

“Vana is not only a tech solution. It's a way to use compelling data to penetrate that membrane. We have learned what makes a good collaboration. Creating a value proposition to empower a company to see things differently and to develop a broader understanding of its place in the ecosystem.”

On parallel tracks



Which is where Friends of the Earth comes in. We had been on a parallel track in [developing tools to identify woodland opportunity](#) and our paths crossed. We were looking at how to use a data tool to connect community activists with landowners. Jaya's insight that she could use a company's own data to connect it to communities to bring mutual benefits chimed with our thinking. Jaya had the vision, the technical competence and the drive. A meeting with Mary Stevens, Friends of the Earth's innovation programme lead, helped her settle round her pitch.

Mary supported her in a successful funding bid, helping her organise her thoughts and linking her to our extensive network in the South West. We were able to accelerate her project by connecting her to the data in our soon to be [launched woodland mapping tool](#)² (now live). “Mary has been awesome. She knows how to extract what we're doing and turn it into something meaningful. We secured the funding on the back of the mission deck she helped us create. She knows the lay of the land and making connections. I don't know how far we would've got without Friends of the Earth.”

So what next?

Data can provide the evidence for what works. Vana wants to make it easy to see the link between profit and a hopeful future which is evidence-based and scientifically sound.

Jaya is developing the business model and is looking for corporate partners to fund the next stage. If you have been inspired by this passionate data evangelist and avid environmentalist and want to find out more, contact Jaya Chakrabarti jaya@tiscreport.org.



“Get someone to plant a tree and
you can go on to have much
more complex conversations
about their business practices.”

For more insight about Friends of the Earth's work on finding land for trees,

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