



REGENERATE 30

WHY?

The world faces an enormous opportunity: the transition to an inclusive economy that regenerates nature and reverses climate change. This opportunity can only be captured if we put local communities at the heart of the solution.

Over half of the world's population is fed by 500 million smallholder farmers. Small businesses make up 90% of businesses globally and generate 70% of formal employment in emerging economies. These farms and businesses hold the key to building resilience, and to protecting and restoring nature. They will show the world what climate positive really looks like.

To accelerate and scale this transition, farmers and small businesses need clear economic incentives and safety nets. TechnoServe has over 50 years of experience working with local communities, governments and leading companies to create the win-win solutions that enable people in local communities to increase their incomes. We are now applying that expertise to ensure a just and fair transition to regenerative economies.

WHAT?

TechnoServe's vision is a sustainable world where all people have the opportunity to prosper. At the core of our work are inclusive, regenerative business solutions that create living incomes, cut emissions, and protect, manage and restore ecosystems.



Regenerate 30
puts farmers and small businesses
at the heart of the solution to
create a people, nature and climate-
positive world.

By 2030, this movement will result in:

30M people benefiting

PEOPLE

30M tons of CO₂e cut

CLIMATE

30M acres of land and water with strengthened protection, management, or restoration

NATURE

The initiative will drive over **\$1 billion in financial benefits** for smallholder farmers and businesses.

It will be catalyzed through market-based solutions, driving **\$300 million in private sector investment.**

HOW?

Regenerate 30 is a farmer- and business-centered initiative that will deliver impact by scaling proven, locally-owned and nature-based solutions. It will test new innovations and scale what works across four key areas:

FARMERS REGENERATE

Regenerative agriculture and natural resource management improve soil health, bind carbon below- and above-ground, and protect, manage and restore ecosystems while improving farmer incomes. Regenerate 30 supports farmers and works with market actors to drive incentives for long-term behavior change.

Regeneration in Action: *In partnership with Nespresso in Kenya and Ethiopia, TechnoServe has supported farmers to plant over 1 million trees and restore over 230 km² of coffee-growing land using regenerative practices.*

BLUE BUSINESS

Coastal communities hold the power to protect, manage and restore marine environments through sustainable fishing practices, alternative livelihoods and mangrove management. Regenerate 30 partners with local coastal communities, governments and environmental organizations to implement Blue Economy strategies.

Regeneration in Action: *TechnoServe developed a road map for the government of Zanzibar to catalyze sustainable coastal livelihoods through investment in ecologically and environmentally viable value chains such as seaweed and sea cucumber.*

THE REGENERATION FACTORY

Our green and circular accelerators catalyze the growth of small and medium-sized businesses with a regenerative offering to increase economic opportunity and scale their positive impact on resilience, mitigation and biodiversity.

Regeneration in Action: *In India and Ethiopia, we support recycling businesses to scale their operations, resulting in more jobs for youth, increased incomes, reduced need for virgin materials and less waste.*

FOOD FOR THE FUTURE

Food processors and other agribusinesses are optimal entry points to build sustainable food systems. Regenerate 30 will help them reduce waste, use renewable energy, source from smallholders who adopt regenerative practices, and provide affordable and nutritious food to millions of consumers.

Regeneration in Action: *TechnoServe collaborated with Kentaste, Kenya's largest coconut product manufacturer, to convert coconut husks into biochar, avoiding waste and improving soil health for farmers.*





WHO?

Small businesses, farmers and their local communities need to be at the heart of solutions to regenerate nature and reverse the climate crisis. Regenerate 30 builds on 50 years of experience working closely with these communities in 30 countries in Africa, Latin America and Asia. In 2021 alone, TechnoServe supported almost half a million farmers and businesses to increase their income, totaling US\$250 million in additional financial benefits.

We partner with leading companies, governments and organizations with strong commitments to regenerative business, including Nespresso, Danone, The Rockefeller Foundation, MasterCard Foundation, IKEA Foundation, World Wildlife Fund, the International Union for the Conservation of Nature, the United States Department of Agriculture and the United States Agency for International Development.

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