

ABOUT LENS

LENs (Landscape Enterprise Networks) brings together businesses, public bodies, NGOs, farmers and land managers, to finance and implement initiatives to improve the health, productivity and resilience of landscapes they all rely on.

LENs facilitates positive, long-term impacts on the local environment, with organisations working together to ensure their region thrives and continues to meet the needs of businesses, communities and nature.

LENs was established in 2020 by UK sustainability consultancy 3Keel. It is supported centrally by three Strategic Partners: Diageo, Nestlé and PepsiCo. There are currently six active LENSs: East of England; Yorkshire (England); Leven (Scotland); Hungary; Italy; and Poland.

For more information, visit our [website](#).

How does LENS enhance and support existing land management initiatives?

Payments to LENSs farmers are structured around available public funding. Where a LENSs farmer has secured funding to support a particular regenerative farming practice, LENSs can be used to increase the quality or quantity for greater impact. LENSs encourages farmers to apply for public funding, so that they can maximise financial support.



How do I get involved?

Email the LENSs team: lens@3keel.com



East of England

AN ESTABLISHED REGION WITH A GROWING NETWORK

The East of England accounts for 15% of England’s total land area and supports diverse habitats. Through LENSs, funders have invested in measures to achieve carbon reduction and sequestration, flood risk mitigation, soil regeneration, biodiversity and habitat creation, water quality improvements and resilient supply chains.

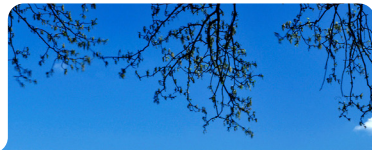
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YEARS IN OPERATION

41
VARIETY OF MEASURES

112
FARMS OR LAND ENTERPRISES INVOLVED (2024)

£3,037,986
€S/£S INVESTED (2024)

14,627
TOTAL HECTARES COVERED (2024)



Scope 2024

East of England 2024 funding was invested in regenerative practices across 41 measure types and 115 individual innovations proposed by farmers. Most popular measures in 2024:



Adopt reduced cultivation systems (reduced/no till cultivations)

Reduced/no-till cultivations can retain soil surface organic matter, preserve good soil structure and fertility, resulting in soil conditions that improve water infiltration rates and reduce risk of loss of particulate P and sediment.



Farmer Innovation: capital & in-field measures

Allows applicants to suggest in-field, capital and/or infrastructure innovations and trials. Examples include direct drills, soil sampling, and new fertiliser applicator.



Year-long fallow with cover crops

Planting cover crops reduces nutrient loss, improves soil fertility, reduces nitrate leaching, improves soil structure, counteracts compaction, and helps protect soils from erosion, and can provide short-term suppression of weeds. A year-long fallow with cover crops offers greater scope to introduce seed mixes with multiple benefits and reduces the need for pesticides and fertiliser.



Winter cover crops

Planting cover crops for ground cover in winter protects soils from erosion and reduces nutrient leaching and runoff. They intercept and reduce the

impact of rainfall and store nitrogen. When the cover crop is destroyed in spring, some of the nitrogen feeds the spring crop, reducing fertiliser requirements. Cover crops also provide carbon sequestration and improve biodiversity.



Planting new woodland

Planting new native broadleaf woodland improves biodiversity, creates habitat, sequesters carbon, reduces run-off, improves infiltration, retains water in the landscape and improves flood mitigation.



MEASUREMENT, REPORTING AND VERIFICATION

A first-year pilot of Measurement, Reporting and Verification took place in 2024, looking at the 2023 trade. Run by the LENSs MRV team, Soil Association Exchange, Trinity Agtech and Agricarbon supported farmers to collect data, which is being used to track progress against targets, measure the impact of investments, and provide a clear picture of farms’ sustainability. For Trade 2024, our MRV team is ADAS and Agricarbon.

Stakeholders

Founder
3Keel

Founding Partners
Nestlé Purina
Anglian Water
Cereal Partners UK
West Northamptonshire Council

Demand Partners
Affinity Water
Anglian Water
British Sugar
Cargill
Cereal Partners UK
Nestlé Purina
Nestrade
PepsiCo
West Northamptonshire Council

Supply Aggregators
Camgrain
Cefetra
Charles Jackson & Co
Chilton Grain
Frontier Agriculture
Nene Rivers Trust
NFU Energy
Openfield Agriculture

LENs Operator
3Keel

Measurement, Reporting and Verification Providers
Agricarbon
ADAS
xFarm

Why do these partners want to work together?

Partners are collaborating to maximise environmental outcomes and create an enduring model that more businesses and land managers will join. Interventions on farms usually deliver multiple outcomes, of interest to multiple partners, so sharing the cost delivers more and better outcomes for all.

How is LENSs East of England funded?

East of England LENSs is funded by nine organisations and since 2021, has tripled available funding for land management practices which generate environmental outcomes. The medium- and long-term aim is for a small percentage of each trade to fund programme management and support.

How long will it last?

3Keel and Nestlé Purina designed LENSs to become an enduring model with an increasing number of buyers and sellers involved, to enable a systemic change that will deliver long-term outcomes.

