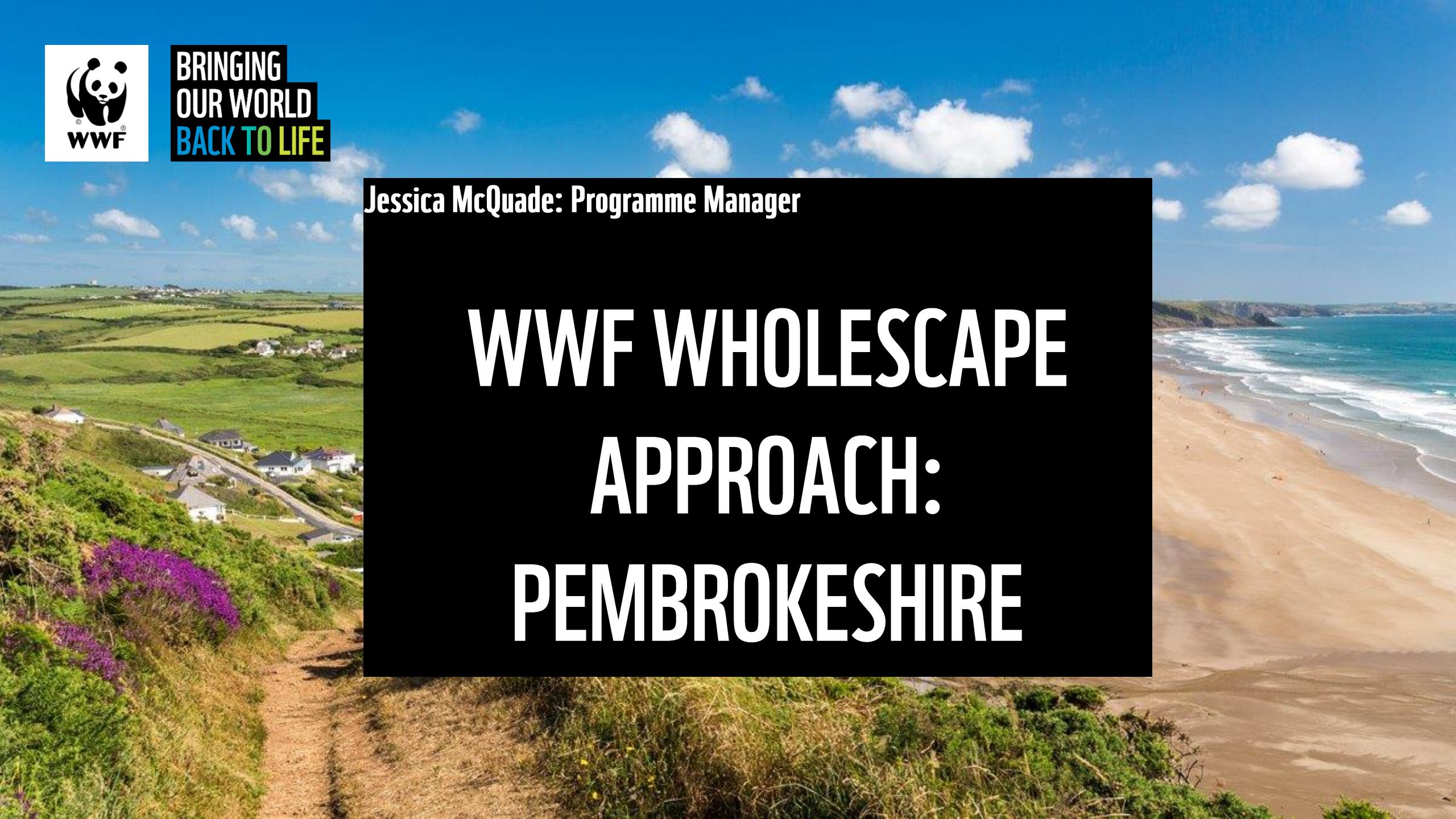


Jessica McQuade: Programme Manager

WWF WHOLESCAPE APPROACH: PEMBROKESHIRE

THE TRIPLE CHALLENGE

- Nature
- Climate
- People



Image Credit: David Tipling/naturepl.com

A NEW APPROACH: Landscape Restoration ++

- Provides a framework to address the 'Triple Challenge' (climate, nature, people) taking global requirements to local implementation
- Works across the interconnectivity of land, rivers, coasts and seas
- Recognises and addresses socio economic drivers / systems
- Aims to deliver impact at scale
- Supports national policy development
- Aim to attractive to a diverse source of funding - corporate, philanthropic etc – high integrity and place led
- Attempts to embed a mindset shift – move from problem solving to creating a regenerative future
- System based approach key to tackle complex issues – build from WFG Act



Image Credit: BBC

DEVELOPMENT PHASE: Jan 2023 – Jan 2025

- Situational analysis and evidence base collected – opportunities and challenges for transformational change
- Worked with stakeholders and communities to identify issues and 'emerging' ideas
- Invest in local community projects and research – build relationships and capacity
- Secured programmatic funding for Delivery Phase
- Undertake 'systems' analysis to identified emerging areas and themes to focus in



DELIVERY PHASE: Jan 2025 - 2028

- Create partnerships for transformation in 3 overarching areas
- Set up local governance and communications
- Help make projects and landscapes 'investment ready'
- Innovation and blended finance opportunities supported and trialled
- Fundraising , fundraising, fundraising – CLAIM model plus philanthropic



AREAS FOR TRANSFORMATIONAL CHANGE

- **Regeneration of Cleddau**

Supporting a partnership to adopt a catchment approach, enabling investment ready proposals across 'scapes' and at scale. Supporting farmers to reduce impact on water quality and improve their resilience and communities to connect to their river.



- **Regenerative aquaculture**

Building on successful support for Car y Mor, amplify the regenerative aquaculture sector in Pembrokeshire. Within this, working with financial systems to create a circular market for products which also supports the transition to regenerative farming.

- **Governance for triple challenge in Pembrokeshire**

Working with PSB to support transformational change – WFG Act plus, including models for nature in decision making and working towards a regenerative food system for Pembrokeshire.

CLEDDAU REGENERATION LAND, RIVER, SEA



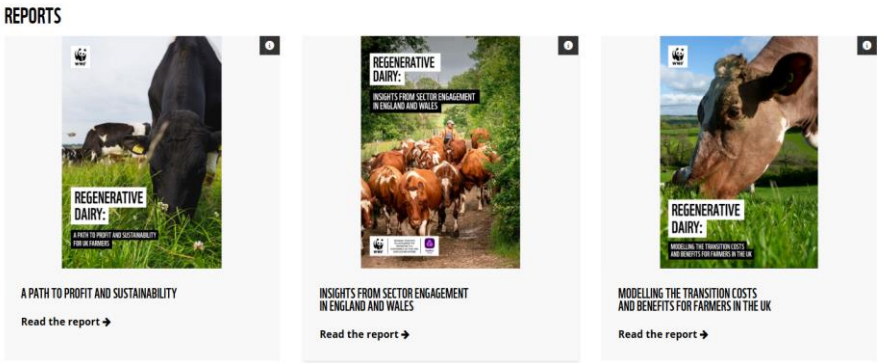




Enabling a catchment based approach to restore the Cleddau. Within this, WWF will aim to

- Focus on the 'financial system' / supply chain for dairy sector (based on Case for Regenerative Dairy programme).
- Develop evidence base to support spatial planning / land use framework approach which enables farm activities in support of water quality and are supported via supply chain +
- Support communities and farmers to be active in restoration of their river
- Demonstrate that improving water quality upstream will have benefits to marine ecosystem in estuary and what this means for farms activities
- Help develop 'innovative projects' along Cleddau to test theory and support the development of at scale investment ready landscape/ riverscape restoration
- Enable nature to have a voice in decision making
- Be part of creating a collective vision for the Cleddau

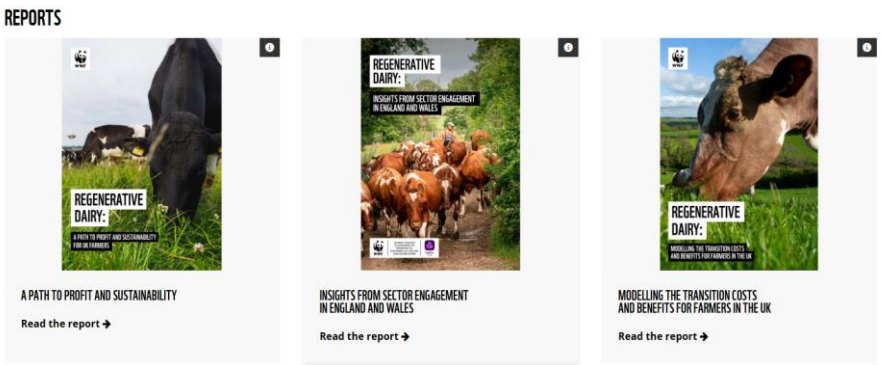
CLEDDAU REGENERATION LAND, RIVER, SEA



What we have done so far:

- Worked with NatWest to develop evidence base and resource in support of path to regenerative dairy farming
- Held stakeholder workshop - Case for Regenerative Dairy workshop in Carmarthen
- 'Catchment Modelling for Water Quality Targets' (on farm activities support water quality to support supply chain improvements)
- Marine Ecosystems and nutrient thresholds In Cleddau estuary research by PCF and Project Seagrass
- Funding trials of bio-fertiliser seaweed on dairy farms
- Funded Cleddau River Project water testing kits
- Supply Chain mapping in Pembrokeshire
- Supported UK Food and Drink Pact to focus in Pembrokeshire
- TOC for catchment scale transition for dairy farmers via value chain derisking

CLEDDAU REGENERATION LAND, RIVER, SEA





Planning:

- Visioning workshop with farmers as part of Good Anthropocene project
- Natural Capital assessment of Council Farms in Western Cleddau– financing options beyond SFS and tenancy = towards blended finance
- Workshops to ground truth 'Case for Regenerative Dairy' with Pembrokeshire farmers and codesign the financial pathway support requirements – seek funding
- Explore opportunities with supply chain - UK Food and Drink Pact +
- NLHF application in partnership to start process for investment ready catchment
- Workshop on natures voice in decision making and identify best approach for Cleddau (and other Pembrokeshire governance spaces)
- Literature Wales partnership – capture Cleddau voices



THANK YOU
DIOLCH

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