



EUROPARC
DEUTSCHLAND

Nationale
Naturlandschaften



CASE STUDIES

Nationale Naturlandschaften



NATIONALPARKS



BIOSPHERENRESERVATE



NATURPARKS



WILDNISGEBIETE

WWW.NATIONALE-NATURLANDSCHAFTEN.DE

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Foto: Yassin
Lisee

Benefits for Nature and People

Market Place for Nature

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Benefits for people and nature

“Market Place for Nature” is an internet platform which presents a wide range of conservation projects in National Natural Landscapes, National Parks, Biosphere Reserves and Nature Parks have the opportunity to promote their project ideas from the fields of education, biodiversity and species protection, climate protection, tourism or sustainable land use, as well as many other areas. The platform provides interested people with background information on the projects and can help them to make their commitment.

Market Place for Nature – Lesson learned

Target group: Companies, which like to have „their“ own nature project, sustainability

Motivation: To support the region, to support nature services close to the companies target (water, trees, youth), exclusivity: they like to be the only one!

Back office: Every Project and every doner has it's own procedure, scheduling lawerys fee, be aware of quality standards

Conservation goals: Parks in remote areas have problems getting support (with reasonable money), Companies love trees! Biodiversity is hard to explain, project with kids and nice „animals“ work sometimes better.

Marketing: Nothing comes from nothing: money for Marketing is needed, we use the companies as promoter, the umbrella brand helps, involved in an european network helps – However, we do face competition

Success: long term cooperation counts



Foto: Birgit Krummhaar

EHRENSACHE NATUR – FREIWILLIGE IN PARKS

Corporate Volunteering

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Trend towards corporate commitment

Employing companies in the National Natural Landscapes provides a boost for the team, generates new creative ideas for companies, and additionally good outcomes for nature.

Within the framework of team days, sponsorships, or family days, company employees actively assist the rangers in the park.

EUROPARC Germany advises interested companies and arranges corporate volunteering projects, which are optimally prepared and professionally instructed on site in the National Natural Landscapes.



Corporate Volunteers – Lesson Learned

Target group: Companies, which like to become “active” , companies that have integrated CSR (Corporate Social Responsibility)

Motivation: Supporting projects on your doorstep, attractive for employees

Back office: Detailed organisation, good communication with the parks is required

Conservation goals: not in the focus

Marketing: ... no specific marketing, mouth to mouth propaganda

Success: If Companies invest in „real“ conservation projects, having a better understanding for nature protection



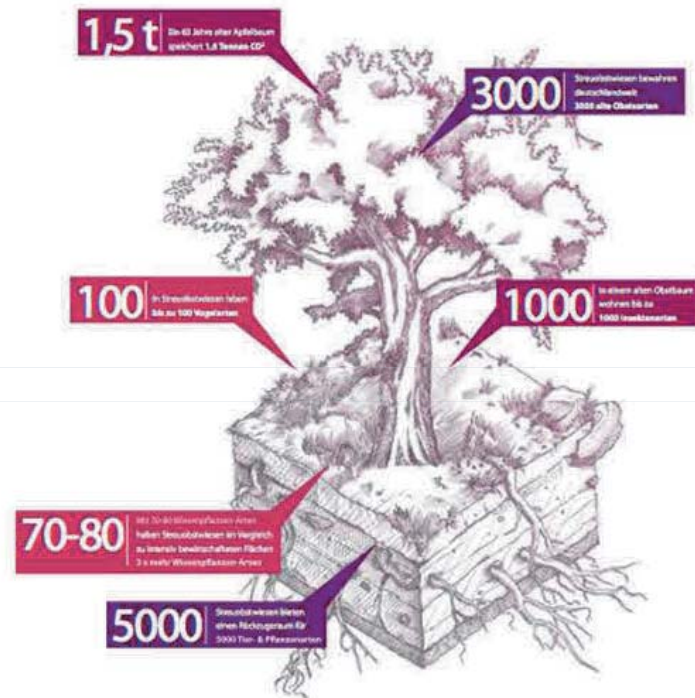
Investment in Nature – Ecosystem Services

Preserving Nature with Nature Certificates

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Naturschutzzertifikat



Mit dem Erwerb dieses Naturschutzzertifikats sichert EUROPARC Deutschland e.V. dem Investor

den Erhalt typischer biologischer Vielfalt in gutem Zustand auf Streuobstwiesen in den Nationalen Naturlandschaften zu.

Naturschutzzertifikat: 19928-21928
 Laufzeit: 30.03.2017 – 30.03.2027
 Fläche: 2000m²

Nature Certificates

One certificate stands for **1 square meter of protected biodiversity in our parks.**

The conservation projects follow a scientific standard. Before we start the conservation project we measure the state of biodiversity and define a plan of action. We regularly control and carry out monitoring.

Companies can use the certificates for marketing. Herewith they support ecosystems because the standard measures the biodiversity benefits.

Why companies could be interested?

Consumers continue to ask increasingly critical questions regarding how natural resources are consumed and effected by a product and how biodiversity and our climate are impacted. This makes nature protection and sustainability a competitive factor for businesses. By purchasing nature certificates from the Nationalen Naturlandschaften, people and biodiversity win, verifiable and certified!

Nature Certificate – Lesson learned

Target group: Companies

Motivation: Biodiversity may be important for the company's core production. Company wants to do something for its social responsibility. The Certificates can be used for marketing and customer loyalty.

Back office: High administrative burden, scientific monitoring responsibility, online-shop, contract management

Conservation goals: We focus on the following project types:

- a) Meadow orchards,
- b) Forest conversion,
- c) Swamps (bogs, moor high standard for biodiversity) protection
- d) Water projects (stream revitalisation...)

Marketing: social networks, story telling, cross-media,

Success: Square meters,



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Discussion

Subjects we like to look at

