



The Gerana Dialogues

**Dialogue 1:
Making Money Work for Landscapes
Participants Welcome Pack**



Thank you for registering to join the inaugural Gerana Dialogue on the 19th June.

The Gerana Dialogues are part of an ongoing conversation emerging from our Market Opportunity Scoping (MOS) research and wider work across business, finance and landscape stewardship.

In this first dialogue, we will explore an important question:

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



This is a space for inquiry, diverse perspectives and thoughtful conversation.

We do not expect everyone to agree.

The value lies in bringing different experiences, assumptions and perspectives into conversation.

You are joining a group of business leaders, financiers, practitioners, researchers, land stewards and sustainability professionals who are all grappling with similar questions from different angles.

Bring your curiosity.
Bring your questions.
Bring your experience.

And perhaps most importantly, bring your willingness to listen, learn and think together.

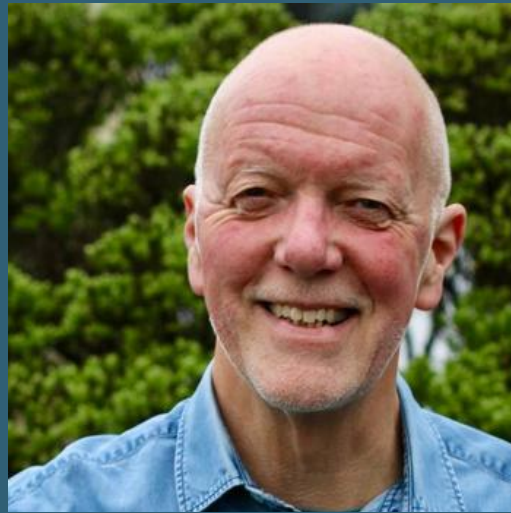


What to expect

The Dialogue will be lightly framed by:



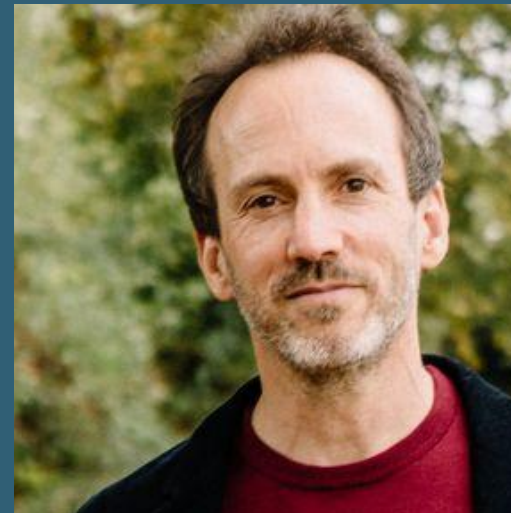
A welcome from
Liesl Truscott
Gerana Initiative



Reflections from
Simon Cooper
Gerana Initiative



A provocation from
James Vaccaro
RePattern



Facilitation by
Tim Malnick
LifeCentered

Above all, the conversation belongs to all of us.

Rather than presentations or panels, we will spend most of our time in conversation.

We will explore ideas, challenge assumptions, share experiences and reflect together.

The aim is to deepen understanding, surface new perspectives and explore what becomes possible when different voices meet.

Dialogue Access

Date: 19 June 2026

Time: 13:00 BST / 14:00 CET (90 mins)

Join the Dialogue: [Joining Link](#)

On Arrival

- a few minutes early, if you can
- with a quiet space and stable internet connection

Bring

- a journal, notebook or paper and pen
- an open mind
- a willingness to participate

You should have received a calendar invite and Zoom confirmation - if not, please email

lizzie.flower@geranainitiative.earth

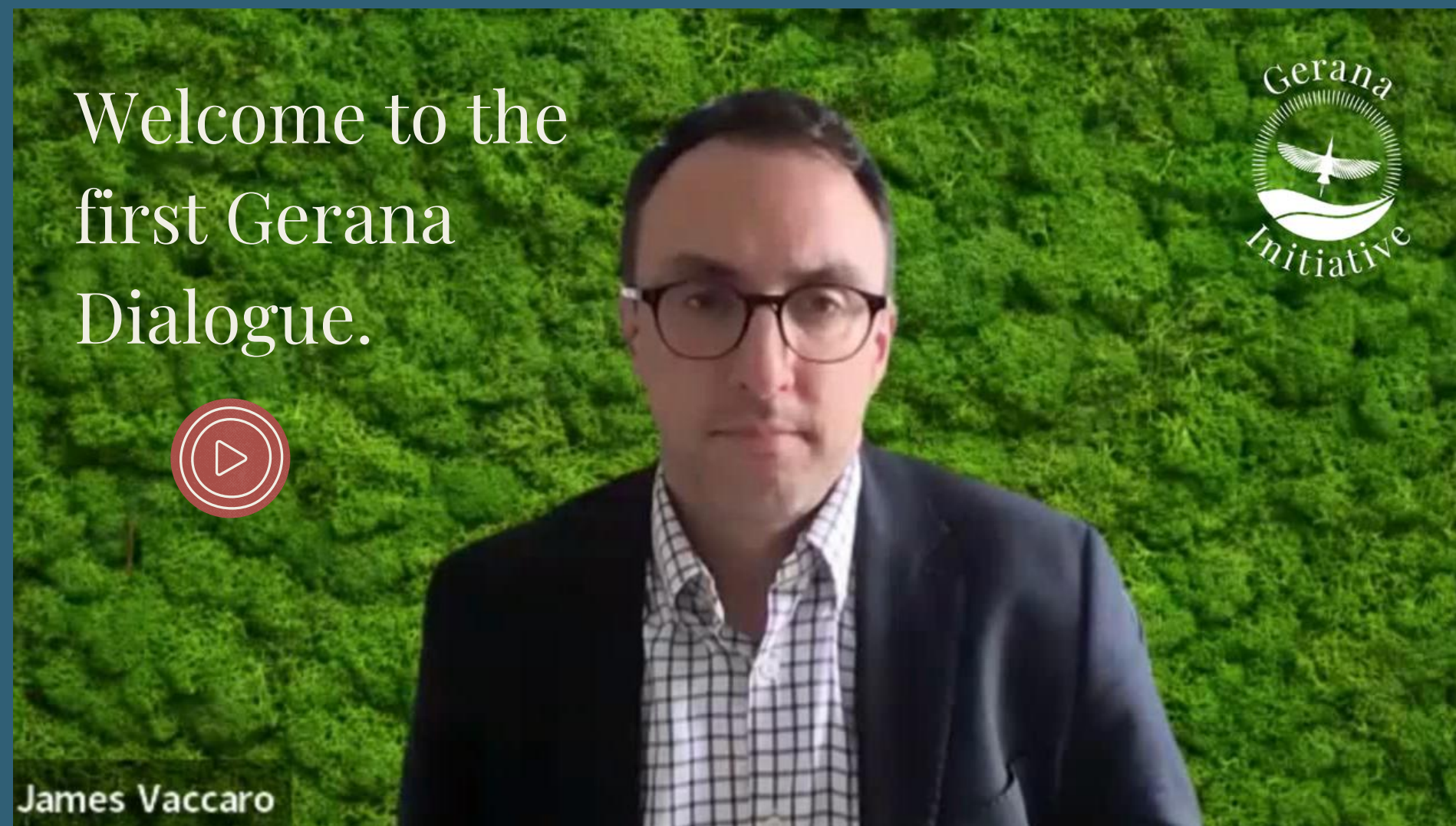


Before the call

1: Watch the short video

Before the Dialogue, please take a few minutes to watch James Vaccaro's short introductory video.

It is intended as a provocation rather than a presentation and may help stimulate your thinking ahead of the session.



Plus - if you missed it - here's the MOS intro video



Before the call

2: Reflect on the six design levers

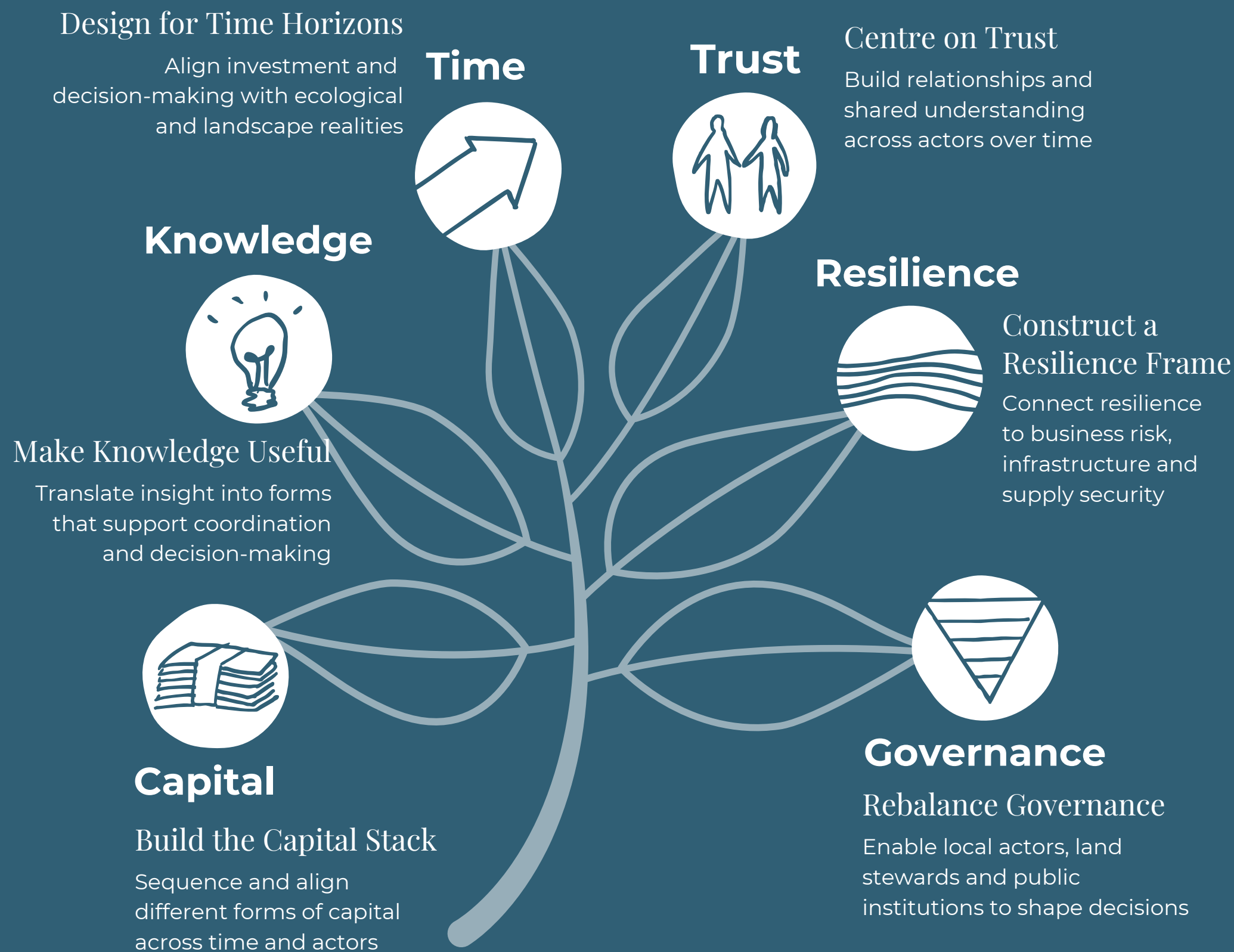
Take a few moments to look at the six design levers for collective action in landscapes.

As you look at the diagram, notice how the levers connect.

- What does trust make possible for capital
- How does governance shape the use of knowledge?
- What changes when resilience is framed through time horizons?

There is no need to prepare answers.

Simply bring what you notice into the conversation.



Before the call

3: Join the Gerana Commons

The Gerana Commons is a space to connect with other participants, access resources and continue the conversation after the Dialogue.

In the Gerana Community Circle, you can find:

- The Market Opportunity Scoping (MOS) briefing series
- MOS short video
- The Making Money Work for Landscapes perspectives.



Resources

Please visit the Gerana Commons to find
The Market Opportunity Scoping (MOS) Series and associated resources.
<https://www.commonobjective.co/hub/gerana-commons-hub/posts>



Capturing the conversation

We will follow chatham house rules.

The Dialogue will be lightly documented and synthesised into a short reflection note to share more widely.

Contributions will not be attributed unless permission is given.

Our hope is to create an experience and resource that participants can continue to learn from, share and build upon long after the conversation ends.

We look forward to seeing you on 19th June!

The Gerana Team

How We Will Work Together

To help create a rich and respectful conversation, we ask participants to:



- 1. Be Present**
Where possible, keep cameras on and minimise distractions.
- 2. Be Curious**
Seek first to understand. Ask questions. Explore differences.
- 3. Make Space**
Ensure others are heard, particularly in smaller group conversations.
- 4. Bring Your Perspective**
Your experience and viewpoint matter.
- 5. Embrace Complexity**
We are exploring questions that do not have simple answers.
- 6. Challenge Ideas, Not People**
Bring honesty and constructive challenge, while remaining respectful of different experiences and viewpoints.



Gerana
Initiative

Join the
conversation

www.geranainitiative.earth