



# Gerana Initiative

Landscapes Reimagined.  
Business Reinvented.

A landscape approach unites people in one place around shared goals for nature and livelihoods.

Gerana helps companies act together where they source - changing how finance flows, testing what works, and building resilient supply with measurable outcomes.

**Landscapes are becoming core business infrastructure.**

# The Evidence

**From 41 senior leaders across brands, suppliers and traders:**

- Landscape resilience is now a business priority.
- Collaboration is desired.
- Capital exists.
- Intent is strong.

**What's missing is system design.**

**Our interviews identified six design priorities:**

1. Design for Time Horizons
2. Centre on Trust
3. Construct a Resilience Frame
4. Rebalance Governance
5. Build the Capital Stack
6. Make Knowledge Useful

**The opportunity now is to design the system.**



**The System Is Ready – But Not Yet Designed**

# Regenerating landscapes for business resilience

## **Our vision**

Thriving landscapes where profitable businesses, healthy ecosystems, and prosperous communities create lasting value together.

## **Our mission**

Convert corporate climate and nature commitments into landscape partnerships that regenerate ecosystems, strengthen communities, and build business resilience.

## **Our offer**

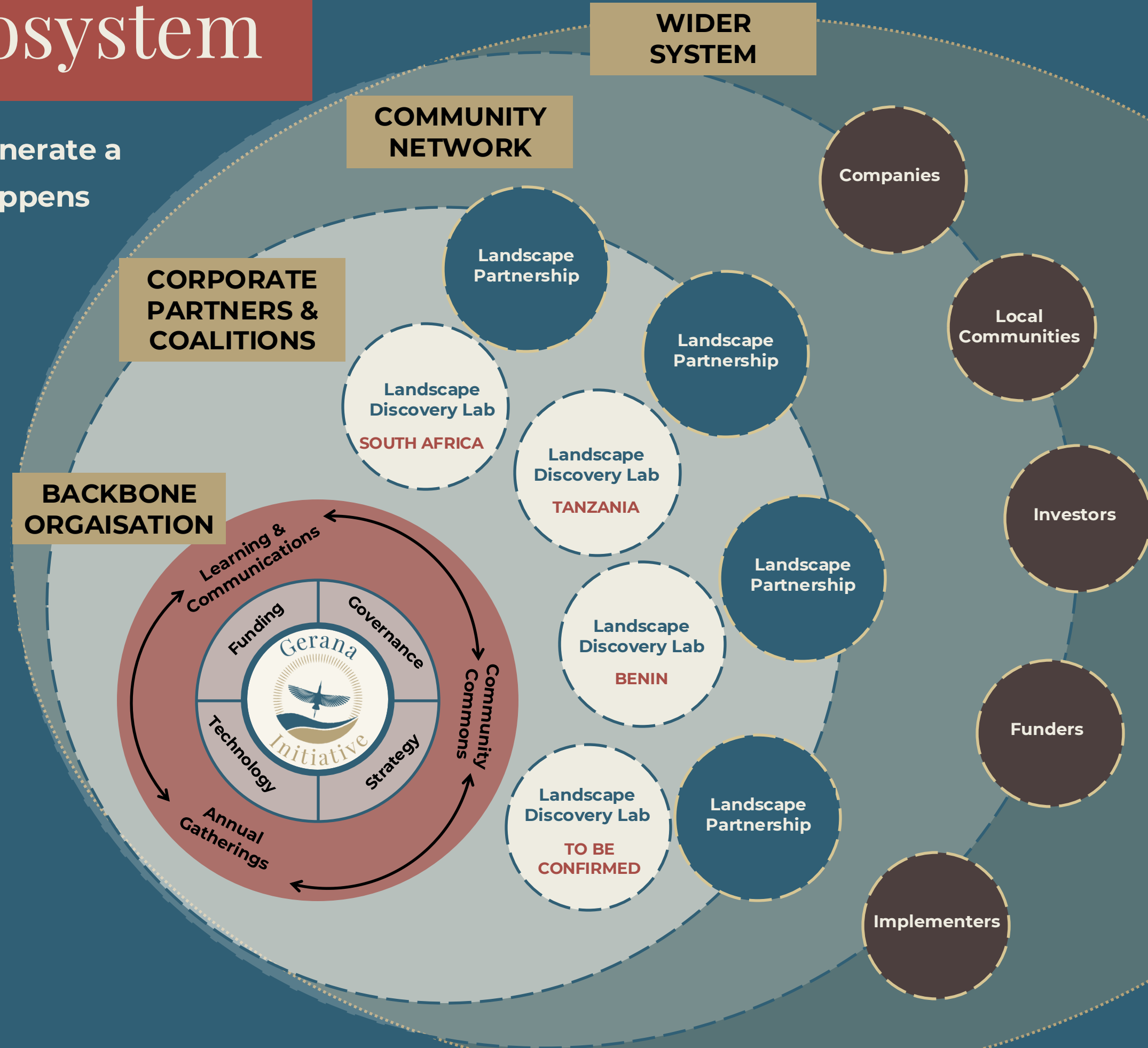
We start with business by cultivating trusted peer learning communities and combining capacity-building with direct intervention. Our model supports companies to move from ambition to coordinated, landscape-level action with long-term benefits.



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# Gerana Ecosystem

No single actor can regenerate a landscape - progress happens when the system moves together.



## ENABLING ENVIRONMENT



### Global Systems Enablers

*legitimacy • rules • verification • knowledge*

- Regulation & Policy
- Standards & Certification
- Data & Transparency Platforms
- Research & Knowledge Systems



### Finance and Markets

*capital • demand • incentives*

- Sector & Commodity Initiatives
- Landscape & Nature Finance
- Carbon & Nature Credits
- Buyers & Supply Networks



### Place-based Landscape Action

*stewardship • local governance*

- Landscape Implementers
- Conservation NGOs
- Local Institutions
- Communities & Producers

# Gerana Architecture



Gerana's architecture connects learning, design and delivery.

It enables companies and partners to move from shared insight to coordinated landscape action.

## Vision

Thriving landscapes where profitable businesses, healthy ecosystems, and prosperous communities create lasting value together.

## Governance & Operations

Charitable Incorporated Organisation (CIO) | Trustees | Advisory Group | Future Shapers | Executive Team

## Pathway: Three Steps to Impact



### 1. Learning Communities

Building trust, curiosity and shared understanding through convening.

Appreciative Inquiry | Annual Gatherings | Learning Journeys



### 2. Landscape Discovery Labs

Designing the roadmap for ambition to translate into action.

Governance & Coalitions | Playbook/Roadmaps | Data & Finance



### 3. Landscape Partnerships

Supporting long-lasting impact on the ground

Benefit-sharing | Adaptive Management | Integrity & Claims



## Gerana Commons

Online community platform for networking, peer learning, and amplifying good work.

# Pathway: Three Steps to Impact

**From Insight to Impact.**



**We do not start from scratch.**

**We plug into good work already happening and connect it.**

# Step 1: Learning Communities

## Appreciative Inquiry

A proven dialogue framework that surfaces practical insight and builds trust across sectors.

**Used in Gerana's Market Opportunity Scoping with 41 senior business leaders.**

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## Annual Gatherings

Small, high-trust convenings where leaders test ideas and shape collective direction.

**Including the 2024 Somerset Gathering (pre-Gerana) and the 2025 Cotswolds Gathering.**

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## Learning Journeys

Immersive place-based experiences connecting corporate leaders to landscape realities.

**Piloted in Somerset at Folly Farm (Avon Wildlife Trust) and Tickmorend Farm in the Cotswolds with a visit to Ruskin Mill Trust.**



# Step 2: Landscape Discovery Labs

## Active Geographies:

- South Africa - uMkhomazi River Basin, KwaZulu-Natal
- Tanzania - Meatu, Simiyu Region
- Benin - Ouémé River Basin

## Discovery Lab Method:

- Initiate & Mobilise
- Baseline & Feasibility
- 2030 Roadmap & Finance Design
- Capital Close & Implementation
- Landscape Partnership & Amplification

## Designed to deliver Step 3:

### Landscape Partnerships

- Business transition strategies
- Shared governance pathway
- Sequenced capital stack
- Credible reporting spine
- Competency, courage and inspiration



Where ambition meets governance, finance and place.

# Gerana Commons

**Online community platform for networking, peer learning, and amplifying good work.**

**Companies join to:**

- Test ideas safely
- Share implementation experience
- De-risk landscape collaboration
- Co-design investable models

**Commons members shape priorities, get involved in Labs, and participate in virtual roundtables, peer dialogues, knowledge building and sharing.**



# Why Now?

**Landscapes are no longer peripheral to business strategy.**

- Climate volatility is increasing.
- Nature risk is financially material.
- Disclosure frameworks are tightening.
- Supply reliability is no longer guaranteed.

**Landscapes are core infrastructure for:**

- Supply continuity
- Risk mitigation
- Community stability
- Long-term value creation



Gerana exists to help companies design that transition – together.

# A System Ready to Evolve



**Landscape transformation now hinges on system design.**

**Corporate leaders are calling for deeper cross-sector collaboration.**

**That recognition signals a system ready to evolve.**

**The question is no longer WHY.**

**The question is HOW – and WHO designs it.**





Join us in designing  
what comes next.

**Explore a Discovery Lab.**

**Join the Commons.**

**Start the Conversation.**

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