



UNITED NATIONS CONVENTION
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on Sustainable Development

Economic Valuation of Land: Advancing Land Management Towards a Green Economy

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Scaling up Sustainable Land Management (SLM) through:

- **Advisory services** (e.g. Economic Valuation of Land, Incentives)
- **Brokering services** (e.g. Public-Private Partnerships)
- **Investment promotion** (e.g. Integrated Investment Frameworks)
- **Resource mobilization** (e.g. Integrated Financing Strategies)
- **Capacity building** (e.g. Training Workshops, KM, M&E)
- **Advocacy and awareness-raising** (e.g. Mainstreaming)

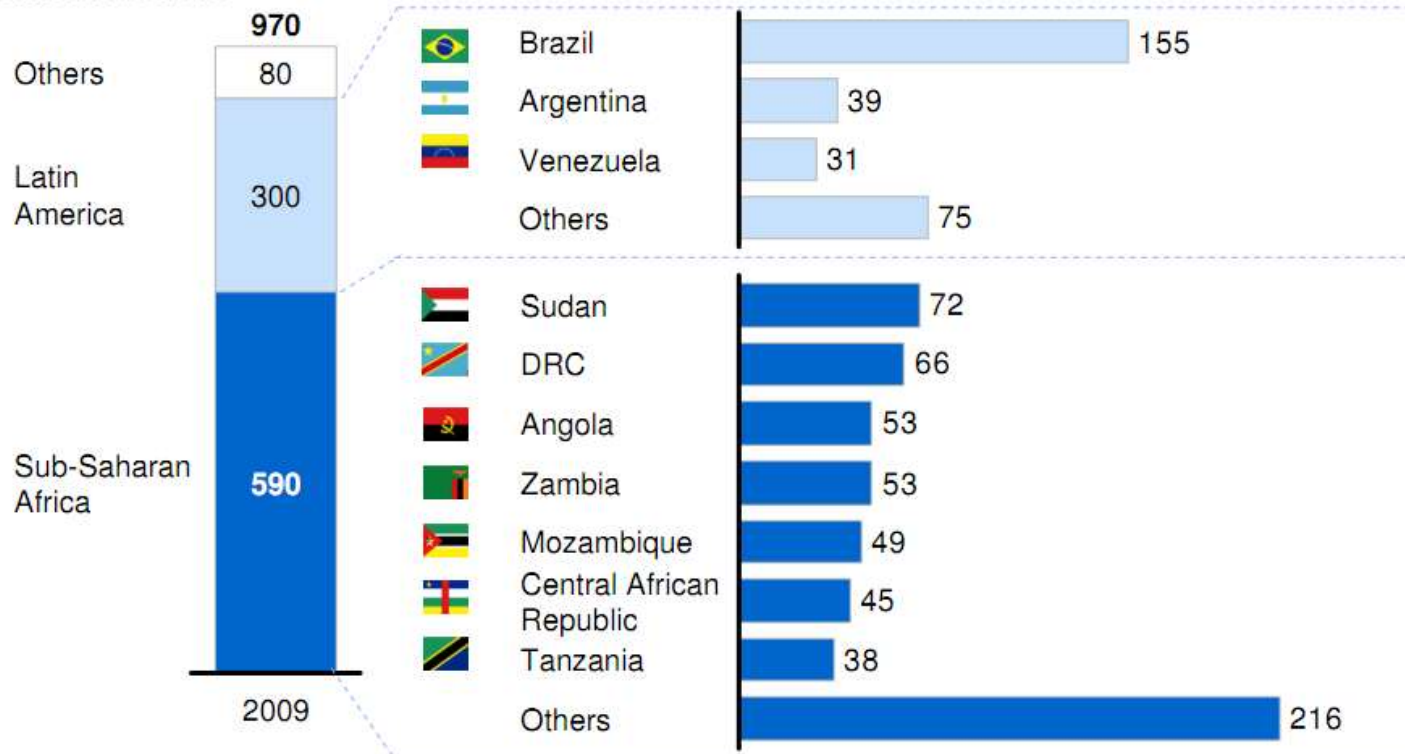
mounting pressure on land worldwide

asymmetries? trade-offs? hidden costs?

Africa represents about 60 percent of the potentially available cropland in the world

Additional available cropland, 2009¹

Million hectares



¹ Cropland defined as land producing output greater than 40% of maximum yield under rain-fed conditions, excluding forest areas.

unsustainable land use



Soil productivity loss
Siltation
Sedimentation
Climate change
Biodiversity loss

Economic losses
Social issues
Natural Capital depreciation

how to unlock responsible investments?



1. Appeal to the sense of urgency (costs of inaction or BAU)
2. Demonstrate net economic benefits (internal rates of return)
3. Emphasize social, environmental and future values
4. Provide incentives and safeguards to investors



Offering Sustainable Land-use Options

Members:



Partners:





A Reliable Network of Scientific Excellence

OSLO is a global partnership of leading research and academic institutions, international organizations and UN agencies engaged in the development of innovative solutions for sustainable land use.

Our members are international leaders in the fields of environmental science, policy, and development, with access to a network that puts them at the forefront of international cross-disciplinary cooperation



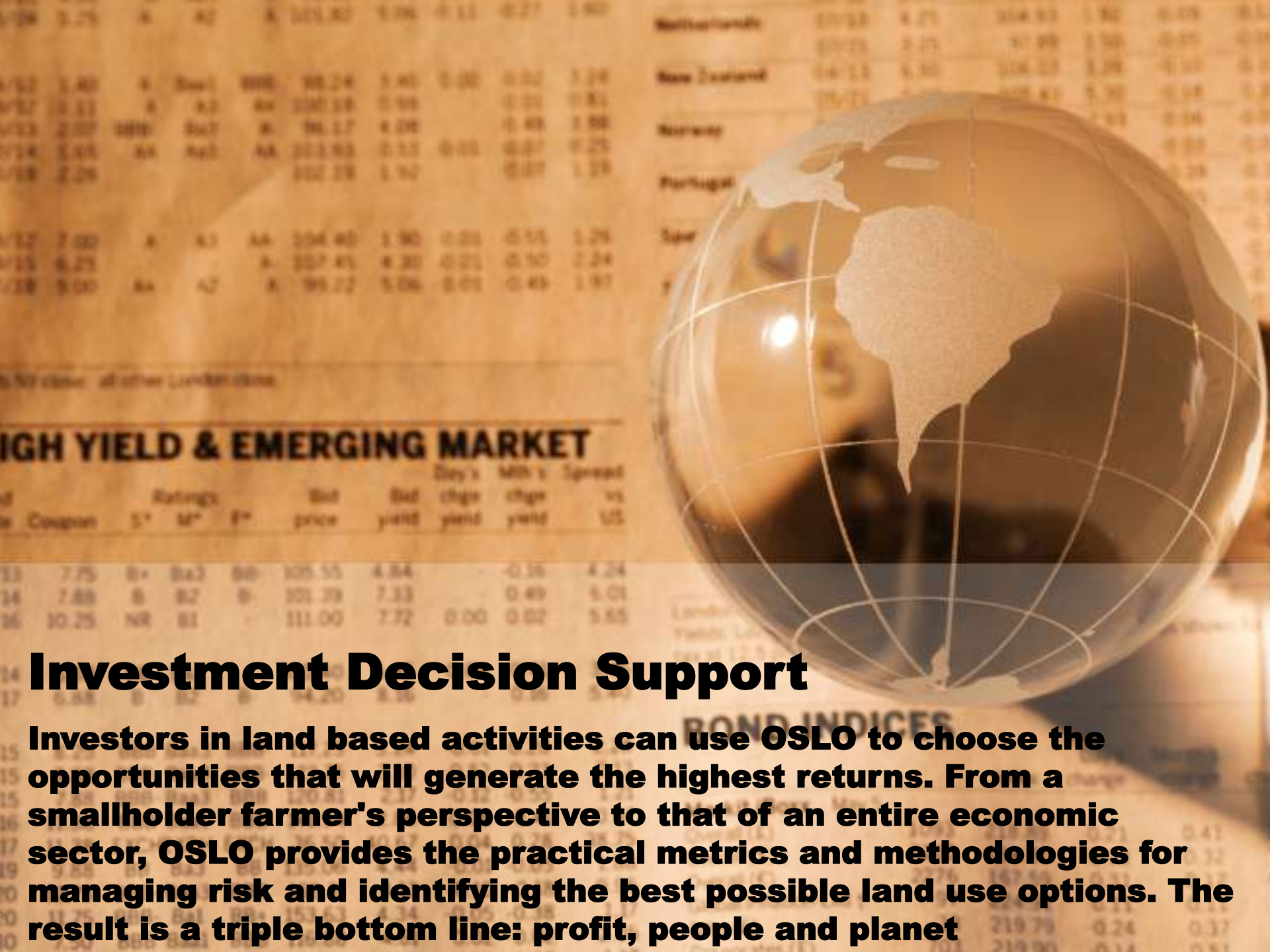
Integrated Valuation Strategies

Our valuation methodology encapsulates the most recent developments in environmental science and land policy; building on past efforts and forging innovative new paths towards a green economy. Using an ecosystems services framework, our models and metrics and are both scalable, modular and customizable as required by diverse situations

A photograph of a row of wind turbines in a field, with the sky in the background. The turbines are white and have three blades each. They are arranged in a line, receding into the distance. The sky is a pale blue with some light clouds. The overall tone is calm and clean.

A Toolbox for Policy Makers

Factors preventing optimal land use include increased competition for limited natural resources, socio-economic pressures, climate change, and environmental degradation. OSLO allows policy makers to efficiently prioritize interventions and calibrate policies to maximize socio-economic benefits and minimize negative externalities



Investment Decision Support

Investors in land based activities can use OSLO to choose the opportunities that will generate the highest returns. From a smallholder farmer's perspective to that of an entire economic sector, OSLO provides the practical metrics and methodologies for managing risk and identifying the best possible land use options. The result is a triple bottom line: profit, people and planet



A Platform for Advocacy

OSLO acts a platform for mainstreaming a new paradigm of sustainable land use: locally, nationally, and internationally. Members share privileged access to an extensive cross-sectoral network, facilitating the generation of new knowledge and solutions, and providing a unique interface between science, policy and the private sector



Capacity Building

Empowering land use decision makers is an integral part of our mission. OSLO acts as a worldwide knowledge bank, facilitating training initiatives on local and global levels: through structured education programs and research opportunities; e-learning modules; field workshops; and international conferences and seminars



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