



AGAPORIA

THE CONSCIOUS CLUB™

Every stay leaves the world more alive

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THE CLUB

## WHAT THE CLUB IS

The Conscious Club™ is bringing Nature back, defending the ocean, and protecting the children who will inherit both. Your stay reaches all three. These four cornerstones are how.

The 4% Restoration Mandate. A fixed share of room revenue, taken before profit is calculated and paid whether the year was kind or not.

The Biological Engine™, and three directions beyond it. Part of the share stays here, on the terraces, the water and the sixteen wild hectares. The rest goes to Nature, to the ocean, and to children.

The Social Sanctuary. The gathering place of the Club: somewhere to read, to listen, and to sit in conversation with other guests and with the people working at the front line of restoration. Each season the room fills, and Nature's net gain is reported in person.

The Steward Community. One stay admits you, at no fee and on the same terms as everyone else. The figures arrive every year wherever you are, with a question attached: what should the estate do next? Every answer is read.

**Four cornerstones, and together they leave the world more alive.**

## THE FINDING

# A FARM THAT HAPPENS TO BE A FIVE-STAR RESORT

In 2021 Chatham House published a study with the UN Environment Programme setting out where biodiversity loss comes from. Of the twenty-eight thousand species the IUCN has assessed as at risk of extinction, agriculture is a named threat to twenty-four thousand of them. The global food system is the primary driver of the loss, ahead of every other cause.

That finding decided what this estate would be. A luxury resort funding conservation somewhere else is charity, and useful. A five-star farm estate changing how it farms is operating on the cause.

The same report names three ways out. Move diets towards plants. Set land aside for nature. Farm in a way that supports biodiversity.

Fifty-four hectares farmed regeneratively. Sixteen withdrawn permanently. A kitchen led by a garden one minute from the door.

**Three levers, one hillside. The rooms came afterwards.**

Chatham House and UNEP, Food System  
Impacts on Biodiversity Loss, February  
2021



## THE MANDATE

# BEFORE THE PROFIT LINE

Four percent of a single night is a small sum. Four percent of twenty-four Sanctuaries across a season is not, and it arrives every year for as long as the estate trades.

The figure attaches to room revenue, which is the one number in a hotel that cannot be moved. It is taken out before anyone works out what the business earned: not four percent of what is left over, not four percent of a good year, not four percent of whatever the board decides in March.

A thin season falls on the estate and leaves the restoration untouched. The commitment is hardest to honour in the years when honouring it matters most. That is deliberate, and nobody at Agaporia can vote to suspend it, because no mechanism for doing so was written.

You are told the sum. Our team is told the sum. Anyone who asks is told the sum, in the years it is large and the years it is not.

## THE PROMISE

# CLIMATE HAS A NUMBER. NATURE HAS SIX HUNDRED.

Nature positive has an agreed definition. Halt and reverse nature loss by 2030 against a 2020 baseline and reach full recovery by 2050. One hundred and ninety-six parties signed it at Kunming-Montreal in December 2022.

What the signatories never agreed was how to tell whether the promise is being kept.

Marco Lambertini, who convenes the Nature Positive Initiative, puts the problem plainly: climate has global temperature and greenhouse gas concentration, and nature has nothing equivalent.

His team mapped the existing options and found more than six hundred separate ways to measure the state of nature. Since May 2025 a minimum set has been in pilot with thirty organisations across thirty-two countries, agriculture among the sectors.

Nature's net gain is what this estate publishes, and the method was built inside that gap. A baseline recorded before the first seed, sixteen hectares held as a control, and the same ground surveyed every season. Published in full, including the years that go against us.

Our own baseline dates from April 2026, not 2020, because the ground was farmed conventionally until we reached it. The direction of measurement is unchanged.



CLOSE TO HOME

## WHAT STAYS ON THIS HILLSIDE

A share of the four percent never leaves Montefollonico. The ground, the walls and the water.

Sixteen hectares withdrawn from production, permanently. No planting, no harvest, no intervention. The ground chooses what grows there, and the other fifty-four are measured against that choice.

The olive terraces, cut into this slope and still holding the land. They are the most beautiful work on the estate, and beautiful for one reason: a hand placed every stone. Putting them back is slow work with hand tools.

And the water. A hillside farmed hard for decades sheds rain. Bringing the water back into the ground is unglamorous and invisible from any terrace. Everything else on this hillside depends on it.

All three were here first. The estate is the newcomer.



THIRTY BY THIRTY

## READY BEFORE THE LAW IS

Target 3 of the Kunming-Montreal framework commits the world to conserving thirty per cent of land and sea by 2030. Reaching that figure through national parks alone is arithmetically impossible in Italy, where most land is privately held.

The framework recognises a second category: an area delivering real conservation outcomes even where conservation is not the primary purpose of the land. In the framework's language, an OECM. Farms qualify. Private estates qualify. The conditions are a long-term commitment and independent monitoring.

Italy has committed to recognising them. On 2 September 2026 the Ministry published the seventh update of the national protected areas list, 1,048 sites, and stated that OECM recognition will contribute to the thirty per cent. The law defining how still does not exist.

WWF Italia put a draft to the Camera dei Deputati on 22 July 2025, and their head of legal affairs described the position exactly: Italian law contains no framework for recognising an OECM at all. The proposal was offered to every party in parliament. More than a year on, nothing has been enacted.

**Sixteen hectares here are already out of production permanently, already measured every season, already heading for outside certification. We are not waiting for the law to decide what to do with them.**

DRY STONE

## THE WALLS ARE HERITAGE

In 2018 UNESCO inscribed the art of dry stone walling on the Representative List of Intangible Cultural Heritage of Humanity. Italy brought the nomination with seven other countries, and the Italian dossier names Tuscany.

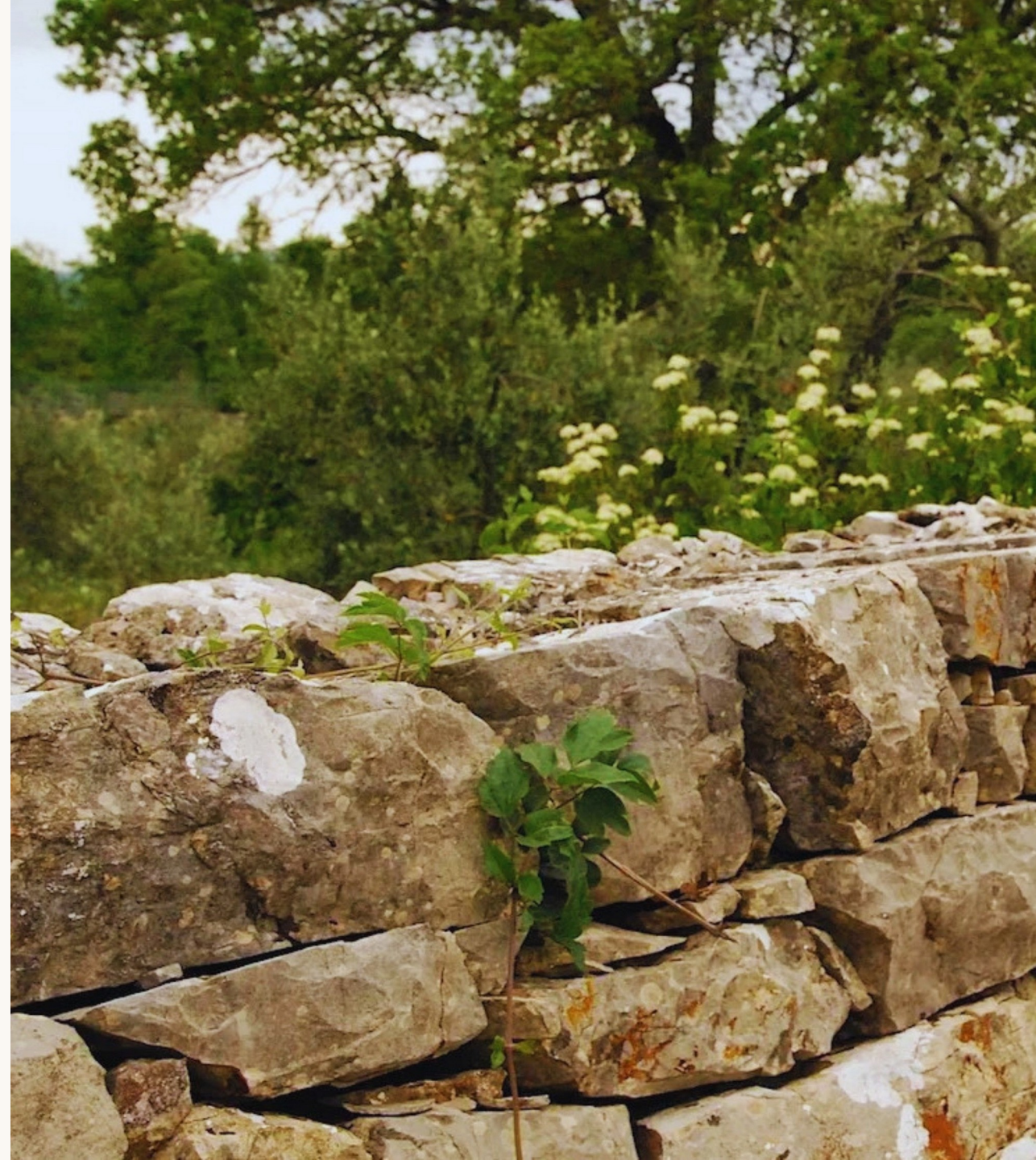
What UNESCO protects is the craft, not the walls. Which stone goes where, how a structure holding several tonnes stands for centuries without mortar of any kind, and how one waller teaches the next.

A wall is also engineering. UNESCO's own decision text records dry stone structures as preventing landslides and floods, combating erosion and desertification, enhancing biodiversity, and creating the microclimate that makes farming possible on a slope.

A collapsed wall is not a picturesque ruin. It is a hillside beginning to move.

Rebuilding a wall takes a master waller, and there are fewer of them every year. The four percent pays for their time.

Art of dry stone walling, knowledge and techniques. Inscribed 2018, 13.COM. Croatia, Cyprus, France, Greece, Italy, Slovenia, Spain, Switzerland.





Our 4% Restoration Mandate reaches past the estate.

The ocean is one of three directions.

## THE THREE DIRECTIONS

# PAST THE BOUNDARY

The larger share leaves the estate, in three directions chosen because no one of the three survives without the other two.

### NATURE

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A forest can be emptied without a single tree being cut down. Take out the pollinators, the soil fungi and the seed dispersers and it goes on looking like a forest while the carbon leaves the ground beneath it.

Recovery has the same problem in reverse: sixteen hectares coming back on their own is an island. Birds, insects and seed cross our boundary in both directions, and they stop coming if there is nothing out there for them.

### OCEAN

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Seventy-one per cent of the planet's surface is water. The ocean has absorbed about a quarter of the carbon dioxide humans have released and more than ninety per cent of the excess heat.

At least half the oxygen in the atmosphere comes from the sea, and it holds forms of life that exist nowhere on land.

Every drop of water leaving this hillside reaches the Tyrrhenian, carrying whatever the ground gave it. Nitrate and sediment, or nothing much at all, depending on how the land above was farmed. Putting the water back into this ground is the first thing the estate does for the sea.

### CHILDREN

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Everything restored here can be undone by whoever inherits it, and the people who will inherit it are children today.

Part of this share leaves the estate, for children's programmes that have been running for decades.

And part stays here. Children come and work a day on ground that is recovering, and go home having counted what lives there, planted for the year after, and eaten vegetables pulled out of the earth an hour earlier.

## ALLIANCES

# WHAT WE ARE LOOKING FOR

No alliance is signed. We have chosen three directions, the conversations are open, and this page will name nobody until an agreement carries two signatures.

We want to fund one project inside an organisation's programme, not a share of a general fund. A wood with a map reference. A stretch of coast with a name. A school year with a number of children in it.

Four percent traceable to one place on a map can be checked. Four percent absorbed into an annual report cannot. And you should be able to go and stand in the place your stay paid for.

We ask three things of an alliance, and each one narrows the field. The fieldwork comes back to us, so a finding in the field can change how this land is worked. The results are published the way ours are, every year, including the projects that went nowhere. And the method travels: Nature Asset Value and Return on Regeneration™ are open, and the Research Lab exists so anyone can use them.

Where are we looking? The UNESCO landscape of the Val d'Orcia and Monte Amiata. The Tyrrhenian. And children's programmes in the parts of Italy that have the least.

Meanwhile the four percent does not wait. Until an alliance is signed, every euro goes into the ground here, committed from the day the estate opens.



THE SOCIAL SANCTUARY

## THE CLUB HOUSE

A fire, low chairs, a view out to Montepulciano, and a shelf that runs from great literature to The Book of Hope. Somewhere to read, to talk, or to sit and look up at the forest coming back.

Each season the room fills. Our research team reports what changed on the land, and the people working at the front line bring their own knowledge and records.

Our growers, who can tell you without notes which corner of a field holds water. A marine biologist up from the Maremma with slides of the Tuscan Archipelago. A farmer of thirty years on the Val d'Orcia, who remembers what the valley looked like before. And you, captured by natural intelligence.

Most afternoons the room is quiet, and you fall asleep with your book face-down.



THE STEWARD COMMUNITY

## FROM GUEST TO STEWARD

The Steward Community carries no fee, no tier and no minimum. One stay is enough. Most of what your stay sets in motion happens after you have left.

Once a year the Agaporia report is published, and it reaches you on the day it goes out, in the form it goes out, including the lines that disappoint us. Each season our research team and the people working at the front line gather in the Social Sanctuary, and the invitation goes to every Steward.

You are asked what the estate should do differently, which alliances are worth considering, which project needs attention, and what the Steward Community itself should become. We read every answer.

Agaporia can restore seventy hectares. The people who leave here understanding how can restore a great deal more.



FIELD DAYS

## A DAY IN THE FIELD

Species counting starts when the birds do. In April that is six.

You are given a quadrat, a clipboard and a page with the same columns the researchers use, and you are shown how to record what is inside the square metre in front of you.

By nine your knees are wet and you have found six plants you cannot name. By eleven you can name most of them, and you have stopped calling the rest weeds.

The data goes into the same file as everything else, checked and kept. The morning you spend in April 2029 is inside the figure published that December.

The autumn and winter weeks are heavier work. The olives come off the trees, garlic and broad beans go into the ground, the hedges are cut back once the leaves are down, and the vines are pruned. Cold hands, the low light of the year, and zuppa di verdure on the stove all week.

## ACCOUNTABILITY

# HOW THE RECORD IS KEPT

Three instruments hold the record: one that reaches you, one that lets outsiders test the claims, and one that stops anyone editing the figures later.

The Personal Impact Report reaches you on departure, in two halves. One half is the land. Nature's net gain across your nights: carbon in the soil, water held, species counted, and your share of each.

The other half is you. Only you know how you felt, so that half is yours to write, a few lines a day in your own hand. We take the reading, never the notes.

The two certifications examine different things. B Corp looks at the company, and requires the articles rewritten so directors are bound to weigh the land and the people alongside the return. EarthCheck looks at the hotel, year by year, against a measured standard. Neither looks at the hillside, which is what the ledger is for.

We chose a ledger because these claims will outlive the people who made them. An entry made in 2029 cannot be altered in 2039 without leaving a trace.

Every entry is public, and so is the method behind it. We publish both so other estates can copy them, which is the only way seventy hectares becomes something that matters.



THE LIMITS

## WHAT WE CANNOT PROMISE

Some years will go backwards. Soil recovers slowly and unevenly, and one dry summer can undo two good ones.

Finding an organisation whose work can be verified on the ground takes time, and we have not set a date for it. The share is spent on this hillside in the meantime.

Certification is still ahead of us. B Corp and EarthCheck are assessed once the estate is operating, and neither will be in hand before 2029. What stands today is the baseline and the control plot.

The four percent will not solve this alone. One estate does not move a figure measured in continents. The money restores this hillside and funds work elsewhere.

What we can promise is the figures, published whether they rise or fall, and the commitment to leave this land more alive than we found it.



# AGAPORIA

## THE COVENANT

At the opening of COP26, Sir David Attenborough told the assembled heads of state: “If working apart, we are a force powerful enough to destabilise our planet, surely, working together, we are powerful enough to save it.”

The Conscious Club™ is that argument at the size of one community, where Nature’s net gain and your own restoration are both recorded and both published. One hillside, one room, and you, who chose to go on watching after you left.

We committed the four percent before you heard of us.

The health of the earth and human prosperity are one measure.

True Comfort Does Not Take. It Restores.



Nature Is Our Origin. We Never Left It.

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