



# Landscape Finance Lab

## Reference



Partner	WWF Austria	Year	2017 – present
Practice	Conservation – Landscape	Geography	Global

## THE OPPORTUNITY

Achieving sustainable development at scale is possible through landscape programs, which offer large scale solutions to cross cutting challenges associated with climate change, conservation, food security and poverty. The size of the total addressable market opportunity for landscape programs is estimated to be \$220 bn. The Landscape Finance Lab ('Lab') seized this opportunity to incubate landscape programs that create impact at scale using innovative financial instruments, leveraging market forces and unifying stakeholders to create investable solutions. The Lab is operating as a program within the WWF network, but has plans to spinoff into a financially independent business.

## OUR SOLUTION

The Lab subsequently enlisted Ennovent's support to assist in the planning of its transition towards a self-sustaining business model, following on from a successful pilot within WWF. In Phase I of the engagement, Ennovent supported the Lab to refine its business model, develop its financial model and assess a variety of organisational structure options. In Phase II, Ennovent helped the Lab test key assumptions underpinning its business model through a series of lean experiments, while also assessing the market opportunity for early-stage business ventures in a few select landscapes.

## THE BENEFITS

Through the collaboration, the Lab was able to refine its business model, chart a clear pathway to spinoff into a financially viable business entity, and started to validate key business model assumptions pertaining to its value proposition, sales channels and business process. As a result, the Lab is better placed to incubate landscape programs in a sustainable manner, while moving closer to its goal of achieving self-financing and delivering on over a billion dollars of landscape investments. Moving forward, Ennovent has partnered with the Lab to provide catalysation support to early-stage business ventures operating in its priority landscapes.

*"Ennovent are an inspiration. Through their high quality work, they've helped us bring genuine business thinking into NGO approaches by building business and financial models that are really quite revolutionary for modern conservation."* **Paul Chatterton (Lead, Landscape Finance Lab)**

Venture Partner

