



Gerana
Initiative

The Gerana Dialogues

**Making Money Work
for Landscapes**



The system underneath is changing

Over the past year, Gerana has been in conversation with people across business, land stewardship, nature and finance - exploring what it would take for companies to act together in the landscapes they depend on.

What is becoming clear is this:

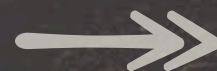
Business resilience is increasingly shaped by the health of landscapes.

From water availability to soil systems and ecosystem stability, the conditions that underpin production are shifting – and with them, how risk and value are understood.

And yet, while ambition is growing, coordinated action remains limited.

The opportunity now is to turn this growing ambition into coordinated, practical action.

This brings the focus to how collective action is designed in practice.



What the MOS reveals

Through interviews with 41 senior leaders across 34 companies, Gerana's Market Opportunity Scoping (MOS) identifies a set of recurring patterns.

These patterns reveal where tensions sit within the system – and what becomes possible when we work with the whole, rather than in parts.

Time horizons

Trust

Framing of resilience

Governance and agency

Capital allocation and sequencing

Use of knowledge

These show up consistently across sectors and geographies.

These patterns can be worked with as design levers for collective action.



**Explore the
MOS Series**



The six design levers



1. Design for Time Horizons

Align investment and decision-making with ecological and landscape realities



2. Centre on Trust

Build relationships and shared understanding across actors over time



3. Construct a Resilience Frame

Connect resilience to business risk, infrastructure and supply security



4. Rebalance Governance

Enable local actors, land stewards and public institutions to shape decisions



5. Build the Capital Stack

Sequence and align different forms of capital across time and actors



6. Make Knowledge Useful

Translate insight into forms that support coordination and decision-making



**Watch the
MOS intro video**

From insight to practice



Insight alone isn't enough.

The next step is to explore what these ideas look like in practice in real landscapes, with real actors, and the tensions and choices they navigate.

This is already taking shape in real landscapes:

South Africa (uMkhomazi River Basin) with Sappi Forestry landscapes linked to critical water source areas.

Tanzania (Simiyu landscape) with Remei Smallholder cotton systems linked to soils, water and wildlife corridors.

Benin (Ouémé River Basin) with Africa Green Corporation Cotton, shea and cashew landscapes supporting wetlands and biodiversity.

We don't start from scratch.

We connect and strengthen what is already underway – aligning actors, governance and investment pathways over time.



The Gerana dialogues



The Gerana Dialogues are the next step in this journey. A series of conversations across May and June 2026 exploring a central question:

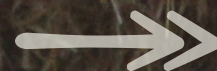
What would it take to make money truly work for landscapes?

Together, we will explore:

- How finance flows through landscapes
- Where it works – and where it breaks down
- What might enable more coordinated, long-term approaches

The Dialogues are co-designed and delivered by a small, dedicated group - bringing together facilitation, finance, landscape and corporate perspectives.

With contributions from a wider community of practitioners, system thinkers and emerging voices, including Gerana's Future Shapers.





Invitation

Join the conversation (virtual)

19 May 2026

14:00 BST / 15:00 CET (90 minutes)



This is an open invitation to join a different kind of dialogue

– bringing together people from business, finance, and land stewardship to explore what it takes to make money work for landscapes in practice.

These sessions are designed to be participatory, with space to share experience, explore tensions, and think together.

To take part, we ask that participants:

Register to
save your
place

Take part in our
Landscape
Action survey

Join the discussion
in the Gerana
Commons

Know someone who should be part of this conversation?

Please feel free to share or connect them via:

lizzie.flower@geranainitiative.earth



Join the Gerana Commons

A space to connect, prepare,
and continue the conversation



Gerana Initiative

Gerana dialogues brought to you in collaboration with:

