



High-Level Advisory Group In-Person Convening

Pre-read materials – October 2024



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Each summary is complemented by an Appendix that provides additional background and evidence of Regen10's progress and next steps



Regen10 Partners



Secretariat Summary



The **Secretariat** oversees high-level decision-making and is responsible for grant management, general initiative-level coordination, and regular engagement with funders.

PROGRESS TO DATE

- Established a robust governance model, monitoring and evaluation processes, and the principles to ground Regen10's work
- Updated Regen10's Theory of Change in collaboration with partners
- Developed internal reporting processes that facilitate progress tracking and grant management across the partnership
- Hosted three virtual engagements with the High-Level Advisory Group and bilaterals with members to provide updates and request feedback
- Engaged in Partnership Explorations with organizations representing key stakeholders, including the Asian Farmers Association for Sustainable Rural Development (AFA), Eastern Africa Farmers Federation, Mesoamerican Alliance of Peoples and Forests (AMPB), and The Indigenous Partnership (TIP).
- Facilitated ongoing discussions between Regen10 and funders

NEXT STEPS

- **Discuss Regen10's vision beyond the current phase with the High-Level Advisory Group** (October 2024)
- **Lead planning for a future phase of Regen10** in collaboration with partners (October 2024)

LEARN MORE ON APPENDIX A: PAGES 8 to 16

Outcomes-Based Framework Summary



The **Frameworks team** develops, through a consultative process, an outcomes framework that aligns food system actors around a shared language and vision for regenerative food systems. The framework can inform decision making, guide incentives and underpin data collection at farm and landscape level.

PROGRESS TO DATE

- Published a *Zero-Draft of the Outcomes-Based Framework* and circulated publicly for feedback at COP28 (December 2023)
- Developed a *Narrative Document* to clarify the Framework's purpose, function and its use cases (March 2024)
- Tested the Framework via on-site farm trials, consultations with farmers, businesses, experts, and civil society, and surveys (January – July 2024)

NEXT STEPS

- **Develop an Outcomes-based framework** based on consultations and trials with farmers and landscape initiatives, and value chain actors that includes a set of dimensions and outcomes at farm and landscape level and a set of example indicators and metrics (Q4 2024)
- **Publish a business guidance roadmap** to incentivize the uptake of an outcomes-based and holistic approach (Q4 2024)
- **Launch the Outcomes-based Framework publicly** in early 2025.

LEARN MORE ON APPENDIX B: PAGES 17 to 45

Landscapes Partnerships Summary



The **Landscapes team** draws on existing initiatives to gather data and evidence on landscape-level food and farming projects to learn how best to integrate and scale agroecological and regenerative systems and provide connectivity, learning and overcome gaps between and within existing landscape-level initiatives.

PROGRESS TO DATE

- Published a series of landscape-level *Transition Pathways* reports across five significant agricultural regions to model the economic outcomes of shifting to regenerative practices.
- Developed public-facing knowledge products that outline the opportunity of landscape partnerships to advance regenerative approaches, including a map of 160+ existing regenerative landscape initiatives and two briefs of landscape collaborations.
- Developed a data strategy to facilitate the implementation and adoption of the Regen10 Outcomes-based Framework

NEXT STEPS

- Develop a Regen10 tailored **Data Governance Framework and Data Principles and Guidance** for agreements that suits the Framework's testing and longer-term adoption plans (Q3 and Q4 2024)
- Create an **open-source version of the transition pathway model** that landscape partnerships could use as base for an initial cost/benefits analysis of regen ag transitions. Explore support for application of model in partnership with place-based orgs, e.g. in Kenya (Q4 2024)
- Design models on how to **mobilize quality service delivery** for landscape partnerships (Q4 2024)

LEARN MORE ON APPENDIX C: PAGES 46 to 50

Global Engagement Summary



The **Global Engagement team** supports inclusive and collaborative processes to engage diverse stakeholders and identify how policy, business, finance, research and capacity-building can best support approaches that deliver positive outcomes for people, nature and climate. The workstream involves all partners to advance Regen10's strategic priorities as they relate to communications, policy, business, and finance influencing, as well as preparing for priority events and convenings.

PROGRESS TO DATE

- Connected with diverse communities and organizations, especially farmers and Indigenous Peoples, to learn about their preferred modalities for meaningful engagement with a multi-stakeholder initiative as Regen10
- Hosted high-level events in-person and virtual events to promote Regen10's knowledge products and Outcomes Framework at key forums, including COP27, COP28, the World Farmer Organization's General Assembly, New York Climate Week, and other regional engagements
- Established an online and social media presence and posted regularly to increase Regen10's visibility to diverse stakeholders

NEXT STEPS

- **Finalize Regen10's Engagement and Influencing Strategy** with input from partners and feedback from key stakeholders. (October 2024)
- **Amplify Regen10's presence in key global events** in 2024 via side-events, in-person engagements, and strategic communications campaigns, including CBD-COP16, COP29, and UNCCD.

LEARN MORE ON APPENDIX D: PAGES 51 to 65



Appendix A: Secretariat

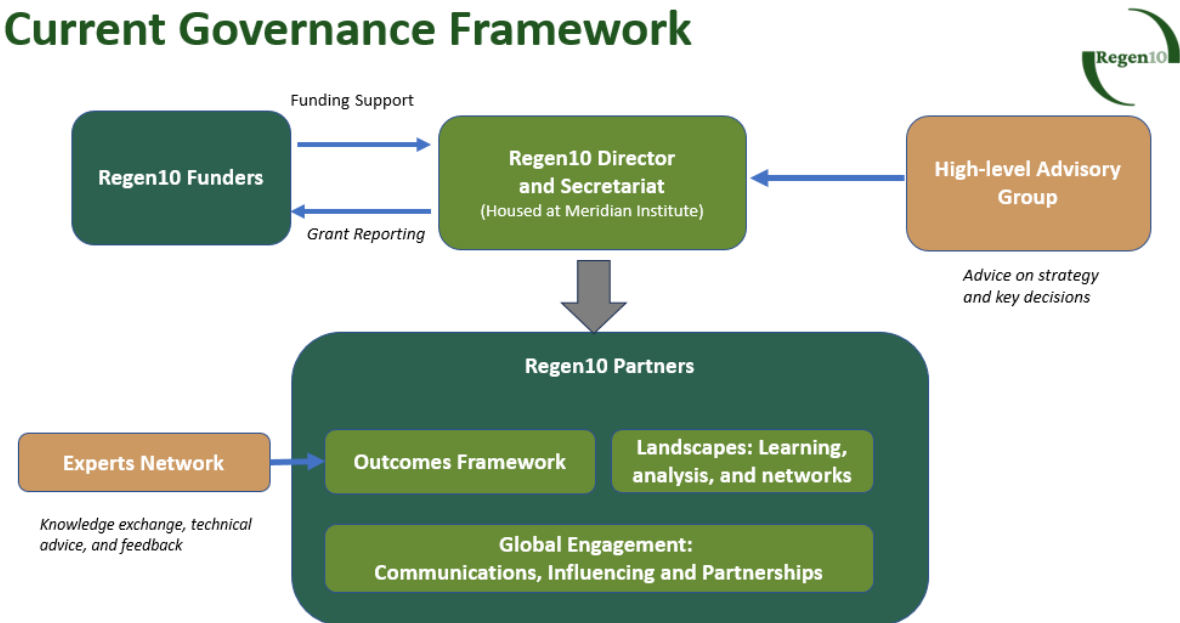
Progress Overview and Next Steps

Regen10 Governance Structure



- Regen10 partners engage with each other and funders to carry out a model of **collective leadership and decision-making** facilitated by the Regen10 Secretariat led by Regen10's Program Director. Partners work across three workstreams to advance strategic priorities and deliverables.
- The [High-Level Advisory Group \(HLAG\)](#) provides strategic advice to the Program Director, Secretariat, and partners to help shape Regen10's priority areas of work and inform future strategy and planning.
- The [Experts Network \(EN\)](#) functions as a platform for knowledge exchange, technical advice, and feedback to aid Regen10 in establishing a comprehensive Regenerative Outcomes Framework.

Current Governance Framework





Regen10 Theory of Change

In collaboration with Regen10 partners, the Secretariat updated the Theory of Change to reflect lessons learned, strategic advice, and the changes in the enabling environment since Regen10's inception in 2022.

The updated version depicts a coordinated mechanism between Regen10's Outcomes-Based Framework, landscape partnerships, and engagement and influencing efforts to mobilize action and accelerate transitions to regenerative approaches.



Reference Guide:
 ■ Activities ■ Mid-term outcomes ■ Long-term outcomes ■ Goal

LP: Landscape partnership
 OF: Outcomes-based Framework
 Priority stakeholders: stakeholders identified in engagement strategy
 Transition: transition from current practice into regenerative approaches outlined by OF and LP learnings.
 MMRV: Measuring, Monitoring, Reporting, Verification

Partnership Explorations



Regen10 engaged in partnership explorations with organizations representing key stakeholders to delve deeper on the appropriate modalities for engagement and identify collaboration opportunities, including

- **Farmers:** Asian Farmers Association for Sustainable Rural Development (AFA) and Eastern Africa Farmers Federation (EAFF)
- **Indigenous Peoples and Local Communities:** Mesoamerican Alliance of Peoples and Forests (AMPB) and The Indigenous Partnership (TIP)

These explorations with organizations that represent and work closely with key stakeholders enabled Regen10 to receive direct feedback and recommendations to its principles, governance, engagement and influencing strategy, and the Outcomes-Based Framework. Key takeaways include:

- Listening Circles and dialogues with Indigenous Peoples on Regen10 principles during the Mesoamerican Climate Week
- Regen10 participation at Asian Farmers Association Agroecology Summit in October 2024.
- Collaborative Workshops focused on deeper approaches to regeneration and revisions to the Outcomes-Based Framework metrics and assessments to prevent harm and rollback of Indigenous Peoples, their communities, and territories with TIP.
- Regional convening in Kenya to explore the state of sustainable agriculture in East Africa and the opportunities to accelerate regenerative and agroecological approaches.

Key Learnings from IPLC Engagement to date

“What makes our system healthy cannot be counted, it is not about how many plants alone but about our relationship with our place”

Regeneration is occurring and has been occurring in Indigenous Peoples food systems (IPFS) for thousands of years.

These food systems are:

- Underpinned by intimate relationship with nature and deep understanding of **living systems** – seeking harmony and balance between peoples and nature.
- Enabled by a **kinship worldview**, emphasising the connection not only within and among living beings, but also non-living beings such as the soil, the water, the sky, the land itself.
- Acts In **service of life** with equality, solidarity, respect, reciprocity and reverence as guiding values.
- **Ancestral/traditional** knowledge and values is key. IPFS are dynamic and adaptive.
- Upheld by strong sense of shared responsibility and personal accountability.

Many IPLCs are **struggling to maintain their food systems as regenerative** due to external threats (policy, markets, climate, ecosystem collapse) and risk serious of degradation. For many IPLC an Outcomes Framework may not be useful but for some groups it may be an enabling tool if it is adapted to their unique context.

Key Takeaways from Workshop with The Indigenous Partnership

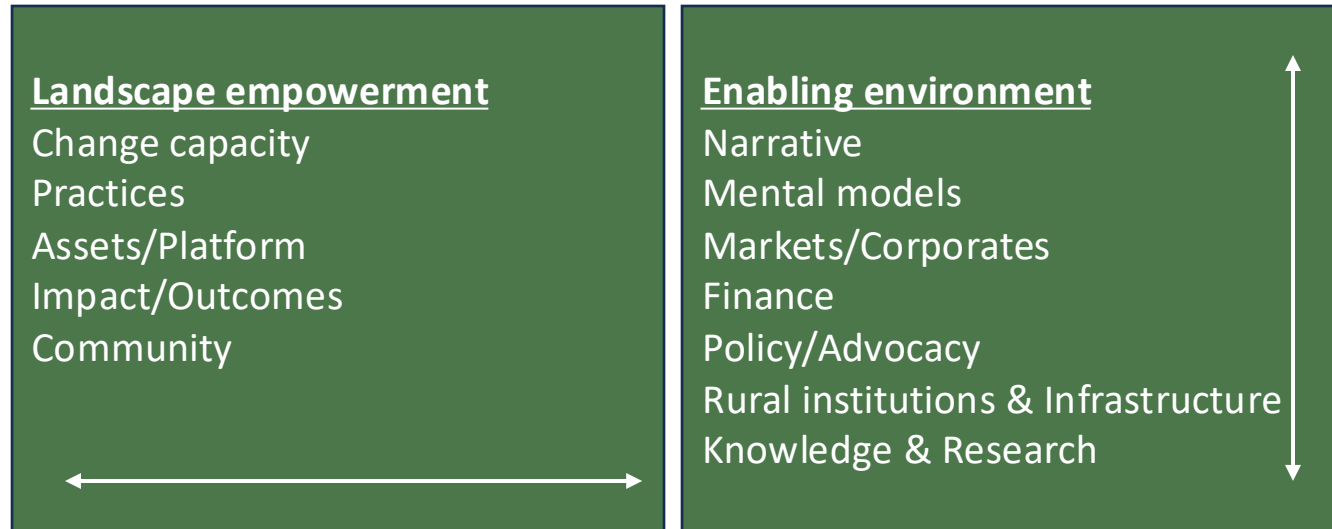


We have to change the inner systems for landscape and value chain actors, specifically:

Worldviews which represent the inner life of an individual that makes sense of its outer world.

Mindsets which represent the collectively held ideas that shape a community and behavior.

Mental models refer to some of the predictive tools we have at our disposal, and the practices that have emerged out of the dominant culture scientific paradigm.



Through our engagements, we have learned that, for **Indigenous Peoples**, addressing the issue of regenerative agriculture and food systems as proposed by Regen10 is in line with what they have been doing for millennia and implies **consistent systems of harmony and balance between peoples and nature, their worldview, knowledge, culture, identities and rights.**

Implication for Regen10's Design Phase for Engagement with Indigenous Peoples and Local Communities (IPLCs)



Learning from IPLC deepens our understanding of the underpinning values and mindsets of regeneration, helping us see how we may need to change our mental models to successfully transform our food systems. In return, we need ways to be in service of IPLCs and stop the degradation of their food systems and ways of life. Some priorities for Regen10's IPLC engagement in 2024 include:

Outcomes Framework

- Explore how to evolve the framework to better reflect living systems thinking and deep regeneration without alienating non-IP food systems actors. **Activity:** Dialogues with IPLC and thought leaders in regeneration.
- Ensure the framework, indicators and metrics, do not adversely affect IPLCs and explore how to adapt the framework so that it can benefit IP (e.g. in the form of tailored metrics that fits within/next to the Outcomes framework): Workshop with The Indigenous Partnership (TIP).
- The intent is not to update the Framework with IP informed categories and metrics for the December version but to agree how to pursue this bridging for the next iteration of the framework.

Stop the roll-back

- Prioritize and build out potential interventions to stop the degradation of IPFS: Consultations with grassroots IPLC organizations

To be deeply inclusive of IP post design phase, Regen10 needs to:

- Engage the full spectrum – from grassroots to global IPOs (diversity & inclusion).
- Raise voices of IPLCs by carrying them (and their priorities) into arenas that are often out of reach.
- Long-term partnership and adequate funding, full-time participation (also operational).
- Adapt support to the cultural and linguistic realities of IPLCs (beyond English and mainstream languages)



Next Steps for Secretariat Activities

As the current phase comes to an end in December 2024, the Secretariat is working in collaboration with Regen10 partners and funders to identify key priorities and activities for the next stage of the initiative.

In addition to ongoing grant and partnership management, the Secretariat will lead the following activities:

- **Discuss Regen10's vision beyond the current phase with the High-Level Advisory Group** (October 2024)
 - Feedback from the High-Level Advisory Group forms critical part of informing Regen10 such that it has the appropriate foundations to continue delivering on its mission to accelerate transitions to regenerative approaches in a way that centers farmers' needs and priorities.
- **Lead planning for a future phase of Regen10** in collaboration with partners (October 2024)



Appendix B: Outcomes-Based Framework

- Framework Narrative
- Testing and Refining the Outcomes-Based Framework



Framework Narrative

This narrative addresses questions and feedback from the HLAG and EN on the purpose, function, and use cases of the Framework – March 2024

Feedback from the High-level Advisory Group and Experts Network on the Outcomes-Based Framework

- **Bucket 1:** There are different perspectives on the ‘Use case’ for the Framework – some suggest to guide value chain vs some suggest to be used by farmers and landscape stewards to generate primary data
- **Bucket 2:** The framework is too complicated for farmers, landscape stewards and other food system actors (businesses, government, financial institutions, among others) and there are issues around the applicability of indicators and metrics in different contexts
- **Bucket 3:** Questions as to how the framework is used on-the-ground to drive change and ultimately to the transition to regenerative food systems
- **Bucket 4:** There are challenges around data collection and data management



The Narrative* responds to the Areas of Feedback by

- Answering questions about the purpose and function of the framework and clarify the use cases,
- Presenting the assumptions underpinning Regen10's aligned narrative and the potential risks to this approach, and
- Highlighting what is within scope and what is out of scope for the Framework team in this phase

*Note that the narrative, assumptions, and use cases will evolve based on feedback from the consultations and trials



Regen10 Response to Feedback Bucket 1:

There are different perspectives on the 'Use case' for the Framework – some suggest to guide value chain vs some suggest to be used by farmers and landscape stewards to generate primary data

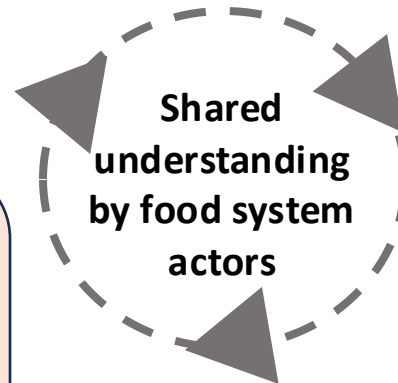
Three possible 'use cases' of the Framework*

Our hypothesis is that the framework could be **used across all three cases identified** (depending on stakeholder and context). And that all **use cases are interlinked**. We will be testing and refining these use cases through the consultations and trials



Empower farmers and landscape stewards

- Empower with the holistic and interconnected knowledge of the dimensions and outcomes of farms and landscapes needed to shape a regenerative system
- By using an assessment based on the framework, primary data can identify possible risks, co-benefits, and advocacy asks for the value chain



Shared understanding and ambition setting for policy, civil society, finance & other actors

- Guides stakeholders to consider the full range of farm and landscape outcomes when designing and implementing policy and practice to support the transition towards regenerative food systems, recognizing not all are within the control of the farmer.
- Shared understanding will guide decision making, incentives and investment.

Guidance for corporates and existing corporate frameworks

- a) Create shared understanding and set high ambition, that supports farmers, to guide decision making, investment and support
- b) Inform global ESG reporting on the dimensions and outcomes in the Framework
- c) Basis to support a landscape level approach by identifying landscape outcomes



*Not exhaustive list of uses cases



Regen10 Response to Feedback Bucket 2:

The framework is too complicated for farmers, landscape stewards and other food system actors (businesses, government, financial institutions, among others) and there are issues around the applicability of indicators and metrics in different contexts

The 'Framework' and an 'Assessment' are different parts of the puzzle.

Regen10's work in 2024 includes a) developing the FW and b) using one form of assessment to test the FW

The Outcomes Framework

The foundation for thinking about regenerative food systems and a shared north star across the value chain empowers farmers.

- **Dimensions** (12 at farm and 3 at landscape)- building blocks of the farming system (across social, environment and economic aspects) and the elements of the farming system that impacts the landscape and vice versa
- **Outcomes** (2-3 per dimension) that define what needs to happen to move towards regenerative food systems.

Hypothesis²:

- We propose that all the outcomes are important to consider when moving to regenerative.
- The Framework can be standardised across all contexts to create a shared understanding

Dimension

Outcome

FARM: Soil	Optimise soil health & fertility
LANDSCAPE: Social	Increase employment & knowledge of communities



Assessment

The **selection of indicators, metrics and measurement methodologies** which allows the farmer, landscape stewards and landscape level initiatives to benchmark, identify risks and priorities, and overtime enable investment and track progress

We **do not aim to duplicate the many organisations working on assessments already**. But once we have the tested version of the framework (end of '24), a next phase of Regen 10 would see more work to guide and inform assessment providers to influence assessments to measure against all outcomes within Regen10's fw

Hypothesis²: An assessment will look different in different contexts to monitor & drive change. But we will explore if there is a core set of indicators and metrics applicable everywhere that can help with corporate reporting.

EXAMPLES

Indicator

Metric

Structural health of soil	# visual erosion signs
Level of skills & experience of agriculture in the landscape	% population with education relating to agriculture

1) **The framework alone will not drive a transition to regenerative food systems. An assessment, monitoring, investment and implementing change is what will drive change** in farms and landscapes and ultimately support the transition to regenerative food systems. Developing the framework is in scope this year, however developing different assessments is not in scope. Regen10 will be developing an assessment for the trials to test the outcomes framework, the Framework's theory of change, and gather insights on different approaches to assessment. The trials will be an example of one kind of assessment.

2) We plan to test this hypothesis through the consultations and trials.

Key Considerations and Assumptions regarding the Outcomes-based Framework and its Assessments

- The **'Framework'** (categories and outcomes) and an **'Assessment'** (indicators and metrics) are **different parts of the puzzle**
- Once finished, **the Framework** (not including the assessment) **should not be too complicated** because it is to **create a shared understanding** and **north star** for all food system actors.
- An Assessment, which includes selecting indicators and metrics, can be complicated but this will depend on the assessment taking place and will be context specific. **There can be different assessments in different contexts**
- Regen10's **current scope is to focus on developing the 'Framework'**, although we will be using one form of an assessment to test the outcomes framework, the Framework's theory of change, and gather insights on different approaches to assessment
- The **framework alone will not drive a transition** to regenerative food systems. An assessment, monitoring, investment and implementing change is required to drive change in farms and landscapes and ultimately support the transition to regenerative food systems. To be discussed further in the following slides
- Rather than creating assessments, **Regen10's current scope is to create a shared understanding to guide existing and emerging assessments** to be more holistic based on the framework



Regen10 Response to Feedback Bucket 3:

Questions as to how the framework is used on-the-ground to drive change and ultimately to the transition to regenerative food systems

Assessments based on the Framework will enable a reinforcing feedback loop that regenerates land overtime



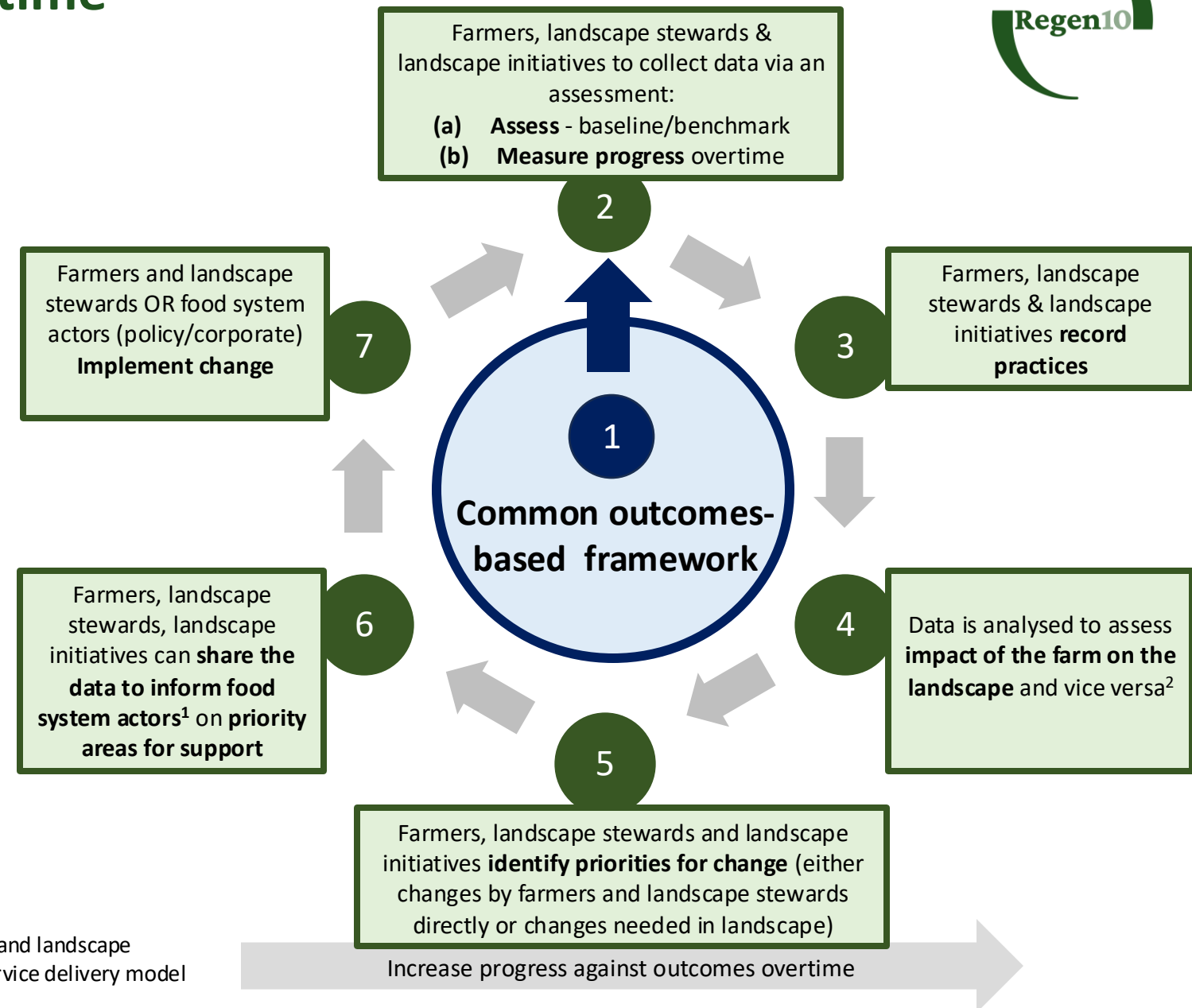
Step 1. The Framework: Provides the **north star** for thinking about the **full multidimensional and interconnected system** and what changes might need to be made in farms and landscapes to achieve the outcomes

Assessment developed based on the framework

Step 2-7. Assessment:

- Farmers and landscape stewards **conduct an assessment** of the farm, landscape & the practices via an assessment provider² (step 2 and 3) to **analyse and identify priorities** (step 4 and 5) (all can be via assessment providers)
- Insights can be shared with value chain** to get support (point 6)
- Changes are implemented** (point 7)
- Cycle begins again and **provides evidence of transition to outcomes** overtime

The **framework alone will not drive a transition** to regenerative food systems. An assessment, **monitoring, investment and implementing change** is what will drive change in farms and landscapes and ultimately support the transition to regenerative food systems.



1) e.g. Corporate, policy maker, local government, civil society organisation
 2) By an assessment provider, TA facility, landscape level initiative or some farmers and landscape stewards may be able to do it themselves. Landscape initiatives e.g. landscape service delivery model involved when looking at interactions between farm and landscape

Enablers required for the Framework to drive change at scale*



- 1. Widespread adoption of the Framework:** widespread adoption of the framework and its objectives by farmers, landscape stewards, farm advisors, the value chain, the public and private sector, existing tools, certification schemes. Widespread adoption requires:
 - Influencing Strategy, Education and Outreach - ongoing action to promote the framework to different system actors
 - Clear articulation of value add for farmers and landscape stewards
 - Public and private sector willingness to create the enabling environment to support farmers and landscape stewards and share the risks/costs of with the transition
- 2. Assessments are created based on the framework:** Organisations that are currently doing the assessments (e.g. SAI, cool farm tool) enhance their approach to include all the outcomes of the framework
- 3. Access to finance and technical assistance:** Farmers and Landscape Stewards have the technical assistance they need and are rewarded (or paid) to collect and share their data. Access to finance and TA requirements will look different in different contexts – some may not need external support.
- 4. Adequate and clear data protocols and trust:** incentive structures need to be in place to ensure farmers and landscape stewards are willing and able to both collect and share the data. Once the data has been collected, data protection and data sovereignty protocols need to be in place to ensure farmers and landscape stewards feel safe to share the data and are compensated for doing so.
- 5. Long term governance:** there will be a long-term governing body that develops and iterates the framework overtime as knowledge evolves.
- 6. Primary data informs models:** There is infrastructure in place so that primary data feeds into existing tools, secondary data sets and models that are widely used by public and private sector.

**This is a non-exhaustive list of enablers. Most activities are currently beyond the Regen10 2024 workplan and unfunded*



Regen10 Response to Feedback Bucket 4:

There are challenges around data collection and data management

Responding to bucket 4: Data risks to driving change at scale



RISKS

Data comparability stalls value-chain alignment: Tension between using qualitative / proxy metrics (that many say are more helpful and desirable to farmers) versus needing standardised quantitative metrics that are comparable and can hold business to account



Issues preventing farmers and landscape stewards from collecting and sharing data: support structure are not in place for farmers and landscape stewards to collect and share data e.g. data privacy, data sovereignty, data ownership and incentive mechanisms



Data integrity challenges limit the credibility of assessments: limitations to different data collection methods. Subjectivity of assessments (especially self assessments) and how can this be verified?



REGEN10 MITIGATION MEASURES

Regen10 seeks alignment at the Framework 'outcome level' across farm – landscape – ESG.

Regen10 explores if there are a common set of metrics across all the trials that can support corporate reporting

Landscapes group kick off data strategy workstream to explore these points and others through the data privacy strategy

Support 'Give-get' relationships with the trials:

- Explore potential follow ups with trial partners
- Share results from trials back with trial partners in useful format to help with baselining/benchmarking

Regen10 advocacy to certification and verification schemes and standards. Engagement this year is unfunded. To consider within Regen10's influencing strategy development this year

Further Considerations on Data Collection



- The 'Framework' and the 'Assessment' are different parts of the puzzle. Regen10's work in 2024 includes: a) developing the FW and b) using one form of assessment to test the FW
- The framework intends to **equip all food system** actors with a **shared understanding and ambition** for driving the transition to regenerative food systems – articulating the important outcomes at farm and landscape level that should **guide understanding and education, data collection, decision making in farms and landscapes and enable support.**
- The framework is central to the transition to regenerative food systems, but the **framework alone will not drive a transition to regenerative food systems.** An assessment, monitoring, investment and implementing change is needed to drive change in farms and landscapes.
 - Assessments and data collection systems (e.g. SAI, Farmer Thriving Index) are anticipated to align around the Framework to collect primary data to drive change in farms and landscapes by assessing/baselining, recoding practices, analyzing, identifying priorities, advocating for change and implementing change
- There are **many enablers required for the framework to drive change**, including widespread adoption through influencing, education and outreach, access to finance and technical assistance, data protocols and a long-term governance strategy – many of which are being considered in the influencing strategy being led by Meridian
- It is also essential that **challenges around data protection are addressed** – to be considered in the data privacy working group within landscapes group (tbc pending donor approval)
- There are also **complex challenges around interoperability of data** – aligning metrics (farm & landscape to ESG level). Complex and large project. WBCSD are already exploring this through the RAM workstream. The discussion on this with the context of the Regen10 Framework can only begin once we have results from trials and consultations.

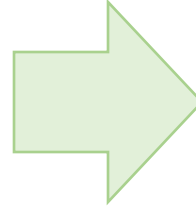
The Framework's Theory of Change is evolving as we learn



FRAMEWORK USE

The Framework should be used by farmers to generate primary data for farmers

Original proposal states that the framework is for farmers to collect primary data to better understand their farms and make changes accordingly



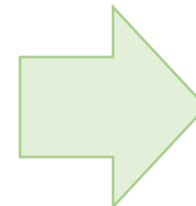
The Framework can be used by the whole supply chain to guide decisions and collect data

The way the framework is used will look different for different stakeholder e.g. as an education tool, to inform data collection, target setting. Important to put emphasis on the role of the value chain to use the framework

ASSESSMENT USE

To develop a core set of farm and landscape level metrics

Original proposal suggests we need a core set of metrics for reporting, quantifying change, comparison and aggregation



It is important to acknowledge the context specificity of an assessment (bespoke selection of metrics and indicators)

A farmer centric approach means meeting farmers where they're at – selection of metrics and indicators and measurement methods might look different in different contexts



Testing and Refining the Outcomes-Based Framework

Timeline, Methodology, and Insights for Trials, Consultations, and Revisions



Timeline of Framework Trials, Consultations, and Revisions 2024

January – July:

- Framework testing via trials, consultations, and dialogues

August – September:

- Analysis and Framework revision, including landscape workshops
- Internal Regen10 working sessions

September - October:

- Internal Regen10 working sessions
- Outreach interviews with experts

October – November: Final farmer consultation

December: Finalize next version of the Framework

2025 (Date TBC): Publication

Regen10 is conducting dialogues, consultations and trials this year, to publish the Framework in 2025*



Three methods for testing:

1. Consultations and dialogues with farmers, businesses and Indigenous Peoples

2. Survey Outreach and 1-1s with Experts Network, High-Level Advisory Group, and Civil Society Organisations

3. On-the-ground trials in a diversity of farm and landscapes

Objectives of the testing phase:

- To understand **how an outcomes-based Framework can be useful and feasible**
- To identify **to what extent is there agreement with the outcomes** outlined in the 'Zero Draft' framework
- To identify the **feasibility of collecting data** against the Framework

1. Consultations and Dialogues



Farmer Consultations led by WFO

Three digital consultations exploring;

- a) The value proposition and use case for farmers
- b) The regenerative outcomes, indicators and metrics that are the most important to drive change

Business Consultations led by WBCSD

Regenerative Agriculture Metrics workstream aligning corporates around a holistic set of ESG metrics

Specific consultations on Regen10 farm & landscape framework; helping to connect outcomes & metrics from farm to Landscape to ESG level

Indigenous Groups Dialogues led by IUCN

Dialogues with Indigenous Peoples and Local Communities and thought leaders in regeneration to explore how to evolve the framework to better reflect living systems thinking/deep regeneration

Workshop with TIP to ensure the framework, indicators and metrics, do not adversely affect IPLCs and explore how to adapt the framework so that it can benefit IP

2. Survey outreach, Group meetings and Bilaterals



Civil Society Survey

Survey open for 1 month to:

- Receive **feedback from a diverse range of relevant civil society groups/experts** working with farmers
- Gain a **wider reach with engagement** for framework development
- **Generate momentum** around the Framework

The survey was shared with the Experts Network

Experts Network

Group of experts selected based on specific topics in regenerative agriculture.

Consulted via group discussions and 1-2-1s

High Level Advisory Group

Provide strategic advice and insights to help shape Regen10's current priority work areas and inform future strategy and planning.

Consulted via group convenings every quarter

**The team has not had capacity to use Experts Network to full potential given timelines and resourcing*

3. On-the-ground trials: Two methodologies



1. Farm Trials

- In-depth insights from a sample of diverse farmers (~30 farmers, 3 farmers from 10 different countries)
- Co-led by Sustainable Food Trust and Food and Land Use Coalition
- Translating the framework into a comprehensive assessment allows in-depth insights from farmers on collecting data against the outcomes, to determine usefulness and feasibility of the assessment, outcomes and framework as a whole



2. Landscape Trials

- Sample of diverse landscape actors (~5 landscapes)
- Co-led by Food and Land Use Coalition, Sustainable Food Trust and 1000 Landscapes.
- In-person and virtual workshops with the landscape initiatives alongside other key actors in that landscape to explore
 - The interactions between the farm and the landscape & feedback on the framework
 - How the landscape framework can be a useful tool to help guide decisions around policy and investment

Farm trials: 10 Project partners in 11 countries



36 farmers

22% women
78% men

14% under 40
76% over 40

0.5 – 1,400
Hectares

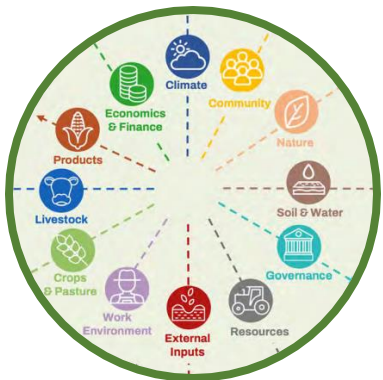
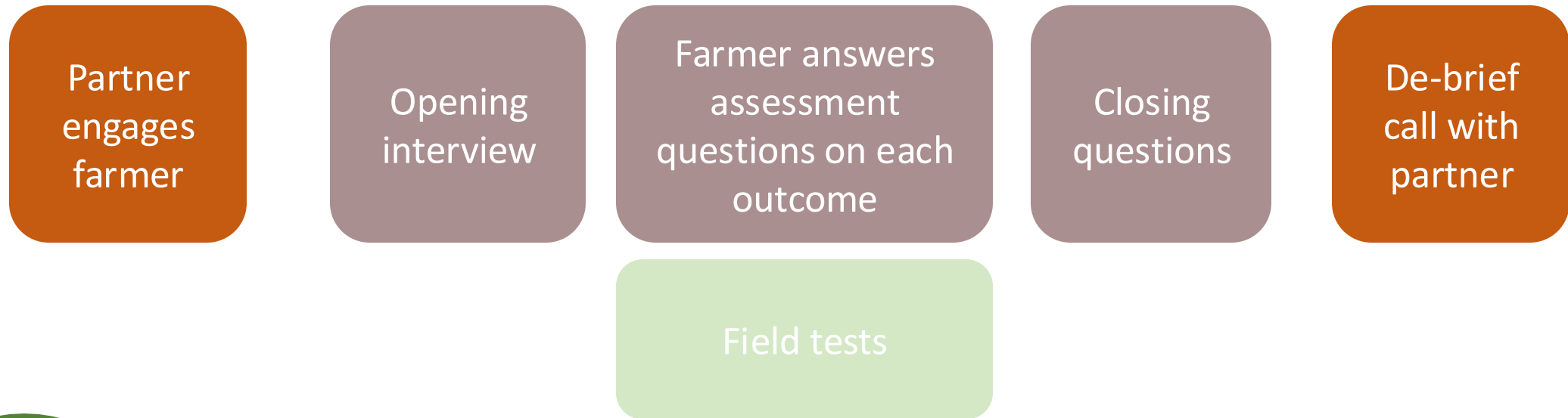
Row crops, tree
crops, livestock,
horticulture

Local, national and
international
markets

Farm Trials Methodology



On-site with farmer



The following slides summarize the Key Findings from Farm Trials following the sequence of engagements described above

Is the framework useful?

- **Largely positive responses** - acknowledgement of the importance of an outcomes based and holistic approach.
- **Challenges to usefulness of FW:**
 - Interpreting results and turning into action
 - Breaking down a system into parts is too reductionist
 - Some elements out of farmer control
 - A few more experienced regen ag farmers don't feel it taught them anything new
- **Some use cases identified:**
 - Aiding decision making by helping farmers see how the farm is doing in general
 - Helping farmers see the farm holistically
 - As an educational tool for farmers who were newer to regenerative farming
 - Sharing with value chains for incentives
 - Used by governments to support policy coherence
 - Linking farm and landscape level outcomes



What outcomes were most useful?

Most commonly useful / important outcomes

- Nature / Soil – most tangible and practical tests
- Productivity, finance/ profitability and quality
- Monitoring impacts of climate (weather)

Less useful/ important outcomes:

- Measuring GHG and Carbon seq often too technical and not applicable to farmer
- Air pollution



What outcomes were most useful?

- Work environment and community outcomes got mixed responses – some farmers felt they were essential, and others felt it was irrelevant to their farm
- Farmer definitions of regenerative agriculture focused on environmental and to some extent economic factors but limited inclusion of social elements
- Suggestions for phased approach to exploring outcomes overtime

Trial Team's Reflections:

- The Framework is already helping farmers to see the whole, but it needs to show better the interconnectedness between different outcomes to explain the importance of each (e.g. social)
- Could there be a difference between what farmers think is useful now and what could be useful for them in the future?



Is data collection feasible?

- **All farmers collected data against the framework with support from project partners.**
- **But levels of feasibility was highly context specific** – small-scale farmers from all countries found it harder.
- **Farmers were really interested in the field tests** (but acknowledge limitations of training, equipment and resources)
- **Barriers and support needed:**
 - Some language and concepts were harder to understand for levels of low literacy
 - Time, money, technical support
 - Record keeping

Frameworks Team's Reflections:

- Data collection process should be relevant to farmer in terms of context and understanding of regen ag
- Process highlighted the importance of tailored specific assessments



Next steps for Outcomes-based Framework

- Use insights from farm trials and consultations to recommend changes to the framework,
- Develop a review of concept and structure of the framework as well as decisions on outcomes and indicators,
- Frameworks team to convene, discuss areas for further refinement, and agree on changes





Appendix C: Landscapes

Knowledge Products

- Map of Regenerative Landscape Initiatives
- Transition Pathways Reports
- Knowledge Products on Landscape Partnerships and Collaboration

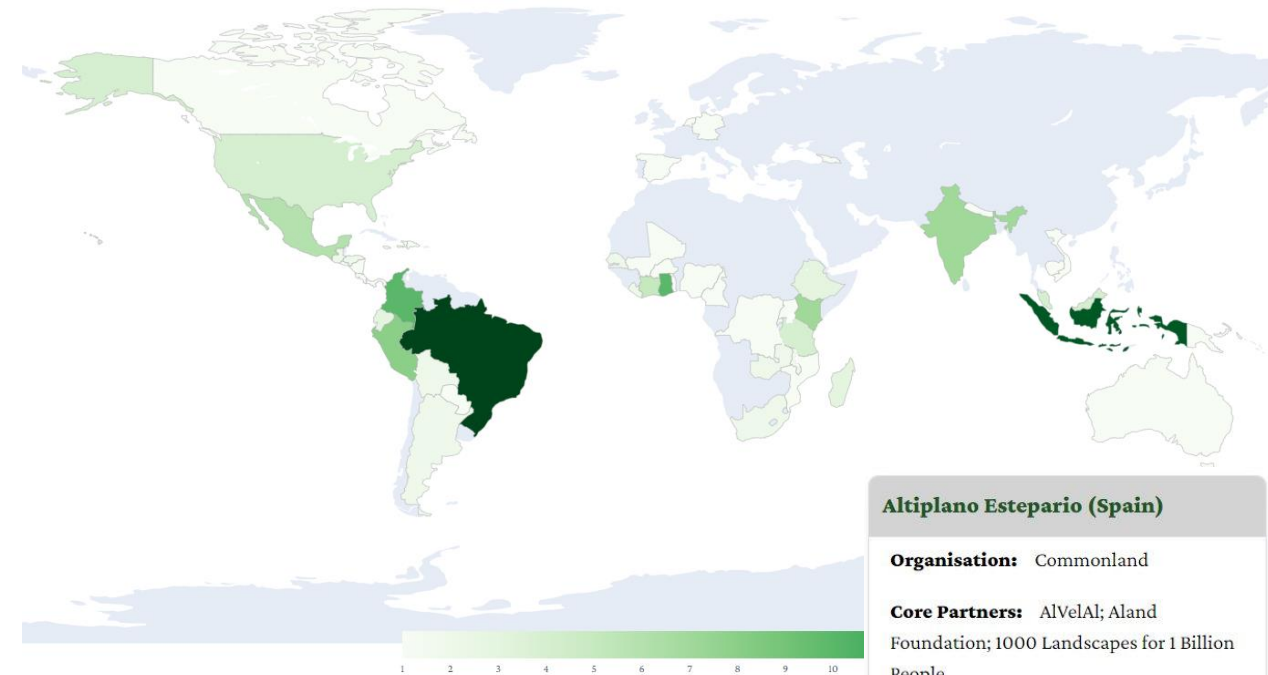


Online Map of Regenerative Landscape Initiatives

Building on its engagement with landscape partnerships, Regen10 has created a non-exhaustive interactive **map featuring 160+ partnerships promoting regenerative agriculture across 60+ countries.**

The map highlights key agricultural products, locations, and links to detailed information on each partnership.

More initiatives are being added on request and we continue to invite contributions. Explore it online on the [Regen10 website](#).



Altiplano Estepario (Spain)

Organisation: Commonland

Core Partners: AlVelAl; Aland Foundation; 1000 Landscapes for 1 Billion People

Key agricultural products: ALMONDS

OLIVES HONEY

Start Year: 2014

More info: commonland.com

Regen10 has developed landscape-level transition pathways across five significant agricultural regions



- A **transition pathway** represents a switch from the conventional agricultural practices common in the landscape to regenerative ones, that helps **restore** and rebuild **natural systems**.
- A key element of this process is understanding the **economics of transitioning** to regenerative agricultural practices as well as the **potential environmental and social outcomes** of such transitions at landscape level.
- The combination between countries and agricultural products was made based on geographical **representation, impacts** of production, data **availability**, and **applicability** of results. The choice of landscapes was primarily driven by their **national-level importance** in the production and export of the specific products.
- Regen10 recognizes that there is **more than one way to create a regenerative food system**. The proposed approaches are not prescriptive, and practices were selected after careful contextual analysis of their relevance and evidence of their intended outcomes.
- Broader evidence linking practices and outcomes is still greatly needed and highlights the importance of developing an **outcomes-based framework**, which Regen10 is currently doing.

Selected Landscapes



Country	Landscape	Focus Ag Product
Brazil	Querência City	Soy & Beef
India	Punjab State	Rice
United States	North Dakota	Wheat & Maize
United Kingdom	East England	Potato
New Zealand	Waikato Region	Dairy

Landscape Collaboration for Regenerative Food Systems: Discussion Brief



In collaboration with 1000Landscapes for 1 Billion People, Regen10 developed a brief (launched in December 2024) that outlines the value added and opportunities from landscape partnerships to spearhead action to accelerate regenerative transitions.

The Discussion Brief also delineates five necessary conditions to unlock and catalyze landscape action for regenerative food systems:

1. **Build strong landscape partnerships that include leadership from the food systems**
2. **Invest in landscape-wide ecological restoration** to establish natural infrastructure that supports regenerative food systems
3. **Mobilize policy, finance, and business innovations** that enable coordinated landscape-wide planning and investment.
4. **Participate in deeper reflection, dialogue and analysis for system learning and innovation.**
5. **Design metrics that reflect both diverse aspirations and common goals.**

Learn more by reading the Discussion Brief [here](#).





Next Steps for Landscape Activities

- In the current phase, the Landscapes team developed a **data strategy for Regen10** that provided the base understanding, a roadmap, and listed recommendations for how technology could be used to facilitate and accelerate the implementation and adoption of the Framework, manage data collected, and disseminate learnings to food system actors in the form of knowledge and insights. Since its development, the team has held follow up conversations with the Terraso platform team to further review functionality processes and data privacy and security concerns.
- As next steps for the data strategy, Regen10 will contract a tech-focused partner to deliver a Regen10-tailored Data Governance Framework, Draft Data Principles and Guidance for agreements that suits the Framework's short-term needs for the testing phase (2024) and supports the Framework's longer-term adoption plans. This framework and guidance documents will help mitigate potential trust issues that could prevent farmers and landscape stewards from collecting and sharing data.
- Create an open-source version of the transition pathway model that landscape partnerships could use as base for an initial cost/benefits analysis of regen ag transitions . Explore support for application of model in partnership with place-based orgs, e.g. in Kenya (Q4 2024)
- Design models on how to mobilize quality service delivery for landscape partnerships (Q4 2024)



Appendix D: Global Engagement

- Statistics on Engagement and Inclusion
- Regional Convening
- Communications



Statistics of Engagement and Inclusivity

An Overview of Regen10's Priority Stakeholders



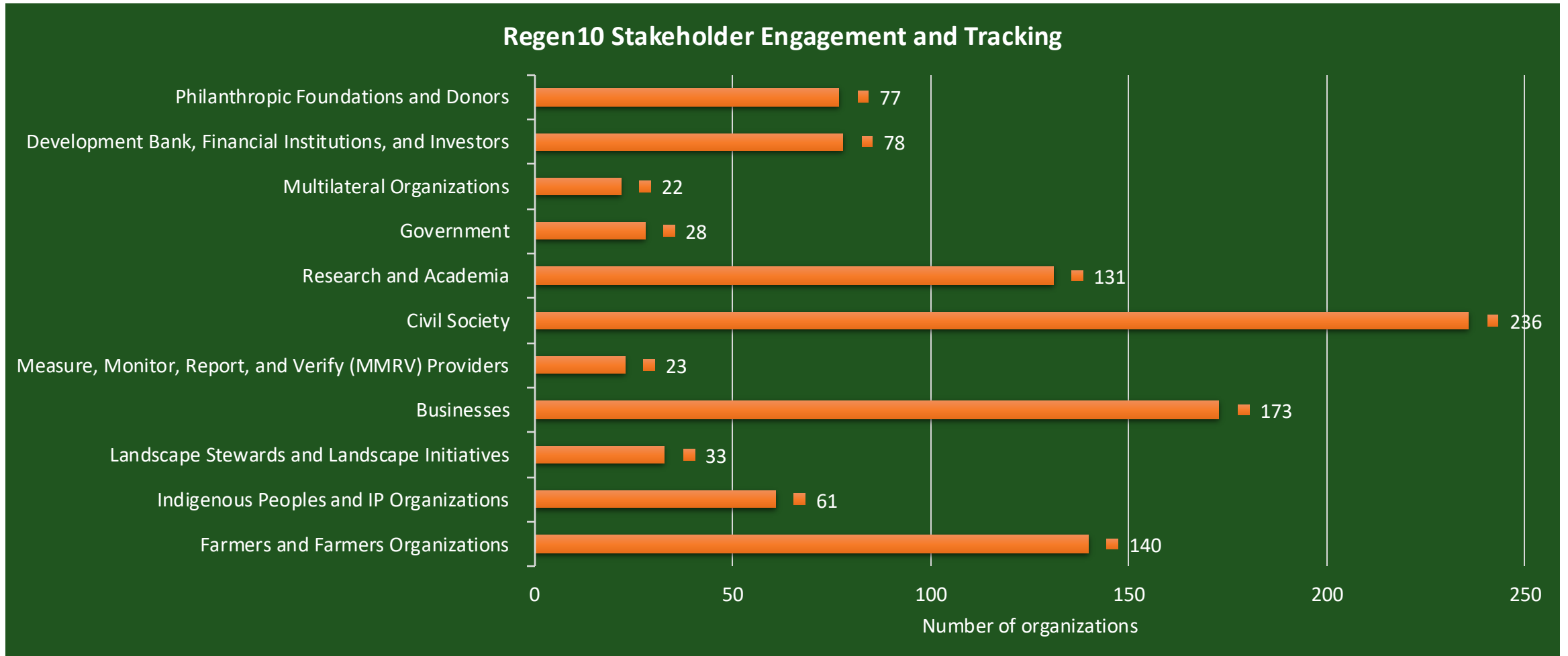
Statistics on Engagement and Inclusion

Regen10 has engaged diverse stakeholders in the food systems space via different modalities determined by each stakeholder's preferences and needs. These modalities include:

- Virtual and in-person events, bilaterals, consultations, and dialogues,
- Regional convenings,
- Webinars and Quarterly Newsletter,
- Farm trials,
- The Experts Network and the High-Level Advisory Group, and
- via Regen10 partners' networks.

In total, Regen10 has engaged **1002 organizations** since its inception in September 2022. The following data is a snapshot of Regen10's engagement and efforts to include multiple stakeholders and geographically diverse initiatives.

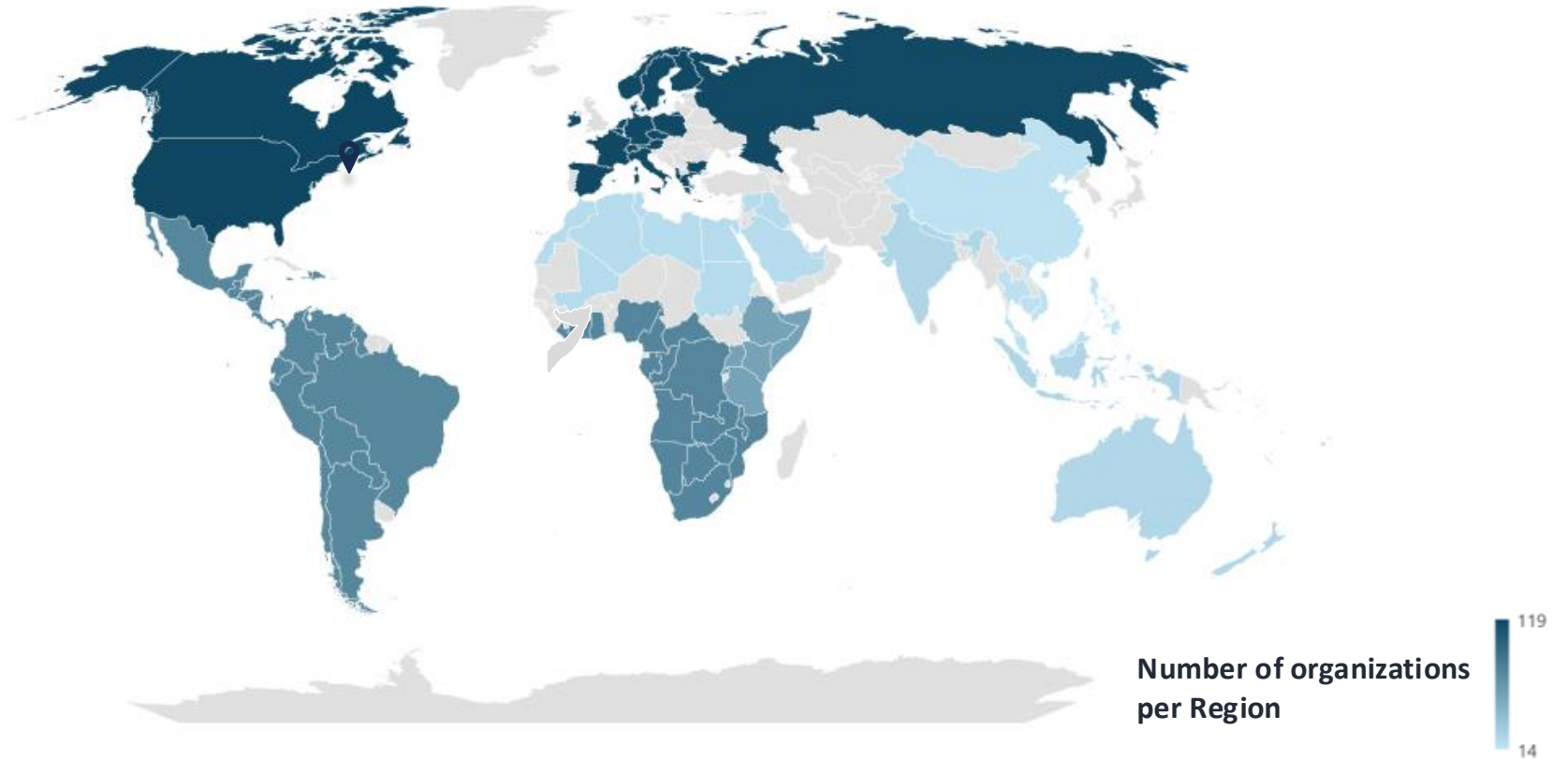
Organizations Disaggregated by Stakeholder Group



Organizations Disaggregated by Regional Priorities

Geographic Scope of Work of Regional Organizations

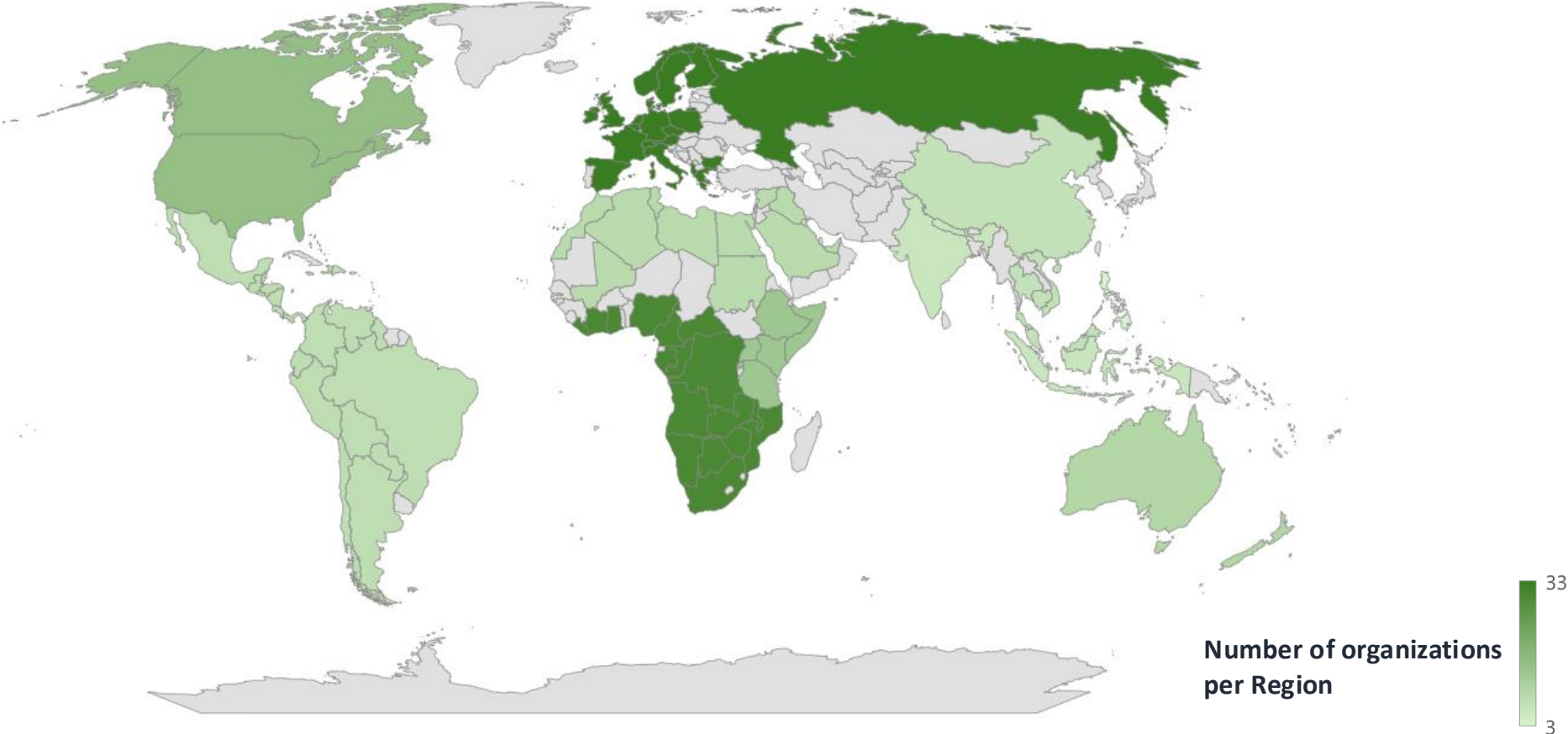
449
organizations
work at the
international
level



Farmer and Indigenous Peoples Organizations Disaggregated by Region



Geographic Distribution of Farmer and Indigenous Peoples Organizations





Regional Convening in East Africa

Current Status and Priorities driving Agricultural Transformation in Kenya – July 2024

Regenerative and Agroecological Opportunities to Drive Agricultural Transformation in Kenya

In July 2024, Regen10 hosted a regional workshop* with experts and food systems stakeholders to understand the current state of regenerative agriculture in Kenya, identify country-specific needs and opportunities, support the movement towards sustainable agricultural systems, connect different actors working in the space and share a diversity of knowledge, and gather feedback to guide Regen10's future strategy and governance.

Key takeaways include:

- Participants consider regenerative agriculture as a pathway for empowering local food systems by promoting independence from corporate control, enhancing biodiversity, and building resilience in both ecosystems and communities
- There is a need to cocreate regenerative solutions and tailor information to target populations starting from familiar concepts and gradually introducing new ideas
- There is a clear need for more robust and context-specific policies that support regenerative agriculture in Kenya and the region, particularly women, youth, and indigenous groups
- There is a need for investment in cold chain infrastructure, aggregation centers, and technology platforms that connect farmers to markets
- A voluntary, time-limited Task Team was established to coordinate the implementation of collaborative processes following on from the workshop, map out existing entities across Kenya, and develop engagement mechanisms with key stakeholders at both sub-national and national levels.



*Extensive meeting report available on request



Communications Strategy

Objectives, Key statistics, and Timeline of Activities

Communications Strategy Objectives

Objective 1

Regen10 is a **globally recognised, trusted and inclusive** initiative in the regenerative food systems space.

Objective 2

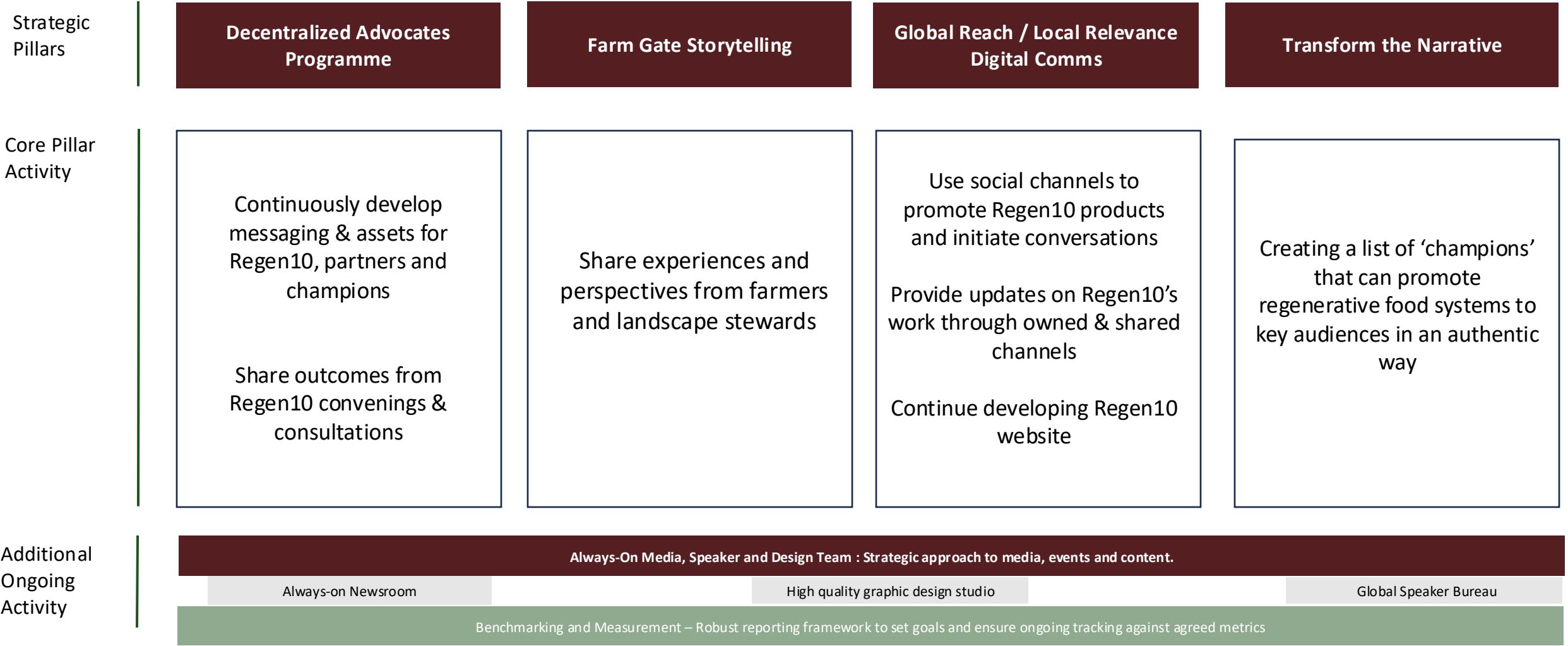
Create a **diverse group of on-the-ground advocates** who can communicate to Regen10's key audiences in an authentic way

Objective 3

Regen10's products are recognized as **providing actionable guidance** and **developed in consultation** with farmers & other actors



How we are achieving these objectives





Overview of Communications since Regen10's Inception

In collaboration with our communications partner, Blakeney, Regen10 has built a strong communications presence over the past two years through:

- Crafting a clear narrative and brand and providing messaging toolkits and branded assets to Regen10 partners - helping to raise awareness of Regen10 amongst different audience groups.
- Organically building our LinkedIn following from 0 to over 2,500 followers.
- Amplifying the voices of farmers and other food system actors on our social channels through our [#FoodSystemVoices series](#), which increased our LinkedIn reposts by 183%, and our [ground-up storytelling videos](#).
- Holding two packed-out events at COP28 in Dubai, to highlight our Zero Draft Outcomes-Based Framework and our Landscapes Discussion Brief.
- Hosting webinars (around 2-3 per year) where people and organizations can learn more about Regen10's work and ask any questions that they might have.
- Producing quarterly newsletters with key updates from Regen10 and wider news from within the regenerative food systems' space.

Timeline of Communications Activities in 2024



	Jan	Feb	Mar	Apr	May	June	July	Aug
Decentralized advocates program						Short version of messaging - for partners' use at events etc.	Promoting WFO GA on LinkedIn	Promoting Kenya convening on LinkedIn & via a blog
Transform the narrative	<p>#FoodSystemVoices video series – sharing perspectives from food system actors on LinkedIn; footage captured at COP28</p>							
Farm gate storytelling								
Global reach / local relevance digital comms			Newsletter		Refreshed website, with Knowledge Hub featuring all Regen10's resources		Webinar	Transition Pathways' series – Brazil, India & USA

Timeline of Activities September – December 2024



	Sept	Oct	Nov	Dec
Decentralized advocates program	NYCW (22-29)	COP16 (21 Oct – 1 Nov)		COP29 (11-24)
	Landscapes Report – Promoted at events and across owned & shared social channels			
Transform the narrative	Regen10 Champions Program – A group of ‘champions’ that can share their perspectives on regenerative food systems on digital, events and media (inc. HLAG and EN members, farmer representatives, and Indigenous leaders)			
Farm gate storytelling				
	Framework Trial social media series – highlights from Malaysia, Australia and the US			
Global reach / local relevance digital comms		Newsletter – reflections from NYCW		Newsletter and social content – Looking to the year ahead, and reflections from both COPs
	Transition Pathways – New Zealand and East England			



Next Steps for Global Engagement Activities

Building from the experiences over the past two years and the multiple engagements with key stakeholders, Regen10 will dedicate the next months to further develop its Engagement and Influencing strategy to provide clear guidelines on the engagement modalities, approach, and expected outcomes to deliver its mission. In parallel, the team will continue identifying opportunities to position Regen10's messages in key events and via strategic communication campaigns in the lead up to the Rio Conventions.

Your support spreading the message and participating as champions of Regen10 messages can help multiply the efforts of our team. Please connect with the team if you would like to provide input to our next steps.

- Finalize Regen10's Engagement and Influencing Strategy with input from partners and feedback from key stakeholders. (October 2024)
- Amplify Regen10's presence in key global events in 2024 via side-events, in-person engagements, and strategic communications campaigns, including CBD-COP16, COP29, and UNCCD.