

Luontoarvot.fi -MTK's market place for nature credits

Dr Heli Siitari

**The Central Union for Agricultural Producers and Forest Owners
(MTK)**

11 May 2026

A marketplace for all environmentally responsible actions to enable easy and high-quality nature initiatives.

2030

Biodiversity loss halt target

1.5 M ha

Restoration potential

90%

Value biodiversity

>50%

Europe's land areas degraded

Where did it all started from?

- The need for a clear and reliable marketplace for nature positive acts was already identified in 2022
- MTK: Initial concept development and preparatory work were carried out in 2022–2025 (project and and work funded by Sitra on the development of market place)
- **NOW:** Demand for nature credits and other actions has increased → driven by corporate sustainability targets + the reform of the Nature Conservation Act → biodiversity offsetting in legislation, basis for other bd-work as well
- **Objective: a one-stop service that brings supply and demand together**

Where are we now?

Luontoarvot.fi market place was launched in late March 2026

- The first listings have already been submitted to the platform
- This marks the formal launch – the marketplace is now operational
- Sites can now be submitted directly through the service

← **Konttilammen ennallistamis**
LA-FI-07-835513
Heinola, Päijät-Häme





North Karelia
Joensuu

Mökkikangas suon
ennallistaminen

AREA	LHA	PRICE
9 ha	3.42 ha	10970 €

Mires
Letto and neva bogs
Short straw morasses

Centralboreal, North
Karelia-Kainuu



Päijät-Häme
Heinola

Konttilammen
ennallistamismetsä

AREA	LHA	PRICE
16.6 ha	6.1 ha	Ask broker

Forests
Cloth forests
Mature coniferous-dominated grove-like heaths

Southboreal, Southwest-
Ostrobothnia coast



Central Finland
Multia

Isosuo

AREA	LHA	PRICE
23.3 ha	Not known	Ask broker

Mires
Bogs
Isovarpu swamps

Centralboreal,
Ostrobothnia

Who can use the service?

- The marketplace is publicly accessible to buyers and users
- The submission of site listings is restricted to approved intermediaries
 - This governance model supports quality assurance and procedural consistency
- Landowners participate via their designated intermediary

Looking ahead: Key developments planned for 2026

- Introduction of purchase announcements
- Expanded expert search functionality
- Further development of site profiles and spatial data
- User feedback as a primary driver of development



First experiences and lessons relevant at EU level

- A clear conceptual framework must precede marketplace development and investment
- At the same time, a marketplace should not be over-designed in an evolving system
- User feedback is essential for credible and effective development
- Marketplaces generate valuable market intelligence
- Clear criteria for eligible sites are fundamental for trust and credibility
- Reliability and transparency are prerequisites for market legitimacy



Thank you!

heli.siitari@mtk.fi



