

Making an impact: Our journey with sustainable claims

LandScale introduced a pilot claims process to help organizations credibly showcase the specific actions they're taking to enhance sustainability across their landscapes. This pilot represents a significant step toward building a system that can highlight local efforts, boost transparency, and motivate action on a larger scale.

As we continue to refine this work, partner stories from the pilot show the powerful potential of credible, landscape-level claims.

Success stories: Claims in action

Our partners demonstrated strong commitments to sustainable landscape management, offering early examples of the value that LandScale claims can deliver.

1. APEAJAL — Reforestation for a greener future

In Mexico's Sierra de Tapalpa landscape, APEAJAL, an association of avocado producers, has invested in the cultivation and planting of native pine and cypress trees across agricultural land and surrounding forests as part of broader efforts to restore ecosystem health and support sustainable land management. This work contributes to forest regeneration in an area facing pressures from urban development, tourism, and agricultural expansion, and supports the region's natural capital and rural livelihoods.

Through LandScale's claims pilot, APEAJAL's reforestation activities were framed as an **investment claim**, a structured, data-driven way to describe and substantiate actions that drive improvements at landscape scale. By linking APEAJAL's tree production and restoration work to shared landscape indicators and a formal assessment, the claim strengthens the connection between individual action and collective impact, helps to build transparency and trust among stakeholders, and reinforces the value of coordinated, sustainable land stewardship within the Sierra de Tapalpa initiative.

2. Sierra Mazati — Protecting a Mountain Sanctuary

Sierra Mazati is a community-oriented forest protection initiative within the Sierra de Tapalpa, where a dedicated brigade of forest protectors works to manage and preserve thousands of hectares of mountain forest against threats such as fires, development, and habitat fragmentation. This long-term stewardship supports

ecological integrity and contributes to landscape resilience by maintaining continuous forest cover and reinforcing local capacity for ongoing ecological care.

As part of the LandScale pilot claims mechanism, Sierra Mazati's forest protection efforts were documented as a **landscape investment claim**, helping to show how proactive protection and management contribute to landscape sustainability. By grounding these efforts in a validated assessment tied to landscape-level indicators, the claim amplifies the project's visibility, fosters collaboration with governance actors and neighbors, and enhances the initiative's ability to communicate its contribution to broader landscape goals, ultimately reinforcing shared commitment and collective action across Sierra de Tapalpa.

These stories illustrate how credible claims can shine a light on meaningful action, and why refining the claims process is essential for scaling this impact across landscapes.

Refining the process: What we learned

These pilots reinforced the importance of a claims process that is both credible and easy to navigate. We learned that clear, concise claim descriptions and streamlined requirements make participation more accessible without compromising rigor. Aligning evidence needs to the scale of each activity will help ensure fairness and efficiency, while tailored support will better serve stakeholders with different levels of familiarity and capacity. Perhaps most importantly, we found that organizations are motivated to engage when claims are linked to tangible value - such as increased visibility, recognition, or market opportunities. These insights are guiding the evolution of a more practical, inclusive, and impactful claims system that can support meaningful landscape transformation at scale.

What's next?

Building on the momentum of these pilots, we are now focused on strengthening the claims experience so that organizations can more easily and confidently share their verified contributions to sustainable landscape outcomes. Our next phase will center on improving how claims are submitted, validated, and showcased, while creating more opportunities to highlight credible action across landscapes. These improvements will support a smoother, more engaging, and transparent claims process, empowering stakeholders to demonstrate their impact and helping to amplify the stories that drive landscape-scale change.