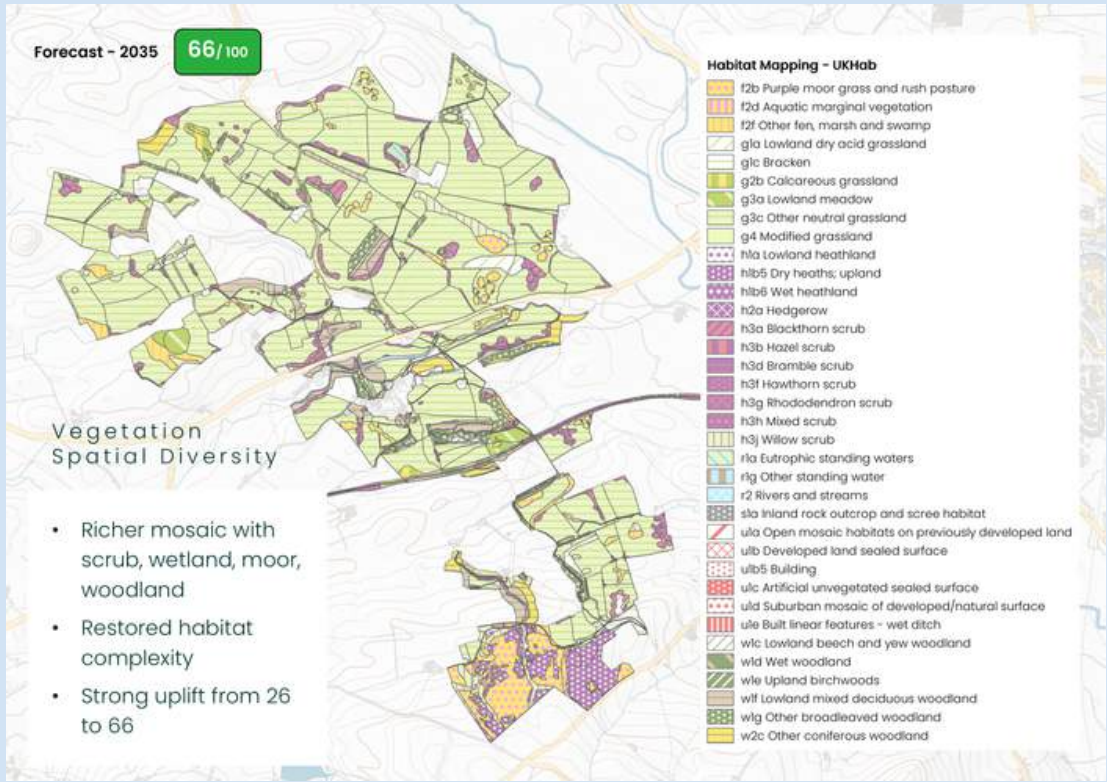
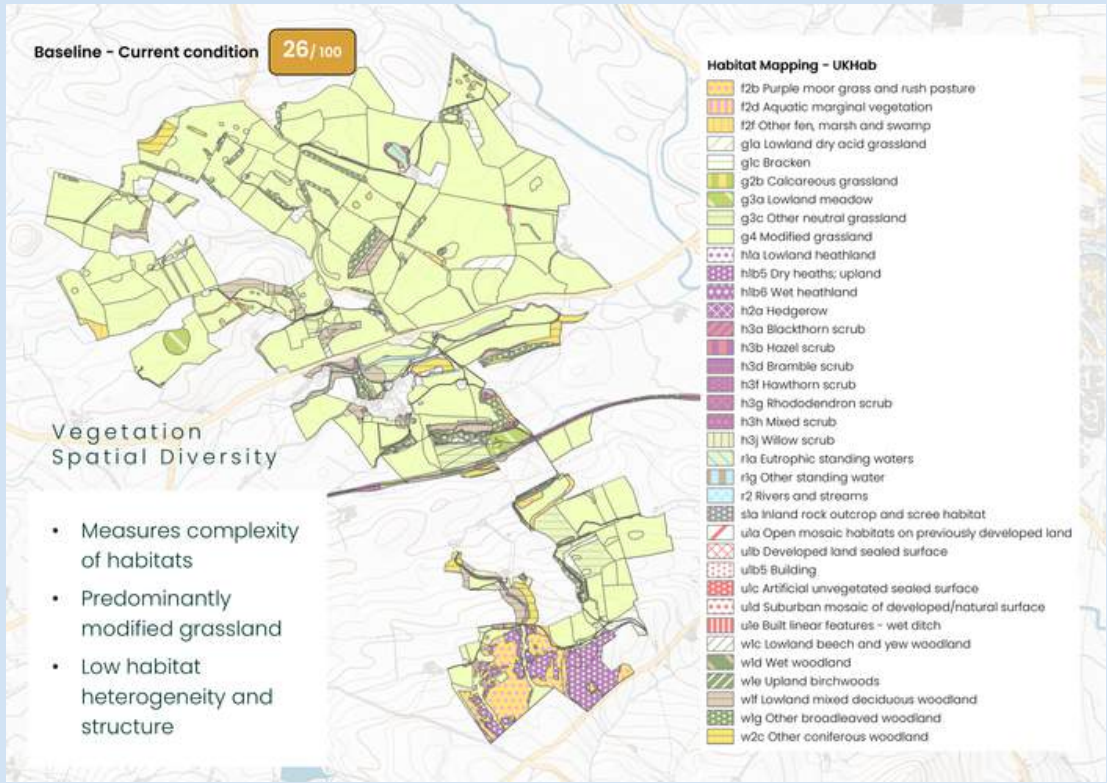


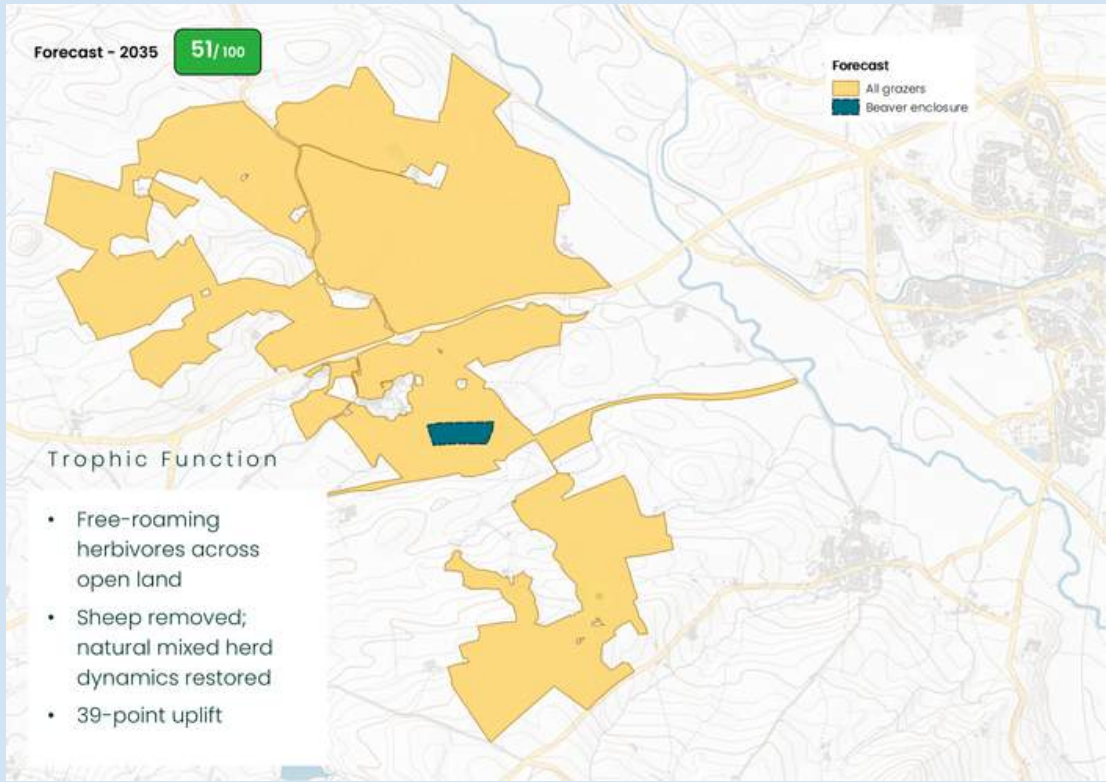
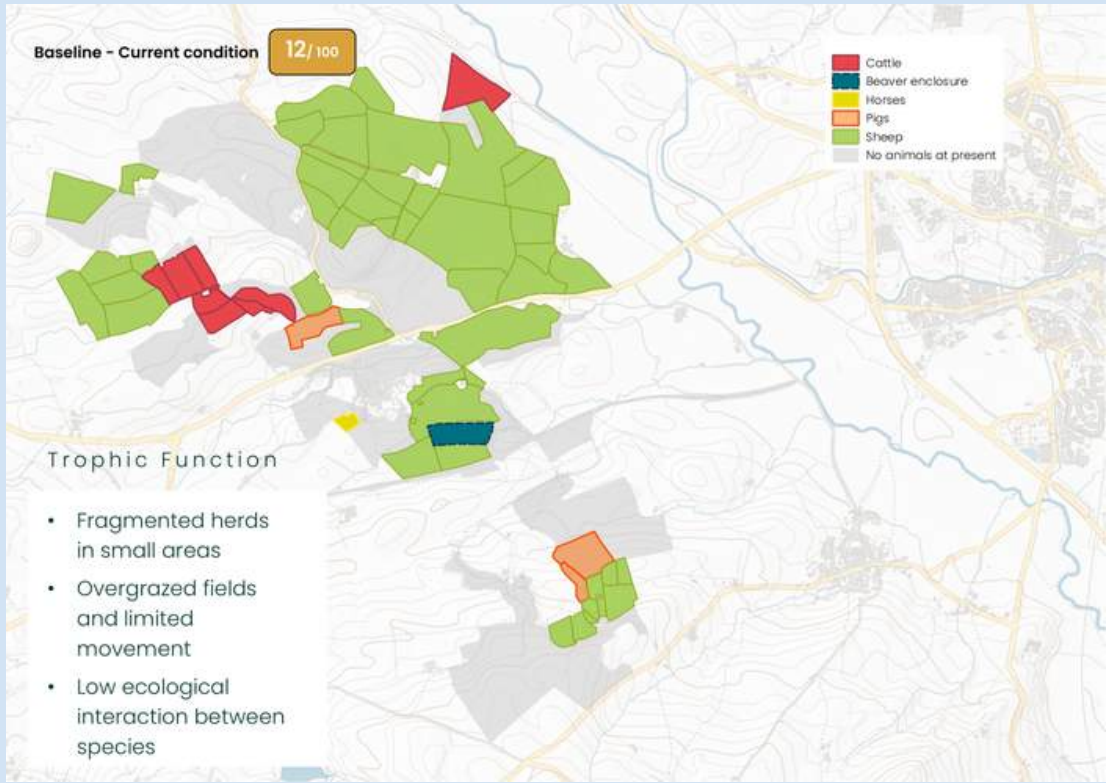
New Ecological Infrastructure

Varied interventions tailored to the land

- Natural Grazing**
Herbivore herds drive processes
- Scrub & Woodland**
Scrub islands, forest ecotones
- Species Rich Grassland**
Rich meadows, brush structures
- Invasive Control**
Manage conifers, rhododendron, skunk cabbage
- Wetlands & Water**
Block drains, restore riparian vegetation, create scrapes
- Beaver Riverwoods**
Expand the enclosure with a view to wild release

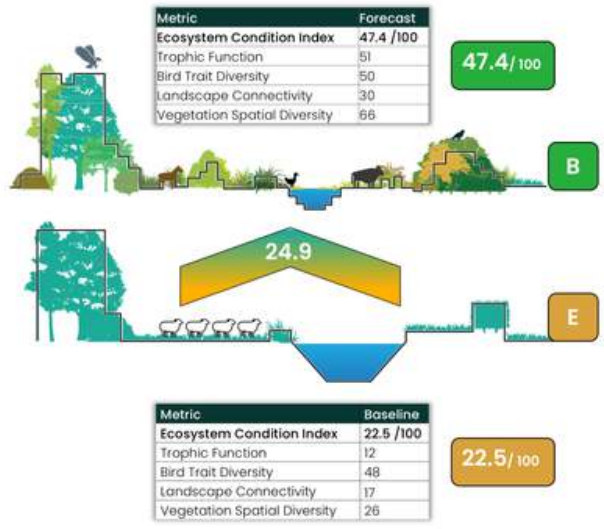






Measuring Landscape Change

How activities translate to uplift



Yorkshire Project

Investment-ready example

Project Phases



Ecosystem Condition Index

2025 Baseline	2035 Forecast	Nature Credits projected
22.5 / 100	47.4 / 100	152,179

Funding Requirement

Certificates (hectares)	Cost per certificate	Cost all certificates
611.2	£5,500	£3.22 m

Benefits to Investors

- Access to **high-integrity nature credits**, sold for IRR
- Integrated **carbon units** as verified 'co-benefits'
- Wellness **experiences** and sustainable **produce**
- Align with sustainability **reporting & disclosures** (TNFD, CSRD)
- Strengthen **brand reputation** for customer/employee engagement
- Enhance **procurement credentials** (B-Corp, ISO 14001)



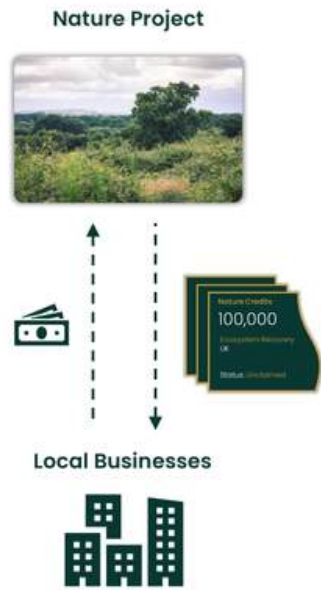
Nature Credits

Units of ecological uplift

Nature Credits are issued from ecosystem restoration projects.

They represent **verified units of uplift in ecosystem condition**

The number of Nature Credits issued by a project are calculated via the point-change multiplied by the number of hectares.



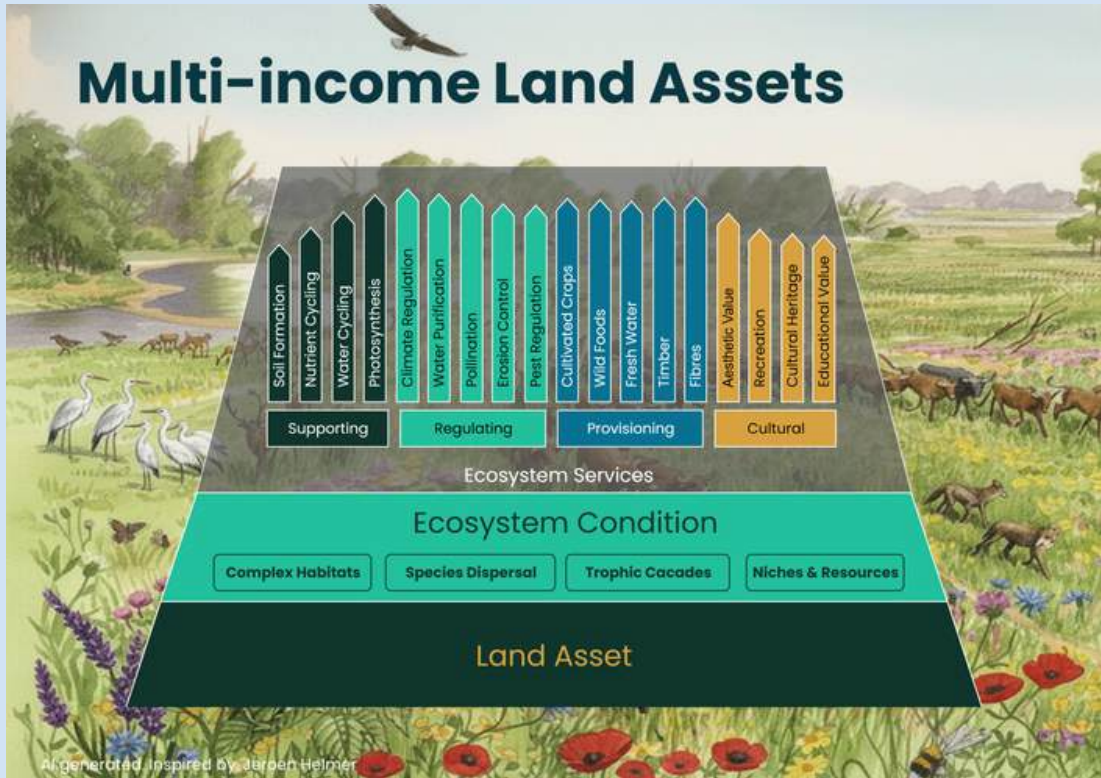
NATURE POSITIVE BY 2030



Income to Projects

How the finance flows to landowners





Nature Credit Code

A government-backed standard

CreditNature are supporting the Scottish Government to develop an Ecosystem Restoration Code, which is expected to be launched in 2026/27



Ecosystem Restoration Code (ERC)

Market rules / governance – owned and managed by the public sector

CreditNature Digital Platform

Market infrastructure – contracted to CreditNature

CreditNature Methodology (NARIA)

- The Platform operationalises all aspects of the ERC in a digital space
- Methodology for baselining and ongoing MRV to evidence uplift and credit issuance



Scaling Impact with Integrity

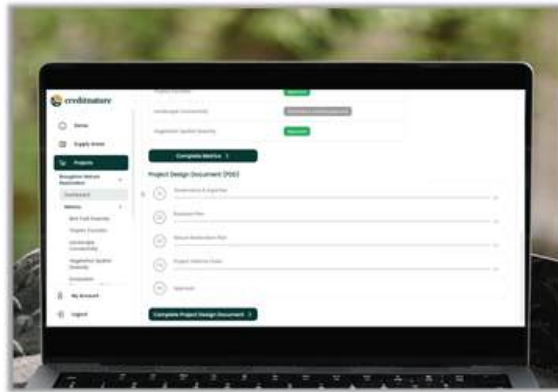
A digital platform for land managers

- 
Standardised Project Design

Project requirements are baked into the platform.
- 
Ecosystem Measurement

Integrated baselining and Allows flexible, bespoke planning
- 
Linking actions to outcomes

The plan is structured to allow forecast of ECI uplift and the number of nature credits.



Land Models In Scotland

To scale the Ecosystem Restoration Code

 <p>225 Hectares</p> <p>Drumadoon Farm</p> <p>£5m Investment</p> <p>Isle of Arran Scotland</p> <p>10 Year Duration</p> <p>70,000 Nature Credits</p> <p>Approach: Atlantic Rainforest Functional herbivores</p>	 <p>5,000 Hectares</p> <p>Pentlands Cluster</p> <p>£10m Investment</p> <p>Edinburgh Scotland</p> <p>10 Year Duration</p> <p>220,000 Nature Credits</p> <p>Approach: Multi-landholder Wilder grazing, scrub & wetland</p>	 <p>450 Hectares</p> <p>Brawbin Farm</p> <p>£12m Investment</p> <p>Calthness Scotland</p> <p>10 Year Duration</p> <p>52,000 Nature Credits</p> <p>Approach: Grassland/wetland mosaic Invasive control</p>	 <p>4,000 Hectares</p> <p>Invergelde Estate</p> <p>£13c Investment</p> <p>Perthshire Scotland</p> <p>10 Year Duration</p> <p>600,000 Nature Credits</p> <p>Approach: Estate Inverdelg Integrated Nature & Carbon</p>
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International Application

An emerging global network of restoration projects



Collaboration is Key

A community with shared vision

Initiatives and alliances: Scottish Government, NatureScot, Civ Tech, Biodiversity Credit Alliance, World Economic Forum, National Health Fund, BIRA, IAPB, Microsoft, Dalberg.

Developers and land partners: ecosulis, Scotland The Big Picture, Valuenature, Oxygen Conservation, Boffa Miskell, Graze Lands Rewilding, savills, biometrio.earth, creditnature.

creditnature

The time to invest in nature recovery is now

Dan Bass, Rewilding Services Lead
Dan.bass@creditnature.com

Operation Pollinator Multifunctional Landscapes & Metrics

Abstract:

Operation Pollinator Multifunctional Landscapes & Metrics is an envisaged agrobiodiversity service offer to food companies, farmer organizations, traders and their supply chain, aiming to restore biodiversity on farmland via the implementation of Operation Pollinator flower mixes on margins, cover crop and in-row cover mixes in perennial crops, while registering digitally these new habitats and measuring their impact on flying insect activity for reporting.



Dr. Vasileios P. Vasileiadis
Global Lead, Digital
Sustainability Products
Syngenta Group



**Achieving tangible and measurable
nature impact on global agricultural
landscapes**

Vasileios Vasileiadis, PhD (Global Lead, Digital Sustainability Products)

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Why enhancing & measuring agro-biodiversity is essential

The most important interacting boundary is the one between climate and biodiversity: "We would crash through the 1.5 boundary because biodiversity holds the resilience of the entire living biosphere both on oceans and land." (Dr. J. Röckstrom)




- The **Nature Restoration Regulation** (2024), establishes a binding target for Member States to restore ecosystems, habitats and species across the EU's land and sea areas.
- The **EU Biodiversity Strategy for 2030** and the **EU Pollinators Initiative** set the commitment to reverse the decline in wild pollinators by 2030 through restoring habitats in agricultural landscapes.
- **Disclosure frameworks (CSRD, CSDDD, TNFD)** ask food & agriculture companies to assess, act and report on their nature-related dependencies, impacts, risks and opportunities.
- Agri-food & agri-tech business coalitions support measuring biodiversity as part of Regen Ag initiatives, e.g. **SAI Platform's Regenerating Together Programme**.
- Financial business coalitions support the restoration of biodiversity, e.g. **Finance for Biodiversity Foundation**.



We hold ourselves accountable for delivering benefits to farmers through our four Sustainability Priorities

 <p>Higher yields, lower impact</p>	 <p>Regenerate soil and nature</p>	 <p>Improve rural prosperity</p>	 <p>Sustainable operations</p>
<p>Accelerate crop productivity of the agricultural sector while reducing the impact on the planet through more sustainable technologies</p>	<p>Enable the adoption of regenerative agriculture practices to help farmers improve productivity, soil health, biodiversity and climate</p>	<p>Improve the prosperity of low-income and under-served farmers by improving their access to inputs, knowledge, finance and markets</p>	<p>Reduce the environmental impact of our operations and supply chain, strengthen the diverse and inclusive company culture and ensure the health and safety of our people</p>
<p>Priority 1</p> 	<p>Priority 2</p> 	<p>Priority 3</p> 	<p>Priority 4</p> 






OperationPollinator®
Multifunctional Landscapes

For >20 years, Operation Pollinator seed mixes, tailored to local conditions, have created essential habitats in the field margins, headlands and fallow land.


These habitats provide nesting and food resources for pollinators, beneficial insects, as well as farmland birds, enhancing overall biodiversity & delivering important ecosystem services like pollination and pest control, to balance agricultural productivity needs in an environmentally sustainable way.

>8 million Ha of farmland benefited from enhanced biodiversity in 48 countries globally. Over 301 projects on multifunctional landscapes.


Scientific Project 2001-2004



Roll-out in UK 2005-2008




Global Roll-out 2009 - 2025




Multi-functional Benefits

- Improve pollination
- Pest control supporting IPM
- Reduce soil erosion
- Protect watercourses
- Increase landscape connectivity
- Increase yields & quality
- Financial incentives
- Higher societal value of landscape


Knowledge transfer




Flowers adapted to the environment




Seed mixes & Field Manual




Ag Advice





4 Classification: PUBLIC USE


Multiple open-access publications on high-impact scientific journals



land

Flower Margins Attractiveness over Time for Different Pollinator Groups


[Access here](#)



agronomy

General cover management with mixtures of flowering plants to reduce insecticide and mineral reserves of plants in olive groves

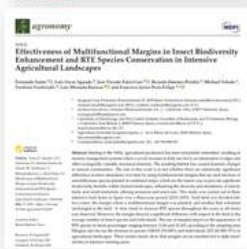
[Access here](#)



Journal of Insect Conservation

Multifunctional areas as a tool to enhance biodiversity and promote conservation in arable fields

[Access here](#)



insects

Effectiveness of Multifunctional Margins in Insect Biodiversity Enhancement and BEE Species Conservation in Intensive Agricultural Landscapes

[Access here](#)

Cropwise® Sustainability



- Easy-to-use, free app for **grower self-assessment** to gather data aligned to criteria in the **Sustainable Outcomes in Agriculture Standard (SOA)***
- **Leadership levels** to assess grower performance
- **Basic feedback** provided to growers in the app.
- Grower **benchmark reports**
- **Aggregate dashboard reporting** for value chain partners

- Sustainable Outcomes in Agriculture (SOA) is a **Standard** developed by Syngenta and publicly available
- The SOA achieved **GOLD** Equivalency with the Sustainable Ag Initiative Platform Farm Sustainability Assessment v3.0




Classification: PUBLIC



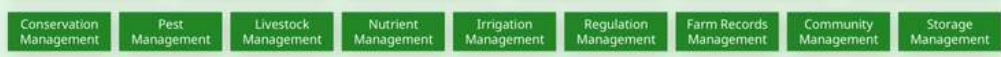
Grower Self-assessment components

Leadership Levels



Outcomes

Outcomes	Soil Health	Water Impact	Biodiversity & Habitat	Community Leadership	Optimal Crop Production	Human & Animal Health
Drivers	<ul style="list-style-type: none"> • Runoff Erosion • Wind Erosion • Soil Function • Production for Conservation • Soil Measurement 	<ul style="list-style-type: none"> • Irrigation Infrastructure • Irrigation Planning • Water Management 	<ul style="list-style-type: none"> • Habitat Quality • Pollinator Management 	<ul style="list-style-type: none"> • Community Engagement • Worker Opportunities • Education & Training • Worker Conditions 	<ul style="list-style-type: none"> • Use of Records • Farm Planning • In-season Adjustments • Use of Precision & Decision Technology • Fuel Energy Measurement • Electricity Measurement • Equipment Management • Crop Loss & Waste Reduction 	<ul style="list-style-type: none"> • Product Selection • Worker & Neighbor Protections • Pest-related Health Management • Waste Management • Hazardous Material



Classification: PUBLIC





is an envisaged agro-biodiversity feature of the CWST mobile app, enabling easy restoration planning and access to seed mixes for actionable and tangible nature impact



- Easy-to-use, free app for grower self-assessment to gather data aligned to criteria in the Sustainable Outcomes in Agriculture Standard (SOA)
- Leadership levels to assess grower performance
- Basic feedback provided to growers in the app.
- Grower benchmark reports
- Aggregate dashboard reporting for value chain partners



- Easy registration of biodiversity-friendly practices implementation plan on whole farm.
- Tailored advice for subsidized* flower mixes for arable and perennial crops, and in-row cover mixes for perennial crops to restore pollinators.
- Easy access & process for purchasing seed mixes.
- Aggregate restoration metrics for value chain partners

*In Europe, eco-schemes for new habitats apply in some countries.

Classification: PUBLIC



Thank you for your attention!

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We restore by nature

Abstract:

Carmeuse shares practical insights on restoring nature in and around quarry sites, demonstrating how industrial landscapes can support biodiversity. Through projects such as Life in Quarries, eagle owl conservation, hedgerow planting, and wetland creation, the company showcases low-cost, effective measures developed with NGOs, universities, and public authorities. The presentation also highlights how these initiatives can evolve into credible nature credits, helping bridge financing gaps and contributing to Europe's nature restoration goals.



Damien Grégoire
Sustainability & Natural
Resources Director,
Carmeuse Group



We restore by nature

December 3rd, 2025

Some examples from a rural entrepreneur

WE CONTRIBUTE TO A BETTER
WORLD





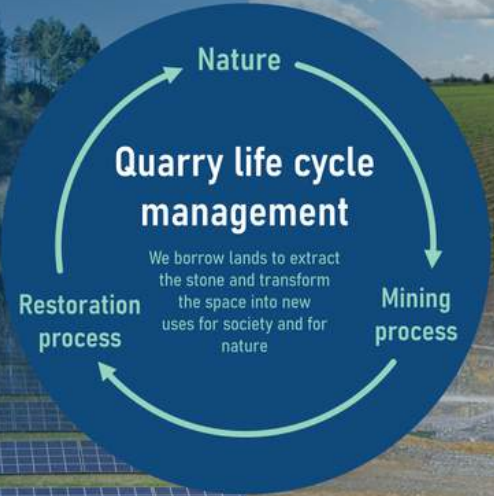

WE CONTRIBUTE TO A BETTER WORLD

We restore by nature
Some examples from a rural entrepreneur

WE CONTRIBUTE TO A BETTER WORLD



Who we are and what we do




Quarry life cycle management

We borrow lands to extract the stone and transform the space into new uses for society and for nature

Restoration process **Mining process**

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Some examples from a rural entrepreneur

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Nature restoration cases

Biodiversity restoration in quarries and around

At Carmeuse, we are convinced that we borrow lands to extract the stone and that afterwards we can transform the space into new uses for society and for nature.

In this context, we invest in different restoration projects in and around our quarries.

Few examples:

- 1. « Life in Quarries »
- 2. Eagle owl inventories
- 3. Hedges in agricultural fields
- 4. Meandering and wetland creation



We restore by nature
Some examples from a rural entrepreneur

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1. « Life in Quarries »

- The project "Life in Quarries" has been implemented between 2015 and 2021
- Several of our quarries have been involved
- It led to the implementation of the concept of "dynamic biodiversity management" which makes it possible to link the activity of the quarry and the protection of the species linked to these ecosystems



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Some examples from a rural entrepreneur

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1. « Life in Quarries »

Dynamic biodiversity management concept
Examples from two sites

- Create a network of temporary habitats
- Manage this network in time and space, in parallel with the extractive activity
- These habitats are:
 - pioneer (29) or permanent (9) ponds,
 - scree (500 metres),
 - shelters (21),
 - cliffs for sand martins (4) or solitary bees (1),
 - pioneer or grazing meadows (5 ha)

1. Temporary ponds
2. Loose Cliffs
3. Shelters and temporary grassland
4. Screes
5. Permanent ponds
6. Permanent grassland

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Some examples from a rural entrepreneur

WE CONTRIBUTE TO A BETTER WORLD

1. « Life in Quarries »

Dynamic biodiversity management concept

- The aim of this project is to promote the presence of pioneer species such as Natterjack toad, little ringed plover, sand martins, small knapweed and narrow-leaved galeopsis, which are now almost only found in quarries
- Although the project is now complete, we have committed to maintaining the actions implemented for a minimum of 15 years.

Pioneer ponds
Pioneer grasslands
Vertical cliffs and sand banks

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Some examples from a rural entrepreneur

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2. Eagle owl inventories

- Eagle owls (and other birds of prey) are back in quarries for more than 50 years thanks to some simple conservation measures



Dozens of Eagle Owl chicks are born every year in our quarries.

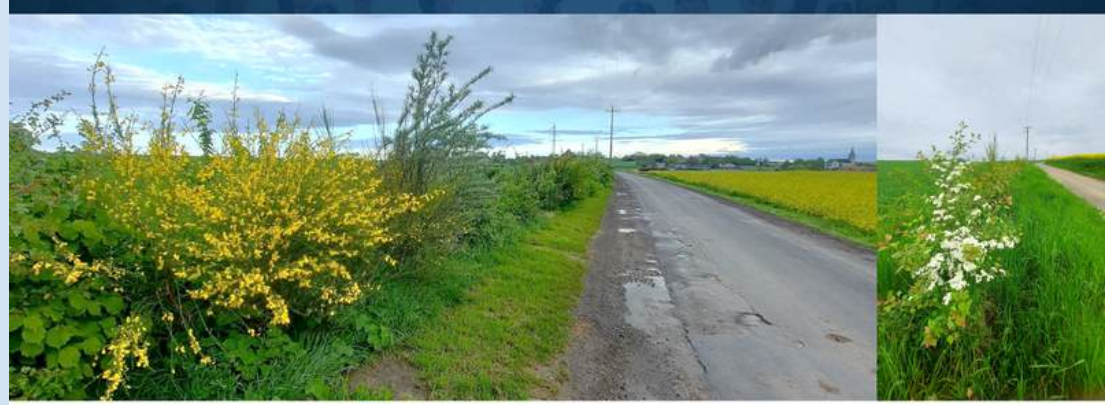


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3. Hedges in agricultural fields

We planted 15 km of hedges around our quarries in 2020/2023



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4. Meandering and wetland creation

We collaborated with the regional Forest Administration to create meanders on a creek and a wetland area



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Some examples from a rural entrepreneur

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What did we learn so far



No need for costly investments to get effective results



Experts' advices next to us are in place and we build on their advices over multiple years (NGOs, universities, administrations, ...)



Need for communication - our stakeholders don't know what we're doing for nature



Need for a pragmatic management and follow-up system



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Some examples from a rural entrepreneur

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How to make it economically sustainable ?

One step in the direction of Nature Credits

What is missing ?

- These types of projects are clearly supporting **Nature Restoration objectives**
- They should be **multiplied and encouraged**
- Financing** sources are missing
- But businesses are also looking for ways to **participate to nature restoration**
- Transforming such projects into credits** thanks to a long-term engagement and a pragmatic MRV is within reach
- We need a **recognized reporting tool** on the efficiency and permanence of biodiversity restoration.

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Some examples from a rural entrepreneur

WE CONTRIBUTE TO A BETTER WORLD

Thank you for your attention.

We restore by nature
Some examples from a rural entrepreneur

WE CONTRIBUTE TO A BETTER WORLD

Nature Credits - Valuing private land conservation

Abstract:

European land and forest owners play a pivotal role in maintaining and restoring biodiversity, yet their efforts are rarely translated into economic value. This session presents an innovative, high-integrity Nature Credit pathway tailored for land and forest owners. Built on rigorous ecological metrics, scalable MRV protocols, and a robust governance framework, the model is being developed as a credible mechanism to convert nature-positive outcomes into market-ready instruments. It offers landowners recognition and new revenue opportunities, while enabling companies to invest in trusted, nature-positive results aligned with emerging EU requirements.



Beatrice Croce
Project and Policy
Officer - Biodiversity and
Carbon Credits,
ELO



RISE Foundation
Rural investment for a
Sustainable Europe

NATURE CREDITS: VALUING PRIVATE LAND CONSERVATION

Beatrice Croce



RISE Foundation
Rural investment for a
Sustainable Europe



The Current Situation

- European land and forest owners steward a significant share of the continent's biodiversity.
- Yet their restoration and conservation efforts receive little to no economic recognition.
- Companies under the CSRD increasingly require reliable, verifiable nature-positive outcomes.
- Interest in nature-positive contributions is growing rapidly across sectors.



The Opportunity



- The EU is developing the regulatory foundation for Nature Credits.
- The Wildlife Estates (WE) Label already offers a credible, pan-European sustainability network, with established systems, governance, and landowner's engagement.
- Corporate demand for transparent, nature-positive investments continues to rise.

 RISE_fnd

www.risefoundation.eu

Market Challenges



- Over 500 frameworks and methodologies exist globally and in Europe, creating complexity and confusion.
- Landowners struggle to identify which standards, frameworks, project developers, buyers, or schemes are most relevant.
- This fragmentation results in limited trust and a lack of clarity for both suppliers and buyers.

A close-up photograph of a honeybee on a vibrant pink flower. The bee is positioned on the left side of the flower, facing right. The background is a soft, out-of-focus green and pink.

A Tailored Nature Credit Pathway

A high-integrity Nature Credit model specifically designed for WE-labelled properties, built on:

- Scientific, measurable ecological metrics
- Scalable MRV protocols combining field data and remote sensing
- A financial architecture with the potential to enable digital-currency settlement

The RISE logo, consisting of the letters 'RISE' in a bold, sans-serif font, with 'RI' stacked above 'SE'. To the right of the letters is a vertical bar with three segments. The entire logo is enclosed in a green circle.

Metrics & MRV



Composite Nature Credit Unit, a verified uplift above baseline across selected metrics.

Metric suites approach, including:

- Biodiversity metrics
- Freshwater metrics

Tiered MRV, calibrated to habitat complexity and risk, ensures cost efficiency and scalability, supported by a fully GDPR-compliant digital evidence chain.

Why This Matters

- Brings clarity to a fragmented market
- Rewards effective biodiversity stewardship
- Unlocks new funding streams for conservation
- Helps companies meet EU sustainability obligations



Governance & Delivery



- **RISE Foundation:** independent issuer ensuring integrity and governance.
- **ELO:** policy alignment, coordination.
- **Wildlife Estates:** established network for land and forest owner engagement.
- **Third-party financier:** catalytic support for early-stage development.

Go-to-Market Strategy



- **Phase I, Methodology and Architecture:** standard design, MRV and data, registry, market, policy and financial architecture.
- **Phase II, Pilot Portfolio:** pilots in 6/10 WE sites across 5 countries, MRV field test, accredited verifiers, live test issuance in regulatory sandbox, digital currency settlement, target first commercial issuances.
- **Phase III, Scale:** full roll out across WE network, operational registry, marketplace integration, price benchmarks.





Value for Landowners

- Clear rules on baselines, additionality, permanence, and leakage.
- Ability to monetize verified nature improvements and gain recognition for stewardship.
- Access to a trusted, EU-aligned system designed around landowner needs.



Value for Buyers

- High-quality, verifiable, and transparent Nature Credits.
- Credits fully compatible with CSRD and corporate nature-positive reporting.
- Trustworthy outcomes supported by strong governance and robust scientific metrics.



RISE Foundation
Rural investment for a Sustainable Europe

THANK YOU!

Contact info: beatrice.croce@elo.org

