USD
How much does it cost?

- **Bonn Challenge 2011–2020**
  - 150 million ha
  - USD 36 billion/year

- **New York Declaration on Forests 2014–2030**
  - 350 million ha
  - USD 49 billion/year

- **Land degradation neutrality (SDG Target 15.3) 2015–2030**
  - 2 billion ha
  - USD 318 billion/year
What are the benefits?

Environmental benefits
- Restoration of degraded land/ecosystems
- Soil conservation
- Climate change mitigation and adaptation
- Disaster risk reduction
- Improved habitats and biodiversity
- Enhanced freshwater supplies
Who is investing in FLR?
What do they expect to get out of it?

<table>
<thead>
<tr>
<th>Financial returns</th>
<th>Environmental and social returns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional investors (pension funds, commercial banks)</td>
<td>Crowdfunding (donations)</td>
</tr>
<tr>
<td></td>
<td>NGOs, public foundations</td>
</tr>
<tr>
<td></td>
<td>Corporate social responsibility, private foundations</td>
</tr>
<tr>
<td></td>
<td>Governments, International cooperation (technical assistance, grants)</td>
</tr>
<tr>
<td></td>
<td>Private equity impact funds, crowdfunding (lending), development finance institutions</td>
</tr>
</tbody>
</table>
3 pillars of the FLR financing approach

Building the enabling environment

Promoting marketplaces

Mobilizing the private sector