



**Ecological restoration is no longer optional; it is essential for human and planetary health.
Small steps are no longer enough; it is time for a quantum leap.**

REVIVE is what comes when a field-defining organization wants to move from guidance to transformation.

SER has spent over 35 years laying the foundations for high-integrity ecological restoration. **REVIVE is a strategic evolution** in this work.

REVIVE directly confronts the gaps that together create risk and uncertainty for the advancement of global restoration. It scales current capabilities into a systemic, globally coordinated approach to high-impact, high-quality, standards-based ecological restoration.

Our Objective

To radically improve the human and organizational capacity, efficiency, and financing for delivering high impact standards-based ecological restoration at scale.

Our Six-Point Strategy

REVIVE operationalizes standards and capacity-building into demonstration projects, blended finance pathways, and technology frameworks that can scale **standards-based ecological restoration (ER)** into mainstream practice and investment:

1. **Restore.** Create an accelerator to support 100 exemplary projects (*Exemplars*) across scales and settings.
2. **Empower.** Bolster a global network of restoration professionals through training and certification.
3. **Validate.** Quantify the additive benefits of ER while implementing gold-standard project certification.
4. **Innovate.** Foster innovative, integrated, and evidenced-based ER practices for scale.
5. **Value.** Catalyze investable ecological restoration that is credible, low-risk, and high impact.
6. **Enable.** Accelerate policy development to drive adoption of ER by regulators and funders

Investment

This is a multi-year initiative to meet the intergenerational challenge of restoring nature at scale. SER will serve as the fulcrum for a consortium, including strategic global sponsors and local field-based organizations to drive successful implementation and amplify impact.

SER is seeking strategic partners for this global initiative.

Global Solution Through Global Collaboration

With REVIVE, SER builds on our proven technical standards, global network of practitioners, extensive training and certification programs, policy influence, and thought leadership to vastly expand the delivery of high-quality, high-impact ecological restoration. REVIVE provides the tools for scale so restoration can deliver high impact biodiversity, climate, and human health and wellbeing benefits.

Standards Create the Foundation for Scale

Nature is dynamic, creating uncertainty for restoration projects and leading many to underperform or fail. To help manage risks and reduce this uncertainty, SER developed its globally recognized *International Principles and Standards for the Practice of Ecological Restoration* as the foundation for effective, repeatable, beneficial ecological restoration. SER's Standards are not only widely applied by practitioners to help plan, implement, and assess restoration, they are also increasingly recognized by regulators, funders, and decision-makers.

The Details: Targeted Outcomes

RESTORE – 100 Exemplars to illustrate approaches for thousands of projects

Create an Ecological Restoration Accelerator (ERx) – a restoration incubator governed by a diverse, international Board – to champion 100 Exemplar projects across diverse scales and biomes, driving wider adoption of standards-based restoration while innovating efficient and replicable approaches for delivering restoration at scale.

EMPOWER – 4,000+ Certified Ecological Restoration Practitioners

Increase training and capacity from top to bottom in the restoration space to build a network of both qualified workers and certified practitioners, creating improved career pathways, and enhanced capacity to apply standards-based practices in varied biomes. Increasing capacity provides social, economic, and environmental benefits for the communities where restoration occurs.

VALIDATE – Restoration project certification

Deliver ecological restoration project certification to reduce risk and uncertainty for practitioners, decision-makers, and funders. Evaluation of standards-based restoration will quantify the additive beneficial ecological and social impacts.

INNOVATE – Research and development

Expand research, including long-term and comparative research, and increased incorporation of Indigenous and Local Knowledge to provide the foundation for evidence-based approaches to ecological restoration. Disseminate new knowledge through Exemplar Centers of Excellence, the SER Restoration Resource Center, *Restoration Ecology*, and other peer-reviewed journals.

VALUE – Unlock Private Capital

Unlock private capital by integrating SER's global network, science-based standards, and certification systems into investments to provide credibility, reduce risk, and enhance restoration outcomes. Equip practitioners to partner with investors to lead large-scale ecological restoration across diverse geographies and biomes, including through the expanded use of manual and automated Monitoring, Reporting, and Verification (MRV) tools.

ENABLE – Build Policy & Governance

Incentivize nature recovery through governance frameworks that obligate restoration as a holistic solution for addressing the biodiversity and climate crises. Standards-based restoration is prioritized by funders, landowners, practitioners, and others, as a key approach to creating a balanced net for people and nature.