

The Business Case for Nature

Key Takeaways from Landed 2025

Landed

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Introduction

Earth is at a crisis point. For centuries, humans have ravaged the planet, destroying land, disrupting ecosystems, and generating trillions upon trillions of tonnes of greenhouse gas emissions that are warming our world.

How can we shift from extraction to regeneration? How can we integrate nature and value it in a way that makes sense for the system we're in and the future we want to build? What is the business case for nature?

Landed, our first [Founders Forum Group](#) event fully dedicated to nature, brought together an intimate group of 150+ leading tech entrepreneurs, campaigners, and thought leaders operating at the intersection of business and the natural world.

Co-curated with [Tech Nation](#) and environmentalist, model, and Founder of DIRT Charity, [Arizona Muse](#), tech visionaries at Landed discussed food systems, conscious fashion, and sustainable textiles.

We learned about new income streams for farmers and how climate-conscious

startups can attract long-term, patient capital. We heard about nature as an asset class, the value of soil, and how fungi are the foundation of life on Earth.

Plus, inspirational founders shared their next-gen recycling solutions, innovations in regenerative farming, and mega-scale biodiversity projects that are delivering both for planet and profit.



Arizona Muse (DIRT Charity) and Sammy Fry (Climate, Tech Nation)

Over the course of the day, four key themes emerged:

Earth at a Crossroads

The human-nature disconnect.

Nature Capital

Turning green to gold.

Food & Fungi

Fixing the food system.

Fashion

Circular models & material concerns.

Read on to scoop the top insights from Landed 2025 and explore the business case for nature!

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Earth at a Crossroads

Colonial Footprint

Colonial history has created our current ecological crisis. Our planet is 4.6 billion years old. Humans have been around for 200,000 years. In the last 500 years, colonialism completely disrupted the ecology of the Earth and established an extractive relationship with nature with practices like deforestation, plantation agriculture, and the commodification of resources.

Today, just 3% of the Earth's land ecosystems are as ecologically intact as they were half a millennium ago. This extractive mindset persists today, treating both land and people as resources to be exploited rather than systems to be nurtured.

Changing the Tide

We're at a crisis point, with projections of a 3°C global temperature rise (translating to 5°C on land and 8°C in urban environments), and our current methods of land governance and economic systems don't address the scale of transformation needed. Before environmental collapse will come social breakdown, with food

insecurity, price fluctuations, and rising inequality threatening the social contract.

To turn the tables, we must embrace radical new governance models and widen the pool of the human family that drives them. We need to switch from aggressive incrementalism to systemic change. We need a new vision for Earth beyond what the tech bro oligarchy are offering.



Heike Peterson Cunza (Wellicious), Caroline Massenet (SKIIM), Anneliek Heuvel (DIRT Charity), and Leela Fair (Bates Wells) during a roundtable discussion.

“We need to widen the pool of the human family involved in designing the companies and the government structures that will take us to a **new vision of the world.**”

Cindy Forde (Planetari)



Cindy Forde (Planetari)

Earth at a Crossroads

Lessons in History

Hope remains in the potential for the radical reimagining of human systems. Future leadership of our world may not come from governments but from communities, entrepreneurs, and innovators willing to develop new operating models. From history, traditional land systems, where communities manage resources together, offer valuable lessons. At the same time, new technologies like AI are giving us tools to govern differently – not through rigid control and bureaucracy, but through learning and adaptation.

We're now in the story with bio engineering and geo engineering – and transformative change needs to happen at scale. Will a sustainable chocolate brand really make a difference? Founders must question whether what they're building today has relevance tomorrow.

Humans + Nature

The disconnect between humans and nature is at the heart of our environmental crisis. To change that, we need to look to indigenous communities, who make up 6% of the global population but protect a significant portion of the world's biodiversity. While we externalise nature as a resource to be exploited, they believe

that we are not separate from forests and rivers but extensions of them. This mindset shift – seeing ourselves as nature not apart from it – is essential for meaningful change.

3% of the Earth's land ecosystems are as ecologically intact as they were 500 years ago.

Source: [Frontiers](#)



Indy Johar (Dark Matter Labs), Cindy Forde (Planetari), and John Elkington (Volans) discuss rewilding our future.



“To fix supply chains in fashion and food we need to source in a way that restores balance to nature.”

Arizona Muse
DIRT Charity

Nature Captial

Green to Gold

Large-scale biodiversity restoration can be made commercially viable through innovative business models. Take Celia Francis' Ponterra, which transforms 10,000-hectare plots of degraded land into biodiverse forests through commercial partnerships with local landowners, generating revenue from carbon credits.

Ponterra has more than \$100m in contracted revenue from a single project and plans to launch 35 projects across multiple countries over the next decade. Each project will deliver \$70m+ of value for the local region and combine ecological restoration with economic returns for investors in a model they can understand. Ponterra takes an open-source approach, sharing its methodologies to help scale nature-based solutions globally.

Nature Assets

Capital is available for nature-based initiatives, but traditional short-term institutional funding seeking quick returns is misaligned with nature restoration needs. The sector requires patient, long-term capital with meaningful engagement from private wealth owners who are motivated by legacy creation rather than immediate returns.

Ben Goldsmith's Nattergal is focused on turning nature into an investible asset class that can deliver long-term, predictable financial returns. With a mission to deliver nature recovery at scale, Nattergal raised £40m in seed funding last year in one of the biggest seed equity raises in the nature restoration sector.

“We’re trying to build nature as an asset class into which financial **investors can invest.**”

Ben Goldsmith (Nattergal)



Phoebe Stone (LGT Wealth Management) & Lucy Cleland (Country & Townhouse)



Ben Goldsmith (Nattergal)

Nature Captial

Million Dollar Soil

When Benjamin Eyemer switched from fashion to farming, he struggled to find ways to make his climate-friendly farm profitable. He started growing carbon-absorbing crops, like hemp and bamboo, but ROI from carbon credits was low. Ultimately, he discovered his biggest asset was the 50 centimetres of topsoil under his feet.

In fact, building healthy soil through regenerative farming could unlock huge economic value. High quality topsoil, Benjamin calculated, could be worth up to \$5 per kilogram, translating to \$1m per hectare of topsoil. He launched 91530 le Marais to create 'luxury soil' through regenerative farming and pioneer ways for farmers to leverage their soil's value rather than just their land.

Stop Ecocide!

There is tension between the hopeful narratives of a regenerative future and the practical challenges of widespread implementation. The key question remains how to scale from small individual actions to systemic change – whether through

finance reform, proper valuation of natural assets, or cumulative daily actions that create momentum for larger shifts. Ultimately, regulation is key. The movement to recognise 'ecocide' as an international crime is gaining momentum in the EU and with the International Criminal Court, which would help level the playing field for sustainable businesses.

+24% Investment in UK climate tech startups surged to £4.5b in 2024.

Source: [PwC](#)



Thomas Hughes-Hallett (John Innes Centre) and Dr Cynthia Adu (Pact).



Celia Francis (Ponterra) discussing the business case for nature.

“We need to
get nature on
the balance
sheet.”

George Lamb
Wildfarmed



Food & Fungi

Fixing Food

The food system is broken. Food is fully commoditised and supply chains are fragmented, driving down financial pressure on those at the bottom. Environmental literacy and food education is critically lacking. Primary schools should incorporate forest schools, food tech should have STEM-level importance, and school catering should prioritise nutrition. We also need to scale technology solutions and knowledge to the 570 million farmers managing billions of hectares globally.

Simon Haldrup's Agreena helps farmers transition to more regenerative farming practices to earn carbon credits through AgreenaCarbon, the largest soil carbon programme in Europe. This year, Agreena was registered under Verra's Verified Carbon Standard, the first time a large-scale agriculture project has registered under the leading greenhouse gas crediting standard.

Farmer Security

Historical farming practices have released massive amounts of carbon from soils. Regenerative farming can reverse this trend, sequestering around seven tonnes of carbon per hectare each year, while improving soil fertility and water retention.

Regenerative farming is also profitable – there's a potential 15-25% ROI for farmers once they shift from conventional agriculture to more regenerative practices. However, we first need to reduce the financial risk of making that transition.

Until producers are taxed for ecological harm, long-term contracts between producers and customers and patient capital are key. Creating stronger communities among farmers and between farmers and consumers is essential. Events like Groundswell have emerged as important spaces for knowledge sharing and demonstrating that regeneratively farmed food tastes better can drive consumer demand and support price premiums. Consumers don't care about sustainability, but they do care about eating tasty and nutritious food – and great food starts with great farming.

“Regenerative agriculture allows us to grow food even in the face of changing climate conditions, while reducing our carbon footprint, enhancing soil health, and improving biodiversity.”

Simon Haldrup (Agreena)



Lucy Shepherd (Explorer on Channel 4's Into the Wild) discussing the importance of biodiversity.



Simon Haldrup (Agreena)

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Food & Fungi

Earth's Hidden Life Support

Mycelium networks are far more than just fungal threads in soil – they're an ancient life support system that underwrites the regenerative capacity of the biosphere. Conservative estimates suggest there are 130 quadrillion kilometres of mycelium in the top 10cm of soil globally (roughly a billion times the distance between Earth and Sun). These active networks sense their environment, digest complex materials, cycle nutrients, support plant and animal life, build and hold soils together, and regulate atmospheric composition.

Fungi also excel as relationship innovators, creating novel forms of biological cooperation. The evolution of land plants serves as a prime example – what began as algae in freshwater lakes transitioned to land with fungal assistance. Mycorrhizal fungi, with their chemically ingenious branching networks, helped algae explore and adapt to the hostile terrestrial environment by scavenging nutrients and sharing resources, transforming algae into the plants we know today.

“There's no question about the business case for investing in regenerative farming and nature based solutions.”



Harriet Lamb (Wrap)

Charcoal Champion

Biochar (a form of charcoal made from biomass) creates ideal habitats for soil microorganisms, particularly fungi. When wood is converted to biochar, its cellular structure becomes a network of porous spaces that serve as protective apartment complexes for mycorrhizal fungi and other beneficial microbes. These pores allow fungi to seek refuge from predators while maintaining their vital functions. Beyond creating microbial habitat, biochar improves soil by retaining moisture, enhancing aeration, and supporting the overall soil ecosystem.

And the quality of soil directly impacts human health through the nutritional content of food. Many commercially available foods contain residues of chemicals that affect human health. Reestablishing the connection between healthy soil, healthy food, and human wellbeing is fundamental to fixing our food system. We need to consider what our food eats and rebuild community-based food systems.

15-25% The potential ROI for farmers who shift to regenerative practices.

Source: [BCG](#)

“The fact that it all starts with the soil has yet to find the language to resonate with the consumer at scale. If we keep ploughing our individual and collaborative paths that moment will come!”

Dave Smith
Fielden



Fashion

Circular Fashion

The fashion industry accounts for 10% of global greenhouse gas emissions. Of the 150 billion new clothes created each year, more than half end up in landfill. Dennis Nobelius' Syre is looking to change this by decarbonising and de-wasting textiles with textile-to-textile recycling at scale.

Through its innovative recycling solution, Syre produces high-quality circular polyester which accounts for 85% less CO₂e than the production of oil-based virgin polyester. Syre plans to produce 3 million metric tons of circular polyester by 2032 — the equivalent of two t-shirts for every person on Earth — which would abate 15 million+ metric tonnes of CO₂e.

Transparency Promise

Blockchain has not yet delivered on its transparency promise as the varying technological sophistication of actors across the supply chain makes credible product tracking and verification difficult to implement. Instead, most fashion supply chains remain complex and opaque, and environmental and human rights violations continue to be obscured. Initiatives like the EU's Digital Product Passport — which will



Dennis Nobelius (Syre) discussing sustainable materials.

150 billion
new clothes are
created each year.

Source: WEF

provide a digital record of a product's sustainability, environmental impact, and legal compliance — bring hope.

Material Concerns

While new sustainable materials show promise, they face significant challenges in scaling up and achieving cost parity. The development of alternatives like biodegradable leather and carbon-negative cellulose fibres is progressing, but the green premium remains a major hurdle. No stakeholder — brand, consumer, or supplier — has been willing to consistently pick up the bill for more sustainable materials.

The solution may come in the form of family-owned businesses who can make more patient, long-term investments in sustainability. The EU's Extended Producer Responsibility (EPR) policy is also putting what happens after a product is sold in the spotlight, making producers responsible for the entire lifecycle of their products. With rising demand for pre-loved garments, there's a huge opportunity for these historic brands to invest in sustainable materials, reuse marketplaces, and recycling.

10% of global
greenhouse gas
emissions are
produced by the
fashion industry.

Source: European Parliament

Roots in Nature

Like with food, there is a profound disconnect between consumers and the natural origins of their clothing. Most people don't connect their wardrobe to water usage, cotton fields, or other natural resources. Plus, current fashion pricing fails to reflect true production costs, especially environmental and social impacts. Incorporating these externalities into pricing would reveal the actual cost of garments and drive more responsible consumer choices.

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“We need to work together as an ecosystem, from farmers to brands to consumers and everyone in between.”

Nicolaj Reffstrup
GANNI

The Next Generation

From magical mushrooms to regenerative fibres, trailblazing founders at Landed pitched their nature-powered startups.

Gardin



Sumanta Talukdar's Gardin is revolutionising agriculture with the world's first remote plant insights platform which measures plant physiology in real-time using chlorophyll fluorescence technology. Their fully automated, cloud-based crop intelligence system helps food producers optimise nutrition, increase yields, reduce crop variability, and lower costs in a sustainable and affordable way.

Magical Mushroom Company



Paul Gilligan's Magical Mushroom Company is producing mushroom-based sustainable packaging that will make polystyrene packaging a thing of the past. They've also made hats, beehives, a geodesic dome, and the world's largest mycelium light pendant – all based on combining agricultural waste, mycelium, and design.

Ponda



By developing novel textiles from regenerative fibres, Julian Ellis-Brown's Ponda is empowering fashion brands to weave regeneration into the clothes we wear. Its flagship product, BioPuff, is a next-generation insulation created by extracting fibres from plants that aid in wetland regeneration.

Final Word

Nature isn't just worth saving; it's worth investing in. The evidence from Landed 2025 is compelling: companies are pulling in \$100m contracts for restoring land, farmers are earning new income through carbon credits, and soil itself could be worth billions.

We're seeing a real shift happen – nature is becoming a genuine asset class that the smartest money will become increasingly eager to back. And the winners in this space aren't just dreaming of a better world; they're building profitable models that investors are recognising and want to support. Yes, they need patient capital that's in it for the long haul, but the returns are increasingly becoming clear.

As regulations catch up and start holding businesses accountable for environmental harm, those who've already woven nature into their business DNA will thrive. The business case for nature isn't some far-off possibility; it's here now, and the only question is whether companies will seize the opportunity before their competitors do

The intentions
are clear, our
community is
building, and
now is the time
for action.



George Lamb (Wildfarmed)

Landed 2025 was Founders Forum Group's inaugural event fully dedicated to nature co-curated with environmentalist, model, and Founder of DIRT Charity, Arizona Muse.

Interested in collaborating with us on next year's event?

[Get in touch](#)

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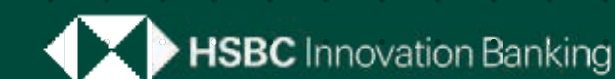
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