



**ecoagriculture**partners



# The Landscape Investment and Finance tool (LIFT)

The Global Landscape Forum-Investment Case  
May 30, 2018

# An integrated landscape



Nearby forest contributes to moist and stable microclimate conducive to production.



Protected areas provide habitat, ecosystem services, and tourism income.



Smallholder SLM and CSA practices improve productivity and sustainability.



A healthy landscape provides clean water for all needs.



Your facilities provide good jobs and reliable markets for rural people.



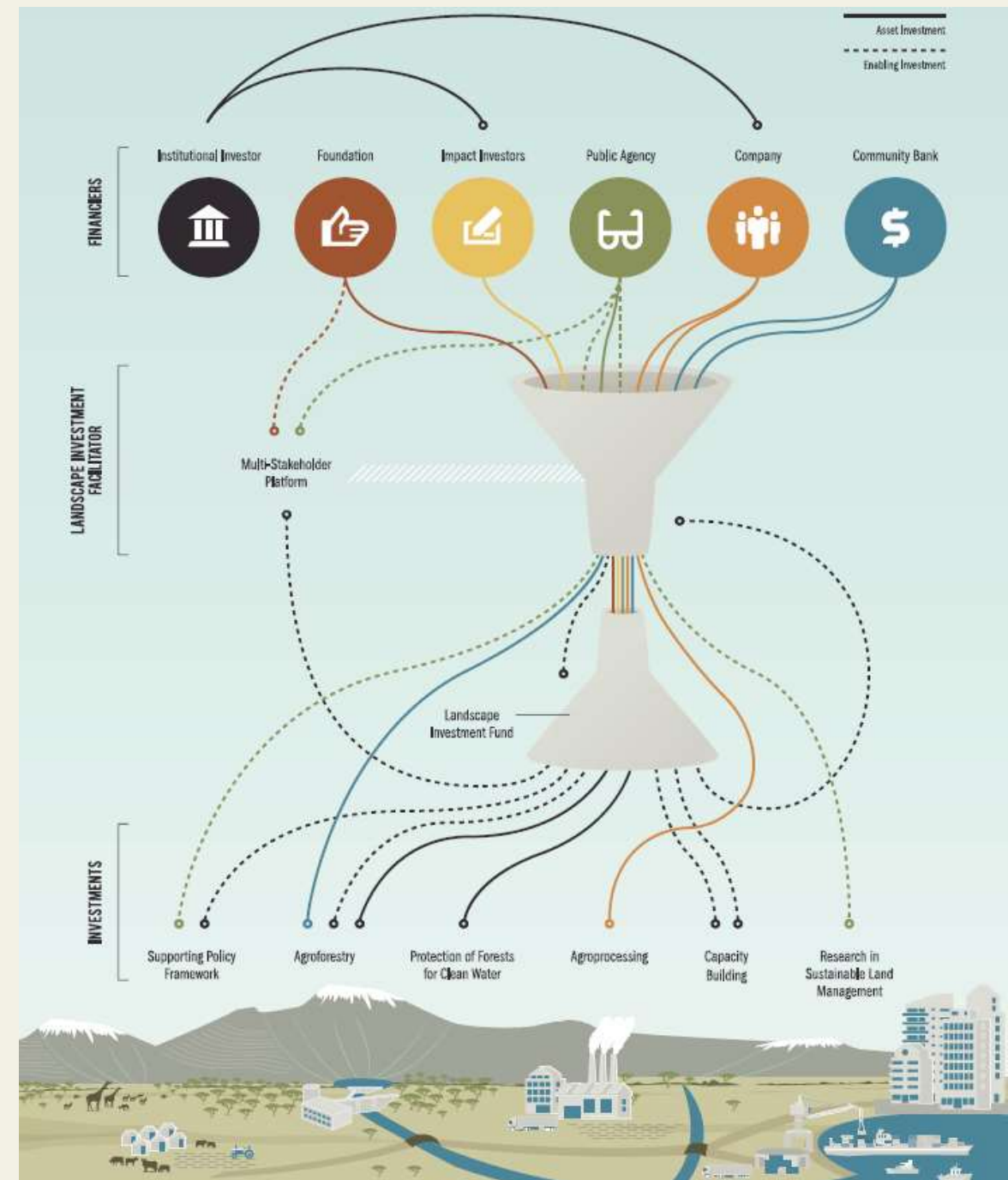
Exports connect global consumers to local landscapes.



Rural-urban market linkages support best practices.



# Integrated landscape investments, illustrated



A vibrant scene featuring numerous hot air balloons of various colors and patterns, including stripes, checks, and solid colors, floating against a clear blue sky. Below the balloons, a rugged, rocky landscape with steep cliffs and a prominent hill is visible, suggesting a canyon or valley setting. The word "LIFT" is superimposed in the center of the image.

LIFT

# Getting Ready for LIFT The Primer



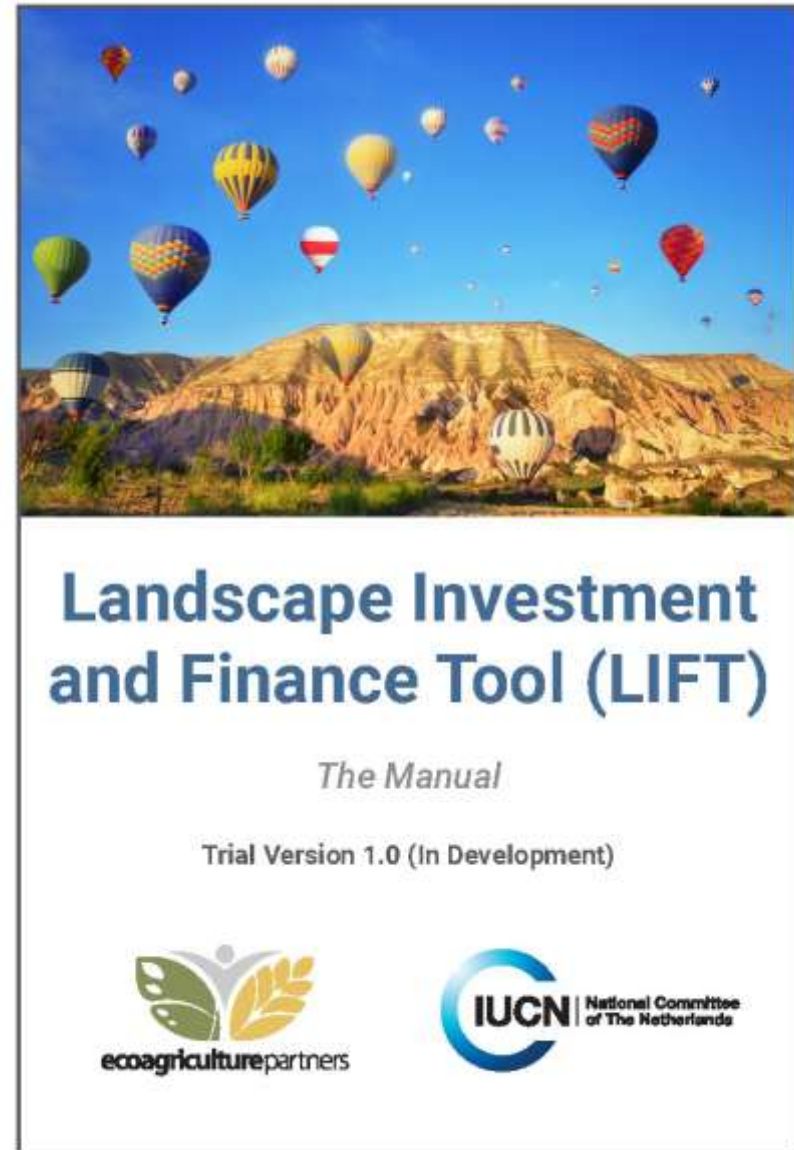
## Integrated Landscape Investment and Finance

*A Primer*

Technical Background Document for the  
Landscape Investment and Finance Tool (LIFT)



# Running LIFT in your Landscape The Manual



# Stage 1: Assess financing needs of priority investments in the landscape plan

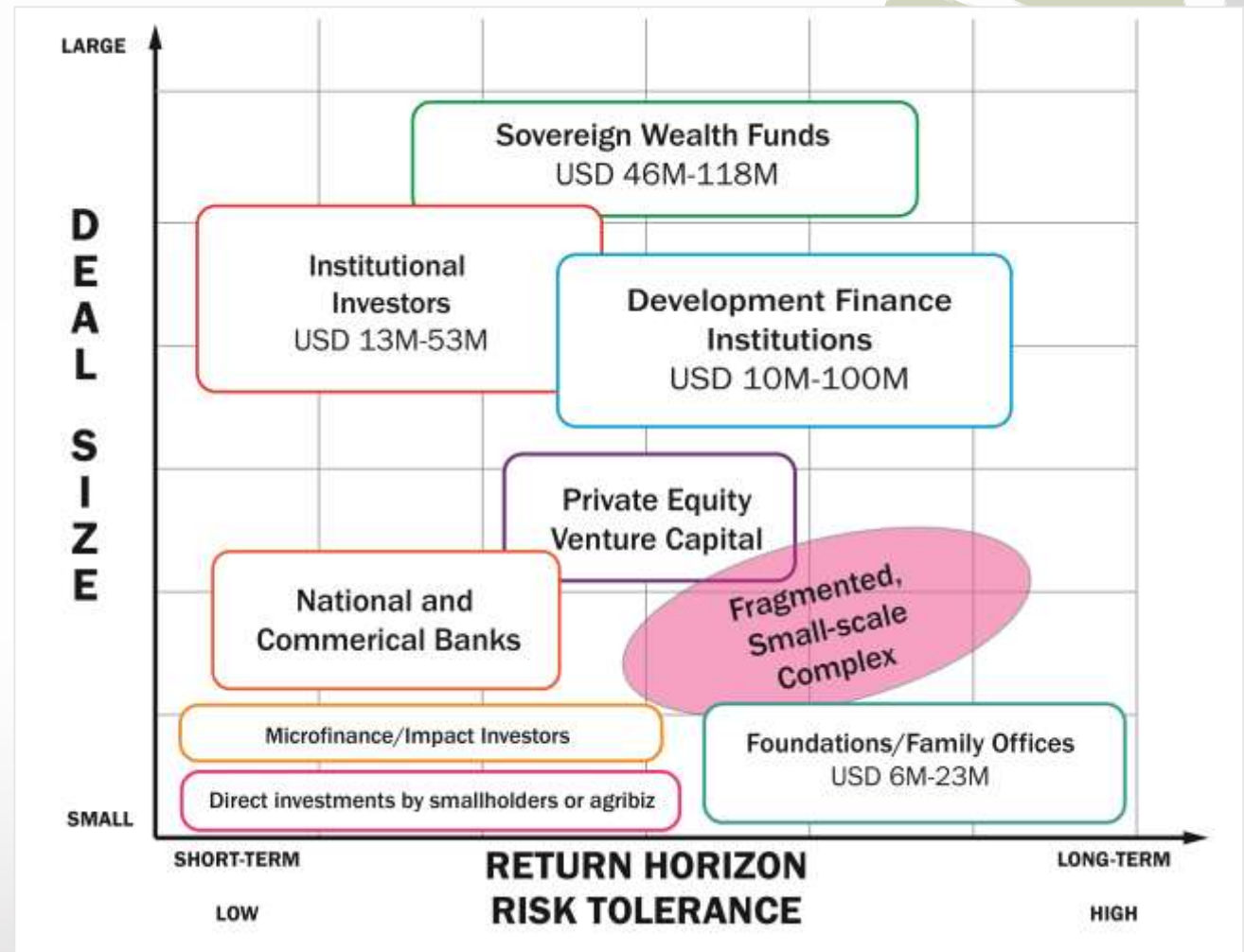


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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>Value Propositions</div><div>What value do we deliver to the customer/beneficiary?</div><div>Which one of our customer’s needs are meeting/problems are we solving?</div><div>What bundles of products and services are we offering to each Customer Segment?</div><div>Which customer needs are we satisfying?</div></div> | <div><div>Key Activities</div><div>What Key Activities do our Value Propositions require?</div></div> <div><div>Key Resources</div><div>What Key Resources required for the success of the investment?</div></div> | <div><div>Key Partners</div><div>Who are our Key Partners?</div><div>Which Key Resources are we acquiring from partners?</div><div>Which Key Activities do partners perform?</div></div>           | <div><div>Customer/Beneficiary Relationships</div><div>What type of relationship does each of our Customer Segments expect us to maintain with them?</div><div>Which ones have we established?</div><div>How are they integrated with the rest of our business model?</div><div>How costly are they?</div></div> <div><div>Channels</div><div>Through which channels do our customers want to be reached?</div><div>How are we reaching them now?</div><div>How are our Channels integrated?</div><div>Which ones work best?</div><div>Which ones are most cost-efficient?</div><div>How are we integrating them with customer routines?</div></div> | <div><div>Customer/Beneficiary Segments</div><div>For whom are we creating value?</div><div>Who are our most important customers?</div></div> | <div><div>Complementary Landscape Activities and Investments</div><div>Which other existing Activities/investments in the landscape will help the model succeed?</div><div>Which potential investments would help it succeed?</div></div> <div><div>Risks</div><div>What are the major sources of risk that the investment will not achieve its desired outcome? (including operational, environmental, community, market and political risks)</div><div>How will these be mitigated?</div></div> |
| <div><div>Cost Structure</div><div>What are the most important costs inherent in our business model?</div><div>Which Key Resources are most expensive? Which Key Activities are most expensive?</div><div>What is the timeline of major costs?</div></div>                                                                            |                                                                                                                                                                                                                    |                                                                                                                                                                                                    | <div><div>Revenue Streams to the enterprise/program</div><div>What are the major sources of revenue generated by the investment?</div><div>What is the timeline for revenue generation?</div><div>How much revenue does each revenue stream contribute to overall revenues?</div></div>                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <div><div>Social &amp; Environmental Cost</div><div>What are the potential social and environmental costs of the business model?</div></div>                                                                                                                                                                                          |                                                                                                                                                                                                                    | <div><div>Social and economic benefits in the landscape</div><div>What are the social and economic and benefits that will accrue to the landscape?</div><div>To whom will they accrue?</div></div> | <div><div>Environmental benefits for the landscape</div><div>What are the environmental benefits that will accrue to the landscape?</div></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

# Stage 2: Scope potential sources of funding for landscape investments



# Mapping possible investment sources for your landscape



# Stage 3: Devise a finance mobilization strategy





**Join us!**

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