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Seeding the Market: A Global Call to Scale the Restoration Industry

Symposium with the Restoration Industry

August 2026, Ulaanbaatar, Mongolia

Location: Business 4 Land pavilion, Blue Zone

Background

The global demand for land and ecosystem restoration has never been greater. With commitments to restore over one billion hectares under the UN Decade on Ecosystem Restoration, the Kunming-Montreal Global Biodiversity Framework, and national Land Degradation Neutrality (LDN) targets, the world is waking up to the fact that restoration is not just an environmental necessity, but a multi-trillion-dollar economic opportunity.

Yet, the industry capable of delivering this restoration—the businesses, social enterprises, and cooperatives whose core mission is to restore landscapes, wetlands, and ecosystems—remains nascent and undercapitalized. It is a sector of immense potential, composed of specialized restoration contractors, nurseries, bio-engineering firms, technology providers, and monitoring and verification specialists. These actors are the essential workforce for a land-positive future, but they face systemic barriers: lack of standardization, limited access to finance, a shortage of trained professionals, and inconsistent policy recognition.

This meeting, convened under the UNCCD's Business for Land (B4L) platform with the G20 Global Land Initiative and the Business Council of Mongolia, will bring together the CEOs, founders and technical experts of leading restoration enterprises alongside their collective industry bodies. The goal is to give this emerging sector a unified voice and a platform to articulate its needs to the world. It will be a moment of market signaling: from industry to governments, investors, and major landholders (including the mining sector), stating clearly what is required to scale restoration from a project-based activity to a global industry.

To ground this call in evidence, a global **Compilation of Best Practices in the Restoration Industry** will be developed in the months leading up to the COP. This document will showcase successful business models, innovative technologies, and effective methodologies from around the world, demonstrating the maturity and readiness of the sector to absorb and deploy significant new investments.



Objectives



Promote the case studies in the forthcoming the Restoration Industry Best Practice Compilation (to be officially launched in October 2026): Unveil a curated collection of successful business models, innovative technologies, and verifiable restoration methodologies, establishing a global reference point for the sector's capabilities.

Issue a unified “B4L call to action from the Restoration Industry”: Amplify a collective industry voice calling for:



- Increased and accessible investment tailored to restoration business models.
- Development of global standards for restoration monitoring, certification, and carbon/nature credit methodologies.
- Investment in workforce development and training for restoration professionals.
- Preferential access to finance for small and medium-sized restoration enterprises (SMEs) and community-led initiatives.



Foster cross-sectoral partnerships: Facilitate dialogue and deal-making between restoration enterprises and their primary clients, including governments (as procurers of landscape restoration), the mining industry (for mine closure and rehabilitation), and the finance sector.



Elevate the industry's profile: Position the restoration industry as a credible, investable, and essential partner in achieving global land and climate goals.



Formalize a Business 4 Land Restoration Hub: Strengthen the connection between national and regional restoration business associations to create a lasting coalition for knowledge sharing and advocacy.

Format and Process

The forum is a curated, 90-minute high-level dialogue. The session will feature a dynamic, moderated discussion with industry leaders, government representatives, and investors. The agenda will be punctuated by:

- ✓ An esteemed panel exploring how to unlock finance and build a fit-for-purpose policy environment for the restoration economy.
- ✓ Promotion of the case studies within the “Best Practices in the Restoration Industry” compilation.
- ✓ The presentation and ceremonial adoption of the industry's “Global Call to Action.”

Expected Outcomes

- ✓ A Powerful “B4L Call to Action from the Restoration Industry”: A clear, collectively endorsed statement from the restoration industry, delivered to governments, financial institutions, and major land users (like the mining industry), outlining the key levers to unlock sectoral growth.
- ✓ New Cross-Sectoral Partnerships: Concrete connections forged between restoration enterprises, government restoration programs, mining companies planning mine closure, and impact investors.
- ✓ A Strengthened Industry Network under B4L: A formalized or revitalized global network of restoration business associations, committed to ongoing collaboration on standards, training, and advocacy.

