

## Land Use Finance Impact Hub Media Kit

### Learn about the Land Use Finance Impact Hub and help us spread the word!

The Land Use Finance Impact Hub (found at: <https://landuseimpacthub.com>) is a resource developed with and for impact funds and other financial institutions with the aim to shift private capital flows towards sustainable land-use practices. Developed by UNEP and UNEP-WCMC, the Impact Hub provides guidance and tools to strengthen environmental and social frameworks for sustainable land use investing by ensuring that funds are spent efficiently, any potential risks are curtailed, and impacts are monitored and reported against.

The first guidance tool in the hub is the **Positive Impact Indicators Directory**, a harmonized shortlist of KPIs designed to encompass key aspects of sustainable land use investment. Developed in consultation with UNEP's Environmental & Social Knowledge Exchange Network - including public donors, impact fund managers and technical monitoring specialists - the Directory is designed to support decision making within financial institutions. It helps users to identify and measure against suitable indicators to track how investments generate positive environmental and social impacts. Users can be guided through which of the 19 indicators are most appropriate to their projects and capabilities, or view the full list of indicators and filter them by impact area and related SDGs.

The Land Use Finance Impact Hub also boasts a variety of other resources, all of which have been curated to help facilitate more impactful and sustainable investments in land use finance. Written briefs created by the team are archived, including our reflection on the latest Knowledge Exchange Event, in 2021. Recordings of webinars run by the Land Use Finance Programme are also available, covering topics including 'Managing Environmental and Social Risks in Land Use Finance' and 'Incorporating a Landscape Approach to Sustainable Land Use Finance'. Additionally, there is a curated list of external tools and resources that we feel are particularly useful for those trying to measure their social and environmental impacts.

**Please read more about the Land Use Finance Impact Hub and join us in sharing it among your networks now that it has launched.**

#### Continue reading for:

- Social media guidance, including:
  1. Key hashtags and handles
  2. Sample content for Twitter, LinkedIn, and Newsletters
- Key messages and FAQs

**Help us spread the word about the Land Use Finance Impact Hub! Why not post on your social media channels about the Hub? We have put together some suggested content to make it easy.**

### Key Hashtags and Handles

- #LUFinanceImpactHub
- #LandUseFinance
- #SustainableLandUse
- #SustainableFinance
- #investors
- #impact
- Please tag UNEP and the UNEP-WCMC team: @UNEP @UNEPWCMC

Please find [here](#) sample social media cards to post!

### Sample Tweets

Congratulations [@unep](#) [@unepwcmc](#) on the launch of [#FinanceImpactHub](#), a comprehensive collection of tools and guidance curated to strengthen environmental and social frameworks for sustainable land use investing. Check it out here: <https://landuseimpacthub.com/>

Today, [@unep](#) [@unepwcmc](#) launched the Land Use Finance Impact Hub, a new collection of tools and guidance. For those interested in harmonising environmental and social impact monitoring for sustainable land use finance, explore [#FinanceImpactHub](#): <https://landuseimpacthub.com/>

Congrats [@unep](#) [@unepwcmc](#) on the launch of the Land Use [#FinanceImpactHub](#) which hosts the positive impacts directory that helps investors measure, manage, & optimize [#impact](#). As an investor dedicated to achieving social/environmental impact & financial return, we're excited to use it to drive greater impact.

Check out [@unep](#) & [@unepwcmc](#)'s newly launched [#FinanceImpactHub](#) which helps [#investors](#) to harmonise environmental and social impact monitoring for sustainable land use finance: <https://landuseimpacthub.com/>

Today [@unep](#) [@unepwcmc](#) launched the Land Use [#FinanceImpactHub](#), a comprehensive collection of guidance and tools to strengthen environmental and social frameworks for sustainable land use investing. <https://landuseimpacthub.com/>

### Sample messages for LinkedIn and Newsletters

The world urgently needs increased private capital flows into sustainable land-use practices. The newly launched Land Use Finance Impact Hub by [@UNEP](#) and [@UNEPWCMC](#) harmonises environmental and social impact monitoring for sustainable land use financing. This comprehensive hub makes it easier for investors to ensure that funds are spent efficiently, any potential risks are curtailed, and [#impacts](#) are monitored and reported against. [#FinanceImpactHub](#)

Made with and for impact funds and other sustainably-focused financial institutions, the Land Use Finance Impact Hub provides guidance and tools to strengthen environmental and social frameworks for sustainable land use investing. Neutral actors [@UNEP](#) and [@UNEPWCMC](#) through the [#FinanceImpactHub](#) aim to harmonise the existing thinking across many blended finance funds and impact investing facilities.

As an **#investor** dedicated to achieving positive social/environmental impact alongside financial returns, we're eager to ensure our impact intentions translate into tangible **#impact** results. The Land Use Finance Impact Hub helps investors like us with guidance and tools to strengthen environmental and social frameworks for sustainable land use investing. Explore **#FinanceImpactHub** here: <https://landuseimpacthub.com/>

**What is the Positive Impact Indicators Directory?** Hosted on the newly launched Land Use Finance Impact Hub by **@UNEP** and **@UNEPWCMC**, the Directory is designed to support decision making within financial institutions, particularly in regards to tracking how investments generate positive environmental and social **#impact**. Users can be guided through which of the 19 indicators are most appropriate to their projects and capabilities, or view the full list of KPIs and filter them by impact area and related SDGs. Explore **#FinanceImpactHub** here: <https://landuseimpacthub.com/>

## Frequently Asked Questions

### What is the Land Use Finance Impact Hub?

The Impact Hub is a resource developed with and for impact funds and other financial institutions with the aim to shift private capital flows towards sustainable land-use practices. Developed by UNEP and UNEP-WCMC, the Impact Hub provides guidance and tools to strengthen environmental and social frameworks for sustainable land use investing by ensuring that any potential risks are curtailed, and positive impacts are monitored and reported against. The main tool developed so far is the Positive Impact Indicators Directory which is a curated shortlist of recommended land-use finance indicators to accelerate the harmonisation of reporting in this space.

### Why was the Impact Hub created?

The world urgently needs increased private capital flows into sustainable land-use practices - but FIs also need to be able to track the social and environmental impacts of these investments. It is imperative to ensure that funds are spent efficiently, impacts are monitored and reported against, and any potential risks are curtailed. The Land Use Finance Impact Hub acts as a one-stop shop for resources to help you do that.

As neutral actors, UNEP and UNEP-WCMC are able to provide guidance and tools that harmonise the existing thinking across many blended finance funds and impact investing facilities. We hope by sharing these resources, we can streamline the existing efforts of financial institutions that are addressing similar issues as they develop environmental and social frameworks for sustainable land use investing.

### What resources does the Land Use Impact Hub offer?

The first guidance tool hosted on the hub is the Positive Impact Indicators Directory, a harmonised shortlist of KPIs designed to encompass key aspects of sustainable land use investment. The Directory can be accessed here. Other resources found on the Land Use Finance Impact Hub, such as the Info Briefs and Webinar Recordings, have been curated to help facilitate more impactful and sustainable investments in land use finance. The Hub also hosts a curated list of useful external resources for environmental and social impact measurement, such as the Critical Habitat Screening layer and IFC Performance Standard 6.

### Why positive impact indicators?

While many financial institutions have begun to make commitments to reduce their negative E&S impacts, progress has so far been slow. Only a third have risk-management policies for deforestation covering the most significant commodities. Although the implementation of these policies will improve outcomes, financial institutions now need to think beyond risk management. They should consider how they can incentivise, monitor and report positive E&S impacts generated through their investment portfolios. Demonstrating positive environmental and social (E&S) impact will be key to ensuring an increase in blended finance instruments and private capital flows into sustainable practices.

## Why have we developed this Directory for sustainable land use finance, and who is it for?

This Directory is a curated shortlist of recommended land-use finance indicators to accelerate the harmonisation of reporting in this space. The 19 indicators have been selected from over 180 compiled from existing impact funds and wider sustainable investment initiatives, including the IRIS+ Forest, Agricultural and Livelihoods indicators. By compiling and condensing such a range of indicators, we hope to provide some clarity to the bewildering array of options for impact measurement. We also hope to encourage the harmonisation of reporting requirements in this space, so that projects can be compared more easily. The process of compiling the selected indicators was conducted through extensive consultation with representatives from investment funds, banks, donors and non-governmental organisations.

The Directory has been compiled with input from and considering the needs of impact investors and blended finance funds. However, we hope that other financial institutions and impact-orientated organisations will also find the tool helpful in informing their thinking.

## What about verification and certification?

This tool is not designed to provide methodologies to verify or certify positive impacts, such as commodity certification. However, if this is the desired outcome, then additional resources can be sought specific to each of the impact areas of interest (e.g. RSPO, FSC, or RTRS, ), and these could be used alongside the relevant indicators with which they might align. For example, a commodity certification scheme could be used alongside FOR 01 or a sustainable agriculture certification in conjunction with LIV 04 (Number of farmers trained in, and technology transferred for, best management practices in sustainable agriculture/forest protection).

## Why there are no indicators for sustainable/regenerative agriculture?

As part of the consultative process with the ESKEN community, KPIs were chosen based on those which were frequently used and agreed upon broadly across the range of stakeholders. Although there is not a single indicator for sustainable agriculture, different aspects of sustainable agricultural financing can be measured under a number of indicators in the Directory.

For example:

- BIO 03 - Area of avoided conversion of Natural Habitat
- CLM 04 - GHG emissions reduced from changes to on-farm practices
- CLA 01 - Number of people in local communities whose resilience has been improved as a result of project activities
- LIV 04 - Number of farmers trained in, and technology transferred for, best management practices in sustainable agriculture/forest protection

We are aware that using indicators for sustainable agriculture can be challenging, as defining one metric for a level that works globally can be demanding. Other organisations have attempted to characterise sustainable/regenerative agriculture KPIs, and we would refer users to these in the first instance: the Global Farm Metric, and OP2B's Framework for Regenerative Agriculture.

## Is there an overlap between your forests and your biodiversity indicators?

In the development of the Directory, members of the ESKEN community requested KPIs specifically related to deforestation-free and forest positive investments, as these were a focus for their funds. This is how the Forest impact area came about, where indicators are specifically focused on forest management and protection.

However, not all habitats of high biodiversity value are forests, and so depending on the investment or project using the broader term 'natural habitat' can be more helpful. Natural or critical habitats encompass all manner of biodiverse habitats, including forests and grasslands.

Due to this potential for double-counting of forests, users should ensure that when choosing indicators for their project or portfolio they tailor them to the habitats expected, and use either forest KPIs or natural/critical habitat KPIs, depending on the variety of habitats in the project area.

## About UNEP Climate Finance Unit

UNEP's Climate Finance Unit's mission is to actively work to develop innovative solutions to shift capital towards more sustainable forest and agri-food systems. In doing so, it aims to develop into a leading hub, facilitator, and public-private platform to generate a social and economic paradigm shift towards sustainable land use. The unit actively works with member states, corporate and finance leaders to develop and support a variety of innovative businesses and finance solutions, providing expertise on environmental & social impacts, to raise the ambition level and advocate for systemic changes to make sustainable land use the 'norm'.

## About UNEP-WCMC

The UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC) is a global Centre of excellence on biodiversity, and nature's contribution to society and the economy. We operate as a collaboration between the UN Environment Programme and the UK-registered charity WCMC. Together, we are confronting the global crisis facing nature. We do this through our unique position ensuring science, knowledge and insights shape global and national policy, and by collaborating with partners around the world to build capacity and create innovative solutions to environmental challenges. We use our position as respected custodians of powerful and trusted environmental data to create a positive impact on people and nature.

For any further information, please contact: [luf-impacthub@unep-wcmc.org](mailto:luf-impacthub@unep-wcmc.org)