



United Nations
Convention to Combat
Desertification

Business4Land Champions' Council

Driving Corporate Commitment for a Sustainable Future

What is Business4Land?

Recognizing the pivotal role the private sector plays in combating land degradation and drought, the United Nations Convention to Combat Desertification (UNCCD) established the **Business for Land (B4L) Initiative**. This global platform convenes businesses committed to sustainable soil, land and water management, fostering collaboration, innovation, and action to reverse the degradation of one of our planet's most vital resources. The Business 4 Land Initiative launched a call to action at COP16.

Introducing the B4L Champions' Council

At the **2026 World Economic Forum** in Davos, Business4Land launched the Champions' Council, a high-level coalition of global business leaders committed to restoring land and building drought resilience at scale.

The Council will serve as a high-profile advocacy platform under UNCCD's B4L Flagship. Its mission is to mobilize corporate action to restore 1.5 billion hectares of degraded land by 2030, while inspiring other companies to adopt land-positive and regenerative business models that deliver both environmental and economic impact.

The Role of the B4L Champions' Council

- **Setting the direction:** Council members help define what a land-positive global economy looks like in practice, translating ambition into concrete commitments that businesses can rally behind.
- **Getting companies to act:** Through a global advocacy campaign, the Council works to bring more companies to join the initiative, encouraging them to sign the B4L Call to Action on land and water stewardship.
- **Influencing global policy:** Council members have an opportunity to engage with government and civil society actors, through global environmental and business forums, as well as through the engagement in public-private partnerships. This ensures that the private sector plays a meaningful role in achieving global sustainability goals.
- **A peer network:** The Council supports cross-sectoral collaboration across regions, necessary to drive systemic change.





Participation in the Business4Land Champions' Council

The Council is chaired by the current COP President and composed of 10 to 15 high-level representatives, including CEOs, board members, and corporate sustainability officers. In selecting its members, the B4L Secretariat prioritised diversity across sectors, geographies, and genders, to ensure broad relevance and global representation.

Membership is by invitation, and members serve two-year terms aligned with the COP cycle, with the possibility of renewal.

Current Members of the Champions' Council



Benedikt Bösel

Mr. Bösel is founder and managing director of Gut und Bösel, advancing regenerative and multifunctional land use. After a finance career, he took over his family farm in 2016, transforming its 3,000 hectares into a leading living lab and founding the Finck Foundation. A 2024–2025 Obama Foundation Europe Leader, Benedikt is a passionate advocate for climate, biodiversity, rural development, and systems-change solutions through agriculture.



Bayanjargal Byambasaikhan (Byamba)

Mr. Byambasaikhan is the vice-chair of the Business Council of Mongolia. An infrastructure project financier, he has over 25 years of experience across private business, development finance and public resources management. A clean energy pioneer, he developed Mongolia's first wind farm and has mobilized over USD 500 million for the energy transition. He chairs the Mongolian Hydrogen Council and co-founded NovaTerra.



Birgit Cameron

Ms. Cameron is the co-founder of Patagonia Provisions and CEO of PrismBio. A mission-driven executive, she spent her career at the intersection of food systems and environmental stewardship, supporting brands in aligning sustainable goals with sound business practices. She serves on the boards of the Marine Stewardship Council and Atomo Beanless Coffee, championing science and sustainable innovation without a green premium.



Alexandre Capelli

Mr. Capelli is Group Environment Deputy Director at LVMH. Since joining in 2026, he has contributed to shaping the Group's environmental strategy. In his current role, he leads initiatives on sustainable design, innovation, biodiversity, and water management across LVMH's Maisons. Mr. Capelli has been a member of the Taskforce on Nature-related Financial Disclosures (TNFD) since 2022.



Mathieu Dondain

Mr. Dondain is Managing Director and Vice-President of Nexira, a global, family-owned leader in natural plant-based ingredients with over 125 years of history. He has driven the company's strategic growth, sustainability initiatives and international expansion while championing responsible sourcing and innovation. Under his leadership, Nexira's programmes have reflected a strong commitment to environmental and social impact.



Lorenzo Fattibene

Mr. Fattibene serves as Global Business Transformation Leader & Global Sustainable Insurance Leader. He drives strategic transformation, sustainability and innovation across EY's insurance services practice, helping companies navigate risk, growth and digital change. He contributes insights on business transformation, AI, resilience and industry trends, engaging with stakeholders to foster value-driven organizational change.



Julie Greene

Ms. Greene is Chief Sustainability Officer of Olam Agri, driving the company's 2030 Sustainability Goals across multiple geographies. With over 15 years of experience across Africa and Asia, she champions responsible private sector development and social impact initiatives. Formerly managing Olam's cotton business in Côte d'Ivoire, Julie has positively impacted thousands of farming families.



Adrienne de Malleray

Ms. de Malleray is Co-Founder of Genesis Soil Health, an international land health rating agency awarded the 2025 VivaTech Prize and the LVMH Impact Award. She supports the integration of soil into public policy and contributes to European soil protection frameworks. A former journalist and media executive, she hosts the podcast Utopia and holds a Master's in Economics and Political Science from Sorbonne University.



Khalid Al Othman

Mr. Al Othman is President of Imar Engineering Consultants and President of the National Committee for Sustainability and Green Economy within the Saudi Federation of Chambers, where he leads private-sector engagement on sustainability and green economy. With extensive experience in engineering, urban development, and project management, he has led major infrastructure and development projects across the region.



Maria Luiza de Oliveira Pinto e Paiva (Malu)

Ms. Pinto is Executive Vice-President of Sustainability, Communication and Brand of Suzano. She is a sustainability and culture transformation leader with nearly 40 years of experience across national and multinational companies. She has led sustainability, communication, and corporate affairs at Suzano, Vale, and Fibria Celulose. She drives strategic, impact-focused initiatives and leads multicultural teams globally.



Gautier Quéru

Mr. Quéru is Head of the Land Degradation Neutrality Fund at Mirova, where he leads investments in ecosystem restoration, agroforestry and biodiversity protection. He previously managed the European Carbon Fund at Natixis, pioneering private investment in emissions reduction projects. Since 2016, he has built Mirova's natural capital investment activities. He chairs the natural capital and biodiversity group of Finance for Tomorrow.



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Natasha Santos Eastwood

Ms. Natasha Santos is Vice-President and Head of Sustainability and Strategic Engagement at Bayer, where she leads global efforts to advance regenerative agriculture and drive sustainable transformation across food systems. She is the Vice-Chair of the Business at OECD Food & Agriculture Committee, a member of the Taskforce on Nature-related Financial Disclosures (TNFD), and a Senior Advisor to the WEF's Champions for Nature network.