



One Planet solutions Towards business models for biodiversity

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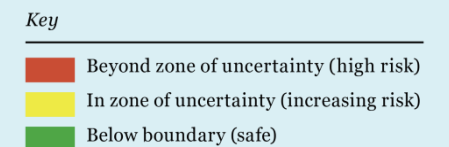
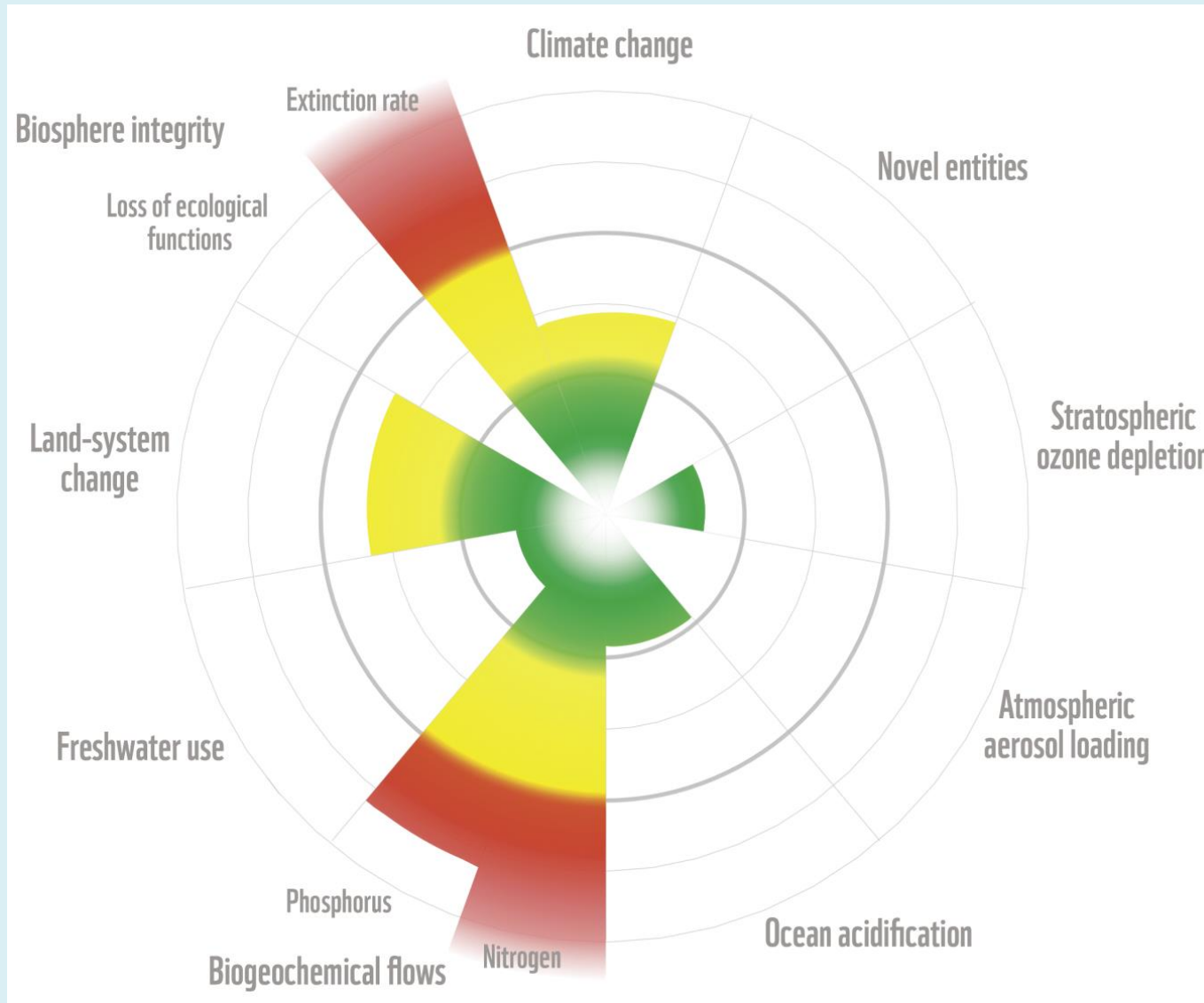






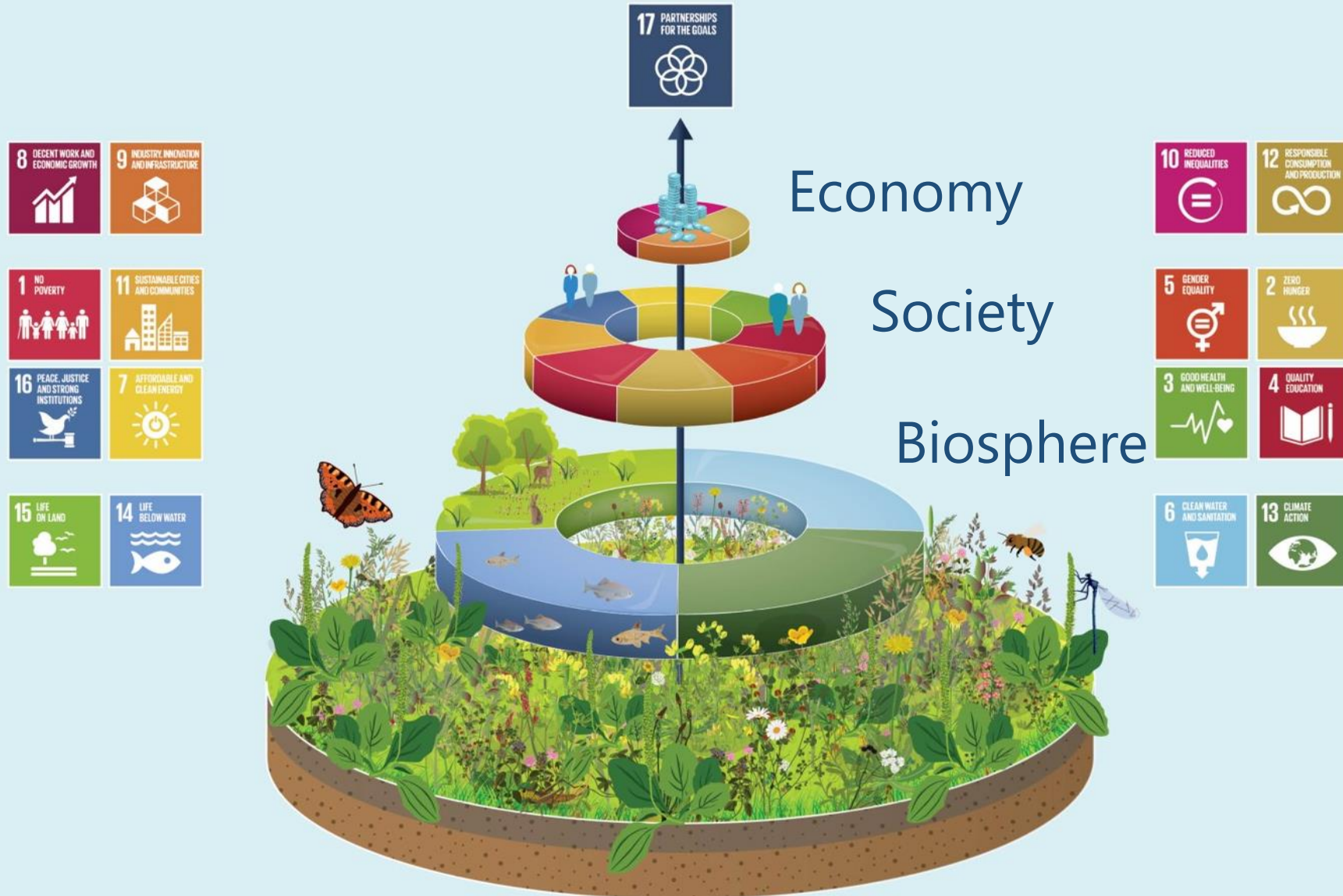


Safe operating space at risk

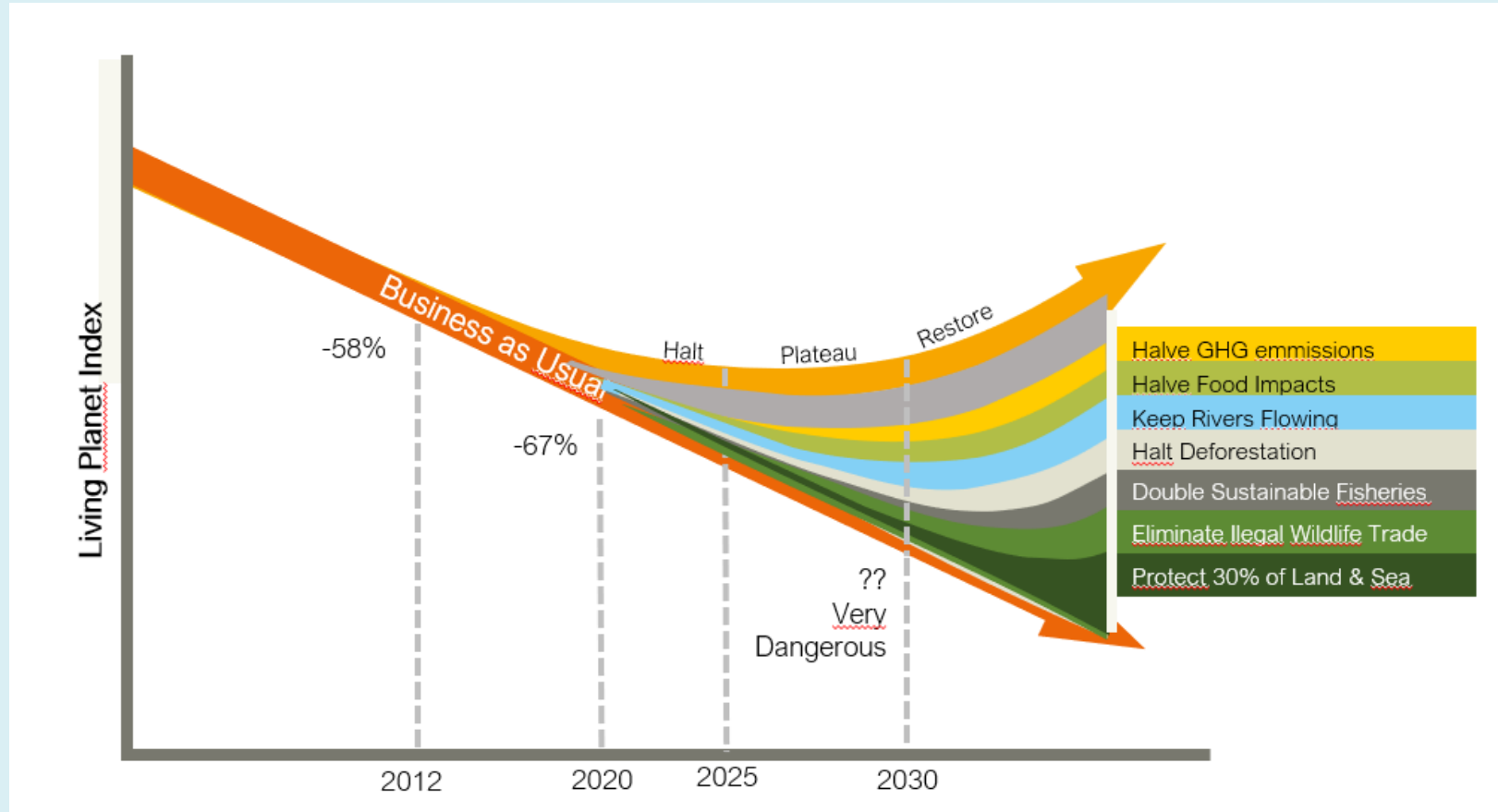


Source: Steffen et al., 2015

The SDG wedding cake



We need to bend the curve on biodiversity loss



Now to 2030 will set the course...

How can agriculture contribute to bending the curve?

- Translating global challenges into individual target setting in agriculture is complicated....
- But how can individual actions of farmers add up to contribute to bending the curve?

WWF focuses on the landscape level as the motor for change, cooperation and impact at scale

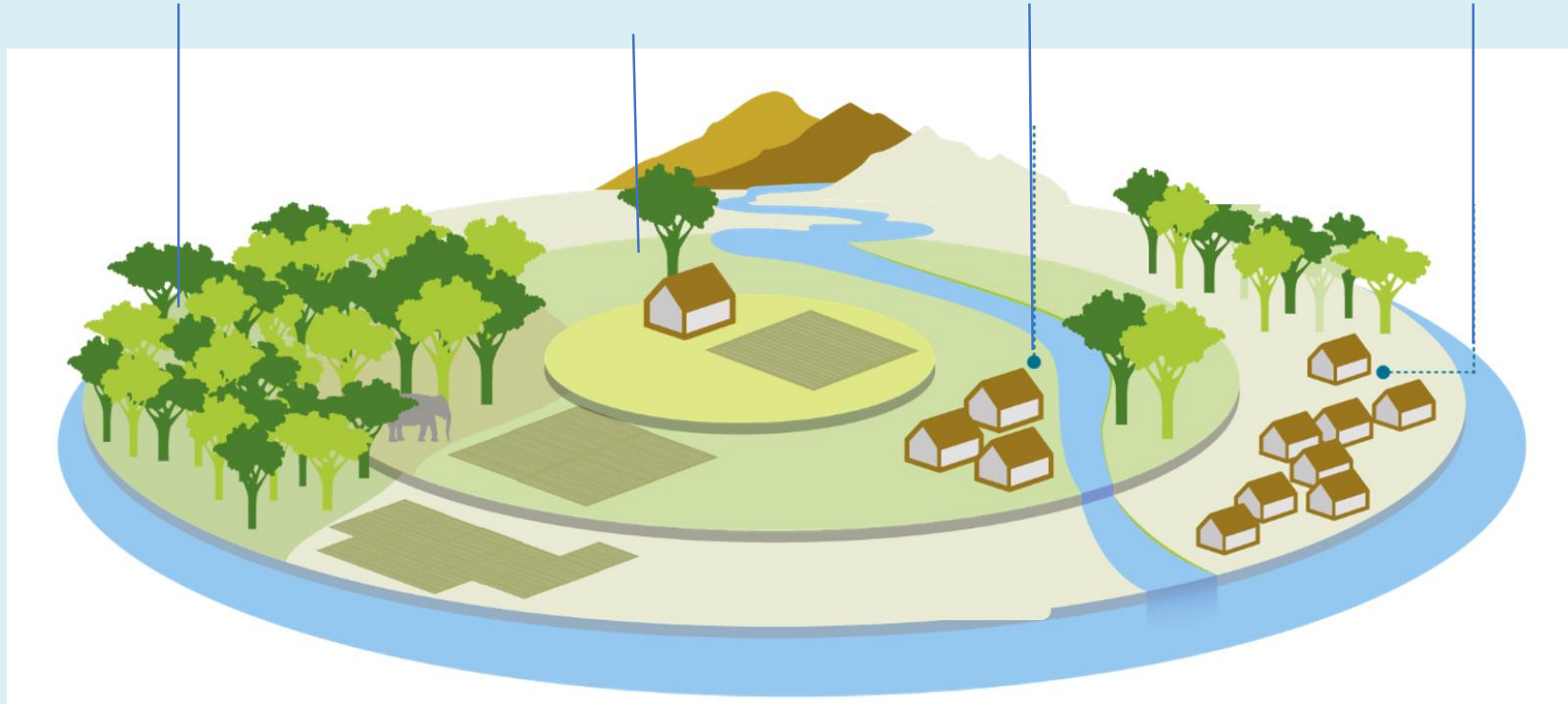
Redefining the relationship between nature and agriculture - 4 perspectives

Nature is dependent on sustainable agriculture

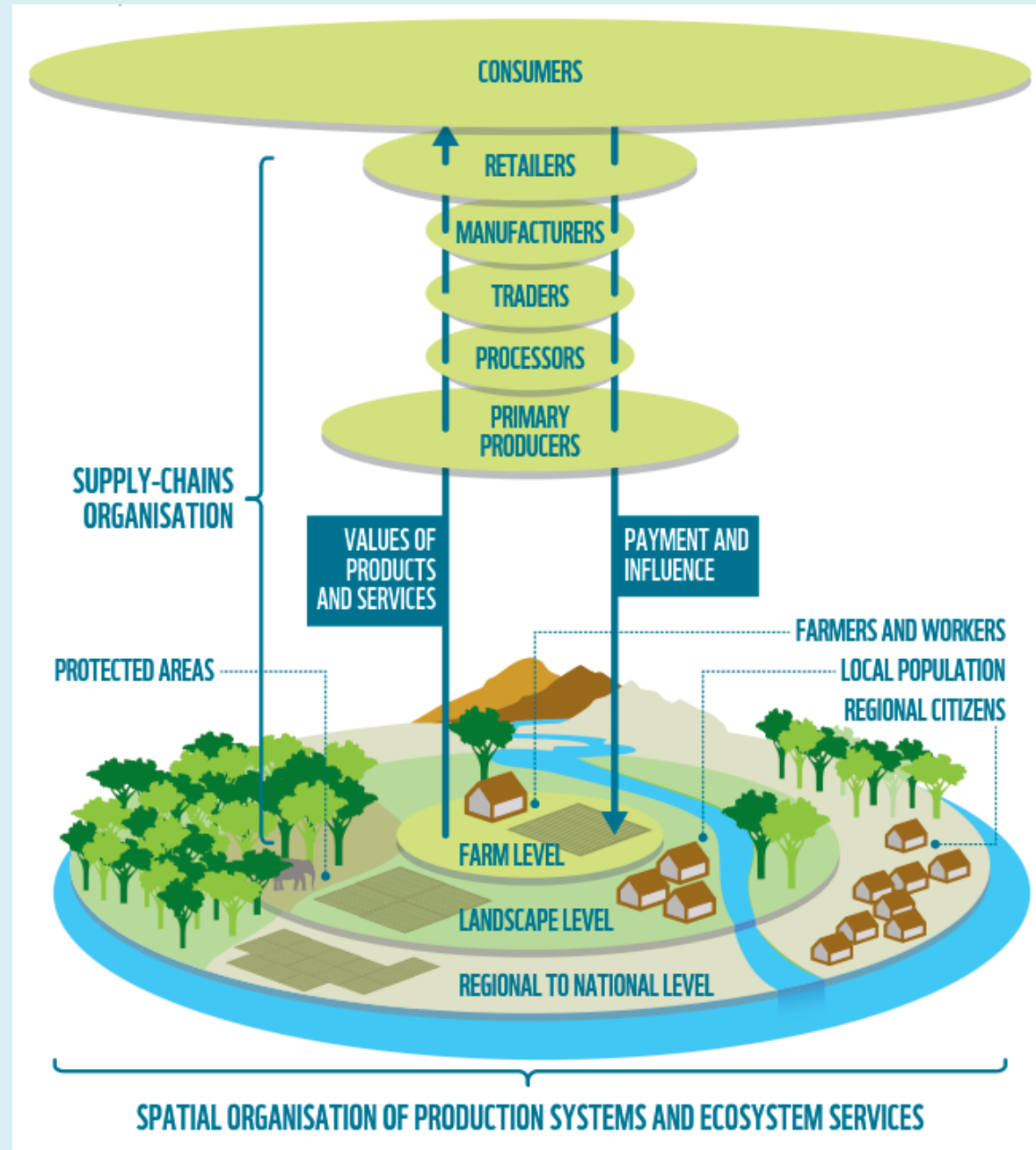
Agricultural landscapes as biome & corridor

Agriculture needs nature

We need nature & agriculture



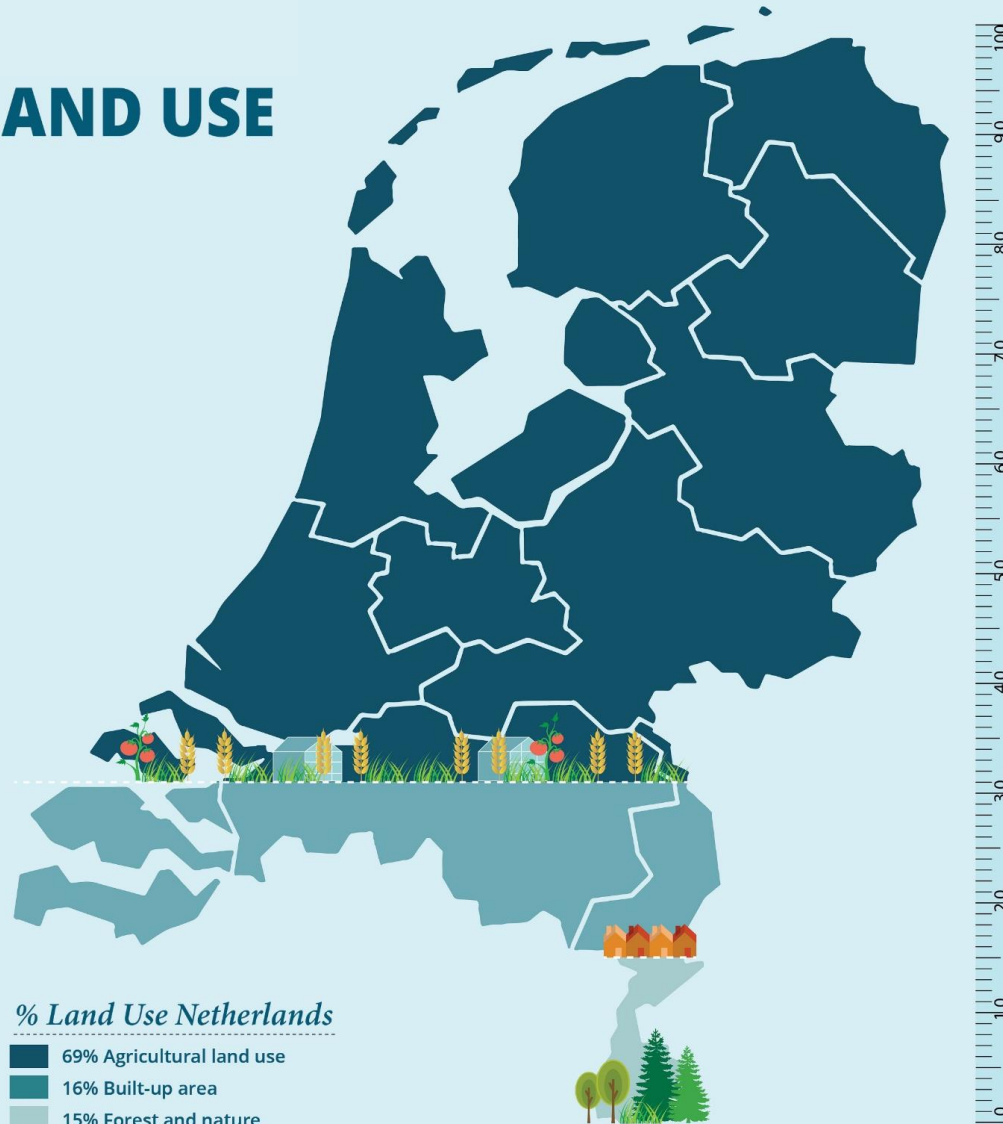
Building business models for sustainable agricultural production systems in resilient landscapes



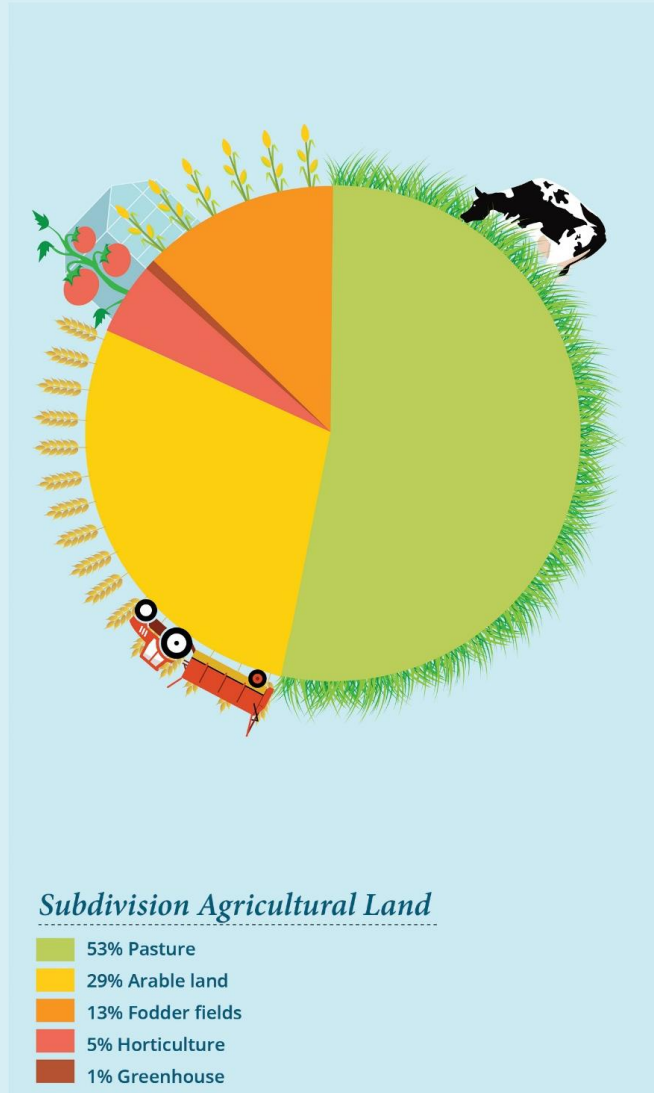
Case of the dairy sector in The Netherlands



LAND USE



Source: Centraal Bureau voor de Statistiek (2010)



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Exploring new revenue models in partnership with markets & finance stakeholders

Moving from sustainable production approach focused on improving efficiency and reducing impact at product level towards an approach in which agriculture is operating within ecosystem boundaries and contributing to resilient landscapes

Science institutions are an important partner in this process...



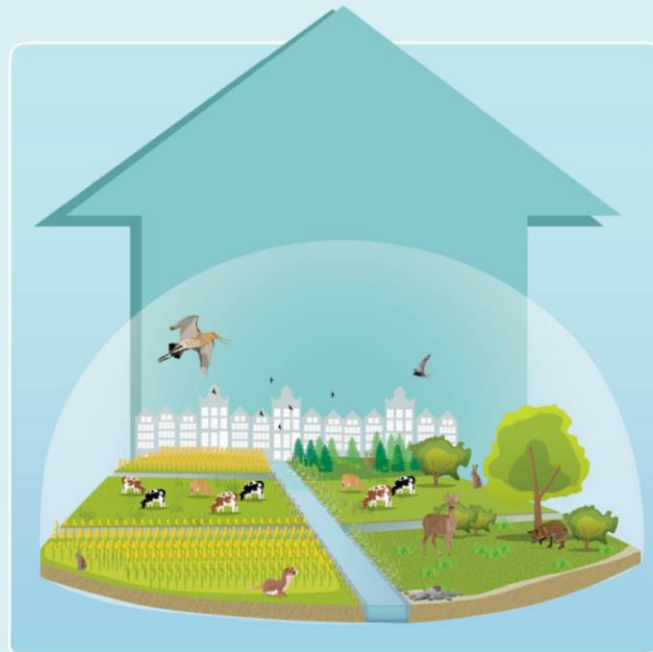
Developing a conceptual framework

For a common language and definition of biodiversity in dairy farming



Exploring and selecting Key Performance Indicators

That measure a farmers' contribution to biodiversity



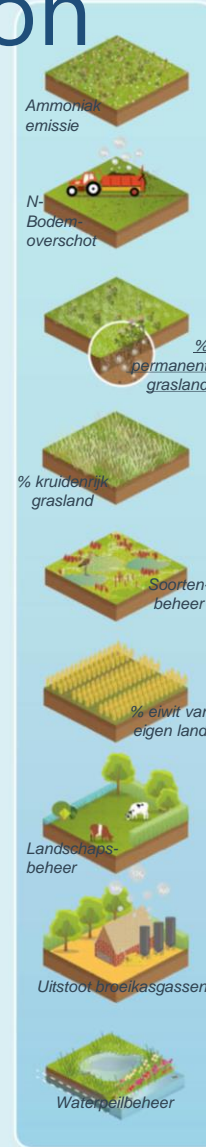
*Strengthening biodiversity:
sustainable dairy farming in
resilient landscapes*

*Functional
agrobiodiversity*

*Diversity of
species*

*Landscape
diversity*

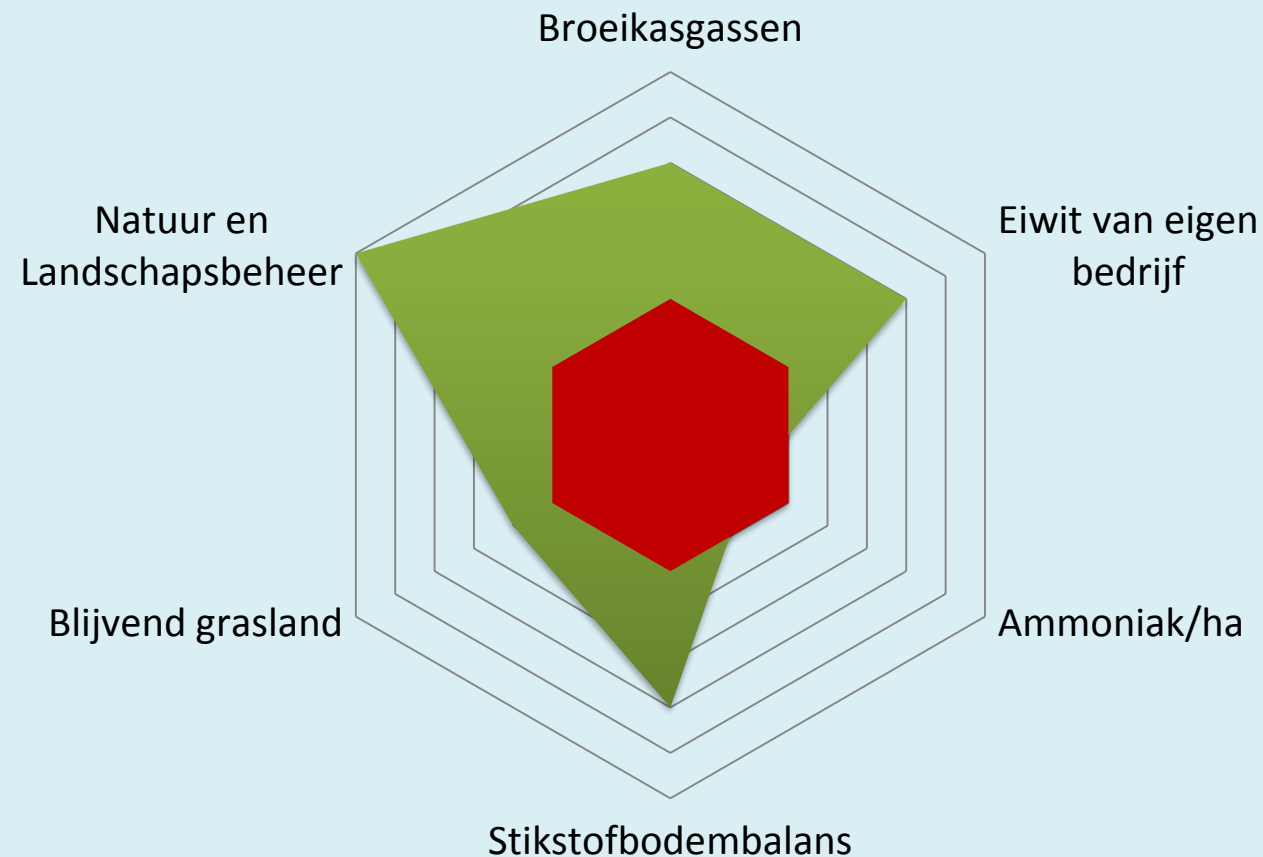
*Regional
biodiversity*



KPI's

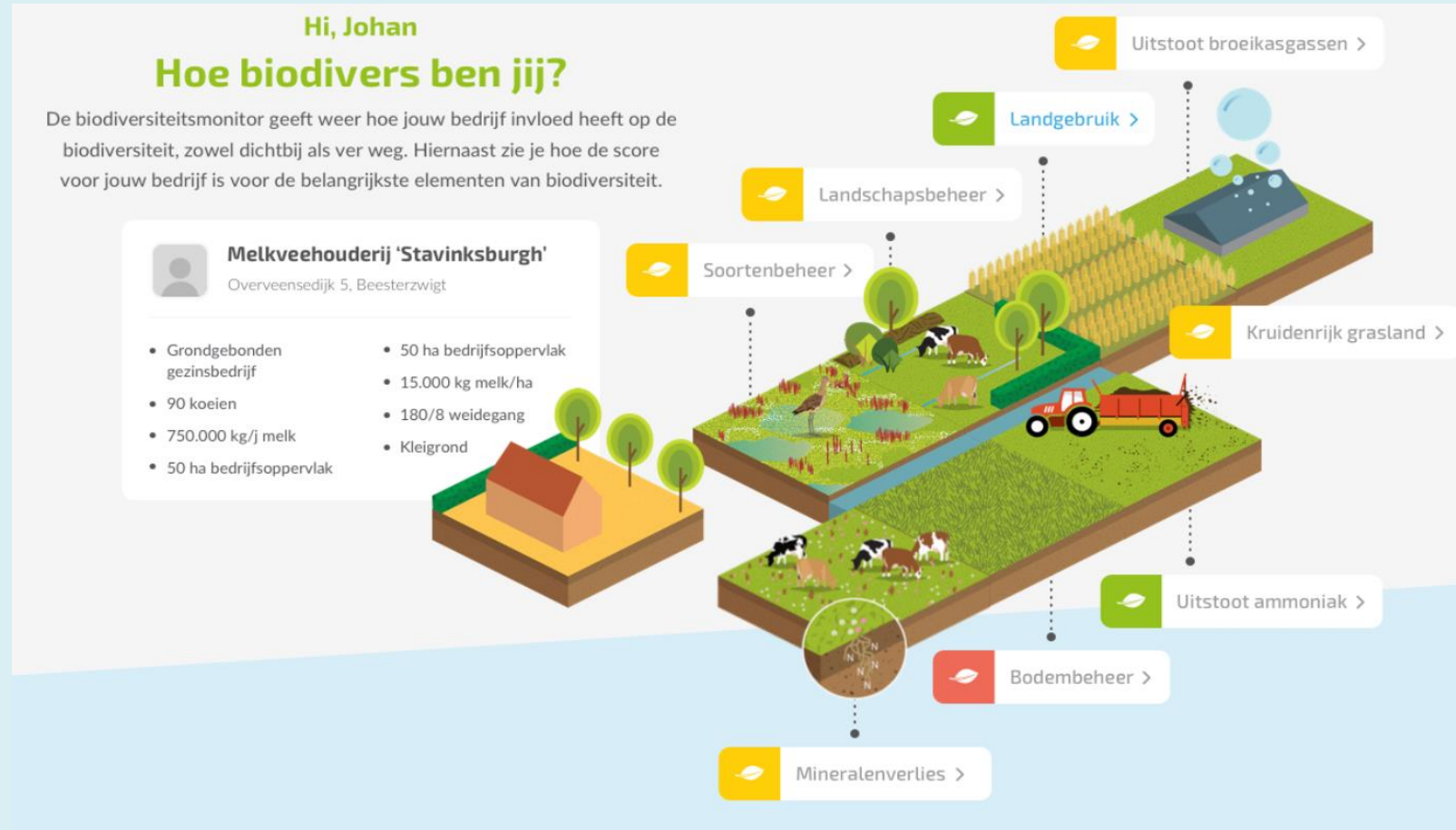
Determining threshold values & optima for the KPI's

Through a holistic approach to prevent trade-offs and to maximise positive relations

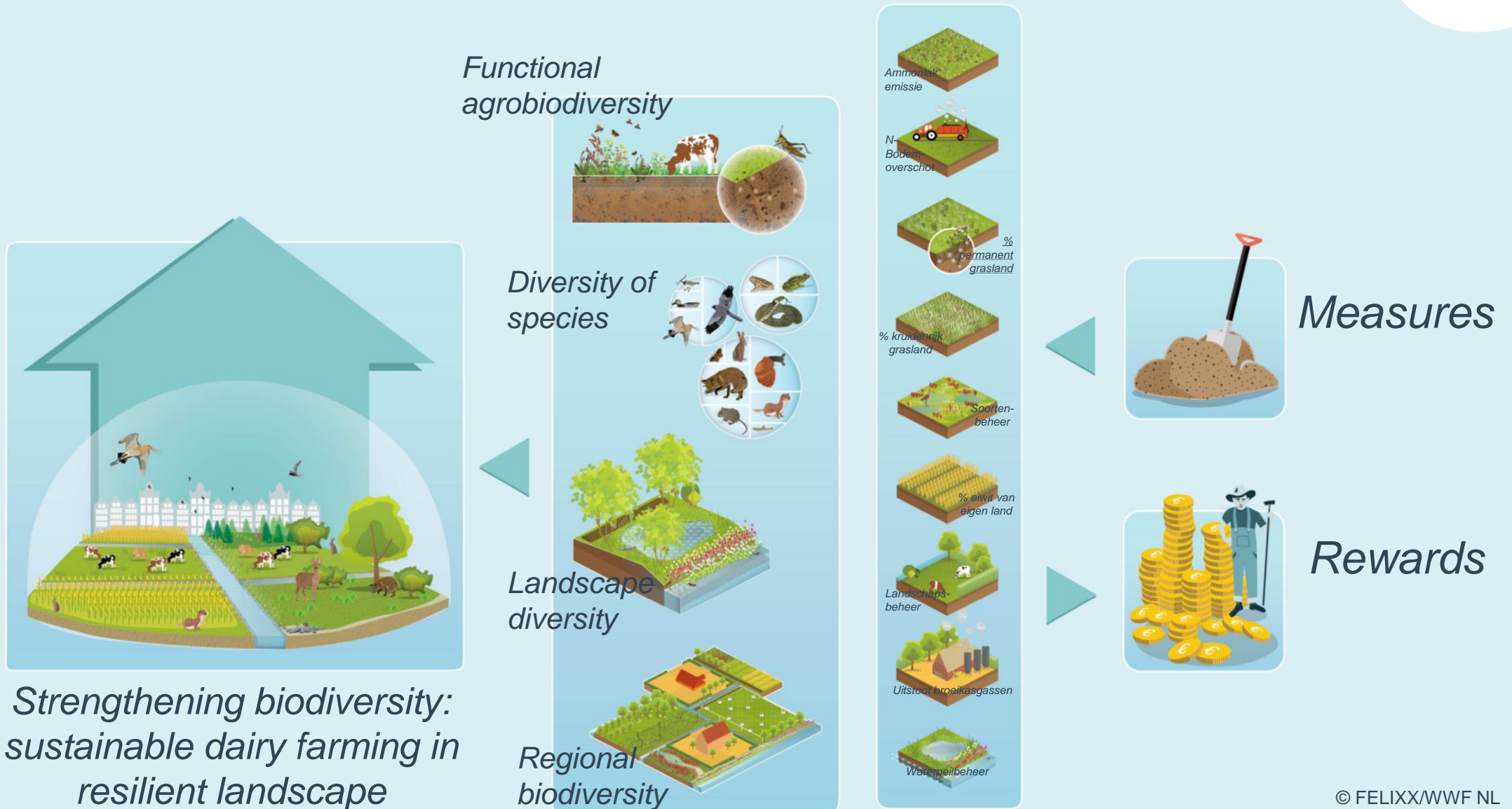


Translating KPI's into a farm management tool

To support farmers decisions with a toolbox of practical measures



Our goal: linking the set of KPI's to rewards



Multiple rewards for the same set of KPI's are an incentive for farmers to strengthen biodiversity



Thank you

