



Welcome to Session No. 14

Old Parks: New Money?

Nationale
Naturlandschaften





Alternative Funding Strategies for Protected Areas

1. **Introduction**
2. **Case Study: Germany - Marketplace Nature and Corporate Volunteers**
3. **Case Study: Germany – Nature Certificates**
4. **Case Study: The Netherlands - Bringing partners together: experience with the health and recreational sector**
5. **Discussion**

AIM: What are the success factors for funding strategies?



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Introduction

Why Fundraising? – The Benefit Recipients

Situation of Parks:

- Less money from states, EU, counties, municipalities
- Limited use of state funding
- Less staff in parks with more tasks
- Nature protection is just one task among many
- Local population is often opposed to nature conservation
- **„Nobody understands what we do!“**
Nature conservation needs more appreciation!

Situation of Nature:

- Highly influenced by agriculture
- Connecting habitats is difficult
- Biodiversity loss is difficult to measure (e.g. carbon)

Why Fundraising? – The Sponsors

Society:

- Awareness for nature is on the rise
- Recreation in nature becomes more important
- Little understanding of the complexity of nature and conservation work

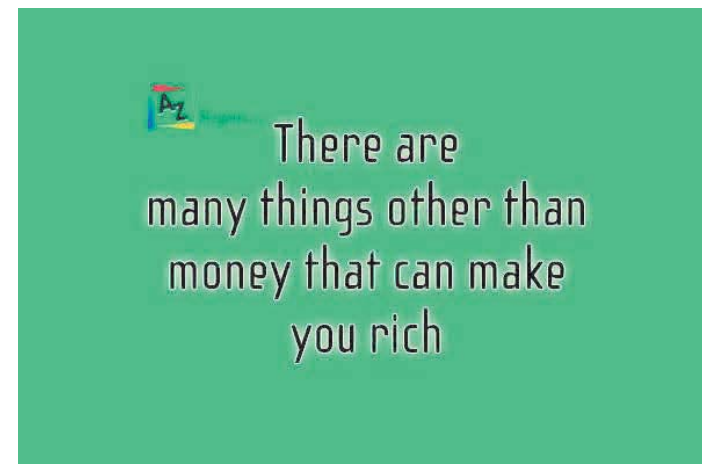
Companies:

- Sustainability becomes more important – Sustainable Development Goals
- Climate change is a threat – What about biodiversity loss?
- Risk of production, if nature does not perform well
- The run for good employees has just started



Is fundraising always a solution?

- Will more money help?
- Is the infrastructure of parks suitable for collecting money?
- Who decides for what reasons where to spend “extra money“?
- Which money is good money? Do you like to get money from every one?





What kind of fundraising strategies exist?

Mobilizing Sponsors

- Companies
- Private People
- Grassroot Fundraising

Events & Marketing

- Branding
- Sophisticated Advertisement
- Clear case support
- **Corporate Volunteering**
- Social Media

Partnerships

- Membership
- **For conservation projects especially**

Labeling of products

- Product price includes a surcharge for the contribution to conservation
- Eco-production

Sell „Nature“

- Ecosystem Services idea
- Climate Certificates (Moor Futures)
- Habitat Banking
- **Nature Certificates**
- **Nature for Health Care**

What kind of challenges?



Subjects we like to look at

