

FACT FILE 2023

Europe



Landscape Enterprise Networks (LENs) facilitate investment in and delivery of nature-based and agricultural measures to make local landscapes healthier, more productive and resilient, to meet business and society's long-term needs.

LENs is a system that has been developed and proven over five years by sustainability consultancy, 3Keel, which created the model, and Nestlé Purina, founding strategic partner. In total, circa €9m has now been invested in local landscapes through three LENS in the UK, and one each Hungary, Italy, Poland, with 15 funders and circa 200 farmers involved, and approximately 25,000 hectares of landscape positively impacted. These networks are all expanding and new locations are now joining the movement, including Leven in Scotland.

HOW DOES LENS WORK?

LENs bring together businesses, public bodies, NGOs, landowners and farmers who have an active interest in a locality, to collaborate on influencing the quality of the landscape they all rely on.

At the heart of each network is a basic operating unit – a single collaborative value chain that brings demand-side interests together and transacts with a group of land enterprises that can deliver against those needs. To achieve this, LENS negotiate and broker a five-step process in a cycle that aligns with the agricultural calendar:

1

Identify shared commercial land management needs, such as resilient crop production, mitigating flood risk, capacity of water catchments, GHG emissions & biodiversity management, and quality of life

2

Businesses invest jointly in solutions to meet those needs, to share the cost

3

Landowners and farmers bid together for the investment to implement the solutions

5

Cycle repeats, building a trading community that connects economic activity, local communities, and the environment

4

Results are measured, reported and verified by external experts

KEY DATA

Years in operation (inc. 2023)	5
LENS Regions	6
Founder	3Keel
Founding strategic partner	Nestlé Purina
Strategic partners	Diageo, Nestlé Purina, PepsiCo
Current partners	29
Current no of farms/land enterprises	182
Current hectares' worth of measures	25,252
Total investment 2023	~€9mn

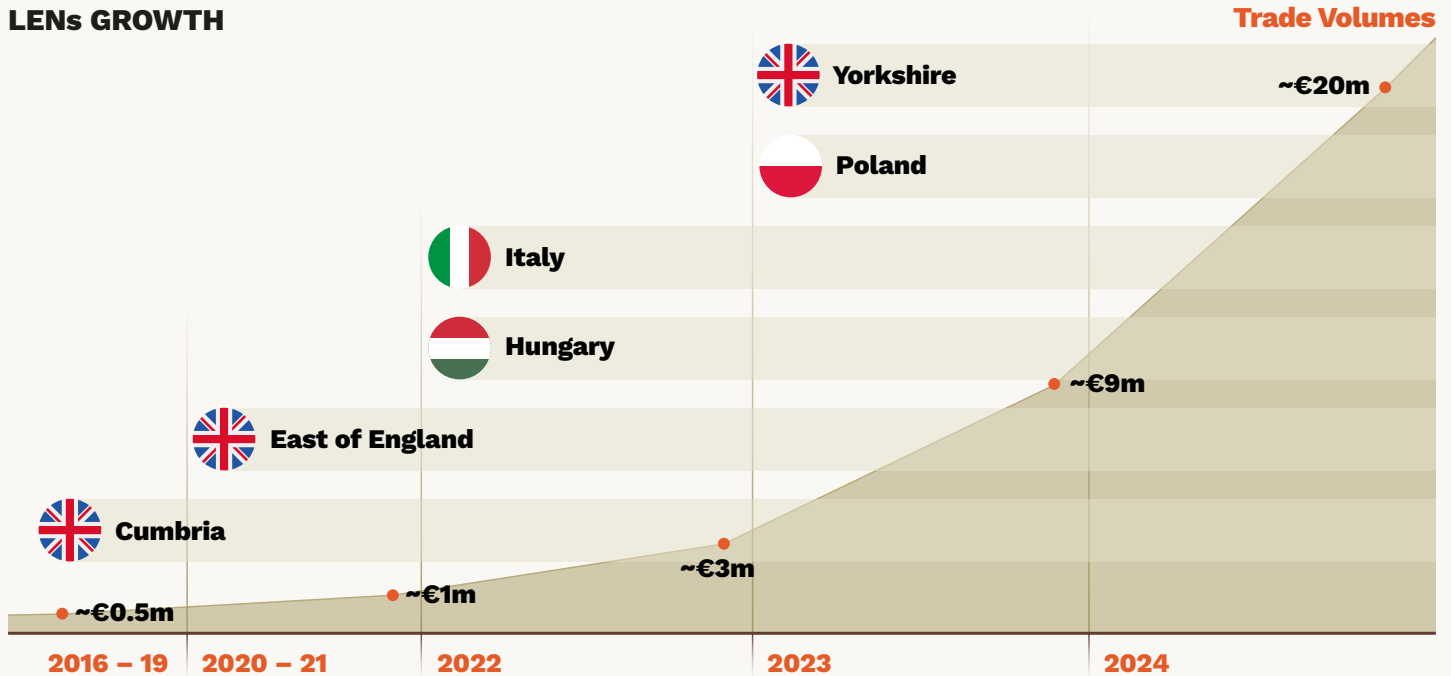
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Following the success of the first LENS in Cumbria, which started trading in 2017, LENS have grown extensively and are now actively trading across the UK and Europe. These networks have enabled positive environmental action and continue to expand, with several other LENS now in developmental stages.



LENS GROWTH



FOUNDER



FOUNDING PARTNER



STRATEGIC PARTNERS



PARTNERS

