Welcome to Session No. 14
Old Parks: New Money?
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?
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?

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<th>Mobilizing Sponsors</th>
<th>Events &amp; Marketing</th>
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<th>Labeling of products</th>
<th>Sell „Nature“</th>
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<td>• Branding</td>
<td>• Membership</td>
<td>• Product price includes a surcharge for the contribution to conservation</td>
<td>• Ecosystem Services idea</td>
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<td>Private People</td>
<td>• Sophisticated Advertisement</td>
<td>• For conservation projects especially</td>
<td>• Eco-production</td>
<td>• Climate Certificates (Moor Futures)</td>
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<td>Grassroot Fundraising</td>
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What kind of challenges?

- Property rights matter
- Regionality counts
- Adequate Legal status
- Isolation of parks
- Complexity of Nature
- Big park-community-brings big money?
- Green-washing exists
- Aim of the donor matters
Subjects we like to look at

Good money for quality projects

- Conservation goals
- Target groups & motivations
- What kind of marketing do we need?
- Back office, more work than expected?
- What does successful mean?
- Factor HUMAN Interaction