

2021 COHORT

THE REGENERATIVE  
FUND FOR NATURE

KERING



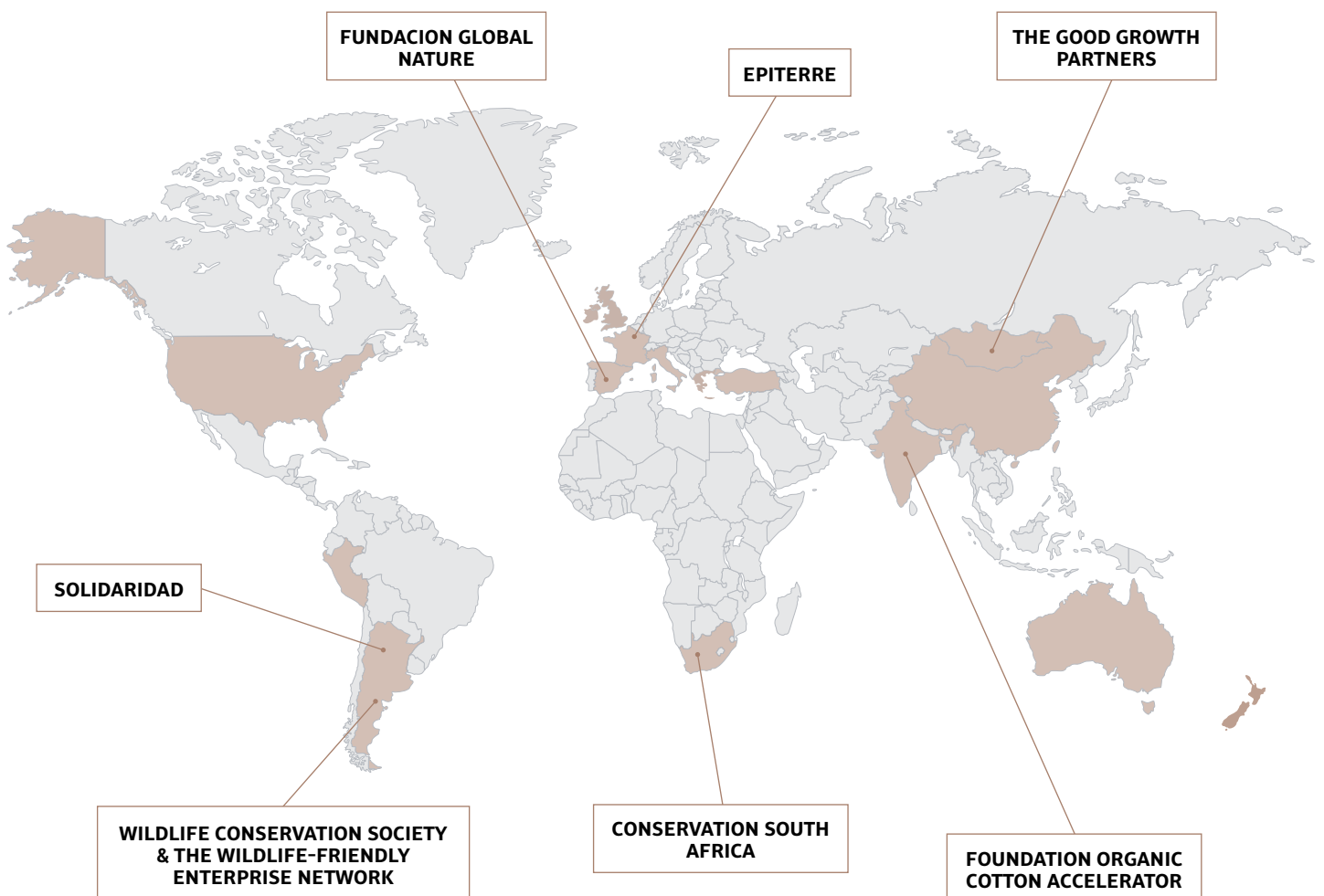
# EUROPEAN REGULATION OVERVIEW

The **Regenerative Fund for Nature** supports promising and innovative regenerative agriculture projects around the world to drive a transition from current farming methods to regenerative practices for 1,000,000 hectares of crop and rangelands.

The 2021 cohort is a diverse and powerful inaugural portfolio of projects that represent:

- 840,000 hectares under more regenerative approaches,
- 60,000 people engaged (women/men and small/larger-scale systems),
- Meaningful change across critically important ecosystems/biomes,
- Game-changing endeavors, and
- Innovative approaches that scale

Investing in regenerative agriculture to advance conservation and ecosystem restoration



# THE GOOD GROWTH COMPANY

Cashmere, **Mongolia**



© The Good Growth Company

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*The project was selected as it not only puts forth a completely new paradigm for fashion supply chains (based on regenerating a specific 'place'), but also pairs this with rigorous rangeland monitoring and creating economic value for herding communities.*

**Budget:** €462,983

**Duration:** 3 years

**Partners:** Wildlife Conservation Society;  
Wildlife Friendly Enterprise Network;  
Agronomes et Vétérinaires Sans Frontières

**Hectares:** 342,000

## Summary

The Good Growth Company proposes the development and rollout of a toolkit that brings together ecosystem science and community partnership under a unique "place-based" model. The project builds on the already successful work of its partners with goat herders in Mongolia's South Gobi.

## Details

The Good Growth Company (GGC) is built around a new paradigm for business and ecosystem restoration. In a major break from conventional supply chains, it focus on the regeneration of specific ecosystems by considering and working with the full complement of materials that come from that place (all animal fibres, all grades). In practice this means that GGC seeks to work with all of the fibre in the place – yak, goat, camel, sheep etc – and to create value for the herders for a mix of animals that relieves pressure on the place and contributes towards regeneration. Building on the work of the Wildlife Conservation Society's rangeland restoration science in Mongolia, the grant will provide funds to develop a toolkit, which defines the process by which ecosystem science and community partnerships are integrated into a business that designs and sells products that not only accelerate the regeneration of the ecosystems from which they originate, but also creates value explicitly for and from the regenerative activity.



# ORGANIC COTTON ACCELERATOR

Cotton, **India**



© Organic Cotton Accelerator

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*This project stands out for its focus on both environmental outcomes and strong market linkages, engagement of 50,000 smallholder farmers as well as OCA's model to help de-risk change on the ground through payments to farmers at the beginning of the season.*

**Budget:** €487,864

**Duration:** 3 years

**Partners:** N/A

**Hectares:** 53,500

## Summary

This Foundation Organic Cotton Accelerator (OCA) project focuses on transitioning conventional farmers to regenerative as well as maximizing the adoption of regenerative practices by organic producers.

## Details

This grant will provide OCA with help where farmers need it the most: helping conventional farmers take that first step of transitioning to organic agriculture, primarily through the provision of training and inputs, as well as very clear evidence on the benefits of shifting to organic. In addition, the grant will also be used to work with already organic-certified farmers to help them maximize organic agricultural regenerative practices. The project will use OCA's proven model from OCA's Farm Programme, and generate a snowball effect by targeting at least 50,000 farmers. The model includes the payment of farmer premiums at the beginning of the planting season, as well as the provision of quality technical services to farmers, which has helped OCA establish a business case for certified organic farmers year after year, providing the right foundation to build the supply of organic cotton and start the next step in OCA journey.





# SOLIDARIDAD

## Leather (Cattle), **Argentina**



© Solidaridad

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*This project was chosen for its sound environmental and economic analyses, engagement and empowerment of marginalized communities, and integration of nature-based, regenerative solutions on working lands and forests.*

**Budget:** €499,476

**Duration:** 3 years

**Partners:** Creole and indigenous smallholder cattle producers

**Hectares:** 120,000

### Summary

Solidaridad has proposed to work with Creole and indigenous smallholder cattle producers in the Gran Chaco biome in Argentina to improve sustainable management of grazing lands while also restoring native forests and vegetation. Solidaridad expects to triple producer revenue through scaling a successful pilot approach.

### Details

The objective of this project is to improve 250 smallholder families' livelihoods through the implementation of a cattle Regenerative Silvopastoral Production Model. The model will support the transition to a more sustainable and inclusive system, while also conserving 75,000 hectares of critical habitat and restoring 36,000 hectares of native forest and vegetation. The targeted smallholders are poor/low-income Creole and indigenous families, in an area where the native forest is the predominant landscape. The project ambition is to double the family gross income derived from livestock production through best regenerative practices and investments together with forest restoration and protection.



# FUNDACIÓN GLOBAL NATURE

## Leather (Goat), **Spain**



© Bruno Duran

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*Proposes working in highly biodiverse area and training producers in holistic grazing. Will channel grants directly to vulnerable producers, and train them to use biodiversity measurement tools.*

**Budget:** €315,000  
**Duration:** 3 years  
**Partners:** Pur Proje  
**Hectares:** 17,000

### Summary

This project will work with goat shepherds in Spain to continue their extensive land management to restore traditional grazing systems and regenerate the environment. Initially focused on pilot experiences with three farmers to improve their Holistic Grazing Management approach, Fundación Global Nature aims to scale up the project via social networks and networking. Funds will be made directly available to the most vulnerable farmers through a micro-grant program supported by the project.

### Details

The project will create pilot experiences in 3 Spanish regions with High Biodiversity Areas that need preservation and where goat farming is a key resource. The project will develop these pilots with a focus on goat grazing to maintain ecological crops (lavender, vineyards), maintaining wetland vegetation, steppe birds' habitats, and/or to manage forest areas to prevent fires. The project aims to support goat shepherds to maintain and improve their extensive livestock practices in order to continue providing their ecological services in key regions and threatened habitats where these activities are declining rapidly.





# WILDLIFE CONSERVATION SOCIETY & THE WILDLIFE-FRIENDLY ENTERPRISE NETWORK

Wool, **Argentina**



© Antonella Panebianco

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*This project is particularly unique for drawing a clear linkage between wildlife conservation and a market-driven approach for fiber. It also ‘widens the basket’ of materials beyond wool to include guanaco and mohair.*

**Budget:** €499,725  
**Duration:** 3 years  
**Partners:** WCS & WFEN  
**Hectares:** 300,000

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## Summary

A unique proposal that brings the power of regenerative approaches together with wildlife-friendly practices for livestock management in Patagonia that coexists with nature.

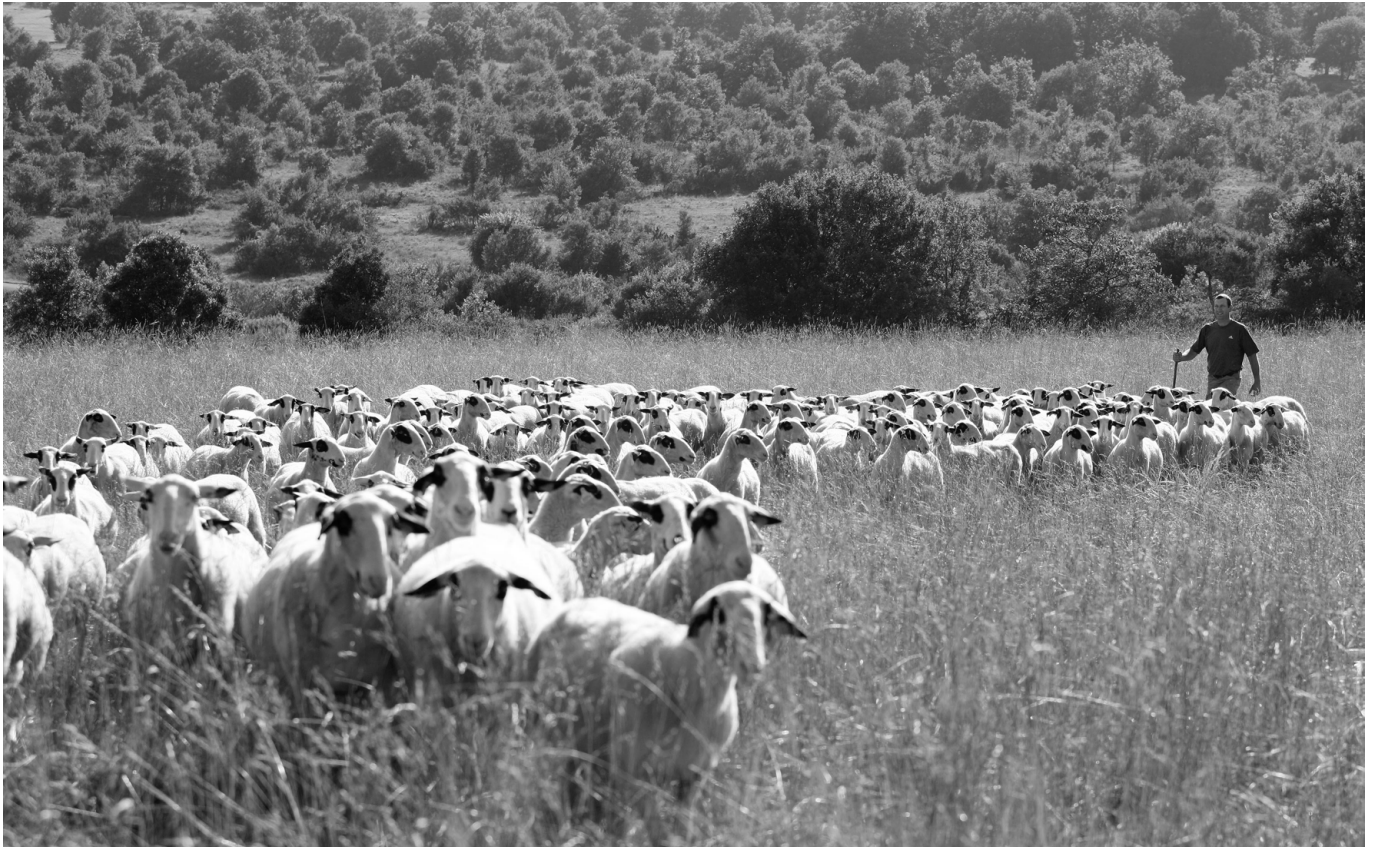
## Details

The WCS and WFEN partnership have already brought 87,000 hectares under wildlife-friendly management, which includes sustainable grazing, and the usage of non-lethal methods to allow for co-existence with predators. This project will build on this existing work, and continue to conserve wildlife in/around agricultural areas. Wildlife Friendly (WF) certified producers will be act as pilot sites for expanded efforts, that also link to sales of merino wool, mohair, and guanaco fiber. New producers will also be targeted, including cooperatives conducting live shearing of guanacos. The project will also support building relationships with companies seeking to buy carbon credits in order to diversify the economies of sheep producers and improve livelihoods.



# EPITERRE

Wool + Leather (Sheep), **France**



© GEOC

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*Based in Southwestern France, this project focuses on increasing plant diversity in order to create positive ecological and social outcomes. It also features an innovative mechanism for payment for ecosystem services, with direct payments to small-scale producers.*

**Budget:** €500,000

**Duration:** 5 years

**Partners:** Coopérative GEOC

**Hectares:** 200

## Summary

This French-based project is focused on sheep wool and leather, targeting extensive pasture-based systems where farmers are already at various stages of planned grazing.

## Details

In the mid-Pyrénées region of Southwestern France, recent climactic changes have negatively impacted local vegetation, with cascading impacts on local biodiversity and fodder for livestock. This in turn has created risk for producers in the area, who rely upon income from extensively-grazed livestock. Through activities that enhance plant diversity, this project seeks to restore ecological balance, and safeguard producer livelihoods by implementing a resilient agro-ecological model that promotes the growth of quality fodder. These activities will also improve nutritional outcomes for livestock, create positive ripple effects on pollinator populations, reduce GHG emissions, help prevent erosion, and promote soil health through enhanced nitrogen fixation. The project also seeks to 'widen the basket of materials' by focusing on a local variety of sheep.





# CONSERVATION SOUTH AFRICA

## Wool (Sheep), **South Africa**



© Trond Larsen

*This project builds on work with large stock holders in a critical Biodiversity Hotspot of the Eastern Cape. The focus on mainstreaming gender into rangeland restoration activities with small stock through conservation agreements is underpinned by robust monitoring capacity for tracking outcomes and measuring success.*

**Budget:** €473,234

**Duration:** 2 years

**Partners:** WWF-SA, South African National Parks, Agri Enterprises, Meat Naturally Pty, uMzimvubu Catchment Partnership

**Hectares:** 11,000

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## Summary

The objective is to enable nine communal grazing associations, approx. 280 people, to effectively implement regenerative agricultural practices in the irreplaceable biodiversity of the Maluti Drakensberg Mountains on 11,000 ha of land to restore and protect critical biodiversity, improve overall ecosystem function and enhance livelihood opportunities through improved market access to the wool industry in South Africa.

## Details

To date, CSA has facilitated the turnover of over \$2.4 million into the pockets of cattle producers who implement planned grazing on over 17 000 hectares of grassland. Women, however, predominantly farm sheep with the potential for wool production, and yet they are underrepresented in associations, trainings, and auctions. Moreover, communal grassland areas should be fully rested of ruminants, not just cows. The project proposes a two-year partnership to capacitate and integrate small stock farmers into existing grazing associations and create an environment for these grazing associations to effectively implement regenerative agricultural practices, while improving livelihoods of the producers through access to market.





Empowering Imagination