

**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 LENSs 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](mailto:lens@3keel.com)



**Italy**

**DIVERSIFYING DEMAND FOR NATURE-BASED SOLUTIONS**

Nestlé Purina and Consorzio Tutela Prosecco DOC have invested in a Landscape Enterprise Network in the Veneto and Friuli-Venezia Giulia regions of Italy, with the support of 3Keel and Preferred by Nature.

**3**  
YEARS IN OPERATION

**15**  
VARIETY OF MEASURES

**56**  
FARMS OR LAND ENTERPRISES INVOLVED (2024)

**€2,816,619**  
€S/€S INVESTED (2024)

**2,064**  
TOTAL HECTARES COVERED (2024)



**Scope 2024**

In the 2024 trade, eight agronomic, three biodiversity and four innovation measures are contracted to be implemented in 57 cereal farms and vineyards in the region, to continue sustainable agricultural practices on approximately 2,102 hectares of land. These aim to help improve soil management and water quality; strengthen the resilience of farms and supply chains; combat environmental degradation; and mitigate the effects of climate change. Among the most popular are:



**Planting cover crops** to improve the quality of groundwater, increase the content of organic matter and maintain soil moisture. This also prevents the soil from being uncovered during the rainy seasons, protecting the soil from erosion.



**Intercrops and/or cover crops in arable land** with under-seeded companion crops provide ground cover during the winter. Incorporated into the soil, these can increase soil nutrients and reduce soil erosion.



**Substitution of chemical fertilizers with organic ones** to reduce carbon footprint at farm level. Organic fertilizers decrease the need for carbon-intensive agrochemicals, enrich the soil's ability to retain water and counteract nutrient-leaching into groundwater.



**Hedges and woodland planting** to create and/or strengthen natural habitats is designed to promote biodiversity, capture carbon and provide a range of ecosystem services such as

soil and water conservation, maintenance of soil fertility, conservation of microbes and protecting the habitat for plant pollinators.



**Sowing herbaceous species and wildflowers** at the edge of arable fields or vineyards to provide habitat for pollinating insects. These uncultivated areas can also provide habitats for predatory insects that contribute to pest control in the field. Grass and flower strips also act as buffers to help reduce the amount of sediment and nutrients lost to runoff.



**Soil protection (low tillage/no tillage)** can maintain surface soil organic matter and preserve good soil structure, with the resulting conditions improving water infiltration rates and therefore reducing the risk of loss of nutrients phosphorus (leaching) and sediment (erosion).



**Soil analysis combined with remote sensing**, through a combination of satellite imagery and laboratory analysis, can provide regularly updated fertility management data. Farmers benefit from accurate soil mapping to adjust fertilization to optimal needs through variable rate fertiliser application, based on soil heterogeneity, crop characteristics and needs.

**Stakeholders**

**Founder**  
3Keel

**Founding Partners**  
Nestlé Purina  
Consorzio Tutela Prosecco DOC

**Supply Aggregators**  
Cereal Docks  
Consorzio Prosecco DOC  
Serena & Manente

**LENs Operator**  
Preferred by Nature

**Measurement, Reporting and Verification Providers**  
ARPA Veneto e ARPA FVG  
Agricarbon  
Agrinnovazione  
CSQA  
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 Italy funded?**

LENs Italy is funded by two organisations, which have increased their funding every year since the programme launched in 2022. The medium-to long-term aim is to create a self-financing programme, with a small percentage of each trade funding 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.

