

# PESFOR-W Action Plan: Actions needed to address inadequate financial incentives

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## 1) Lack of adequate financial incentives for landowners to plant woodland in target locations

- Increase public resources devoted to developing woodlands for water PES schemes, removing any existing perverse incentives for removing trees that currently provide water benefits: role for international and EU institutions, as well as national governments.
- Develop partnerships to improve water quality that seek to realise new revenue opportunities (e.g. through payment for ecosystem services schemes): role for downstream water users (industries, households), private investors and environmental agencies.
- Increase climate change mitigation investment in nature-based solutions - e.g. woodlands for water schemes ('tangible action' rather than 'warm words' - cf emphasis stressed by Sir Ian Cheshire, UK government COP26 advisor, 10-day Challenge 11/3/21): role for governments and investors.