

# WANTED

## CHIEF ECOSYSTEM OFFICERS



FOR THE UPCOMING INDUSTRY  
OF LANDSCAPE RESTORATION

# LANDSCAPE RESTORATION FOR SUSTAINABLE DEVELOPMENT: A BUSINESS APPROACH

**There is a great urgency to scale up and accelerate landscape restoration. Also, there is a growing recognition that long-term business success is tied to healthy communities and ecosystems, so healthy landscapes.**

We envision that business can become a force for positive change and that business education is crucial for businesses to actually become a driver of scaling up and speeding up landscape restoration. That is why we started the European Network for the Advancement of Business & Landscape Education, in short ENABLE. ENABLE wants to inspire business professionals to contribute to the restoration economy, and environmental and landscape professionals to adopt a business approach to landscape restoration. We want to help these (future) leaders to think and act in terms of 4 returns on investment: return of inspiration, return of social capital, return of natural capital and return of financial capital.

ENABLE received an Erasmus+-grant for higher education from the European Union and our partnership develops educational materials with the goal to:

- **educate** (future) business & landscape leaders to apply the 4 returns approach to business-driven landscape restoration;
- **equip** (future) business & landscape leaders to enhance the 4 returns approach as part of establishing a restoration economy;
- **exchange knowledge and expertise to build a learning community** for 4 returns professionals (business, academics, experts, policy makers and students) providing academic rigor and practical relevance through action-research and co-creation in field projects;
- **establish and facilitate** multi-stakeholder consortia building long-term partnerships for investable landscape projects.

Our first MOOC, "Landscape Restoration for Sustainable Development: A Business Approach", introduces you to the Sustainable Development Goals, ecological principles behind Land Degradation and Land Restoration, Business-driven Landscape Restoration, Economics of Land Degradation, 4 returns Approach, Wicked problems, Partnerships and Sustainable Business Models.

ARE YOU THE FUTURE **CHIEF ECOSYSTEM OFFICER**  
WE ARE LOOKING FOR? OR INTERESTED TO  
COLLABORATE? CONTACT US AT  
**ENABLE@RSM.NL**



[WWW.RSM.NL/ENABLE](http://WWW.RSM.NL/ENABLE)



[LINKEDIN.COM/GROUPS/13523244](https://LINKEDIN.COM/GROUPS/13523244)



[FACEBOOK.COM/ENABLE4RETURNS](https://FACEBOOK.COM/ENABLE4RETURNS)



[TWITTER.COM/ENABLE4RETURNS](https://TWITTER.COM/ENABLE4RETURNS)