

4 Returns Monitoring

To support implementation of your 4 returns, 3 zones, 20 years interventions in a given landscape it makes sense to define what your long-term 20 year outcomes are. A dot on the horizon. The 4 returns outcomes do not differ greatly per geography because all of our partners' work is shaped and geared toward delivering on the 4 returns over 20 years' time. At an aggregated global level, the progress made in the landscapes is measured against the same 4 returns outcome levels. Despite their similarities, though, it is virtually impossible to apply detailed indicators across landscapes given the differences in context and bio-physical elements. Therefore, the 4 Returns Monitoring framework provides overarching outcomes that apply across the landscapes, while context-specific domains and indicators are localized per landscape.

Outcomes



Return of Inspiration

Inspired & Connected people



Return of Social Capital

Strong communities & Networks



Return of Natural Capital

Improved holistic management



Return of Financial Capital

Strengthened local economy

Domains

- Awareness
- Participation
- Replication

● MSC stories*

- Employment
- Entrepreneurship
- Network

● MSC stories*

- Biodiversity
- Soil Health
- Water
- Other: Carbon or Vegetation

● MSC stories*

- Business development
- Profitability
- Investments
- Farmer Income

● MSC stories*

Indicators

- Indicator 1
- Indicator 2
- Indicator 3

- Indicator 1
- Indicator 2

- Indicator 1
- Indicator 2

- Indicator 1
- Indicator 2
- Indicator 3

*Most Significant Change Stories



4 Returns Outcomes

Return of Inspiration



Outcome indicator

Inspired & Connected people: Combined number of people aware of the opportunity of landscape restoration, participated in the 4 returns approach, and start 4 returns initiatives.

Return of Social Capital



Outcome indicator

Strong communities & Networks: combined (in)direct employment rates, entrepreneurial skills and social landscape network(s) have increased and/or improved.

Domains

● Awareness

● Participation

● Replication

● Most Significant Change stories*

● Employment

● Entrepreneurship

● Network

● Most Significant Change stories*

Indicator examples

○ Number of people demonstrating positive attitudes and beliefs towards landscape restoration and its practices (# of people exposed through on- and offline interactions)

○ Number of people participating in landscape restoration initiatives and/or in 4 returns restorative businesses (# of people engaged)

○ Number of landscape restoration initiatives and/or enterprises being established inside or outside the respective target landscapes (# of new businesses, initiatives, or projects created/piloted)

○ MSC Stories show that by Return of Inspiration people have a deeper connection to their landscape.

○ Number of direct/indirect jobs created/supported* at the venture/landscape level (# jobs created/supported)

○ Number of people whose entrepreneurial and professional skills have been improved (# of participants in entrepreneurial and skills trainings, surveys)

○ Number of different groups connected to convey knowledge, information, and other support for innovation (# of network partners, e.g. Universities, community centres, Business schools, government etc.)

○ MSC Stories show that by Return of Social Capital people have a deeper connection to their landscape.

*We recommend also looking at jobs supported, instead of just created, because you also want to improve the quality of existing jobs.

4 Returns Outcomes

Return of Natural Capital



Outcome indicator

Improved holistic management: Number of hectares (# ha) under improved management (aggregating the progress made on soil, biodiversity, water, and other)

Domains

- Biodiversity
- Soil Health
- Water
- Carbon
- Most Significant Change stories*

Indicator examples

- Hectares where abundance and diversity of species are improved/maintained, and/or number of practices initiated to improve and maintain biodiversity (# pro-biodiversity ha / # pro-biodiversity practices)
- Soil Organic Matter, pH, Cation-exchange capacity (CEC) values increase over 5 year time periods and visual assessments of soil structure and water drainage levels of the soil improve (change in SOM, pH, CEC, soil structure, and/or water drainage)
- Improved water flow and / or improved water quality (m3 or % or other relevant unit)
- Carbon is being sequestered into the landscape (tonnes of CO2 sequestered)
- MSC Stories show that by return of Natural Capital people have a deeper connection to their landscape.

Return of Financial Capital



Outcome indicator

Strengthened local economy: Combined sum of additional grant and/or commercial funding flows mobilized for integrated 4 returns landscape interventions (both direct and indirect/leveraged).

- Business development
- Profitability
- Investors
- Farmer Income
- Most Significant Change stories*

- Business cases are being identified, set up and/or tested** (# cases)
- Positive cash flows have been generated for the restorative (matured) business case(s) and/or there is room for reinvesting in the business (positive cash flow and/or reinvestment potential)
- IRR for investors is met for their respective thresholds (IRR met)
- Total increase in annual farmer income and/or beneficial cost/benefit ratio in favour of the farmer (amount or ratio)
- MSC Stories show that by return of Financial Capital people have a deeper connection to their landscape.

**We recommend to also include cases that have become inactive to keep track of your business innovation journey over time.

