

to explore emerging opportunities, challenges and actions needed to develop effective finance mechanisms for farm and landscape recovery.

EVENT IMPACT

The event generated significant interest and engagement, with over 90 attendees from across Wales and beyond. Participants represented a broad cross-section of organisations and sectors, including farmers, landowners, government, environmental NGOs, local authorities, finance specialists, delivery organisations, researchers and emerging landscape partnerships.

Feedback from attendees was overwhelmingly positive. From the 38 feedback responses received:

- The event achieved an average satisfaction score of **4.5 out of 5**
- More than half of respondents awarded the highest possible rating
- **95% said they would attend similar events in the future**
- **95% expressed interest in similar events being held at least annually**

Participants consistently highlighted the value of bringing together people who do not often have the opportunity to meet, learn and collaborate in the same space.

Networking opportunities were among the highest-rated aspects of the day, with many attendees commenting on the energy in the room, the openness of discussions and the quality of conversations taking place throughout the event.

Most importantly, the event created new connections, strengthened existing relationships and generated momentum around the shared challenge of financing a sustainable transition for Wales.



image; Rob Fraser, somewhere nowhere



image; Rob Fraser, somewhere nowhere

KEY MESSAGES

Building Confidence in Nature Finance

A recurring theme throughout the event was the need to build confidence in nature finance across all sectors.

While interest in environmental markets and blended finance continues to grow, participants recognised that many land managers, communities and organisations still face uncertainty around terminology, governance, standards, measurement and risk.

Speakers and participants emphasised that trust, transparency and clear governance arrangements will be critical if finance mechanisms are to gain widespread support and participation.

The developing Nature Finance Framework for Wales, led by Welsh Government, was highlighted as an important step towards creating greater clarity and consistency.

Wales Has a Unique Opportunity

The event highlighted the distinctive context of Wales and the opportunities this presents.

Contributors reflected on the role of the Well-being of Future Generations Act in encouraging long-term thinking and integrated approaches to decision-making. Wales' strong sense of place, community identity and collaborative culture were repeatedly identified as important assets.

While fragmented land ownership and smaller farm businesses can create challenges for landscape-scale delivery, participants also recognised that these characteristics can foster locally-led solutions built on trust and partnership.

There was a strong sense that Wales has the potential to develop approaches that are both innovative and

grounded in community benefit whilst learning where we can from others.

Nature as an Asset

Throughout the day, discussions reinforced the idea that healthy ecosystems underpin economic prosperity.

Participants explored the value of ecosystem services including water quality, carbon storage, biodiversity, flood management and landscape resilience. There was recognition that every sector ultimately depends on nature and that future finance models will increasingly need to recognise and reward the benefits that healthy ecosystems provide from those working on the land.

The challenge moving forward will be ensuring that these opportunities are accessible, equitable and capable of delivering genuine environmental outcomes.



image: Rob Fraser, somewhere nowhere

Fair Markets and Strong Partnerships

One of the clearest messages emerging from the panel discussions was that successful finance models depend on strong partnerships.

Participants explored how enterprise-ready projects and landscape partnerships can attract investment while delivering outcomes for farmers, communities and nature.

Themes of fairness, transparency, ethics and governance featured prominently throughout discussions. There was broad agreement that future finance mechanisms must ensure value reaches those delivering outcomes on the ground and avoid creating unnecessary complexity or barriers to participation.

Collaboration as the Key to Success

The Network Café demonstrated the breadth of activity already taking place across Wales.

Twelve projects, partnerships and organisations shared their experiences, ambitions and lessons learned, creating opportunities for attendees to exchange ideas and identify future collaborations.

Many participants identified the networking sessions as the most valuable aspect of the event. The opportunity

to speak directly with others working in related fields helped build understanding, strengthen relationships, identify practical opportunities for future cooperation and link potential funders to projects on the ground.

The day reinforced a shared understanding that no single organisation can deliver the transition required and there is no single financial model suitable for all projects. Progress will depend on collaboration between government, farmers, investors, environmental organisations, businesses and communities.

REFLECTIONS CAPTURED THROUGH CREATIVE COLLABORATION

A unique feature of the event was the live visual recording produced throughout the day by artist Kate Brundrett.

The artwork captured many of the themes that resonated most strongly with participants, including:

- Future generations
- Trust and transparency
- Fairness and ethics
- Governance and standards
- Nature as an asset
- Community collaboration
- Resilience
- Supply chain engagement
- Public and private finance
- Building confidence and capability

The visual representation provided a powerful reflection of both the complexity of the challenge and the interconnected nature of the solutions being discussed.

Additionally, installations from the Place Collective's People of the Land profiles and the first public showing of Jacqui Symons' LUNZ Creative Collaboration piece brought an exceptionally thoughtful approach to the people and language of our uniquely Welsh context. Jacqui highlighted our common use of many words but also areas where we diverge highlighting how we have a strong foundation for our discussions but also need to be vigilant to listen more and find new ways of working together.



image: Rob Fraser, somewhere nowhere

LOOKING AHEAD

The event demonstrated that there is growing interest, capability and momentum across Wales to develop new approaches to financing farm and landscape recovery.

Participants left with new contacts, new ideas and a greater understanding of the opportunities and challenges ahead. There was a strong appetite for continued collaboration and for creating further opportunities to share learning and develop practical solutions.

Whilst significant challenges remain, the overall mood was positive, constructive and ambitious. The conversations held in Newtown highlighted both the scale of the opportunity and the willingness of organisations and individuals to work together to realise it.

Wales is now setting an ambitious programme to accelerate our ambitions in this area and it is clear the participants are keen to be part of that conversation.

Diolch | Thank You

LUNZ Wales would like to thank all speakers, contributors, delivery partners, exhibitors and attendees for helping make the event such a success.

The enthusiasm, openness and commitment shown throughout the day created an environment where meaningful conversations could take place and new relationships could form.

This event was not an endpoint but an important step in an ongoing journey. The challenge now is to build on the momentum generated, strengthen the connections made and continue working together to unlock the finance needed to support a sustainable transition for Wales' farms, landscapes and communities.



Artwork by Kate Brundrett. Image; Rob Fraser, somewhere nowhere



all images; Rob Fraser, somewhere nowhere

UNLOCKING FINANCE FOR FARM AND LANDSCAPE RECOVERY IN WALES

Building Confidence, Capability & Collaboration

DATGLOI CYLLID AR GYFER ADFER FFERMYDD A THIRWEDDAU YNG NGHYMURU

Meithrin Hyder, Gallu a Chydweithio

Tuesday 9th June 2026 | Dydd Mawrth 9fed Mehefin 2026

Hope Church, Newtown, SY16 1JD

09:30 – 16:30 (Lunch provided | Darperir cinio)

REGISTER FREE
PLACE NOW

COFRESTRWCH LE
AM DDIM NAWR

Hosted by:



In Partnership with:



LENS



Ecosystems Knowledge Network

AICCF



Bannau Brycheiniog



Agenda

09:30 – 10:00	Arrival, registration & refreshments	Cyrraedd, cofrestru a lluniaeth
10:00 – 10:05	Welcome	<i>Croeso</i>
10:05 – 11:00	The Ambition of Financing Landscape Recovery in Wales	Uchelgais Ariannu Adferiad Tirwedd yng Nghymru
11:00 – 12:00	Building fair markets and enterprise ready partnerships	Adeiladu marchnadoedd teg a phartneriaethau sy'n barod i fentrau
12:00 – 12:05	Introducing the LUNZ Creative Collaboration	Cyflwyno Cydweithrediad Creadigol LUNZ
12:05 – 13:20	<i>Lunch (provided)</i>	<i>Cinio (darperir)</i>
13:20 – 14:15	Opportunities and approaches to enterprise ready projects	<i>Cyfleoedd a dulliau ar gyfer prosiectau sy'n barod i fentrau</i>
14:15 – 15:45	Network Café	Caffi Rhwydwaith
15:45 – 16:10	Moving us forward	Symud ni ymlaen
16:10 – 16:30	Closing Remarks	Sylwadau Clo
16:30	<i>Workshop close</i>	<i>Gweithdy'n cau</i>

Detailed Agenda

09:30 – 10:00. Arrival, registration & refreshments | Cyrraedd, cofrestru a lluniaeth

10:00 – 10:05. Welcome | Croeso

Bridget Emmett & Alan Radbourne, LUNZ Wales National Team

Including video address from Llyr Gruffydd MS, Cabinet Minister for Rural Resilience and Sustainability

10:05 – 11:00. The Ambition of Financing Landscape Recovery in Wales | Uchelgais Ariannu Adferiad Tirwedd yng Nghymru

Chair: Catherine Howell, Bannau Brycheniog

- A Future Nature Vision
Melusi Moyo, Climate Policy Officer, Bannau Brycheiniog National Park and Future Generations Leadership Academy alumni – brings a future vision on bringing about meaningful change for future generations.
- Well-being of Future Generations
Helen Nelson, Future Generations Commission – An outline of how the Well-being of Future Generations Act shapes the way we think about and deliver nature finance in Wales.
- The Nature Finance Framework
Eifiona Williams, Welsh Govt. – The practical detail of the developing Nature Finance Framework for Wales
- Building the systems for enabling nature finance
Rob McCall, Natural Resources Wales – a focus on the systems needed to make nature finance work in practice, from standards and governance to delivery mechanisms
- A Future Farming Vision
Tudor Roderick, Newton Farm – A perspective for application on farm from a Nuffield Scholar and innovative farmer.
- Q&A with panel members

11:00 – 12:00. Building fair markets and enterprise ready partnerships | Adeiladu marchnadoedd teg a phartneriaethau sy'n barod i fentrau

Chair: *Bruce Howard, EKN*

Panel:

- *Dan Burgess, Powys County Council*
- *Freya Chambers, LENS*
- *Peter Powell, Welsh Dee Trust*
- *Vicky Vanderstichele, North Star Transition*

12:00 – 12:05. Introducing the LUNZ Creative Collaboration | Cyflwyno Cydweithrediad Creadigol LUNZ

- *Jacqui Symons, Slow Lane Studio – Wales is a patchwork of smaller ownerships, landscapes and activities. A creative collaboration explored the motivations of this diverse patchwork of priorities.*

12:05 – 13:20. Lunch | Cinio

13:20 – 14:15. Opportunities and approaches to enterprise ready projects | *Cyfleoedd a dulliau ar gyfer prosiectau sy'n barod i fentrau*

Chair: Bridget Emmett, UKCEH

- MARINE Fund Cymru

Anna Elliott, MARINE Fund Cymru - A long-term voluntary contributions fund to enable, maintain and enhance the resilience of marine and coastal ecosystems. The fund opened for contributions on 29th January 2026 with £500,000 of seed funding from the Crown Estate and a call for projects will follow soon.

- The Soil Association Exchange

Mike Bond, Soil Association Exchange – A growing platform for farmers that has developed a marketplace for funding leverage. The platform has been very successful in partnering with large organisations for mutually beneficial data collection on farm.

- The Sustainable Farm Scheme

David Ashford, Welsh Govt. – The role of SFS and what it is aiming to fund through optional and collaborative layers, including how blended funding might be supported along with the scheme.

- Q&A with panel members

14:15 – 15:45. Network Café | *Caffi Rhwydwaith*

An open session for networking and discussion. Over coffee, a range of existing and emerging partnerships will be available on stands to share their learnings and future needs in the Café space. Stands include:

- *Field to Flow – Lower Wye Valley Landscape Connections [NLHF bid]*
- *MARINE Fund Cymru / WCVA*
- *Resilient Landscapes & Seas (RLAS) Partnership*
- *Bannau Brycheiniog NPA*
- *LENS*
- *Upper Severn and Dyfi Landscape Partnerships*
- *Resilient Rivers Monnow (part of Wye and Usk Foundation)*
- *Living Levels Landscape Partnership*
- *Coetir Anian*
- *Aviva Temperate Rainforest restoration programme*
- *Tir Canol*
- *Marches Forward Partnership*

15:45 – 16:10. Moving us forward | *Symud ni ymlaen*

A final session to bring together the threads from the day and reflect on actions to take forward.

Including:

- *EKN Welsh Hub, Bruce Howard*
- *Resilient Landscapes and Seas (RLAS) , Bridget Emmett*
- *Reflecting back the day through live drawing, Kate Brundrett*

16:10 – 16:30. Closing Remarks | *Sylwadau Clo*

Bridget Emmett & Alan Radbourne

16:30. Workshop close | *Gweithdy'n cau*

ABOUT LUNZ HUB:

The Land Use for Net Zero (LUNZ) Hub is a consortium of 34 organisations that aims to provide the UK government and devolved administrations with the rapid evidence they need to develop policies that will drive the land use transformation required to achieve Net Zero and other environmental and social targets by 2050.



Partners include experts from research, farming and industry, working across issues including green finance, renewable energy, planning, soil health, afforestation and water management. LUNZ will play a pivotal role in supporting policymaker decision making and helping to communicate more widely the critical importance of land as a carbon sink or source.

The LUNZ Hub is funded for £6.25 million over 40 months, starting 13 November 2023. The Hub is co-funded by UKRI, the Department for the Environment, Food and Rural Affairs (on behalf of England and Wales), the Department for Energy Security and Net Zero, the Department for Science, Innovation and Technology, and the Scottish Government. It has been co-designed with Defra and the Welsh and Scottish governments. The LUNZ Hub is supported by seven UKRI research councils: Arts and Humanities Research Council (AHRC), Biotechnology and Biological Sciences Research Council (BBSR), Engineering and Physical Sciences Research Council (EPSRC), Economic and Social Research Council (ESRC), Medical Research Council (MRC), Natural Environment Research Council (NERC), Science and Technology Facilities Council (STFC).

FOR MORE INFORMATION:



www.LUNZHub.com



info@lunzhub.com



[@LUNZHub](https://twitter.com/LUNZHub)



UK Research
and Innovation



Department
for Environment
Food & Rural Affairs



Department for
Energy Security
& Net Zero



Llywodraeth Cymru
Welsh Government



Scottish Government
Riaghaltas na h-Alba
gov.scot



Department of
Agriculture, Environment
and Rural Affairs