



ClieNFarms
Climate Neutral Farms

ClieNFarms Scaling Toolbox

The LENs Demand Specification Document

Ideation and Strategy

The Landscape Enterprise Network (LENs) decision specification document is a high-level project management tool that has been developed by Nestlé and 3Keel (a sustainability consulting firm based in Oxford, UK) to enable demand-side stakeholders to identify their common interests in investing in a landscape. The objective of this investment is to improve the performance of a landscape and safeguard ecosystem functions and assets provided by this landscape. Use of the tool can support the establishment of place-based, nature-based solutions (NbS) trading communities, whereby trades are brokered by demand- and supply-side aggregators on behalf of land managers and private sector actors, respectively.

Purpose

The LENs demand specification document is a tool that enables demand-side stakeholders (e.g., agri-food businesses, and water companies) to articulate their interest in establishing a place-based NbS trading community at an individual and collective level. Specifically, the tool allows these stakeholders to identify desired outcomes that could be derived and business risks stemming from the underperformance of the landscape could be mitigated through direct value-creation trades in geographic areas that are core to their business operations.

Expected effects of the tool

The LENs demand specification document builds and/or strengthens existing relationships and fosters collective understanding among business sector stakeholders whose direct business interests might otherwise not overlap. Encouraging collaboration among demand-side stakeholders, the tool enables stakeholders to conceptualise and strategize how they can (co)-fund and implement NbS that positively impact the NbS trading community at the agri-food supply chain and landscape levels. By using the tool, demand-side stakeholders can ensure that ecosystem functions are safeguarded and desired outcomes are realised in a manner that generates benefits at an individual and collective level.

Preparation

Successful application of the LENs demand specification document hinges on the entity responsible for coordinating the LENs identifying and engaging with business sector stakeholders to determine their interest in and willingness to commit to buying and selling NbS, as well as supply- and demand-side aggregators who can facilitate this trading aimed at safeguarding strategic landscape assets. It is recommended that the LENs coordinating entity builds on existing relationships with business sector stakeholders and supply- and demand-side aggregators. If such relationships do not already exist, these relationships must be established as they are key to defining a monitoring, reporting and verification (MRV) framework; brokering a trade and negotiating contracts; and ensuring that the LENs process is smoothly and successfully implemented.

Step-by-step guide to using the tool (recipe)

The LENs process consists of three phases, namely, activities required during the preparatory phase until a tender is launched; activities during the trading phase until proposal implementation contracts are signed; and activities during the delivery phase until the end of a trading cycle.

The LENs demand specification document is used during the preparatory phase, in which a trade is established, by a funder consortium of demand-side stakeholders to identify and map drivers for their common interest in investing in improving the performance of a given landscape. By identifying and mapping these drivers, stakeholders can safeguard ecosystem functions (e.g., soil health and fertility, biodiversity) and derive assets (e.g., carbon sequestration, flood prevention, clean water). Moreover, they can address business risks that stem directly from the underperformance of the landscape.

The tool facilitates demand-side stakeholders, who have formed a funder consortium, in deciding whether to individually fund or collaboratively, co-fund the implementation of agri-environmental measures by land managers that lead to desired general outcomes (e.g., carbon reduction, biodiversity enhancement, clean water) and specific outcomes (e.g., acreage with a particular practice implemented, number of participating farmers/farms, farmer network for engagement and experience sharing). Outcomes are ranked by priority and each stakeholder is invited to provide a rationale for their interest in a specific desired outcome (e.g., how this outcome relates to their corporate social responsibility and/or environmental goals and commitments); indicate their preference for specific measures to be adopted by land managers; and their preference as regards monitoring, reporting and verification.

Finally, the tool allows stakeholders to articulate their preference as regards the timeline for initiating and completing trades; their expectations as regards reporting and communication related to outcomes achieved; restrictions on their participation in the NbS trading community and potential partners who could benefit from and be interested in participating in the LENs.

How to measure effects

The effects of establishing and maintaining a LENS, using the demand specification document, can be assessed or monitored based on the successful completion of trades and feedback collected from all parties involved in the LENS (i.e., LENS entity; funding consortium; demand-side aggregator; supply-side aggregator; farmers and land managers; and independent third party organisation(s) involved in the MRV processes).

Suggested follow-up steps

The LENS demand specification document is related to the LENS process flow map tool.

Links and references

Add relevant links to articles, papers, testimonies, or case studies.

Website with information about LENS

Building business partnerships for resilient landscapes

[<https://landscapeenterprisenetworks.com/>]

YouTube videos with information about LENS

Landscape Enterprise Networks [<https://www.youtube.com/watch?v=kNm2hNI1qb0>]

Landscape Enterprise Networks, East Anglia

[<https://www.youtube.com/watch?v=M6R-P8W8dw8>]