



TERRA AGORA
FOUNDATION

LEARNING

Corporate Investment Briefing

A Corporate Briefing: Strengthening Portugal's Landscapes

What We Do (In One Sentence)

Fundação Terra Agora secures strategic land in perpetuity and entrusts it to local Guardians, creating long-term ecological and social resilience through independent governance and place-based stewardship.

Why This Matters for Portuguese Corporates

(Even when carbon sequestration and offsets are excluded)

Portugal faces converging risks that directly affect business continuity: water stress, wildfire, soil degradation, rural decline, and biodiversity loss. These are systemic risks, not reputational ones — and they cannot be solved through short-term CSR or carbon accounting alone.

Fundação Terra Agora addresses these risks by stabilising the land systems and communities on which the economy ultimately depends, without requiring companies to own land or manage projects.

The Corporate Value Proposition

1. Risk Reduction in Core Operating Contexts



FTA strengthens water systems, soils, biodiversity, and rural viability upstream of corporate operations.

Value: Reduced exposure to supply-chain disruption, fire risk, and community instability — without operational burden.

2. A Credible Alternative to Greenwashing-Sensitive ESG

As carbon markets and offset claims face increasing scrutiny, FTA focuses on verifiable, place-based outcomes:

- ecological integrity
- social cohesion
- long-term land care
- Value: ESG substance grounded in real assets and governance, not volatile metrics.

3. Alignment with Emerging EU Regulation

EU frameworks (CSRD, biodiversity disclosure, Nature Restoration Law) are moving beyond carbon toward:

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- nature dependencies
- ecosystem resilience
- long-term stewardship

FTA already operates at this level.

Value: Early alignment with next-generation compliance and reporting expectations.

4. Reputational Depth Through Stewardship, Not Sponsorship

FTA explicitly prevents:

- naming rights over land
- donor or corporate influence on land use
- branding capture
- Value: Reputation built on seriousness, restraint, and credibility — qualities increasingly valued by regulators, talent, and society.

5. Meaningful Employee Engagement

FTA enables:

- learning journeys into regenerative landscapes
- leadership development around systems thinking and stewardship
- long-term relationships with place (not one-off volunteering)
- Value: Authentic purpose and engagement without “CSR theatre.”

6. Contribution to National Resilience

FTA addresses issues Portugal must solve anyway: land fragmentation, wildfire risk, rural abandonment, and ecosystem decline.

Value: Stronger social licence to operate through contribution to public-benefit infrastructure, not private agendas.

How It Works (Simple Pathway)

Land is secured in perpetuity Placed into the Foundation so it cannot be sold or fragmented.

Capital enters a governed structure Through flexible or targeted funding pathways.

Local Guardians steward the land Under long-term agreements linking care to outcomes.



Independent governance ensures accountability Ecological, social, and financial oversight across time.

What We Guarantee

Perpetual protection of strategic landscapes

Independent governance that prevents capture or influence

Clear accountability across ecological, social, and cultural outcomes

The Core Message

Fundação Terra Agora allows companies to strengthen the ecological and social foundations of Portugal through permanent land stewardship — without greenwashing, and without operational complexity.