

Regen10 2025

Implementing Partners In-Person Meeting

Pre-Read

12-14 MAY 2025

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Table of Contents

SUMMARY	2
PURPOSE AND OBJECTIVES	2
REGEN10 ROADMAP	3
WORKING GROUP OBJECTIVES AND OUTCOMES	4
OUTCOMES FRAMEWORK	5
360° ENGAGEMENTS.....	7
INFLUENCING AND ENGAGEMENT	9
SCALING PLAN	11
360° ENGAGEMENTS WORKING GROUP	12

Summary

This pre-read outlines Regen10's 2025 delivery priorities across our four workstreams. It is designed to ground us in where we are going, what each group is delivering, and how this work connects to our shared ambition for regenerative food systems.

Purpose and Objectives

The aim of our in-person May meeting is to:

- **Accelerate our 2025 work:** honing working group key activities, developing overarching workplans, and clarifying next steps.
- **Finalize working group outcomes,** including:
 - **Framework Refinement:** outlining clear next steps towards Framework alignment, including re-grounding on foundational elements of the Framework and how it connects to other working groups.
 - **360° Engagements:** further defining these activities and their role in the greater regen ecosystem.
 - **Influencing and Engagement:** determining Regen10's presence at global and regional events and starting our guiding narrative for food system transformation.
- **Define partner engagement:** clarify partner roles across working groups to inform longer-term scopes of work and contracting.

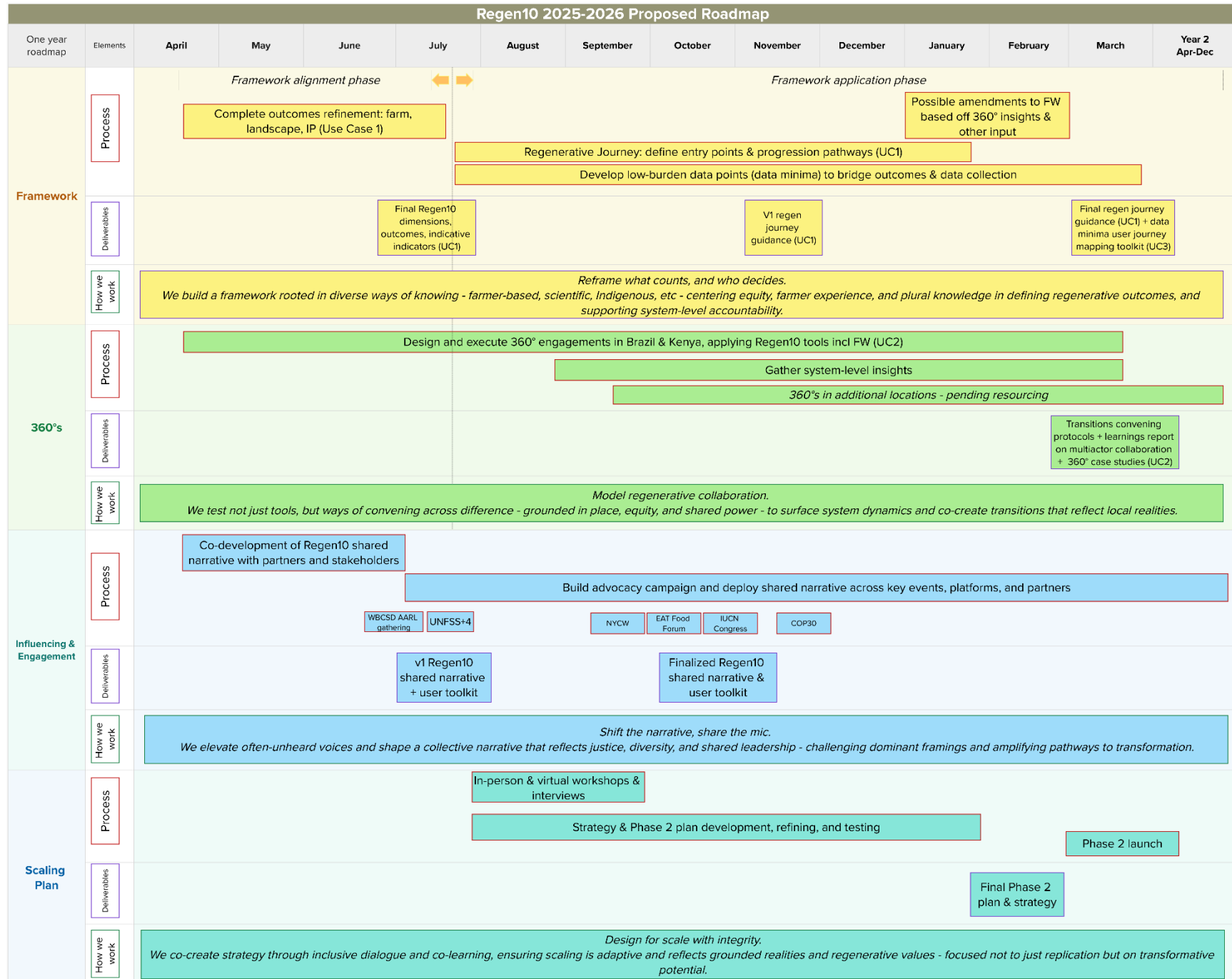
We'll use this time to align where we are, refine what's still in motion, and make decisions that set us up to deliver well — and with credibility — in 2025.

Regen10 Roadmap

The roadmap on the next page captures Regen10's key delivery milestones from now through early 2026. It has been slightly refined since our last meeting - the main changes include updated dates for a few deliverables (e.g. the Regen Journey Guidance, 360° Engagement deliverables, and the Scaling Plan launch). The sequencing and structure remain consistent.

This roadmap reflects the full Regen10 plan and will be updated as we finalize timing and coordination mechanisms through this meeting. As you review this roadmap, please reflect on the following questions for discussion:

- *What does Regen10 look like one year from now?*
- *What from our past work do you hope is present?*
- *In what ways has Regen10 grown and evolved?*



Updated Activities and Outcomes Per Working Group

Since our last meeting, we have updated Regen10's working groups so that they are structured to deliver tiered outcomes - a set of linked outputs that move from tools to uptake to system impact.

- **Tier 1: Deliverables** - What Regen10 will directly produce and enable (Framework, tools, guidance, convening protocols).
- **Tier 2: Uptake Pathways & Behavior Change** - What Regen10's tools and guidance enable others to do (e.g. align strategies, inform investments, shape policy).
- **Tier 3: System-Level Contributions** - The longer-term shifts Regen10's work contributes to (coherence across platforms, regenerative investment, territory-wide outcomes).

This structure helps us link credible, Regen10-built tools to outcomes that can scale - while being clear on what Regen10 leads, enables, and contributes to.

Each working group that follows will include the relevant tiered outcomes image for context. The Scaling Plan taskforce does not have a representative set of outcomes that extends beyond Regen10.

OUTCOMES FRAMEWORK WORKING GROUP

Core Foci

- Finalize the Regen10 Outcomes Framework and develop practical tools for diverse users.
- Make the framework usable, adaptable, and applicable across farm, landscape, and institutional settings.

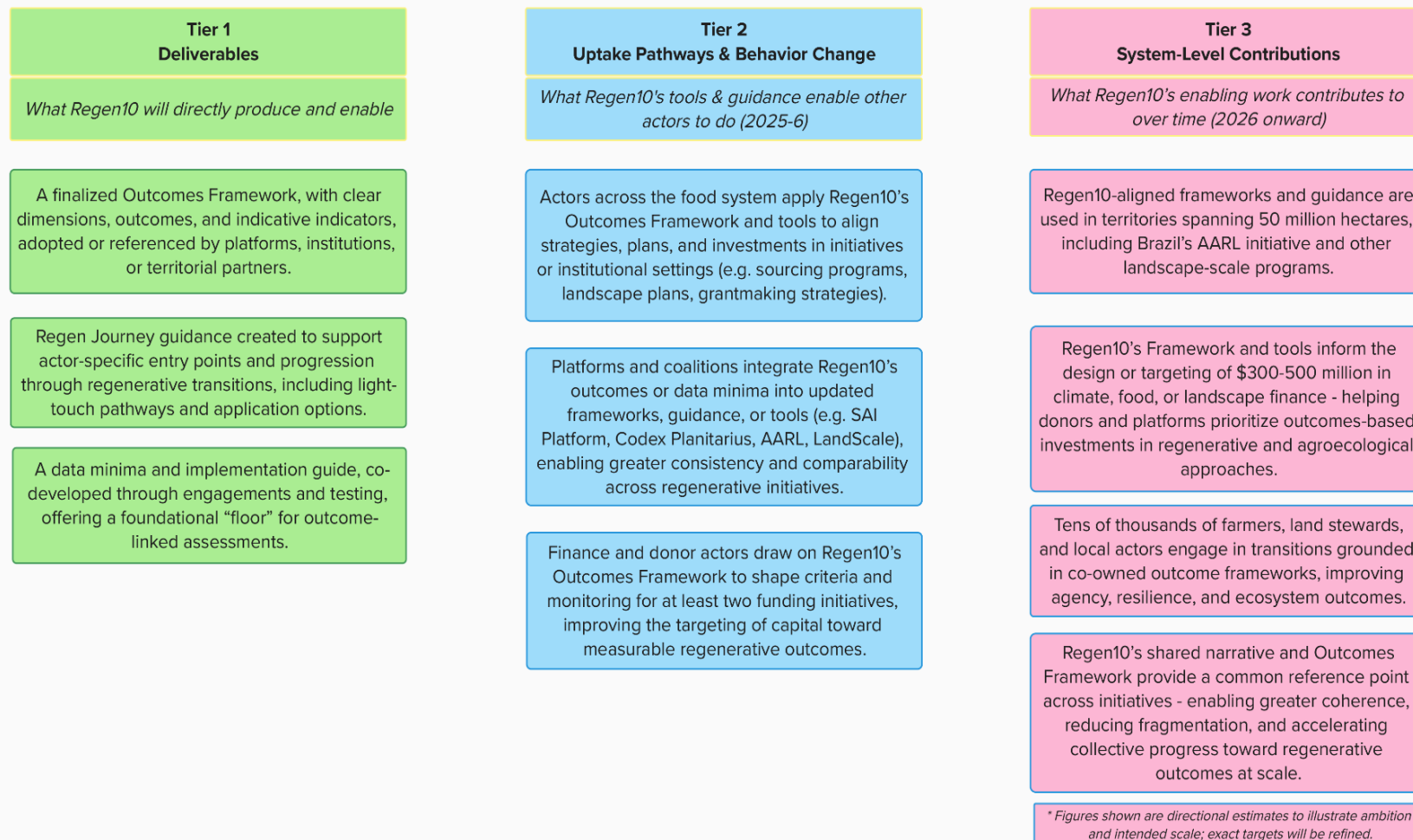
Key Activities

- Finalize dimensions, outcomes, and indicators for farm and landscape levels.
- Co-develop Regen Journey guidance: actor-specific pathways for applying the Framework.
- Begin development of a foundational “data minima” set through field-grounded user journey mapping.
- Coordinate closely with LandScale, SAI platform and others to integrate Regen10-aligned content into assessment tools.
- Align development with testing and feedback from 360° Engagements.

Key Deliverables

- **Final Framework dimensions, outcomes, and indicative indicators** – The core structure defining Regen10’s shared outcome vision (Aug 2025)
- **Regen Journey guidance (entry points + progression pathways)** – Practical actor guidance across contexts (v1: Nov 2025 / Final: Mar 2026)
- **Data minima user journey mapping toolkit** – A toolkit for outcome-linked data planning grounded in real user journeys (Mar 2026)

Regen10 Proposed Outcomes Logic Model - Framework



360° ENGAGEMENTS WORKING GROUP

Core Foci

- Initiate the foundational elements of regenerative transition strategies in real landscapes.
- Test and refine Regen10 tools based on place-based insights and multi-actor collaboration.

Key Activities

- Deliver two place-based 360° Engagements (Kenya and Brazil), testing use cases and tools.
- Map user data journeys to inform the data minima and Regen Journey guidance.
- Align with partners (e.g., AARL, RAFT, SAI Platform) to ensure relevance and credibility.
- Capture learnings, document cases, and build convening guidance for replication.
- Support capacity building and advocacy through localized narratives and outputs.

Key Deliverables

- **Transitions convening protocols + learnings report + case studies** – Replicable models and insights from Kenya and Brazil

Regen10 Proposed Outcomes Logic Model - 360s

**Tier 1
Deliverables**

What Regen10 will directly produce and enable

Foundational elements* of territorial transition strategies co-designed in Kenya and Brazil using Regen10's tools, supported by convening protocols guidance, case studies, and a learnings report on multi-actor collaboration.

**Tier 2
Uptake Pathways & Behavior Change**

What Regen10's tools & guidance enable other actors to do (2025-6)

Actors across the food system apply Regen10's Outcomes Framework and tools to align strategies, plans, and investments in initiatives or institutional settings (e.g. sourcing programs, landscape plans, grantmaking strategies).

Stakeholders in Brazil and Kenya use Regen10-supported tools (Framework, Transition Pathways, etc.) to define regenerative transition priorities and co-develop context-responsive implementation strategies.

**Tier 3
System-Level Contributions**

What Regen10's enabling work contributes to over time (2026 onward)

Regen10-aligned frameworks and guidance are used in territories spanning 50 million hectares, including Brazil's AARL initiative and other landscape-scale programs.

Regen10's Framework and tools inform the design or targeting of \$300-500 million in climate, food, or landscape finance - helping donors and platforms prioritize outcomes-based investments in regenerative and agroecological approaches.

Tens of thousands of farmers, land stewards, and local actors engage in transitions grounded in co-owned outcome frameworks, improving agency, resilience, and ecosystem outcomes.

** Figures shown are directional estimates to illustrate ambition and intended scale; exact targets will be refined.*

** These foundational elements will include Regen10-aligned outcomes, convening tools, and narrative guidance. While they will not constitute full transition strategies with financing plans, they are intended to lay the groundwork for deeper place-based transitions in partnership with actors leading on financial implementation.*

INFLUENCING AND ENGAGEMENT WORKING GROUP

Core Foci

- Embed Regen10's outcomes and tools into institutional strategies and public narratives.
- Expand legitimacy, visibility, and practical uptake beyond the core regenerative sphere.

Key Activities

- Launch Regen10's co-owned narrative for regenerative food systems with key partners.
- Pilot narrative user toolkit across major platforms and refine for broader rollout.
- Coordinate alignment with strategic partners to integrate Regen10 tools into mainstream frameworks.
- Encourage uptake by organizations, funders, and communicators to shift definitions and influence policy, investment, and sourcing.

Key Deliverables

- **Co-owned Regen10 narrative + user toolkit** – Narrative and templates for funders, delivery orgs, and platforms (v1: Aug 2025 / Final: Nov 2025)

Regen10 Proposed Outcomes Logic Model - Influencing & Engagement

**Tier 1
Deliverables***What Regen10 will directly produce and enable*

A shared narrative and communications toolkit, co-owned by Regen10 partners and used by organizations, accompanied by guidance and uptake tracking.

**Tier 2
Uptake Pathways & Behavior Change***What Regen10's tools & guidance enable other actors to do (2025-6)*

Communications and advocacy partners align with Regen10's shared narrative, resulting in uptake across organizations' messaging, event platforms, or policy positioning.

**Tier 3
System-Level Contributions***What Regen10's enabling work contributes to over time (2026 onward)*

Regen10's shared narrative and Outcomes Framework provide a common reference point across initiatives - enabling greater coherence, reducing fragmentation, and accelerating collective progress toward regenerative outcomes at scale.

SCALING PLAN TASKFORCE

Core Foci

- Design Regen10's long-term delivery model and governance for Phase 2.
- Ensure coherence, credibility, and scalability across workstreams.

Key Activities

- Co-create a Phase 2 strategy and roadmap with input from partners and related stakeholders.
- Define delivery pathways, partner roles, and Regen10's future positioning.
- Ensure structural readiness and legitimacy for funder and partner engagement in 2026+.
- Connect insights from all working groups to shape scaling infrastructure.

Key Deliverables

- **Final Phase 2 strategy + governance plan** – Strategy, governance model, and delivery framework for Regen10's next phase (Nov 2025)



360° Engagements Working Group

May 12 - 14 Meeting in Amsterdam - Pre-Read Materials

Pre-read Overview: 360° Engagements WG

Following our last Partner Meeting, we reviewed the 360° Engagements Working Group's value proposition, expected outcomes and scope of work, integrating your feedback and suggestions.

For the upcoming session, we would like to sense-check these modifications and collectively agree on the foundations for an implementable workplan that enables Regen10 to host two place-based engagements in Brazil and Kenya in 2025 and early 2026.

Pre-read Overview: 360° Engagements WG

This pre-read includes three suggested models to kickstart a collaborative co-design session focused on the 360° Engagements:

- **Expected Outcomes from 360° Engagements**
- **Draft Pillars for Regen10's 360° Engagements**
- **Template / Scope of Work to plan, execute, and learn from 360° Engagements**

As you engage with these materials, we kindly ask that you review them with the following prompts in mind:

- Are these outcomes on the right track in terms of feasibility, ambition and expected impact?
- To what extent do the draft pillars accurately represent Regen10's collective expectations for this Working Group?
- In which activities listed on the template/scope of work is my organization best suited to contribute to the planning, execution, and learning efforts of each 360° Engagement?
- What specific geographies/communities in Brazil and Kenya are best placed to host a local engagement?

Draft 360° Engagements Value Proposition at a Glance

The suggested purpose of the **Regen10 360° Engagements Working Group** is to serve as an accelerator of local regenerative transitions through the convening of multi-stakeholder, place-based interventions that bring to life the use cases of the Outcomes Framework, putting Regen10's approaches and knowledge products at the service of local transition efforts.

The proposed objectives for 360° Engagements include:

- Delivering long-lasting impact through strategic, time-bound interventions using Regen10's knowledge products;
- Connecting and amplifying the valuable role of existing local transition efforts;
- Fostering collaboration with partner organizations and networks actively operating globally and in the territory.

360° Engagements could consist of **two-day in-person multi-stakeholder workshops** focused on the **collective design of context-based regenerative transition plans** that implement Regen10's **Outcomes Framework, tools, and knowledge products to help drive alignment** between diverse stakeholders in a specific geography, and in support of a broader transition plan.

360° Engagements – Expected Outcomes

Place-based outcomes for local and landscape initiatives participating in 360 Engagements

- **Increased technical capacity for local/landscape initiatives** to design, test, and refine their own context-based pathways for regeneration that outline benefits, barriers, and enabling conditions to accelerate transitions using Regen10's Outcomes Framework, tools, and deliverables.
- **Better equipped local/landscape level collaborative efforts to lead bottom-up policy and finance influencing interventions**, amplify their narratives through communications efforts, and engage effectively in key decision-making related to regenerative transitions in their context using the Regen10's Outcomes Framework, tools, and knowledge products.
- **Increased convening capacity and ability for local initiatives to lead on integrated, holistic and regenerative transition plans**, leveraging Regen10's networks, Outcomes Framework, tools, and knowledge products.
- **Greater cross-sectoral collaboration and new bridges built at the local/landscape level** in territories prone to accelerate regenerative transitions leaving no-one behind, while centering the needs and priorities of the most vulnerable participants.
- **Strengthened multi-stakeholder local Communities of Practice (CoP)** to advance regenerative transitions in alignment with existing networks that amplify their work at the global level and facilitate co-learning and joint influencing.

360° Engagements – Expected Outcomes

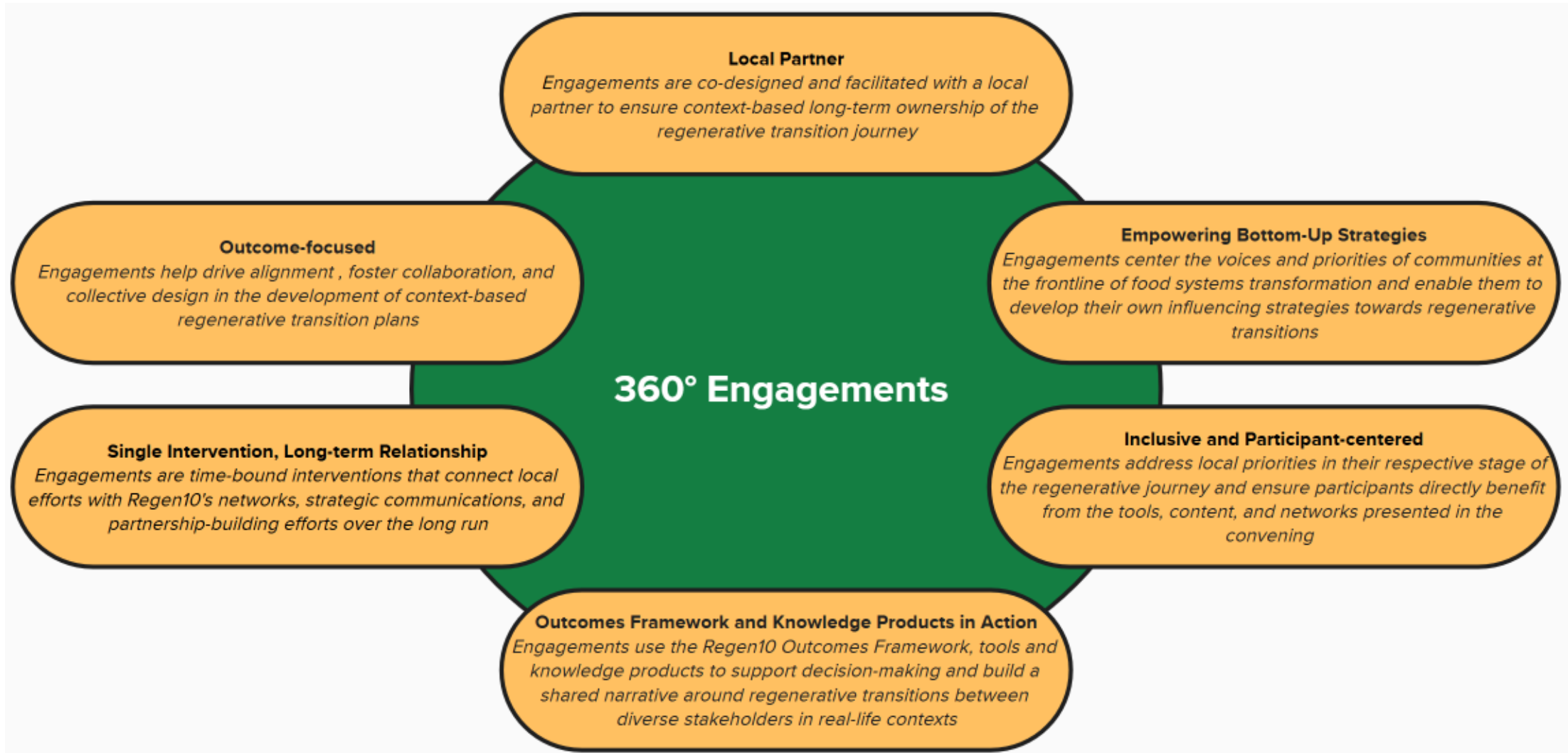
Internal Outcomes – Hypothesis Testing for Regen10

- **Demonstration of how different actors engage with regenerative transitions** through multiple pathways, creating structured guidance on progression toward deep regeneration.
- **Refinement of the Regen10 Outcomes Framework** based on real-world testing, ensuring it is practical for large-scale adoption.
- **Validation of the Outcomes Framework** as an assessment tool for businesses, farmers, and MMRV providers and as decision-making tool for diverse stakeholders.
- **Clear learnings on how verification models can shift toward farmer-driven tracking** approaches while remaining credible for business and finance.
- **Tests whether governance shifts can enable regenerative adoption at scale**, ensuring regenerative transitions are locally owned and not solely business-driven.
- **Identification of the most effective finance structures** for funding regenerative adoption in diverse landscapes.

Draft Pillars for Regen10's 360° Engagements



We suggest the following pillars to serve as a common foundation for all Regen10's 360° Engagements:





In this integrated program, there will be multiple interdependencies across Working Groups in which partners will collaborate to develop products, adjust approaches, and share learnings with each other.

We propose the following timeline to ensure alignment and coordination between WGs:

Regen10 2025-2026 Proposed Roadmap													
Elements	April	May	June	July	August	September	October	November	December	January	February	March	Year 2 Apr-Dec
Process	<div>Design and execute 360° engagements in Brazil & Kenya, applying Regen10 tools incl FW (UC2)</div> <div>Gather system-level insights</div> <div>360°s in additional locations - pending resourcing</div>												
Deliverables	<div>Transitions convening protocols + learnings report on multiactor collaboration + 360° case studies (UC2)</div>												
How we work	<div>Model regenerative collaboration.</div> <div>We test not just tools, but ways of convening across difference - grounded in place, equity, and shared power - to surface system dynamics and co-create transitions that reflect local realities.</div>												

Proposed Template of Activities to Host 360° Engagements

