

Brochure 2022

Bioregional Weaving Labs

Mobilising 1 million changemakers
to protect, restore, and regenerate 1 million ha
of Europe's land and sea by 2030.

— 2022

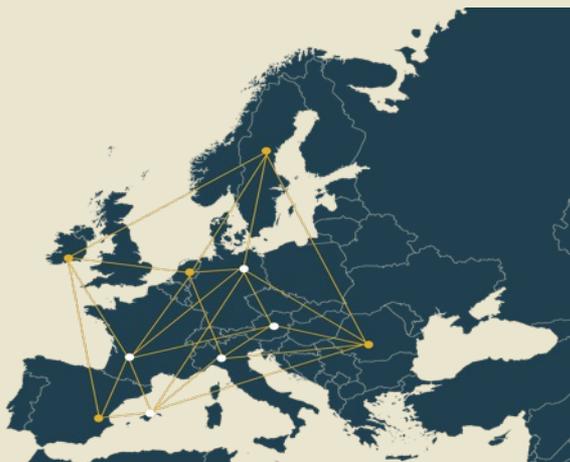






WELCOME

We're delighted to share this brochure with you. It provides an explanation of our core practice as the Bioregional Weaving Labs (BWL) Collective. 25+ system changing organisations are weaving together critical actors across Europe to a shared purpose and bring about systemic change. With our bioregional landscape and weaving approach, we can, in 3 years' time, create 10 strong leadership communities that mobilise and support 1 million changemakers bottom-up to protect, restore, and regenerate 1 million ha of Europe's land and sea. This brochure will give you an overview of our work and behind it lies an extensive report that explains our strategy in more detail.

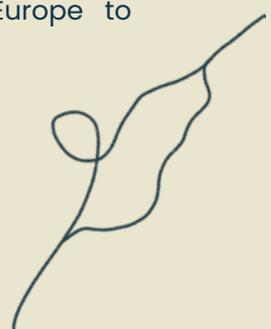


We present to you **Bioregional Weaving Labs**.
A unique opportunity for you to join the
'Bottom-up Regenerative Transition' we're
activating throughout Europe as we speak.

Bottom-up. A network of 10 Bioregional Weaving Labs in 10 bioregions reaching over 1 million ha of land and sea, with the potential to activate and engage 100.000 changemakers per bioregion.

Regenerative, because we must co-create self-renewing living systems, bioregion per bioregion. Collectively, we activate the power of our natural ecosystems by implementing landscape conservation, restoration, and regenerative practices.

Transition, for we need to step it up to transform into healthy ecosystems, regenerative economies, and thriving communities. EU targets are far from being met. If we want to be climate neutral by 2050, secure at least 30% of Europe's land and ocean as protected areas by 2030, and put into effect the new Nature Restoration Law, this requires a bold, systemic, and bottom-up approach as well as equipped leaders and communities across Europe to engage in these actions.



THE PROBLEM

The biggest problems we are facing today; climate change, biodiversity loss, water pollution, poverty and inequality, are all interlinked and connected to the way we manage our land and sea. Poor land- and seascape management leads to land degradation, unhealthy soils, loss of habitats for species, over-fishing, polluted waters, and less potential for carbon mitigation. It also does not allow for new jobs and sustainable revenue streams. It leaves people and communities disengaged, unmotivated, and without a sense of common purpose.

Nature-based Solutions (NBS) are already showing an alternative, but so far, they are mostly deployed in a fragmented manner and are not creating impact on a large scale. There is a lack of capacity among leaders and communities to ensure quality land- and seascape management. And many people need to change their minds and habits to affect the regeneration of their practices. Additionally, policy incentives are misaligned with the needed change. Also, the financing infrastructure for solutions that work with nature is inadequate, not unlocking the much needed investments. Finally, we lack clear impact indicators and we common language to accelerate the required change.

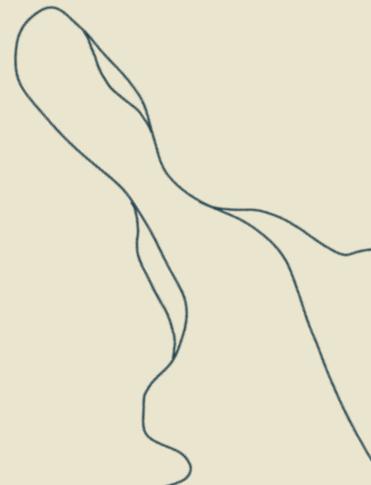
Action plans like [the European Green Deal](#), [Farm to Fork strategy](#), [EU Biodiversity Strategy](#), and the [Nature Restoration Law](#) are in place. **But time is running out and we must act now.**

“*Over half of global GDP depends on nature and the services it provides. Construction, agriculture, food and health sectors all highly depend on it.*”

– [EU Factsheet Nature restoration Law](#)

“*We have a choice. Collective action or collective suicide. It is in our hands.*”

– António Guterres, UN secretary general, [18 July 2022](#)





OUR CALL TO ACTION

So, let's get practical. (1) The People, (2) the Solutions, and (3) the Resources are already there. It is about time we weave them all together.

*Together, let's weave nature back into the heart of our systems.
This is our chance.*

(1) THE PEOPLE

The Bioregional Weaving Labs (BWL) Collective is a growing assembly of 25+ international system-changing organisations - like Ashoka, Commonland, Savory Institute and many others - grounded in a community of practice. We are representing hundreds of system-changers in the field, working directly with farmers, nature conservationists, communities, and stakeholders. We already reach hundreds of thousands of people through our programs and actions.

We are collaborating closely in a bioregional landscape approach, to ensure that high level climate and biodiversity plans become actionable. Our local Weaving Teams are catalysing transformative change in 10 bioregions with us. We create system change from the bottom-up, with the people and communities. This is our unique strength.



(2) THE SOLUTIONS

A movement of regeneration is already spreading rapidly, with many climate solutions that work with nature.

Nature-based Solutions (NBS) address specific environmental problems such as desertification, deforestation, depleted soils, water and air pollution, and biodiversity loss. At the same time, they generate socio-economic benefits and climate resilient pathways for all, including vulnerable communities. When implemented and integrated on a bioregional scale these solutions can generate **4 returns for a landscape**: increased natural, social, economic, and inspirational wellbeing.

Here are some examples of effective, scalable, and investable solutions we work with:



Results-based payment schemes for sustainable farming by Farming for Nature

- Since farmers are the 'first responders' to our climate and biodiversity crisis, Farming for Nature is transforming the system for subsidised agriculture into a model where farmers are rewarded when they produce in regenerative ways, thus nurturing biodiverse ecosystems.

300+ regenerative farms involved in managing 23k ha of land, improving point source pollution of water bodies and increasing biodiversity



Regenerative agriculture by Savory Institute - Equipping land managers and landowners with innovative tools & curricula for regenerative practices

and holistic land management. Holistic land management perceives land in relation to the whole, including people, plants, soils, and animals, that cohabit in harmony.

14k+ land managers trained worldwide, with 16 million ha of land under holistic land management

Ocean conservation and regeneration by Sea Ranger Service - Training unemployed youth to become Sea Rangers to manage and regenerate ocean biodiversity.



100+ youth trained as Sea Rangers and now assisting governments in managing an area of 60k ha in the North Sea



Nature conservation and regeneration by Hoge Kempen National Park - Providing a (Re)Connection model for natural ecosystems that increase socio-economic benefits through ecotourism while also protecting the environment.

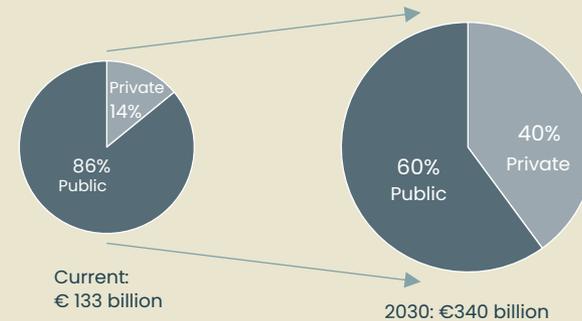
5k new jobs created in conservation and ecotourism with 12k ha of forests and heathlands managed and protected

(3) THE RESOURCES

As with (1) the people and (2) the solutions, (3) the resources are available – they are just not adequately allocated. By 2050, the total investment needs of nature will amount to USD 8.1 trillion, and will rise to over USD 536 billion annually. This projected total is almost four times the amount invested today. Today, a sum of USD 133 billion flows into NBS annually, with public funds representing 86% and private finance only 14%. This number is considerably smaller than the current trends in climate finance. Private finance accounts for most of the climate finance with around 56%. By 2030, investments in NBS will need to at least triple in real terms if the world is to successfully address the interlinked climate, biodiversity, and land degradation crises. While an increase in public funding would help to close parts of the funding gap, there is a need for significant increase in private sector investment not just in climate finance but even more so in holistic NBS finance. (UNEP, 2021)

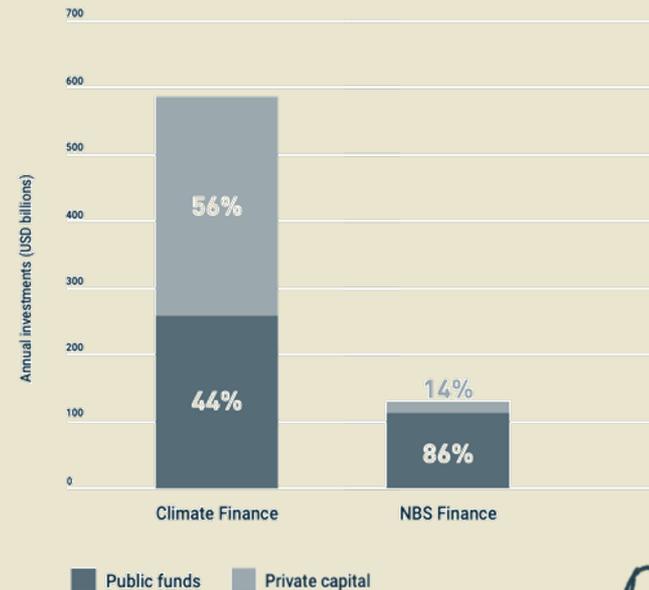
This requires short-, medium- and long-term actions. Through our bioregional approach, we invite you on a journey to take those necessary actions for holistic NBS and landscape financing with us and contribute to addressing the interlinked climate, biodiversity, and land degradation crises.

Annual investments in nature



(adapted from [European Commission, 2022](#))

Climate finance relative to finance for Nbs



Source: Vivid Economics. (cited in & adapted from [UNEP, 2021](#))



OUR PROPOSAL

1 MILLION CHANGEMAKERS REGENERATING 1 MILLION HA

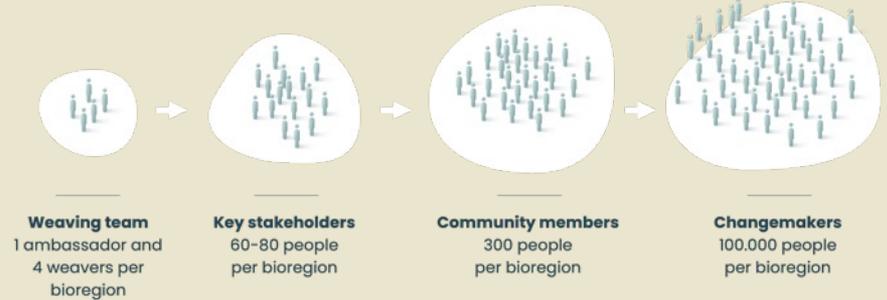
We can mobilise 1 million changemakers who will together contribute to restoring, protecting, and regenerating 1 million hectares of land and sea in Europe, with significant and observable impact on 4 returns by 2030. To this end, we are establishing Bioregional Weaving Labs in 10 different bioregions in Europe before 2025. These Labs build capacity and catalyse multi-stakeholder partnerships, mobilising at least 100.000 changemakers per bioregion.

REIMAGINING OUR LANDSCAPE AS BIOREGIONS

Bioregions, geographical areas defined by common ecological features, offer a perfect opportunity to:

- Protect, restore and regenerate entire natural ecosystems
- Re-connect people with their natural environment & community
- Create a circular economy for regenerative products
- Practice the framework of 4 Returns
- Prototype new financing models for integrated land and seascape management

1 Million Changemakers.



Aiming for 4 Returns.



Return of Inspiration

*Giving people
hope as well as
a renewed sense
of purpose and
agency.*



Return of Social Capital

*Bringing back jobs,
business activity,
education, and
security.*



Return of Natural Capital

*Restoring
biodiversity, soil,
and water quality.*



Return of Financial Capital

*Realizing long-
term sustainable
profit.*

WHAT A BIOREGIONAL WEAVING LAB WILL DO

A 'Bioregional Weaving Lab' (BWL) is a geographically grounded multi-stakeholder partnership process that weaves together people and solutions, equipping and helping them to organise for transformative change.

The training method is based on the Theory U model for stakeholder engagement, aiming for awareness-based system change.

A BWL is led by a local team of professional Weavers, supported by an international Backbone Team (Ashoka, Commonland, Presencing Institute).

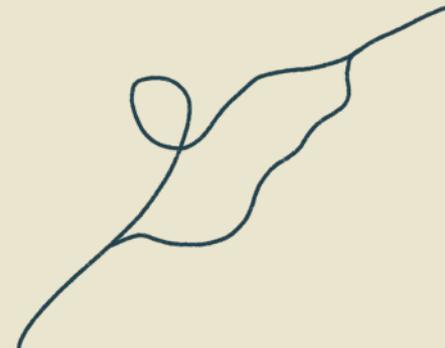
A BWL:

- Trains and equips 60-80 key local stakeholders (farmers, fishermen, landowners, investors, corporate leaders, shareholders, policymakers, community members, etc.) with new regenerative and collaborative leadership skills for integrated land and seascape management
- Guides individuals to move from siloed thinking towards seeing the whole; and to move from an 'ego' to an 'eco' mindset, building trust, and creating a strong collective
- Maps the local system and identifies challenges and opportunities
- Introduces a portfolio of international proven NBS that can be scaled to the local context of the 10 bioregions

- Delivers a 4 Returns Landscape Plan for each bioregion, with an aligned vision and agreed joint actions
- Supports local leaders in scaling local and international solutions and helps with optimising business models
- Mobilises local communities (100.000 people per bioregion) to engage in protecting, restoring, and regenerating land and sea
- Researches and prototypes new financial infrastructures and digital platforms for NBS and landscape financing

INTERNATIONAL LEARNING NETWORK

The international Backbone Team facilitates an overarching Learning Network for the local Weaving Teams of all 10 BWLs to continuously learn, build expertise, and exchange best practises in facilitating a BWL to enhance multi-stakeholder partnerships across bioregions. The Learning Network will also engage with EU policymakers and other transregional actors. This model is highly scalable and is providing all learnings open source.

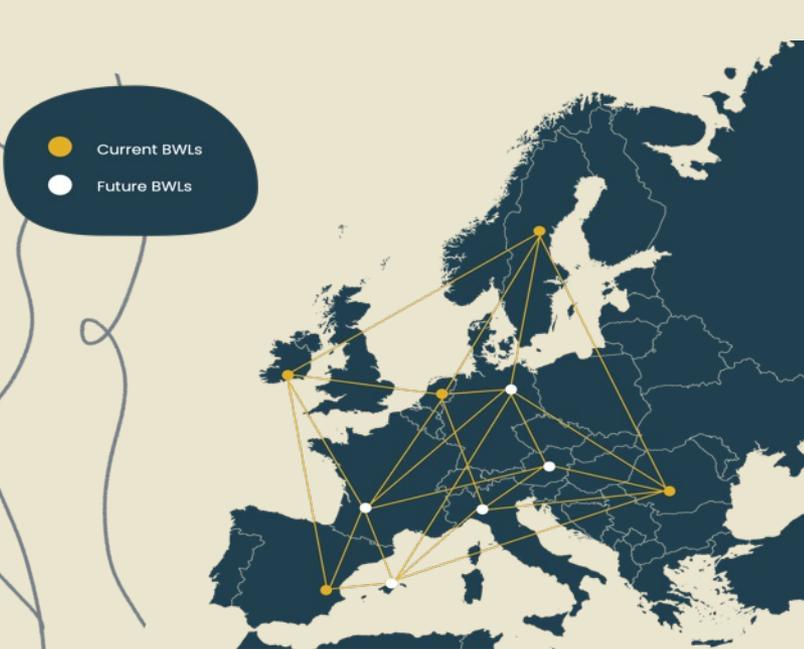


THE PROGRESS

COLLECTIVE IMPACT ON 4 RETURNS, WITH 1 MILLION CHANGEMAKERS

We use the [4 Returns Framework](#) for holistically measuring impact in the bioregional landscape, and the [Ashoka Changemaker Index](#) to measure people's agency as a changemaker.

We aim for the 10 bioregions to become flagship projects that can inspire other regions in Europe and beyond to follow the example.



We will regard it as a success when by 2030 we:

- Successfully implemented 10 multi-stakeholder landscape processes across 10 different bioregions in Europe, with system changing effect (altered markets, influenced policy, created mindset shifts, etc.).
- Trained and equipped 800 key local stakeholders with new collaborative leadership skills and holistic integrated landscape management.
- Established a successful Learning Network, connecting the 800 bioregional landscape leaders, but also engaging with other weavers, policymakers, and knowledge institutes (universities & schools) across the world to continuously learn and improve our practices.
- Engaged 100.000 people per bioregion in implementing and monitoring NBS, and in creating enabling conditions for NBS to thrive in their landscapes.
- Increased landscape financing and investments in NBS in the 10 bioregions.

In the next 3-5 years the BWLs will help stakeholders shift from a top down, siloed problem-solving approach to an integrated, systemic, and collaborative way of working, that is needed for transformative change.

For we can all benefit from biodiversity, healthy food and food security, clean air and water, new green jobs, and a regained sense of purpose.



THE BIOREGIONS

Besides the BWL in The Netherlands, our first prototype under the local name [Voor de Oogst van Morgen](#), four new bioregions in Europe are currently launching, and six more will launch soon.



County Waterford in Ireland is considered a ‘forgotten county’ with degrading farmlands and employment levels and socio-economic opportunities being comparatively poor. A BWL can connect to the Irish Food Vision 2030 and provides an opportunity for this predominantly agricultural South-East county to act as a showcase for an alternative, regenerative, food-system of the future.

Local leading partner: GIY (Grow it Yourself), founded by BWL Ambassador and Ashoka Fellow Michael Kelly, is rooted in this region and reaching thousands of people with their regenerative food growing programs.



Åre, Jämtland County in Sweden is a popular ski resort, facing socio-environmental challenges, like land access tensions between the minority Sami population and other stakeholders. A BWL is well suited to negotiate land disputes between governments, industry, and local population as well as scaling up regenerative practises.

Local leading partners: Fjällbete AB (Savory Institute’s Nordic Hub) and OTAG AB, founded by Ashoka Fellow Durukan Dudu have been operating in the region for 20+ years in the field of holistic land management, advocating, and working for regenerative development of the local economy.



Oltenia de sub Munte, a national park in the Vâlcea County in Romania, has some of the highest levels of biodiversity and last remaining virgin forests in Europe. Ecological issues faced by the region are intensive exploitation of resources (forests, minerals, hunting), the abandonment of agricultural land and the pressure of uncontrolled tourism development. A BWL can influence the development trajectory of this tourist destination towards regeneration, by building inclusive and local economies and by shifting the current norm.

Local leading partner: Kogayon Association, founded by Ashoka Fellow Florin Stoican, is an eco-system building organisation for community-driven nature conservation since 2003.



Altiplano Estepario, a steppe plateau of 1 million hectares in the South- East of Spain and area with the lowest rainfall in Europe, is facing major problems of desertification associated with agricultural practises, resulting in erosion and loss of soil. A BWL can help align stakeholders and shift from development of almond monocultures and the proliferation of intensive agricultural and livestock farming practises to mainstreaming regenerative practices and developing the regional market for it.

Local leading partner: Aland, Commonland partner since 2015, working with hundreds of farmers by rolling out initiatives designed to facilitate and transition to regenerative farming in the region.

WHAT WE NEED

The BWL Collective has raised EUR 2 million so far, to launch the first activities in 10 BWLs and organise the first BWL Learning Summit in October 2022.

We need to secure at least another EUR 20 million for the period of 2022–2025 to:

- ❑ **Establish 10 Bioregional Weaving Labs in Europe** with 800 key stakeholders in total participating in a 3–4 year Theory U program;
- ❑ **Facilitate the international Learning Network:** connecting all bioregions, and equipping 10 Weaving Teams to facilitate the Labs in their landscapes, including an annual Learning Summit;
- ❑ **Support socio-environmental entrepreneurs** with the upscaling of their NBS to one or more bioregions and measure impact of the program;
- ❑ **Continue research and prototyping** of new models around inclusion of actors, transformative governance models, valuing nature, and new finance mechanisms for NBS and landscape restoration.

ARE YOU THAT ONE IN A MILLION CHANGEMAKERS?

Are you an **investor** with an interest in nature conservation, restoration, and regeneration on a landscape scale? We would love to hear your ideas on whole landscape financing solutions, networks that we could share, and your entrepreneurial insights to grow this initiative together.

Are you a **philanthropist** or a foundation supporting landscape restoration, climate change resilience, or biodiversity initiatives? Contact us to explore how you can learn with us and how you might be able to support a Bioregional Weaving Lab and/or the Learning Network.

Are you a **corporate leader** looking to learn about the latest developments in the field of regeneration and reaching nature positive targets? Let's connect to explore how a partnership can be mutually beneficial, and how we can weave our networks. A BWL can support in building relevant and crucial changemaker capacity in your organisation.



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**Bioregional
Weaving Labs**

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