

Plan to Accelerate Private Sector and Subnational Government Actions to Restore Degraded Landscapes

Axis: 3. Transforming Agriculture and Food Systems ▾

Key objective: 8. Land restoration and sustainable agriculture ▾

Solution: Cross-sector partnerships, accountability frameworks, knowledge-sharing, and innovative planning tools to accelerate private sector and subnational government action and investments for degraded landscapes restoration

Host initiative: Coordinated by the Riyadh Action Agenda (UNCCD COP16 Presidency with support from Ambition Loop)

Scope: [Addressed scope, such as specific technologies and geographic/sectoral focus, if any.]

- Geographic: Global and regional, with special focus on drylands and degradation hotspots in the Global South.
- Sectoral: Nature, Land, and Climate - land conservation and restoration, agrifood systems, drought and water resilience.
- Other aspects: Connecting private sector actors with grassroots land restoration initiatives, some of which are led by subnational government actors.

Overarching COP30 Announcement for the PAS: Launch a diverse coalition of organizations committed to accelerating private sector contributions and subnational government engagement in land restoration, conservation and sustainable land management (SLM) by 2030, and doing so in an aligned, accountable and transparent manner.

Levers assessment: *(each lever is described in the guidance document)*

- **Risk-informed decision-making:** Medium maturity ▾
 - *Rationale: There are ample datasets globally that monitor desertification, land degradation, and drought (DLDD), along with tracking the multiple land conservation and restoration activities and projects implemented. Yet, there is a need for more data and tools integrated across Rio Conventions, particularly those that engage non-state actors, and operate at finer geographical scales. Such integration would enable actors to make targeted, risk-informed interventions in conservation, restoration and SLM that do not conflict with climate and biodiversity goals. However, to increase private sector investment, data and tools must also address the factors that currently hamper investment in land restoration. This includes developing clearer metrics that translate environmental benefits into financially quantifiable terms, providing data on risk–return profiles of restoration projects (given high upfront costs and delayed returns), improving land tenure security, and advancing valuation frameworks for ecosystem services.*
- **Technology shifts:** Medium maturity ▾
 - *Rationale: There is a need for a shift in technology to develop risk assessments, innovative finance mechanisms and risk-sharing instruments that rely on robust, accessible data to inform investment decisions, build investor confidence, and capture the risks that hinder the private sector in investing in land restoration (e.g. insecure tender rights, later returns, etc).*
- **Knowledge & Capacity building:** Medium maturity ▾
 - *Rationale: While there is sufficient knowledge to act and increasing recognition of the importance of institution building, training, and the development of general capacities among state and non-state actors to accelerate land restoration and SLM, current efforts to scale action*

Plan to Accelerate Private Sector and Subnational Government Actions to Restore Degraded Landscapes

remain fragmented and under-resourced. In short, the private sector is actively engaged in land restoration as a driver of climate, biodiversity, and livelihood benefits, but this engagement still needs to be scaled with the support of capacity-building and technical assistance programmes, such as those led by development agencies, research institutions, and multi-stakeholder partnerships. Investments in capacity building remain uneven, particularly in programs that foster cross-sectoral collaboration and promote inclusive approaches that draw on diverse knowledge systems, including Indigenous and local knowledge. Advancing to a higher level of maturity requires expanding co-produced research on nexus approaches, and more systematically connecting emerging evidence — such as recent joint assessments by the IPCC, IPBES, and the UNCCD SPI — to practical training, financing, and implementation frameworks for private sector actors.

- **Inclusive decision-making governance & design:** Medium maturity
 - *Rationale: More significant efforts are needed to involve actors on the frontlines of climate change, biodiversity loss, and desertification — such as Indigenous Peoples, local communities, farmers, women, and youth — who hold essential knowledge of nature-based and locally adapted solutions. Yet these groups are often engaged too late in the design process, despite being most affected by DLDD and critical to lasting impact. At the same time, business and finance actors remain insufficiently integrated into multi-stakeholder governance and co-design processes, even though their investment and innovation capacities are crucial for scaling restoration. Recent evidence highlights the need for new institutional architectures and mission-driven public–private collaborations that align governments, companies, civil society, and local communities around shared sustainability goals. Progress toward higher maturity will depend on embedding participatory co-design and transparent governance mechanisms that balance local ownership with private-sector engagement, supported by trusted conveners, delivery-oriented skills, and high-quality data systems that enable joint learning and accountability.*
- **Standards & Taxonomies:** Low maturity
 - *Rationale: While there are several norms, standards, and taxonomies that enable interoperability, traceability, and comparability of private sector engagement in addressing climate change and nature loss, there is still no centralized or widely adopted guideline specifically focused on land restoration, particularly relevant under the UNCCD agenda. With the recent launch of the Business4Land (B4L) initiative led by the UNCCD Secretariat, this roadblock is expected to be progressively addressed, advancing this lever. Businesses are increasingly aligned on the need for holistic approaches that integrate climate, nature, water, soil health, and socio-economic dimensions, as well as the importance of focusing on measurable outcomes rather than prescribed practices. However, a major gap remains in achieving alignment across stakeholder groups — including policymakers, standard setters, farmer organizations, and civil society — on how such standards and taxonomies are designed, implemented, and monitored.*
- **Supply:** High maturity
 - *Rationale: There are several actors in the private sector that are available and already investing in conservation, restoration and SLM. To further scale existing efforts, guidelines, standards, aligned of metrics and systems that enable accountability of investment commitments among companies are needed, alongside financial mechanisms that can de-risk investments and coherence policy.*
- **Demand:** High maturity
 - *Rationale: There are several land restoration projects and entrepreneurs – especially among youth in the Global South – who have innovative ideas on recovering degraded land, but require investments in order to help meet targets.*

Plan to Accelerate Private Sector and Subnational Government Actions to Restore Degraded Landscapes

- **Public/private finance:** Medium maturity ▾
 - *Rationale:* Since UNCCD COP16, there has been significant progress in mobilizing resources for land conservation and restoration, notably through the Riyadh Global Drought Resilience Partnership and Business4Land. These initiatives represent important milestones in scaling blended finance and investment in SLMt. However, many financing instruments under other Rio Conventions remain poorly connected to these emerging pipelines and lack clarity on their roles in financing land restoration that also delivers climate and biodiversity benefits. Strengthening cross-Convention coordination and shared investment frameworks would improve alignment and efficiency. There is also growing recognition of the need to repurpose environmentally harmful subsidies toward restoration-positive and drought-resilient investments, unlocking additional co-financing opportunities and aligning fiscal policies with land degradation neutrality (LDN) targets.
 - **Partnerships and collaboration:** Low maturity ▾
 - *Rationale:* There are examples of public-private efforts on land restoration, agri-food systems transformation, climate action, and biodiversity conservation. But there is a need to replicate successful models for public-private collaboration, and for cross-value chain collective action.
 - **Policy & regulatory:** Low maturity ▾
 - *Rationale:* An enabling policy environment is crucial to driving private sector and subnational government actions to restore degraded landscapes. Stronger public-private collaboration can align political and financial incentives with sustainability outcomes. This alignment helps to create an enabling framework that builds political support for a high ambition transition and supports agrifood system's resilience.
 - **Public opinion:** N/A ▾
 - *Rationale:* []
-

Plan to Accelerate Private Sector and Subnational Government Actions to Restore Degraded Landscapes

Expected impact of this plan on the 2030 targets (if any):

[Details on the expected impact of this plan, including which levers it focus and target/KPIs from the 2030 Climate Solutions, GST, SDGs or other processes]

Expected Impact of the Plan

The private sector and subnational governments play a pivotal role in driving land conservation and restoration through investments and the use of planning instruments to support sustainable land management (SLM) and nature-positive agri-food systems. These efforts have the potential to deliver positive impacts on nature, climate, biodiversity, water, soil health and human livelihoods.

Yet, mobilizing the scale of resources required to achieve global targets for land restoration, conservation, and SLM will demand stronger collaboration between the private sector, subnational and national governments, international agencies including the Global Mechanism of the UNCCD, farmer groups and local communities and civil society. Current financing remains insufficient, with the gap between needs and investments constituting one of the largest barriers to achieving the SDGs, the GST outcomes, and the 2030 Climate Solutions agenda.

Blended finance mechanisms are beginning to address this gap by de-risking investments and aligning private returns with long-term sustainability goals. However, scaling such solutions requires parallel advances in accountability frameworks, metrics, and standards that guide private sector engagement and ensure transparent monitoring of impacts.

This UNCCD-centered Plan to Accelerate Solutions (PAS) focuses not only on strengthening private sector and subnational government engagement in land restoration, but also on ensuring decision-useful accountability for corporate commitments or similar reporting requirements for subnational governments.

In addition, this PAS complements other key plans under Key Objective 8 (KO8) related to land restoration — including the Resilient Agriculture Investment for Net-Zero Land Degradation (RAIZ), which emphasizes blended financing mechanisms, and the Accelerating Actions on Land Restoration plan, which partly focuses on monitoring and MRV systems. In particular, RAIZ aims to further mobilize finance whilst this PAS focuses on the accountability mechanisms that can inform decision-making and support the monitoring of results achieved through the finance mobilised by other plans. Regular coordination across these plans is being established to avoid duplication of efforts and to co-develop a coherent roadmap for delivery.

Through harmonized Plans to Accelerate Solutions, synergies across initiatives will be strengthened, further amplifying global efforts to mobilize public and private sector action, finance and planning tools for restoring degraded lands, advancing food security, reducing emissions, and

Plan to Accelerate Private Sector and Subnational Government Actions to Restore Degraded Landscapes

building resilient agrifood systems. By prioritizing accountability and clear metrics for private sector and subnational commitments, this plan will help ensure that resources reach frontline actors—particularly Indigenous Peoples and local communities—ultimately improving livelihoods and ecosystem health on the ground.

To ensure inclusive impact pathways, this plan promotes engagement that extends beyond subnational governments and corporate actors to include Indigenous Peoples, local communities and farmers. Through the involvement of key frontline actors under the *Riyadh Action Agenda* and collaboration with organizations representing subnational governments and business, the plan fosters equitable participation and commitment, ensuring that restoration actions are co-designed, implemented, and monitored with those most directly affected by land degradation.

The plan accelerates action in three ways:

1. Business–policy-planning dialogue on monitoring, reporting, and verification (MRV), corporate accountability, and subsidy repurposing.
2. Consultation processes that bring businesses and subnational governments closer to the Rio Conventions' frameworks via the UNCCD's B4L initiative, or the work of the Local Government and Municipal Authorities (LGMA) constituency in the UNFCCC, positioning them as partners in policy enabling.
3. Partnership models that connect finance, policy, planning, and local implementation actors across scales.

Focused Levers and Alignment

The plan centers on three key levers:

- Standards & Taxonomies → Aligning decision-useful metrics and investment standards across sectors and Rio Conventions to ensure coherence, comparability, and credibility.
- Knowledge & Capacity Building → Strengthening the evidence base and technical capacities of private actors to invest in NbS and SLM, while fostering inclusive co-production of knowledge with local communities.
- Partnerships & Collaboration → Building cross-sectoral coalitions between businesses, governments, and civil society to accelerate restoration action and financing.

These levers are directly aligned with UNCCD targets of:

- Restoring 1.5 billion ha of degraded land (including 250 million ha of degraded agricultural land) by 2030.
- Doubling private sector contributions for DLDD from 6% to 12%.

Plan to Accelerate Private Sector and Subnational Government Actions to Restore Degraded Landscapes

As well as global processes: Advancing SDG1 (end poverty), SDG2 (zero hunger), SDG 15 (Life on Land), SDG 13 (Climate Action), and SDG 17 (Partnerships), contributing to GST implementation and Paris Agreement goals. It specifically addresses paragraphs 55 (conserving and restoring nature through land use management, sustainable ag, resilient food systems, NbS, EbA), 63(b) (climate-resilient agri-food systems), and 86 (scale-up of adaptation finance) of the first Global Stocktake.

Key Actions

1. Strengthen and adapt corporate accountability frameworks for land restoration (*Business4Land, World Benchmarking Alliance*)

Build on existing corporate accountability frameworks—such as those developed by the World Benchmarking Alliance (WBA)—to adapt and operationalize robust mechanisms for disclosure, transparency, and compliance of private sector actors (corporate and financial entities) engaged in land restoration and sustainable land management (SLM). The focus will be on ensuring these frameworks are fit for purpose to track progress on land restoration, while maintaining alignment with international sustainability reporting standards, due diligence obligations, and ESG criteria for cross-sector comparability. The frameworks will incorporate multi-year accountability mechanisms that enable continuous review and adjustment beyond COP30. Regular virtual meetings will take place 3–4 times per year to assess progress and align on next steps, complemented by occasional in-person workshops at key milestone events linked to the Rio Conventions.

2. Align metrics and standards for effective MRV systems on land restoration (World Benchmarking Alliance, WBCSD, Action Agenda on Regenerative Landscapes, Riyadh Action Agenda) - *Aligned with 'Accelerate Actions on Land Restoration' PAS coordinated by Global Evergreening Alliance*

Build alignment around a monitoring, reporting, and verification (MRV) architecture for tracking private sector contributions to land restoration. This will integrate with existing benchmarking platforms (e.g., World Benchmarking Alliance datasets) and Rio Convention reporting processes. Data and analytics tools will be used to strengthen transparency, comparability and interoperability across corporate actors and countries. The results will feed directly into Nationally Determined Contributions (NDCs), LDN targets, and the Global Stocktake process, ensuring that non-state actor contributions are visible within formal climate and land reporting frameworks.

3. Map innovative financing and investment opportunities for restoration (Economics of Land Degradation Initiative, Riyadh Action Agenda, ChangeNow) - *Aligned with RAIZ PAS, coordinated by Brazilian Ministry of Agriculture and Livestock (MAPA)*

Create an evidence-based map of innovative financing models and investment opportunities in land degradation hotspots. This will include cost-benefit analyses and guidelines for investors and policymakers, identifying scalable mechanisms that channel resources to local restoration initiatives. Partnerships with subnational governments and communities will ensure that investments deliver social, ecological, and economic benefits on the ground.

Plan to Accelerate Private Sector and Subnational Government Actions to Restore Degraded Landscapes

Overview of multi-year plan (ensuring continuity until 2nd Global Stocktake in 2028):

- Anchored within the UNFCCC framework for purposes of enhancing synergies across climate, land, and nature, with coordination under the UNCCD framework, the members of this plan will meet virtually 3-4 times per year to review progress and align on next steps with occasional in-person workshops at key milestone events linked to the Rio Conventions.
- The Riyadh Action Agenda, will host, coordinate and report progress.
- The roadmap of outputs and actions below will be co-developed and consistently revised based on updates from initiatives on existing actions, and emerging ideas for new actions (remaining flexible while structured), to ensure milestones for corporate accountability framework adoption, MRV system integration, financing partnerships, and knowledge-sharing outputs are achieved.
- Annual reports are planned and reported through the NAZCA platform and shared with relevant Rio Convention secretariats, providing an institutional mechanism to sustain coordination and reporting beyond COP30.

Distinct contributions from participating organizations/initiatives

Riyadh Action Agenda (RAA) - led by the UNCCD COP16 Presidency, with the support of Ambition Loop

Through the Riyadh Action Agenda (RAA), Ambition Loop is supporting the UNCCD COP16 Presidency in developing a collective roadmap for non-state actors to achieve 2030 goals on land conservation and restoration. Building on the UNFCCC Action Agenda, the RAA contributes to mobilizing investments for land restoration, agri-food systems transformation, and drought resilience. It also quantifies the contributions of “RAA Initiatives” to showcase and track non-state actor engagement toward global land restoration targets.

WBCSD

WBCSD’s accountability work through the Corporate Performance and Accountability System (CPAS) framework provides a critical foundation for the Plan to Accelerate Solution. The CPAS framework goes beyond accountability for its own sake — it is designed to integrate sustainability metrics directly into business strategy and capital allocation decisions, ensuring that environmental and social performance informs where and how companies invest, operate, and create value.

COP Action Agenda on Regenerative Landscapes (AARL) - led by WBCSD and BCG

The AARL – launched by the COP28 Presidency, the World Business Council for Sustainable Development (WBCSD), and Boston Consulting Group (BCG) – brings together farmers, agribusinesses, financiers, and leading non-state actors to aggregate, accelerate, and amplify

Plan to Accelerate Private Sector and Subnational Government Actions to Restore Degraded Landscapes

collective action and investments to overcome barriers to scaling regenerative landscape approaches. AARL developed a blueprint for landscape accelerators, which bring together public and private stakeholders to tackle finance, MRV and policy barriers to scaling regenerative landscapes. WBCSD also works closely with Business for Land (B4L) to align corporate engagement and reporting with LDN targets and ensure coherence with National Action Programmes (NAPs) and Nationally Determined Contributions (NDCs).

UNCCD Global Mechanism/ Business4Land (B4L)

B4L plays a key role in providing guidance and standards for the private sector. It consolidates best practices in land management, regenerative agriculture, and responsible investment. In collaboration with WBCSD, B4L sets clear expectations for companies to align with LDN objectives and broader Rio Convention commitments (NDCs, NBSAPs). It also supports coherence between private sector actions and government-led land restoration initiatives, strengthening public–private collaboration under the UNCCD framework, aligning well with the regenerative landscapes approach.

UNCCD & WBCSD:

In partnership, WBCSD and the B4L initiative are advancing the sustainable land agenda and strengthening alignment between private sector contributions and intergovernmental priorities. WBCSD is convening leading companies to explore the enabling policy conditions that can accelerate private sector action and the uptake of regenerative agriculture and SLM. These findings will inform a UNCCD co-authored technical report being launched at UNCCD COP17, which will further build momentum for strong partnerships that can scale sustainable land use and regenerative agriculture worldwide.

World Benchmarking Alliance

WBA supports this PAS by aligning corporate accountability metrics across conventions and sectors. Drawing from different benchmarks on nature, climate, food and agriculture, WBA identifies key indicators relevant to land restoration under the UNCCD, CBD and UNFCCC frameworks. Its work contributes to developing a shared accountability and monitoring framework, enabling the assessment of company performance and the tracking of progress across a subset of restoration-related initiatives.

Economics of Land Degradation (ELD) Initiative hosted by GIZ

ELD seeks to contribute to mobilizing innovative finance to empower land restoration initiatives on the ground. It contributes through analytical work such as the flagship report on the Economics of Rangelands, which will guide decision-makers and investors in financing rangeland restoration, and the forthcoming tool mapping global restoration opportunities for cost-benefit analysis of investments. ELD also provides key

Plan to Accelerate Private Sector and Subnational Government Actions to Restore Degraded Landscapes

insights from the State of Finance for Nature and Economics of Rio Synergies reports, offering evidence-based guidance for public and private financing decisions. Additionally, ELD is developing a training program for public decision makers (ministries of finance, environment, agriculture) to strengthen the economic case for SLM and leverages its global network to advance the PAS objectives.

ChangeNow

ChangeNOW strengthens private sector engagement through its global convening power, identifying key actors for involvement. It fosters partnerships with businesses year-round (particularly French companies) and during the annual ChangeNOW Summit, co-creating events such as the World Living Soils Forum on regenerative agriculture. It collaborates with Ambition Loop, UNCCD COP16 Presidency, and B4L to highlight a growing community of private sector actors engaged in restoration. Looking ahead to 2026, ChangeNOW will leverage its upcoming B2B-focused Summit (March 30–April 1, 2026) and launch an Event Scanner Tool to host and connect partner-led events, enhancing visibility, knowledge exchange, and collaboration opportunities across restoration initiatives.

ICLEI

More information on distinct contributions to be discussed at COP30, including in the allocated roundtable.

UN-Habitat – Urban-Rural Linkages workstream

More information on distinct contributions to be discussed at COP30, including in the allocated roundtable.

Plan to Accelerate Private Sector and Subnational Government Actions to Restore Degraded Landscapes

Output	Action Scope	Action	Type of action	Implementation Lever	Responsible	Time horizon	Stakeholder engagement ¹	Committed Stakeholders
Corporate accountability frameworks for land restoration	Global	Establish robust accountability frameworks for disclosure, transparency, and compliance (ESG, due diligence, sustainability reporting standards).	Existing a... ▾	Standards & T... ▾	WBA	Novemb... ▾	Companies ▾	World Benchmarking Alliance, B4L
Alignment of metrics and standards for effective MRV systems	Global, Regional, National	Align private sector on metrics to measure contributions to restoration; ensuring coherence across Rio Conventions.	Existing a... ▾	Knowledge & ... ▾	WBA, WBCSD	June 20... ▾	Technical insti... ▾	ELD, WBCSD, AARL
Mapping innovative financing and investment opportunities	Global	Build evidence base of innovative models; map investment opportunities; produce cost–benefit guidelines and tools.	Existing a... ▾	Knowledge & ... ▾	ELD	June 20... ▾	Technical insti... ▾	World Benchmarking Alliance, RAA
Business–policy dialogue on MRV, accountability, and subsidy repurposing	Global	Facilitate structured dialogues between business leaders, subnational government actors, IPLCs, and other non-state actors under UNCCD	New action ▾	Partnerships ... ▾	RAA	Novemb... ▾	Countries ▾	B4L, AARL
Consultation processes integrating businesses into UNCCD framework	Global	Launch consultation platforms to align private sector actions with LDN targets under UNCCD and B4L expectations.	New action ▾	Risk-informed... ▾	B4L	June 20... ▾	Companies ▾	ChangeNow, RAA
Partnership models connecting finance, policy, and local implementation	Regional, National	Scale landscape accelerators to foster multi-actor collaboration, blended finance, and regenerative agriculture	Existing a... ▾	Public/private ... ▾	AARL	June 20... ▾	[] ▾	RAA,...

¹ Such as national governments, companies, investors, cities and subnational governments, technical institutions, MDBs, regulators & public agencies, utilities & system operators, youth & indigenous peoples groups, multi-stakeholders platform (non-exhaustive)

Plan to Accelerate **Private Sector and Subnational Government Actions to Restore Degraded Landscapes**

Output	Action Scope	Action	Type of action	Implementation Lever	Responsible	Time horizon	Stakeholder engagement ¹	Committed Stakeholders
		frameworks.						
Strengthened private sector partnerships and visibility for land restoration initiatives	Global	Convene and co-create high-impact events and launch an event scanner platform to connect businesses with land restoration initiatives, highlight accountability frameworks and foster B2B collaboration opportunities.	Existing a... ▾	Public opinion ▾	ChangeNow	Novemb... ▾	Companies ▾	B4L
Mapping innovative financing and investment opportunities; Business-policy dialogue	National	Develop and implement primer training courses for public decision makers on investing in land, ultimately creating an enabling environment for land investment which can incentivize the private sector.	Existing a... ▾	Knowledge & ... ▾	ELD	June 20... ▾	Countries ▾	