



PRESS RELEASE

2.5 MILLION FOR LARGE-SCALE ECO SYSTEM RESTORATION

Amsterdam, 7 February 2017

At the annual Goed Geld Gala ('Charity Gala') the Dutch National Postcode Lottery ('Nationale Postcode Loterij') announced Commonland to be a new beneficiary. Over the next five years Commonland will receive an annual unearmarked contribution of € 500,000 for large-scale restoration of ecosystems, popularly known as landscapes.

On Monday the 6th of February, the annual Dutch Postcode Lottery Charity Gala (Goed Geld Gala) was held in Amsterdam. During the charity event, the lottery proudly announced that thanks to its 2.8 million participants, who bought more than 4,1 million lottery tickets collectively, a total of 341 million euros will be distributed to non-governmental organizations in 2017. During this event Commonland was welcomed as one of their new beneficiaries.

On behalf of Commonland, CEO/founder Willem Ferwerda accepted the symbolic cheque. "We are very proud and of course very grateful to the Postcode Lottery. This generous contribution allows us to implement further steps towards restoring our earth. It provides a powerful impulse for the ongoing development of a still young, but urgently needed industry, that focuses on international, large ecosystems restoration."

The growing interest in landscape restoration on this scale is relatively recent, yet those ecosystems form the basis of our existence on this planet. Globally we are facing dramatic landscape depletion due to overgrazing, deforestation, pollution, devastating farming practices, and other causes. The degradation of those ecosystems is directly linked to issues such as the production and quality of our food, air and water, climate change, and thus depopulation, migration and security. Landscape degradation is responsible for the loss of biodiversity, social cohesion and economic prosperity, and ultimately, loss of perspective and meaning. Commonland identifies untapped opportunities for the reversal of this trend by means of large-scale ecosystem restoration, on the basis of the so-called "4 returns" model, whereby economic prosperity goes hand in hand with natural and social capital gains and thus original inspiration and purpose.

Commonland implements its "4 returns" model, not only through its own projects in South Africa, Spain, Australia and the Netherlands, but also as a basis for services available to other parties seeking to contribute to the restoration and management of ecosystems. The "4 returns" model forms the core of a new academic discipline that focuses specifically on the combination of economy and landscape restoration. The Postcode Lottery's contribution will benefit all these activities, and will accelerate the urgently needed transformation in management and restoration of ecosystems, jointly, and in partnership with investors and organisations.

For more context and background information, visit the Commonland website:
www.commonland.com.



Caption:

From left to right:

Michiel de Man (co-founder/strategy director Commonland), Willem Ferwerda (founder/ceo Commonland), John Loudon (board member Commonland), John D. Liu (Ambassador Commonland) Maas Jan Heineman (board member Commonland), Michiel Verboven (managing director Dutch Postcode Lottery). Photo: Roy Beusker Fotografie.



From left to right: Willem Ferwerda (founder/ceo Commonlad), Marieke van Schaik (managing director Dutch Postcode Lottery) and John D. Liu (Ambassador Commonland). Photo: Roy Beusker Fotografie.

END OF PRESS RELEASE

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Latest news of the Postcode Lottery on Twitter @Postcode_Pers

The Dutch Postcode Lottery has been raising funds since 1989 to support organisations working towards a fairer and greener world. Fifty percent of the lottery's annual turnover goes to charity. The lottery has steadily grown to become the biggest charity lottery in the Netherlands and supports 99 non-governmental organisations. Since its founding, the lottery has dispensed over 5 billion euros to its beneficiaries.