



# EnTrade



EnTrade & Cornwall LINC

# The UK's leading marketplace for nature recovery

We're driving private investment into nature recovery by making it easy for businesses and landholders to trade certified environmental services in Cornwall.



June 2025







# A better way to drive investment in nature

EnTrade has developed a leading approach to nature recovery that:

- delivers verified environmental outcomes;
- makes it easier for organisations to buy credits for the type and quantity of services they require in a timely, and cost-effective way; and
- secures a fair deal for landholders for nature-based projects.

Participating in the market will mean that businesses can:



**Demonstrate leadership in driving nature's recovery**



**Meet consumer and employee expectations for ethical organisations**



**Comply with regulatory and planning requirements**



**Build resilience in a changing policy environment**

The world-leading market design ensures that buyers pay the true value of the environmental services delivered by the projects.

This document has been developed to set out the opportunity for ethical buyers to participate in the Cornwall LINC Nature Market.

**Contact the team to explore how the Market can best meet your needs:**  
[cornwall.cmo@entrade.co.uk](mailto:cornwall.cmo@entrade.co.uk)



Image: Cornwall Council



**We have collectively failed to engage with Nature sustainably, to the extent that our demands far exceed its capacity to supply us with the goods and services we all rely on.**

**The Economics of Biodiversity: The Dasgupta Review**

# Your opportunity to shape a sustainable future

Reversing nature's decline and tackling climate change are two of the greatest challenges of our time.

The environmental services that nature provides us, such as clean air and water, the materials that underpin our economy, and the natural pollination of crops are all under threat.

In the UK, climate change, changes to farming and land use, and the chemicals we use are accelerating wildlife loss. 15% of species are facing extinction, and the abundance of UK priority species has declined by 60 per cent since 1970.

Closer to home, Cornwall is facing its own challenges. Established by Cornwall Council in 2025, the Cornwall LINC Nature Market Exchange has been established to catalyse private funding in natural capital to help meet the Cornwall Local Nature Recovery Strategy to protect, enhance, create and restore nature and Cornwall's target of 30% of land, rivers and seas well managed for nature by 2030.

Urgent action is needed, including action to reverse biodiversity decline, restore the abundance of wildlife and rebuild ecological systems.

The good news is that the **EnTrade and Cornwall LINC Nature Market Exchange** provides a straightforward way to drive investment in strategic nature-based projects that can deliver carbon sequestration, nutrient mitigation, increased biodiversity and natural flood risk management.



# Reversing nature's decline is good business

EnTrade will enable businesses to play their part in improving the local environment by restoring nature across the region. By securing accredited environmental credits, organisations will make a meaningful contribution to the delivery of verified nature-based projects.



## Demonstrate leadership in driving nature's recovery

It will take a concerted and coordinated effort by governments, businesses, and individuals to rebuild and strengthen nature in our communities.

Leading organisations understand the imperative to improve the environment. However, environmental matters often fall outside of core business priorities. While there may be positive intentions within an organisation, it can be difficult to decide on the right action to take.

EnTrade provides a simple way for organisations to drive investment in nature-based projects that both meet stringent standards and are in the right locations to have the biggest impact.

By participating in the market, organisations can publicly demonstrate their commitment to nature, and be recognised for their leadership on environment action.



## Comply with regulatory and planning requirements

The role of environmental credits in meeting regulatory and planning requirements has been an important design consideration of the market. Projects will be certified against approved standards using up-to-date metrics so that buyers can be confident that the credits will be accepted by the relevant authorities.

Specifically, organisations with voluntary commitments or regulatory obligations such as Biodiversity Net Gain, Nutrient Neutrality and other environmental commitments can bid for Environmental Credits from verified projects that can be used to demonstrate delivery on these commitments.



## **Meet consumer and employee expectations for ethical, sustainable organisations**

Increasingly, individuals are making purchase or employment decisions based on the environmental performance of organisations.

For example, over a third of UK consumers would pay more for goods and services to ensure companies protect and support biodiversity. Over half of the UK's workforce say sustainability is an important factor in choosing a company to work for.

Importantly, people are making distinctions about the quality of environmental action that is being taken. For example, close to a third of people in the UK feel sustainability is just a tick-box exercise for their employers.

EnTrade has developed a credible pathway for organisations to make a meaningful impact. The high standards, broad experience and local knowledge of the EnTrade and Cornwall LINC Nature Market will ensure that all nature-based projects are well designed, independently verified and expertly maintained.



## **Build resilient businesses equipped to manage a changing policy environment**

The UK is a signatory to the Kunming-Montreal Global Biodiversity Framework which includes global commitments to halt and reverse biodiversity loss, and to protect 30% of land and oceans by 2030. The Framework also includes targets relating to the disclosure by business of their risks, dependencies and impacts on biodiversity.

The UK Government is also supporting the establishment of the Taskforce on Nature-related Financial Disclosures which is a risk management and disclosure framework for organisations to report and act on nature-related risks.

Pressure is growing on organisations to do their bit to reduce greenhouse emissions and reverse nature's decline. EnTrade gives organisations a straight-forward way to prepare for a policy environment that is evolving to value the services provided by nature.



**Nature is a key ally, whenever we restore the wild it will recapture carbon and help us bring back balance to our planet.**

**Sir David Attenborough**  
Address to world leaders at COP26

# Seizing the opportunity in the Cornwall LINC Nature Market

Improvements within the county of Cornwall have been made during the last few years, but there is still much to be done.

The **Cornwall LINC Nature Market** will enable unprecedented additional habitat conservation and restoration to take place across the region on a landscape scale.

These benefits can only be achieved if we unlock the potential on land for nature-based projects in a way that is strategic, connected and coordinated.

Over 70% of land in the UK is farmed which has had a big impact on countryside biodiversity. Working with landowners, farmers and land managers is key to restoring nature in strategically important areas.

Cornwall LINC Nature Market Area









# A strategic approach to nature recovery

A strategic approach to nature recovery and an example of partners working in collaboration is the Fal nature recovery project, Fal Rivers to Reef, which is supported by Cornwall Council's LINC project and the Forest for Cornwall Programme.

Cornwall Council is working with landowners and stakeholders to develop a large-scale nature recovery programme for the River Fal, Estuary, and marine areas, covering over 18,000 hectares on the eastern side of the catchment. With an innovative source-to-sea approach, the programme aims to deliver significant benefits for nature, water, climate, farming, and local communities, including:

- Large-scale recovery of habitats and species, including temperate rainforest restoration
- A significant improvement in water quality and flow management through sustainable land practices.
- Support for thriving Seagrass and Maerl beds in the marine environment.
- Climate-resilient farming practices and carbon-sequestering landscapes.
- Sustainable farm businesses through regenerative practices and a thriving local food economy.
- Increased community engagement with the landscape, skills development and training.

The Cornwall LINC Nature Market is an opportunity for businesses to support nature recovery projects that contribute to landscape scale outcomes like those in the Fal Rivers to Reef Programme. The programme working group includes key landowners such as the National Trust (Trelissick Gardens), Tregothnan Estate, Trewithen Estate and the Duchy of Cornwall, along with other landowners and tenant farmers, with holdings covering well over 5000 hectares.

Stakeholders include Friends of the Fal, Cornwall Wildlife Trust, The University of Exeter and the West Country Rivers Trust.





# A powerful collaboration

The Cornwall LINC Nature Market is being delivered through a collaboration between Cornwall Council and EnTrade.

EnTrade's core business is helping organisations to meet their environmental obligations and commitments, and landholders to earn money by improving the local environment. EnTrade ensures that the market process is fair and independent for buyers and project suppliers through a user-friendly trading platform.



The EnTrade and Cornwall LINC Nature Market Exchange has been designed to accelerate a green recovery in the region. The market will deliver projects to restore nature and deliver a range of environmental services such as increased biodiversity and natural flood management.

## Local, high-impact, verified projects



The market has been designed to support projects in Cornwall, which will benefit local communities and economies.



Experts from EnTrade and Cornwall LINC team will bring local knowledge and scientific expertise to each project, working closely with landholders to optimise project design. Connecting individual projects to deliver at a multi-functional landscape scale creates the opportunity to deliver environmental outcomes that are greater than the sum of their parts.



To participate in the market, projects must undergo a rigorous development and certification process to ensure they genuinely contribute to nature's recovery. Legal agreements will be put in place to ensure projects are maintained to the right standard.

## High-integrity, fair, user-friendly market



The market is underpinned by rigorous standards, metrics and processes, run by an experienced market operator and overseen by the independent Environmental Markets Board.



The market has been designed by independent experts to ensure that project suppliers are paid fairly for the range of environmental services they deliver, and that the cost is shared equitably among credit buyers. There are no scale penalties in the market, and it is accessible to large and small-scale buyers and project suppliers.



The online market platform is easy to use and provides a simple interface to participate in the market.



# A market you can trust

## Delivering real change

When you have made a decision to make your business sustainable, you want to know that you are making a real difference.

The EnTrade and Cornwall LINC Nature Market will provide that assurance by only supporting projects that:

- deliver environmental benefits; and also
- meet government endorsed certification standards.

## A high-integrity process

You also want to be sure that you are participating in an independent and impartial process. The EnTrade and Cornwall LINC Nature Market achieves this as it has been designed in collaboration with experts from Exeter University to ensure fair payments for both buyers and project suppliers, with any surplus shared equitably between participants.

## Locking in long-term benefits

Nature's recovery takes time. You want to be assured that funding today will be used for projects that deliver benefits for many years to come. The EnTrade and Cornwall LINC Nature Market puts in place watertight contracts with project suppliers to ensure that the projects will be maintained throughout their lifetime.

## A market for ethical businesses

Businesses must meet the required ethical standards in order to participate in the market. This includes a commitment to use credits purchased through the EnTrade and Cornwall LINC Nature Market to drive genuine environmental improvements.

**Nature is in crisis, and we need a fundamental re-think on how we fund nature recovery. By bringing the EnTrade market mechanism to the Cornwall Natural Capital Exchange we will unlock private investment to restore local ecosystems, support farmers and drive sustainable land management, ensuring long-term environmental and economic benefits for the region.**

**Guy Thompson,**  
Managing Director, EnTrade



**Nature-based solutions are key to addressing climate change and biodiversity loss. By working with Cornwall LINC, we can create a market that delivers real benefits for both people and the environment.**

**Amy Coulthard**  
Market Development Director, EnTrade

# How does the market work?

## What is a Nature Market?

A Nature Market is an on-line marketplace where landholders in a particular region or area can offer to supply Nature based Projects on their land and third parties can bid for the rights to the Environmental Services delivered by these projects.

Suppliers within the region or area (landholders) can offer to supply nature-based projects – for example, new wetlands or woodlands - which meet the criteria for accreditation for the services they will provide, including biodiversity net gain, nutrient mitigation (Nitrogen and Phosphorus) and natural flood risk reduction.

On the other side of the market, buyers who have a voluntary commitment or regulatory obligation to contribute to environmental improvement, can obtain credits for these services at competitive prices through the market. They do not need to buy whole projects, which could lead to them paying for credits that they do not need, nor do they have to seek out lots of separate projects to match their total need.

## How to participate

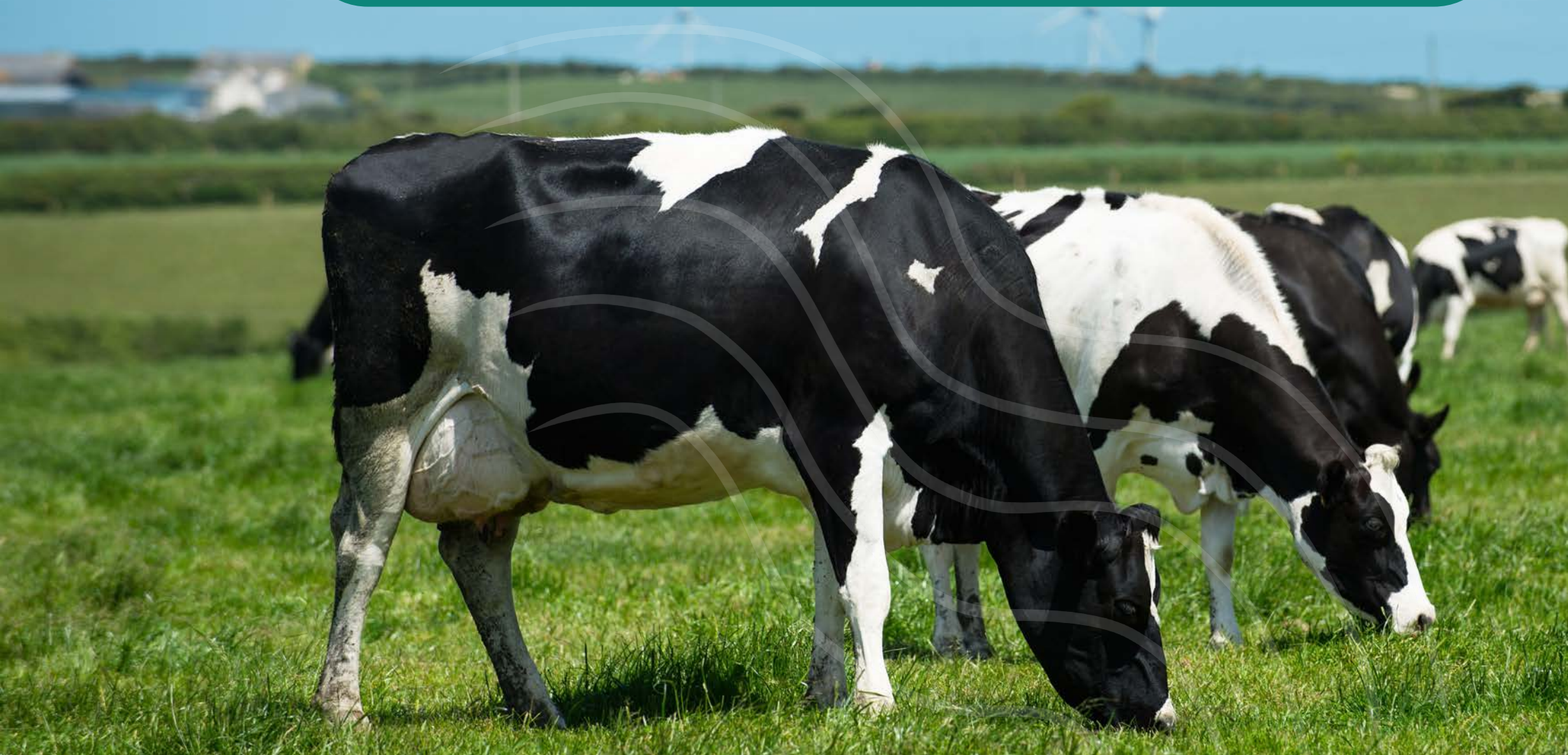
Credit buyers are invited to express their interest in purchasing environmental credits through Cornwall LINC Nature Market.

Visit the website for further details: [entrade.co.uk/nature-markets/cornwall-linc](https://entrade.co.uk/nature-markets/cornwall-linc)



**Cornwall LINC and EnTrade provide a great opportunity for landowners across Cornwall to help meet environmental goals and aid nature recovery.**

**Philippa Hoskin**  
Nature Recovery Manager, Cornwall Council





# There has never been a more crucial time to act for nature than now.

Marco Lambertini, Director General of WWF-International,



## Let us help you achieve your environmental goals

We are available to work with you to understand how **EnTrade and Cornwall LINC Nature Market** can meet your environmental credit needs.

You can connect with the EnTrade team by email or via the website.

**[cornwall.cmo@entrade.co.uk](mailto:cornwall.cmo@entrade.co.uk)**  
**[entrade.co.uk](https://entrade.co.uk)**

