

DEVELOPMENT GUIDE FOR PRO BIODIVERSITY BUSINESS



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Blahbergalm in the Kalkalpen National Park offers local cattle ranchers a unique pastureland.



Viewpoint Banjska Stena a highlight for tourists in the National Park Tara.

1 INTRODUCTION

1.1 What is a Pro Biodiversity Business?

A Pro Biodiversity Business (PBB) is an enterprise that generates financial returns and at the same time makes a positive contribution to preserving biodiversity. This is of high and growing importance for society because individuals, communities, and companies benefit from the use of natural resources and ecosystem services. Such ecosystem services include their contribution to human well-being and economic productivity. Biodiversity – the diversity of species, genes, and ecosystems – helps to ensure the provision of ecosystem services and the realization of economic activities. This is the basis for a functioning economy and good living conditions.

Due to rapid economic and population growth worldwide, the consumption of natural resources is increasing exponentially. This, in conjunction with pollution and the overexploitation of ecosystems, as well as climate change, results in an unprecedented loss of biodiversity and ecosystem services. PBBs try to break this vicious circle and allow long-term economic development while simultaneously preserving biodiversity.

PBBs include different types of businesses: from one-person companies to family-businesses or larger companies employing several persons. A PBB can be an already existing business, which changes its practices to become more

biodiversity-friendly, but can also be a company which has included ideas for protecting the environment in its business plan from the beginning. The business activities can be related to all three economic sectors: the primary producing sector, including, for instance, agriculture, forestry, or fishing; the secondary sector, which processes the output from primary production and which includes wholesale and trading; the tertiary sector, in which services such as touristic tours, ecological management, advisory services, or accommodation are offered. In order to promote regional development, special attention is paid to the development of local added value. For example, farmers who supply restaurants, which in return cooperate with tourism agencies.

Until now, no strict criteria have been available to define a PBB. However, a PBB cannot be determined by the number of criteria it fulfils. Rather, it constantly tries to minimise the negative impact of its business and to increase the positive contribution it makes on biodiversity. Therefore, it is advisable for a business owner to start by implementing activities with a positive direct or indirect influence on biodiversity (for suggestions see chapters 3.2) and continuously enhance and add other activities over time. In addition to the environmental aspects it is also important to strive for a positive economic and social outcome.



Križna Jama in the Notranjska Regional Park is one of the most beautiful water caves in the world.



Jozsef Regos combines arts and crafts with environmental education in Bükk National Park.

1.2 Goal and target group

This publication highlights opportunities for combining nature conservation and local economic development by establishing Pro Biodiversity Businesses (PBB), especially in protected areas. Therefore, the guide provides an overview of important steps involved in the process of developing a business and then explores a variety of businesses that provide opportunities for PBB development. Furthermore, it gives an overview of aspects that will make the business biodiversity-friendly and successful. Finally, it includes a list of international best practice examples from various sectors. This guide is destined for existing and future entrepreneurs, authorities of protected areas, which can play an important role in supporting PBBs, for example, by providing information on funding, regional labels and possible cooperatives, as well as chambers of commerce and other interested stakeholders.

Primarily, this guide aims to support the development of PBBs in the pilot regions of the ECO KARST project (see below). However, since the ECO KARST partners realized that many protected and rural areas face similar challenges, these recommendations are transferable to PBBs in general, or to business development in other protected areas. Furthermore, this publication highlights experience gained during the cooperation with park authorities and other stakeholders as part of the ECO KARST project.

1.3 Procedure and lessons learned from ECO KARST

Process

This publication is a product of the ECO KARST project. One central goal of the project is to contribute to the protection, conservation, and sustainable use of karst ecosystems in the Danube and Dinaric regions by raising awareness about ecosystem services and increasing the number of committed, local Pro Biodiversity Business entrepreneurs. The project involves seven protected karst areas in seven different countries with common features and similar challenges.

In a first step, gaps between existing businesses and potential PBBs in the project areas were identified, including broad research into international and local best practice PBBs. Their success factors and positive impacts on biodiversity were identified through interviews. Together with the local authorities in the protected areas, GNF analysed future opportunities for the project regions in a next step. Workshops offered local stakeholders opportunities to discuss the results and contribute to a comprehensive gap analysis. Specific PBB opportunities for the project areas were then jointly identified. For stakeholders interested in creating a biodiversity-friendly business, the ECO KARST project organized Green Entrepreneurship training courses in each pilot area, providing guidance on drawing up business plans, as well as practical tips for launching a PBB. An Action Plan was then developed by the local project partners for each protected area based on the identified gaps and opportunities.

Lessons learned

Even though the ECO KARST pilot areas are very diverse with respect to their laws and regulations, their conservation status, their size, their settlement structures and economic situation, several common challenges were identified. By identifying these major challenges, PBB ideas with the potential to tackle these problems were developed.

Major challenges in the project regions are currently the migration of the younger population to cities and an aging local population, combined with a low population density and lack of education and ecological awareness. One opportunity to tackle those problems is to strengthen the region economically by enhancing the creation of local values. **Encouraging cooperation** between producers, processors and service providers is therefore central. This includes not only cooperation along the value chain but also between different value chains and **enables a higher local value creation** in comparison to national or international import/export relations. Furthermore, local cooperation fosters short transportation routes and reduces costs and pollution. The **foundation of cooperatives** can stimulate such collaboration. Such potentials were recognized for almost all pilot regions in the ECO KARST project. Further information on the benefits of cooperatives will be discussed in chapter 3.1 Cooperatives. The economic development of the region will also lead to better education opportunities and, hence, contribute to the creation of prospects that stay in the region in the long run.

Moreover, there is an opportunity in commonly promoting products from the region by **establishing regional trademarks** or certification schemes. Such labels will not only

create trust with customers, they will also raise awareness about the advantages of regional products. It is recommendable to develop such labels in close collaboration with local authorities responsible for the protected areas and chambers of commerce (see chapter 3.1 Regional Label for further information). One possibility is also the foundation of **special stores that exclusively sell products from protected areas** and connect the products of different value chains (see chapter 3.2 Shop selling local products). First and foremost, regional products and stores have high potential to contribute to a stronger regional identity within the local population and improve the prospects for staying in the region for local people. Secondly, a specialty store provides an easily accessible opportunity for tourists and guests with higher buying powers, who want to support the local economy.

However, administrative obstacles can be a challenge in some cases, such as complicated registration processes for business founders or a lack of information on available support and subsidies. One relevant PBB idea is therefore to **establish a consultancy company**, which offers guidance with regard to registration processes or certification schemes (see chapter 3.2.16 Consultancy Company).

Furthermore, the existing infrastructure is problematic in some cases. This might include a lack of proper water treatment, waste management, or an underdeveloped transportation system. Since these problems are difficult to target with business development, they are the subject of the Action Plans developed by the park authorities.





2 HOW TO BECOME AND MAINTAIN A PRO BIODIVERSITY BUSINESS (PBB)

The special characteristic of a PBB is that it recognizes the benefits of a protected nature for itself and integrates this into its business model. Various ecological, social and economic aspects characterise a successful PBB:

- ✓ The business is aware of its influences on nature and tries to reduce the negative impacts. A key to this is either, a return to traditional practices, or innovative approaches. Examples of company ideas and biodiversity measures can found in Chapter 3.2.
- ✓ Additionally, a PBB integrates itself into local structures. Cooperation with other companies or the development of joint offers strengthens the anchoring in the community and the authenticity towards customers from other regions. Local networks are an important part of this. A list of potential partners required for your business is a good starting point. Partners on this list can include other local businesses (for instance, potential buyers of your products), a consultant, the authority of the protected area, the chamber of commerce, chamber of crafts, or different associations. Further examples of approaches based on cooperation with local partners are the development of regional brands or the establishment of a cooperative (see Chapter 3.1).
- ✓ You should know as much as possible about the existing laws and regulations that your business needs to follow. Contact the institutions mentioned above or a Regional Development Agency to find out about these.
- ✓ Another crucial point is the legal registration of the company. This is the only way to make use of public funding opportunities and establish business relationships with other companies. If you need funding, it

could be worthwhile looking into funding opportunities provided by the European Union (further information can be found in Chapter 2.2).

Before establishing a new PBB or redefining an existing company as a PBB, it is important to answer certain relevant questions.

- What is your business idea?
- Who will your clients be?
- How can you reach your clients?
- How can you finance your business idea?
- How can you contribute to the conservation of biodiversity?

These are just some examples of questions that you need to ask yourself before founding a PBB.

This guide will help you to answer such questions. Therefore, the following chapter will describe, how to develop your business plan. Designing a business plan is a tool that helps you to answer vital questions in a structured way. This is followed by an overview of financing opportunities for your PBB. In the third chapter, we outline some ideas for different kinds of PBBs. The administration of protected areas can also play an important role in setting up Pro Biodiversity Businesses. In the final chapter, we provide tips on how employees from protected area administrations can support local initiatives to promote sustainable use of natural resources and strengthen local cooperation.

2.1 Writing a business plan

Creating a business that includes biodiversity-friendly ideas and is still successful in the long-term can be a challenge. If you are planning a new business, it is important to plan ahead and answer certain questions about your value proposition, your main activities, the resources, and distribution channels you use, your main partners and customers, as well as the costs and revenues. This is also relevant, if you have an existing business that is changing its production techniques or its services to become more biodiversity-friendly, or if you have an existing PBB, but are aiming at improving your sales or marketing strategies. However, particularly for newly founded businesses, the development of a business plan is crucial to access financial support from a bank or funds. Such a business plan is not meant to be a final decision on every detail of your business activities. It will rather be a living document that can be updated and further advanced as your business develops.

An easy tool that can be used to structure your initial ideas and plan your business model in more detail is “The Business Model Canvas”.

The canvas will guide you through some main aspects that need to be considered in the planning phase.

Here is some advice¹ on completing the canvas.

- ✓ Ensure your idea is realistic!
- ✓ Be flexible, remember it can be a decision-making tool for accessing funding!
- ✓ Take an objective look at the business, seek independent judgements, and be honest!
- ✓ Ensure it is easily understandable for all stakeholders!
- ✓ Think about how you can cooperate with local partners!
- ✓ Preserve traditions and traditional practices! These protect the nature and cultural heritage of the region and represent a competitive advantage.

The adapted version of the canvas we have included here contains questions that every future entrepreneur who wants to offer biodiversity-friendly products or services should consider.

Key Partners

Who are your relevant key partners for developing and implementing your business activities? These can be suppliers, customers (such as private persons, supermarkets, wholesalers etc.), as well as marketing and logistic partners. Key partners are of great importance for a PBB. Your partners should ideally be located in close proximity to the business and should also produce in an environmentally friendly way or offer environment friendly services.

- Who are our key suppliers?
- Which key resources do we acquire from partners?
- Which key activities do partners perform?
- 🌿 Are the key partners and suppliers from the region?
- 🌿 Are there key partners that distribute products locally, for instance, a store selling local products that we can cooperate with?
- 🌿 Are the key resources we acquire from our key partners produced locally/regionally and in a sustainable way?

Key Activities

What key activities are required to produce your product or to offer your service? This comprises the production activities themselves, the purchase of additional products from suppliers, as well as marketing activities. For a PBB, it is important to implement its activities in an environmentally friendly way, for example, reducing the impact during wild harvest, reducing the use of fertilizers, providing compensation areas, or cooperating with local partners (further examples can be found in chapter 3.2).

- What key activities are required to produce our product or offer our service?
- What are our most important distribution channels?
- How do we organize customer relationships?
- Do we know the revenue streams?
- 🌿 How can we implement key activities in an environmentally friendly way? (Compare biodiversity impacts for the examples in chapter 3.2)

¹ Source: www.ec.europa.eu/environment/eco-innovation/files/docs/getting-funds/business_plan_guidelines.pdf, last accessed 16 January 2019

Key Resources

What key resources do your value propositions require? Those are the resources you use to produce your products or to offer your services, but also to maintain your customer relationships and to organise distribution channels. All of this can have great impacts on biodiversity. For a PBB, it can therefore be very important to acquire resources from sustainable, organic or fair trade sources or products, use regional trademarks, and avoid pesticides and chemical fertilizers. Not only the resources you use for the production or service provision are important but the office products, vehicles and other resources should also be chosen wisely. Further key resources can be financial, intellectual or human resources and the resources can be owned by the company, but also leased or acquired from key partners.

- What key resources do our value propositions require?
- What key resources are required for our distribution channels?
- What key resources are needed to maintain our customer relationships?
- What key resources are crucial for our revenue streams?
- 🌿 Are the key resources acquired from sustainable, organic or fair trade sources?
- 🌿 Are there any local or regional trademarks you can use or source your resources from?

Value Propositions

By offering a product on the market, we deliver added value to the buyer. It is important to think about the different needs of customer groups and how to satisfy them. In addition to the value for the customer, a PBB offers a benefit for the customer plus additional value for biodiversity conservation, such as the protection of a specific species or a general reduction in negative impacts on biodiversity. This can be achieved, i.e. by reducing the use of chemical fertilisers, avoiding pesticides or offering habitats for endangered species (i. e. bird, bee or bat nesting sites, flower stripes, hedges or artificial ponds).

- What value do we deliver to the customer?
- Which one of our customers' problems are we helping to solve?
- What bundles of products and services are we offering to each customer segment?
- Which customer needs are we satisfying?
- 🌿 Which added value for biodiversity conservation do we propose?

Customer Relationships

By establishing and maintaining good customer relationships, you ensure your turnover in the long-term. It is important to know what your customers expect from you and how many financial resources you need to maintain your customer relationships. For PBBs, it is key to convey to customers the importance of biodiversity conservation and your commitment. Moreover, considering the environment in your customer services is important. For instance, as an eco-hotel you could inform your clients about the negative impacts of certain services on the environment and ask them to limit the request for such services (for instance, washing bed sheets or towels every day).

- What type of relationship does each of our customer segments expect us to establish and maintain with them?
- Which ones have we already established?
- How does the business model integrate them?
- How costly are they?
- 🌿 How can we convey to customers the importance of biodiversity and our commitment?
- 🌿 How can we integrate environmental friendliness into our customer service? Which additional costs will that generate?

Channels

A variety of channels can help us to reach our customers: direct sales in an own store, wholesalers, international companies, supermarkets or web shops. Either a PBB tries to sell its products locally or via a shop focusing on local and regional products, i.e. a restaurant specialising in traditional food or a tour guide specialised in presenting traditional ways of living or products. If customers outside the region need to be reached, a PBB tries to do that in an environmentally friendly way, for example, by reducing flight transportation or promoting the use of electric vehicles.

- Which channels do we want to use to reach our customer segments?
- How do we reach them now?
- How are our channels integrated into our long-term strategy?
- Which ones work best?
- Which ones are most cost-efficient?
- How are we integrating them into our customer routines?
- 🌿 Can we focus on local and regional distribution channels?
- 🌿 How can we reach our customers in an environmentally friendly way?

Customer Segments

The customer segments describe the target group for your products or services. Being aware of who is interested in your products and services and who they create an additional value for is crucial. For a PBB it is important to evaluate how big the market for organic, sustainable or fair trade products is and to identify the groups that might be interested in supporting your businesses efforts and the added value to protect the environment by, for instance, paying more. This might either be locals that identify themselves with the products from their own region, or tourists who want to support the sustainable economic development of the region they visit. However, target groups might also be located in other countries, but care about healthy products from unpolluted environments.

- Who are we creating value for?
- Who are our most important customers?
- 🌿 Are regional origin and/or environmental protection important to our customers?
- 🌿 How can we reach customers that value our efforts to protect biodiversity?

Cost Structure

Planning the costs related to all the above-mentioned aspects will contribute to your long-term success. The bulk of costs are related to the key resources and key activities. For a PBB, it is important to calculate the additional costs of environmentally friendly production techniques (e.g. no use of heavy machinery and related costs for more human resources), or environmental friendly sourcing (e.g. higher costs of sourcing organic ingredients), and raising awareness (e.g. costs of informing clients about sustainable practices).

- What are the most important costs inherent in our business model?
- Which key resources are the most expensive?
- Which key activities are the most expensive?
- 🌿 Which additional costs do we expect due to environmentally friendly production, sourcing, raising awareness, etc.?

Revenue Streams

In order to ensure that your revenues will cover all costs and income, ensure to evaluate how much your clients might pay for a certain service or product. As a PBB, it is important to know how much more your customers will pay for the additional biodiversity value in the products or services you offer compared with a “normal” product or service customers could buy instead.

- What value are our customers really willing to pay for?
- What do they currently pay for?
- How do they currently pay?
- How would they prefer to pay?
- How much does each revenue stream contribute to overall revenues?
- 🌿 Which additional “biodiversity value” are customers willing to pay more for?



2.2 Access initial funding

There are different funding mechanisms for initial or long-term funding available for small and medium-sized companies. First, it is important to find out about **national funding opportunities**. The way to do this is to contact the chamber of commerce, responsible for your municipality or Regional Development Agencies.

Furthermore, the **European Network for Rural Development** has Local Actions Groups (LAG) that aim at bringing public, private, and civil-society stakeholders in a particular area together.² On the website of the European Network for Rural Development, you will find contact information³ for the responsible LAG in your region under the tab LEADER/LCCD⁴.

The EU devised its rural development policy to help rural areas of the EU to meet the wide range of challenges and opportunities that they face. Special funding opportunities are available in the agricultural sector. As a farmer, you might be eligible for financing under the Common Agricultural Policy (CAP)⁵. The Common Agricultural Policy (CAP) is a policy for all EU Member States managed and funded by

the EU. It aims to support farmers, improve agricultural productivity, ensure a stable supply of affordable food, help tackle climate change and the sustainable management of natural resources, maintain rural areas and landscapes and keep the rural economy alive.

The CAP is financed by two funds, which form part of the EU's general budget, and are managed by national or regional paying agencies⁶:

1. **EAGF**: The European Agricultural Guarantee Fund (EAGF) primarily finances direct payments to farmers and measures regulating or supporting agricultural markets.
2. **EAFRD**: The European Agricultural Fund for Rural Development (EAFRD) finances the EU's contribution to Rural Development Programmes (RDPs)⁷. There are a total of 118 RDPs in Europe, made at national and regional level.

² European Network for Rural Development: https://enrd.ec.europa.eu/leader-clld_en

³ Local Action Groups contact information: https://enrd.ec.europa.eu/leader-clld/lag-database_en

⁴ Leader/LCCD: https://enrd.ec.europa.eu/leader-clld_en

⁵ <https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/cap-glance>

⁶ Agencies: https://ec.europa.eu/agriculture/cap-funding_en

⁷ RDPs: https://ec.europa.eu/agriculture/rural-development-2014-2020/country-files_en

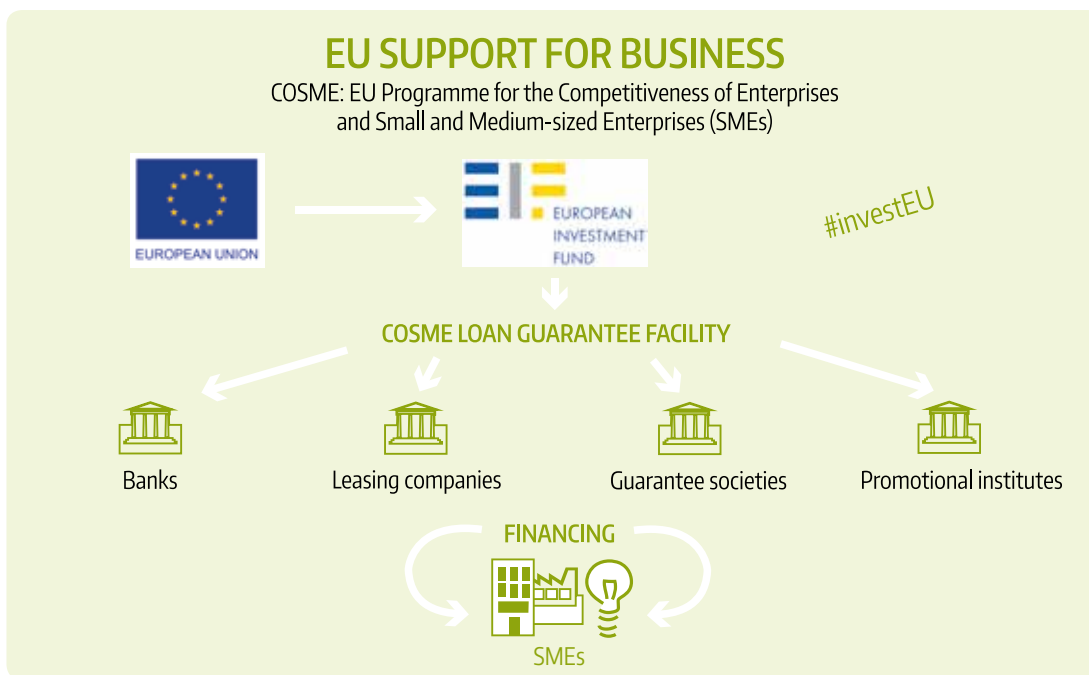


Figure 1: COSME. Source adapted from: <http://ec.europa.eu/DocsRoom/documents/32041>

In terms of EU funding, there is also **European Maritime and Fisheries Fund (EMFF)**⁸, which provides some funds for sustainable fishing. Another important EU programme is **Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME)**⁹, which aims at making access to finance in different phases (business creation, expansion, transfer) easier, by providing guarantees, loans and equity capital.

On **Access to EU finance**¹⁰ website, you can find relevant information on EU funding that is accessible via a financial intermediary in your home country. Select your region, a company category and the amount of funding you need.

The website will then display the kind of financial support that is available to you and will provide you with the contact information of a bank in your home country. With the bank, you can then discuss the possibilities for applying for EU funds. Furthermore, the **EU offers a variety of funds for small and medium sized enterprises.**

Some of the main financing opportunities for SMEs are listed under the following path:

Go to the website of the European Commission. Then click on Policies, information and services: Funding, Tender: Funding opportunities: How EU funding works: Who is eligible for funding? Here you will find information and further links for funding opportunities for SMEs.¹²



Figure 2: Find EU business finance in 3 easy steps.¹¹ <http://europa.eu/youreurope/business/funding-grants/access-to-finance/search/en/>

⁸ European Maritime and Fisheries Fund https://ec.europa.eu/fisheries/cfp/emff_en

⁹ COSME: <http://ec.europa.eu/growth/smes/cosme/>

¹⁰ Access to EU finance: <http://europa.eu/youreurope/business/funding-grants/access-to-finance/search/en/>

¹¹ <http://ec.europa.eu/DocsRoom/documents/11344/attachments/1/translations>

¹² https://ec.europa.eu/info/funding-tenders/how-eu-funding-works/who-eligible-funding/funding-opportunities-small-businesses_en



Pixabay

3 GUIDELINES FOR PRO BIODIVERSITY BUSINESSES

3.1 Cross-sectoral Pro Biodiversity Business ideas

This chapter will present different PBB ideas that have been identified during the ECO KARST project, as they provide special opportunities for the pilot regions. As mentioned before, cooperatives and regional trademarks are cross-

toral approaches and have the potential to tackle some of the major economic, social, and environmental challenges in the region. Two examples are described in more detail below.

3.1.1 REGIONAL LABEL

During the course of the ECO KARST project, we have realized that businesses in all partner regions often do not use their location and proximity to a protected area, traditional practices, and their local value creation as marketing features. Since locals and tourists are generally interested in buying regional or biodiversity-friendly products and in knowing where their food comes from, using this potential can be enhanced in all project regions.

One possibility of doing so is to establish a regional label. Such a label can be used by local businesses for their marketing activities. Furthermore, establishing a regional label offers an opportunity to think about what defines the region and makes it special or unique. This could, for instance, be an unspoiled environment or unique cultural assets. Specialty products, traditional meals, traditional farming, or production practices can reflect this uniqueness. The following guidelines describe ten important steps to develop such a regional label, i.e. organised by a regional initiative.



10-step guide to developing a regional label ¹³	
1	<p>Clarify responsibilities</p> <ul style="list-style-type: none"> • Who will assume what tasks during the development phase of the regional label? • Who can contribute to identifying criteria, goals, objectives and financing? • Who will lead and coordinate the regional initiative once it is established?
2	<p>Identify potentially interested members and their needs</p> <p>It is important to talk to potential members beforehand and to find out what their specific interests, needs and wishes are and under what conditions they would be interested in joining a regional initiative.</p>
3	<p>Define the objective of the regional label</p> <p>Is the regional label meant to...</p> <ul style="list-style-type: none"> • support economic development of the region → maximize the turnover of the companies? • enhance regional cooperation to create sustainable regional producing and processing structures? • enhance regional marketing and tourism → integrate gastronomy and regional specialties? • contribute to greater sustainability goals (environment, landscape, society)? <p>Your membership criteria, customers, and marketing strategies will differ depending on the focus you choose. A Pro Biodiversity Regional Label aims specifically at supporting environmental protection and, thus, falls under the last point. It is possible to combine these objectives. The goals also determine the benefits that members and partners will obtain from participating and the advantages clients will have from purchasing products with a regional label.</p>
4	<p>Identify potential partners</p> <p>Partners of a regional initiative can be municipalities, companies, associations, and other institutions that might not offer products or services via the regional label, but contribute via a purchase pledge or sponsoring.</p>
5	<p>Define how the regional label should be structured from a legal point of view</p> <p>The “Dual System” is one example of a possible regional initiative structure. It is a well-established structure of German best practice examples for regional initiatives. The Dual System stands for an alliance of a non-profit party (may include companies, educational institutions, associations, etc.), which is responsible for ideational interests and an economic party (which may include companies, farmers, artisans), which is responsible for price policies and marketing strategies. The relation between both, the rights and tasks they have, especially the right to use the label should be organised in a contract. Usually, the regional marketing company obtains the right to use the label for their business and is allowed to transfer this right to their producers and processors in a contract. The close relationship and cooperation between both institutions can be symbolised by offering a member of the association a permanent seat on the company's board.</p>

¹³ The content of this chapter is based to a large extent on the publication: Bundesverband der Regionalbewegung (BRB) e.V. (2017): Handbuch zur Regionalvermarktung. Praxisleitfaden für Regionalinitiativen: Strategien und Konzepte zur Vermarktung regionaler Lebensmittel, Feuchtwangen.

The Dual System



Figure 3: The Dual System, adapted from Bundesverband der Regionalbewegung (Ed.)

6

Design a financial plan

Two streams of financing are necessary to establish a regional label.

1) Start-up financing

Can be accessed through:

- Partner fees (i. e. from municipalities, companies, associations).
- Sponsoring (i.e. from banks, local companies, citizens, associations).
- Funding (i.e. from EU (LEADER, ESF, EFRE, ELER), national governments).
- Fund (clients, also to create customer-interest and loyalty).

2) Long-term financing

Can be accessed through economic activities of the regional company:

- Membership fees of producers and processors.
- User fees for logos (could be included in membership fees).
- Marketing fees (could be included in membership fees).
- Fees for quality control (could be included in membership fees).
- Fees depending on the amount of turnover.
- Trade margin from trading the products of producers and processors to clients.

The above-mentioned possibilities for start-up financing can be appropriate for long-term financing as well.

7

Develop criteria for the regional label. Keep your objective in mind and be aware of your partner and member's needs

Transparent and solid criteria are important in creating customer trust. They can be used for marketing activities and to justify higher product prices in comparison to non-regional products. When defining criteria, you need to be aware that they have to be verifiable and controllable. Different forms of criteria can be developed.

- Basis criteria: small number of criteria relevant for all products and services (include a definition of the region).
- Product-specific criteria: relating to the quality of the product and production process.
- Membership criteria: relating to the producers, processors, gastronomy and sales businesses.
- Partner criteria: defines who is eligible as a partner of the regional initiative.

In general, the following aspects are relevant for establishing the criteria for a regional label:

- All partners must be located in the defined region and members need to produce and process in the region (including pre-products).
- A specific quality needs to be ensured. This can, for instance, be achieved through traditional production techniques, a specific taste, or special ingredients used.
- The products need to benefit the region by contributing to environmental conservation, ensuring the preservation of cultural norms, or by contributing to the economic diversity of the region.
- A Pro Biodiversity Regional label should have a strong focus on protecting regional biodiversity and could, for instance, include organic production, the provision of compensation areas such as flower strips or hedges, the use of species specific for the region or soil protection measures as criteria¹⁴.

It is particularly important to define the boundaries of the region properly. This can, however, be challenging since the region has to be small enough to create a sense of belonging among members and clients, but has to be big enough to include a certain number of businesses and customers. Further, the region needs a certain amount of purchasing power, which might justify including a bigger city.

8

Establish a control system

The only way to ensure that the criteria are fully met is through a functioning control system. Meeting criteria is therefore an important success factor for a regional initiative. Three different forms (or mix-forms) of control systems are possible:

- **Declaration of self-commitment:** the members sign that they will comply with the criteria. This system might be too weak, as there is no independent external control mechanism.
- **Internal control:** a control institution is established within the regional initiative. Social pressure means trustworthiness is quite high. If the Dual System is implemented, it is possible to assign control tasks to the association.
- **External control:** independent control institutions implement the controls. This form of control is the most expensive, but also the most credible solution.

Furthermore, it is possible to use existing control schemes that some of the producers, processors or service providers are already using (for example organic certification) and agree on integrating the criteria of regional origin.

9

Establish a marketing concept

The objective of a marketing strategy is to orient the offer to customers' needs and ensure that the products are competitive on the market. Various steps are necessary to develop a marketing concept:

- **Assess markets:** How much of a certain product is consumed on average? Which offers already exist?
- **Set marketing goals:** For instance, measure growth of economic numbers such as revenue, profit, market share, share of regular customers. Needs to be measurable and easily controllable.
- **Define target groups:** Who do we target with our products? What are the major needs of the target group? How can we target the group (which media channels, events, etc. can be used)? Which service does our customer group expect? Who does not belong to our customers so far? How can we set incentives for those groups?

¹⁴ Source: Landesverband Regionalbewegung NRW e.V. (2018): Traumpaar Biodiversität und Regionalvermarktung – Praxisleitfaden für Regionalinitiativen: Biodiversität als Element neuer Produktions- und Vermarktungskonzepte, Borgentreich.

- **Develop a product and sales strategy:** What specific product quality is needed? How big should packages be to fit to customer group? How should packages be designed? What is a specific feature of the region that could be used for the corporate design? What information needs to be on the package? Which price can be set for the product?
- **Develop a communication strategy:** Which means of communication (such as flyers, labels, posters and press releases) should be used?
- **Assess resources, knowledge and capacities of stakeholders and define a budget for marketing strategies:** Which financial resources are available for marketing strategies? How can internal knowledge be used for marketing activities? How much money is required to use additional external capacities?
- **Choose and prioritise marketing strategies:** An implementation plan should be developed and include prioritisation and regular monitoring of achievements according to the budget available and time resources.

10

Define the distribution channels and logistics

Depending on the amount of products, there are different options for their distribution. For smaller amounts, direct marketing (on markets, farmers' shops, weekly baskets), gastronomy, processing businesses or (organic, specialty) food stores are possible. Bigger amounts can also be sold to processors, gastronomy and to organic or specialty stores, or to regional stores owned by the regional initiative. Online marketing or wholesalers are possible alternatives. The different distribution channels involve different expectations and rules that need to be considered: while specialty or organic stores might focus on product quality, wholesalers expect reasonable prices.

Logistics are directly related to the distribution channels, including the flow of resources along the whole value chain together with the related information. Different solutions are possible for the logistics:

- **Producer logistics:** Producer delivers products to customers.
- **Own logistics by the regional initiative:** Regional initiative provides logistics with its own vehicles and drivers and organises the ordering and invoicing system.
- **External logistics:** A third party implements the ordering and invoicing system and transportation.
- **Outsourced logistics:** Ordering and invoicing system is carried out via a regional initiative, but transport is organised externally.



Dachmarke Rhön, Rhön, Germany

Dachmarke Rhön is a regional label, comprising an association and a marketing company that supports businesses in the Rhön region with the marketing of regional products. Some of them also have organic certification. For every product group, Dachmarke Rhön developed specific criteria and their implementation is regularly controlled. Furthermore, Dachmarke Rhön includes service providers such as restaurants, which, for instance, are required to offer a certain amount of products and meals from the region. This regional label has more than 300 members.



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www.marktplatzrhoen.de



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3.1.2 COOPERATIVES

A cooperative is an enterprise owned, controlled, and run by its members. The International Co-operative Alliance (ICA) defined it as "an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise."¹⁵



Benefits of a cooperative

Cooperatives have the potential to tackle several challenges that were identified in the pilot regions (see Lessons learned, p. 4). The collaboration of people in the form of cooperatives can **create synergies in the form of land use, work materials and financial or human resources. Cooperatives enhance local value creation in regions facing economic or infrastructure issues.** The International Labour Organization (ILO) states that cooperatives can contribute essentially to services and infrastructure even in areas neglected by investor-driven enterprises and the state. Therefore, ILO sees cooperatives as **vital for the improvement of peoples' working and living conditions** and highlights their contribution for achieving the sustainable development goals¹⁶. As stated by ICA in the Second Global Report Cooperatives and Employment (2017)¹⁷, one of the great benefits of cooperatives is the **internal empowerment of members due to collective decision-making and the external empowerment due to bargaining power and economies of scale.** For instance, if producers sell their products jointly in a cooperative, the cooperative can jointly sell a higher amount, which enables the cooperative to debate better prices on the market for their members. Moreover, when members are given the opportunity to participate actively, loyalty, commitment, and shared knowledge usually result in a strong competitive advantage. **Education and training, innovation through idea sharing, and self-help mechanisms** in the community, as well as **risk-pooling** can further be named as benefits of a cooperative.

The international best practice PBB examples (see Overview PBB examples in Annex) have shown that cooperatives can **create a strong brand together**, for instance by organizing joint promotional activities. In addition, production and quality standards within the cooperative enable high quality. The more direct relations between producers and customers additionally create trust. **Costs and resources could also be saved**, for instance by developing infrastructure together (e.g. one butchery for several farmers) or by

¹⁵ Source: https://www.ica.coop/en/cooperatives/cooperative-identity?_ga=2.59907114.643127825.1544531600-103423333.1544531600, last access 08 January 2019

¹⁶ Source: <https://www.ilo.org/global/topics/cooperatives/lang--en/index.htm>, last access 08 January 2019

¹⁷ Source: Hyungsik Eum (2017): Cooperatives and Employment. Second Global Assessment Report 2017. Contribution of cooperatives to decent work in the changing world of work. ICA (ed.). <https://www.ica.coop/sites/default/files/publication-files/cooperatives-and-employment-second-global-report-625518825.pdf>, p.20, last access 08 January 2019

building a common store to sell products. There are different types and structures of cooperatives, they can bring together producers, customers, or workers and are thus able to connect the different actors of one value chain, of a certain part of the value chain, or connect entrepreneurs from different sectors. The following paragraph will give further information about general cooperative values and principles, the different types of cooperatives and provides links to sources with further information and training material.

Values

Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity. In the tradition of their founders, co-operative members believe in the ethical values of honesty, openness, social responsibility, and caring for others.

Principles

The co-operative principles are guidelines by which co-operatives put their values into practice.

1. Voluntary and Open Membership

Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.

2. Democratic Member Control

Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. In primary co-operatives, members have equal voting rights (one member, one vote) and co-operatives at other levels are organized in a democratic manner.

3. Member Economic Participation

Members contribute equitably to and democratically control the capital of their cooperative. At least part of that capital is usually the common property of the co-operative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing their co-operative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the co-operative; and supporting other activities approved by the membership.

Values and Principles

The International Co-operative Alliance (ICA), an independent, non-governmental organisation, which unites, represents, and serves cooperatives around the world, proposes general cooperative values and principles, which were adopted by the United Nations in 2012 for the International Year of Cooperatives¹⁸.

Here, we added an 8th principle for “Pro Biodiversity Co-operatives”:

4. Autonomy and Independence

Co-operatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their co-operative autonomy.

5. Education, Training and Information

Co-operatives provide education and training for their members, elected representatives, Managers, and employees so they can contribute effectively to the development of their co-operatives. They inform the general public – particularly young people and opinion leaders – about the nature and benefits of co-operation.

6. Co-operation among Co-operatives

Co-operatives serve their members most effectively and strengthen the co-operative movement by working together through local, national, regional and international structures.

7. Concern for Community

Co-operatives work for the sustainable development of their communities through policies approved by their members.

8. For Pro Biodiversity Co-operatives: Concern for Biodiversity

Pro Biodiversity Co-operatives contribute to the preservation of biodiversity and generate financial returns simultaneously. Such co-operatives reduce their negative impacts on the environment and try to achieve a positive contribution. This can be achieved, for example, by producing or processing organic food, by reducing the overall use of energy and resources as well as waste production.

¹⁸ <http://www.un.org/en/events/coopsyear/about.shtml>, last access 08 January 2019



Different types of cooperatives

It is possible to differentiate between different cooperative types. ICA¹⁹ suggests different categorisation systems, which follow either a classification regarding the economic activity the cooperative is pursuing or the role of members in the cooperative. The second approach, adapted from ICA, is demonstrated below. The following aspects may be relevant for PBBs:

- **Producer cooperative**

Producer cooperatives are owned by self-employed producers or small businesses (SMEs) with a small number of employees producing similar types of products (e.g. farmers, artisans). By joining forces, producers can be more efficient in sharing facilities, can achieve greater bargaining power, can get access to larger markets and can combine resources to market and promote their products more effectively (they can, therefore, also be called marketing cooperatives).
- **Consumer cooperative**

In a consumer cooperative, customers who buy goods (e.g. food) or use services (e.g. electricity, childcare) own and govern the business. In joining the demand of members, better pricing, availability, and selection can be achieved.
- **Worker cooperative**

Worker cooperatives are owned and governed by the employees of the business. This creates ownership within the workers (e.g. through voting rights) and provides benefits such as profit sharing. Worker cooperatives exist in a variety of economic sectors, for instance, workers can own a bakery, a retail store or manufacturing groups.
- **Multi-stakeholder or hybrid cooperative**

A combination of the above named cooperative types is also possible: producers, consumers, and workers can merge together in a common cooperative to meet their needs and facilitate buying, selling and employment. For instance, the different members of one value chain such as a livestock farmer, a butcher, a local store and a transportation company can be merged in one cooperative. Yet, in such hybrid forms, the risk of tensions is higher due producers aiming for higher prices for their goods and the aim of low prices by consumers.

¹⁹ Source: Hyungsik Eum (2017): Cooperatives and Employment. Second Global Assessment Report 2017. Contribution of cooperatives to decent work in the changing world of work. ICA (ed.). <https://www.ica.coop/sites/default/files/publication-files/cooperatives-and-employment-second-global-report-625518825.pdf>, p.28, last access 23 January 2019



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Training Material

The International Labour Organization provides training materials for those interested in joining or establishing a cooperative. These tools can be accessed here:

- **Think.COOP – a guide to the cooperative business model**
https://www.ilo.org/global/topics/cooperatives/publications/WCMS_616148/lang--en/index.htm
- **Start.COOP – a participatory tool for launching a cooperative**
https://www.ilo.org/global/topics/cooperatives/publications/WCMS_644711/lang--en/index.htm



© Earth Good Food Coop

Earth Good Food Cooperative, Skopje, Macedonia

This consumer cooperative organises the sale of local Macedonian organic products to its members, who can pick up a weekly basket with seasonal fruits and vegetables (90 baskets/week are sold). Customers that are not members of the cooperative can buy the products in a shop. The main objective is to provide access to healthy, trustable and affordable organic products from the region.

The food sold is produced without chemical pesticides or artificial fertilisers. The farmers were selected according to specific criteria, such as short distances, poly-culture plantations, organic production and other sustainability factors. The products are delivered by public transport to lower emissions and transport costs. The cooperative has established active waste management: glass is recycled and plastic bags have been banned. It also organises events for seed exchange.



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<http://dobrazemja.org/en/>

3.2 Sectoral Pro Biodiversity Business ideas

Activities described here contribute to the biodiversity friendliness of your business. They are relevant for all practical examples described in the sub-chapters. Some of the activities are quite easy to implement, even when you are

just starting a small business. Other activities are more relevant for bigger companies or businesses that want to further expand their engagement for biodiversity friendliness.

Activity	Easy to implement	Advanced
Biodiversity-friendly management		
Be aware of laws and regulations for environmental protection.	✓	
Be aware of standards or certifications relevant for your business.	✓	
Define your goals for biodiversity protection.	✓	
Educate your customers on the importance of biodiversity and your activities.	✓	
Collaborate with local NGOs and biodiversity expert to find efficient ways of protecting biodiversity and securing the outputs of your business.	✓	
Monitor your successes and challenges for biodiversity protection.		✓
Inform the responsible nature conservation agency about your business activities.		✓
Consider compensation of your CO2 and/or water footprints (i.e. myclimate or atmosfair).	✓	
Biodiversity-friendly premises		
Provide biodiversity refuges on your property (such as flower strips, hedges, bug hotels, etc.).	✓	
Avoid sealing.	✓	
Use native species to design the green areas of your premises.	✓	
Do not treat those green areas with fertilizer or pesticides.	✓	
Make sure you do not use controversial building materials, such as non-certified tropical wood in your buildings and for the furniture. If you need to construct a new building, be sure to do an environmental impact study beforehand.	✓	
Inform yourself about invasive species in your region and contact the responsible nature conservation agency if necessary.		✓
Use insect friendly lightning.		✓
Implement facade or rooftop greening.		✓
Monitor and document the species and habitats on your properties.		✓

Biodiversity-friendly procurement		
Reduce your waste production and recycle.	✓	
Use recycled or recyclable (office) materials.	✓	
Use environmental friendly cleaning agents.	✓	
Reduce your energy consumption and purchase renewable energies if possible.		✓
Reduce your carbon emissions, for instance, by using electrical vehicles.		✓
Biodiversity-friendly employees		
Provide training to your employees about environmental friendly practices and the values of conserving nature.		✓
Identify one employee who will take on responsibility to advance in biodiversity conservation goals and monitor progress.		✓
Regularly plan activities with your employees to contribute to biodiversity protection in your region. For instance, you could have a joint waste collection day in a protected area.		✓

The following sub-chapters will provide an overview of various PBB ideas and present important aspects that make them biodiversity-friendly and economically success-

ful. Furthermore, we will show how you can link your business to other companies in the area and cooperate with them.





3.2.1 FOREST OWNER COOPERATIVE

A forest owner cooperative provides an opportunity for joint management of larger forest areas. This is particularly relevant for areas where forest owners have very small plots. For instance, certification can be obtained for a larger unit, machines can be shared, and wood can be sold jointly in larger amounts in order to increase the negotiating position towards customers. Moreover, administration work can be reduced, if one member is responsible for all the organizational tasks.



What makes you a **biodiversity-friendly** forest owner cooperative?

- Leave deadwood in the forest.
- Implement selective cutting practices.
- Choose periods wisely for your activities to protect biodiversity.
- Use local and autochthone species in plantations.
- Protect rare and endangered varieties in the forest.
- Reduce your impact on the soil, i.e. by using horses instead of heavy machines or special low-pressure tyres.
- Create compensation areas and monitor species development.
- Offer education, courses and training on environmental topics for children in your forest areas.
- Obtain a sustainable forestry certification such as FSC, PEFC, or SFI, if economically viable.

What makes you a **successful** forest owner cooperative?

- Provide high-quality wood.
- High biological diversity allows the additional use of non-timber forest products (NTFP).
- Create strong local value chains with wood processors.
- Collaborate with a consultant who supports your management, marketing activities and negotiations, and who supports your capacity building, especially at the beginning.
- Obtain certification (FSC, PEFC, etc.) and regional trademarks to gain customer trust.



© E. Mayrhofer, National Park Kalkalpen



MojGozdar, Ljubljana, Slovenia

MojGozdar is an online information system that wants to increase transparency in the service market. MojGozdar offers support in the search for forestry services. At the moment, the system incorporates over a thousand forestry contractors, offering diverse forestry services. The MojGozdar system covers a three-level sustainability assessment of the forestry contractors in a simple, clear, and objective way. The comprehensive assessment system should increase motivation among the forestry contractors in competition and quality performance of works in forests.



gteinfo@gozdis.si



<http://www.mojgozdar.si/>

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Wood processing or carpentry businesses			x	x		24
Beekeepers	x			x	x	38
Non-timber forest products	x			x		26



© LogMaster

3.2.2 WOOD PROCESSING / CARPENTRY BUSINESS

As a biodiversity-friendly wood processor or carpenter, you process local timber to handicrafts, souvenirs, wooden houses, or other wood products, while minimising your environmental impact.



What makes you a **biodiversity-friendly wood processing / carpentry business?**

- ✓ Source wood from sustainable and local forestry (with FSC, PEFC, SFI certification).
- ✓ Reduce your transportation emissions by using wood from local forest owners.
- ✓ Manufacture durable, long-lasting products, such as furniture or houses.
- ✓ Use environmentally friendly paints and varnishes.
- ✓ Use recycled or recyclable material for packaging.
- ✓ Reduce and recycle wooden waste products.
- ✓ Explain the direct use of natural products such as wooden houses to clients.

What makes you a **successful wood processing / carpentry business?**

- ✓ Produce high-quality products to achieve higher prices.
- ✓ Make sure you have a high degree of product finalisation.
- ✓ Cooperate with local forest owners and local stores to sell products.
- ✓ Use various distribution channels for your products (farm shop, joint market stand for several producers, wholesalers, internet, etc.).
- ✓ Connect your product to local special features, traditional skills, customs, legends, cultural heritage.
- ✓ Use biodiversity friendliness or special features for advertising. For instance, you could integrate a special species from your area in the logo.



Log Master, Kamnik, Slovenia

Log Master offers handmade unique massive furniture from spruce, fir and pine logs. It all starts with searching for suitable wood in the forest, selecting those trees that will not be able to grow anymore due to damages or terrain. When the tree trunks are ready, they are taken home, debarked and prepared for drying. For the production completely natural and untreated timber is used. The furniture is tailored to the wishes of the customer and is delivered to the customer's home and assembled..



logmasterslo@gmail.com



<http://log-master.com/en/>

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Forest owner cooperative		x		x		22
Restaurant/café			x	x		40
Accommodation			x	x		42
Shop selling local products			x	x		54



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3.2.3 NON-TIMBER FOREST PRODUCTS (NTFP)

The collection, processing, distribution as well as marketing of NTFP, such as mushrooms or berries, offer various opportunities to obtain an income. For instance, an individual or a group can collect mushrooms and sell them to a distributing company. Another opportunity is to collect herbs, followed by a processing step such as drying and selling them either a market or to a wholesaler. A distributing company could buy from many different collectors and then sell the NTFP in larger amounts.



Different business possibilities:

- Individual or family business: collects NTFP and sells them to a distributor
- Individual or family business: collects, processes, and sells individually
- Processing company: buys from individual collectors
- Distributer: buys from individuals or processors

What makes you a **biodiversity-friendly** NTFP business?

- Inform yourself about the conservation status of the species and relevant regulatory frameworks you have to respect and comply with.
- Harvest sustainable rates of resources (carrying capacity defines intensity and frequency).
- Monitor and document the impacts of your collection.
- Consider the impacts that your harvest might have on other (especially rare) plants or animals. For example, do not use heavy machinery for harvesting.
- Ensure that no prohibited or hazardous chemicals are used in the collection area.
- When processing, use organic and if possible local resources (e.g. sugar or additional fruits when cooking jam).
- Use recycled or recyclable material for packaging.
- Follow a sustainability standard (such as FairWild).

What makes you a **successful** NTFP business?

- Focus on a special product that, for instance, only grows in your region.
- Cooperate with local stores, farmers, and processors.
- Establish contacts on the international market.
- Connect your products to local special features, customs, legends, cultural heritage.
- Use biodiversity friendliness or special features for advertising. For instance, you could integrate a special species from your area in the logo.
- Use various distribution channels for your products, i.e. farm shop, joint market stand for several producers, weekly food baskets, wholesalers.
- Use a regional trademark and a standard such as FairWild to create trustful customer relations.



Pixabay



Pixabay

Plantamell, Svrlijig, Serbia

Plantamell collects and process medicinal and aromatic plant material. In response to the global demand for rose seed oil, a high value product, the company decided to focus on rose hips. They work with a network of local collectors, drawing on their extensive knowledge and providing seasonal work that allows them to supplement their income. The company works according to the FairWild Standard that proves sustainable and fair harvesting of wild products to ensure the long-term survival of wild species and their habitats, as well as populations with their traditions and cultures. According to the standard, they undertake an assessment of planting conservation status, a mapping and impact assessment of harvesting and training of collectors. Overall, this allows a sustainable collecting rate. Moreover, no intensive agriculture or industry is located in the nearby surroundings.



<http://plantamell.com/kontakt/>



<http://plantamell.com/>

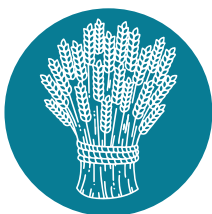
i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Forest owner cooperative	x					22
Regional label				x		11
Restaurant/café			x			40
Accommodation			x			42
Tourism farm			x			46
Trader for local products			x			53
Shop selling local products			x			54



3.2.4 FARMING

As a biodiversity-friendly farmer, you can produce a variety of products while reducing your environmental impact. An example of a promising option is the production of medicinal herbs to sell them (nationally, internationally) for medicines and/or cosmetics.



What makes you a **biodiversity-friendly** farmer?

- ✓ Cultivate locally traditional species or old varieties.
- ✓ Not use genetically modified or hybrid crops.
- ✓ Avoid the use of artificial fertilisers, pesticides and other chemical substances.
- ✓ Fertilise land with organic matter from manure and compost instead – and in the right amounts.
- ✓ Implement buffer zones where chemicals and plant protection products are banned entirely, for instance, around water bodies.
- ✓ Avoid monocultures and follow appropriate crop rotation.
- ✓ Plant catch crops to enhance soil fertility and protect the soil from erosion.
- ✓ Reduce water and wind erosion, for instance, by planting trees or hedges.
- ✓ Counteract alien invasive species on your farm and its surroundings.
- ✓ Exchange seeds with other farmers.
- ✓ Use rainwater for irrigation.
- ✓ Establish biodiversity refuges on your farm (buffer zones, flower strips, hedges, dead-wood or stone piles, ponds, bug hotels, etc.).
- ✓ Cooperate with beekeepers.
- ✓ Offer environmental education to schoolchildren on your farm.
- ✓ Reduce your overall energy and resource use and your waste production.

What makes you a **successful** farmer?

- ✓ Produce specialty products, for example, old wheat varieties such as spelt wheat or emmer that can be processed to special bread.
- ✓ Offer your products to local restaurants and hotels.
- ✓ Focus on regional and organic products for marketing.
- ✓ Connect your products to local special features, customs, legends, cultural heritage.
- ✓ Use biodiversity friendliness or special feature for advertising. For instance, you could integrate a special species from your area in the logo.
- ✓ Use various distribution channels for your products (farm shop, joint market stand for several producers, weekly food baskets, wholesalers, etc.).
- ✓ Obtain organic certification and become part of a regional trademark to gain customer trust.



Bäuerliche Erzeugergemeinschaft Schwäbisch Hall (BESH), Schwäbisch Hall, Germany

BESH is a large regional, multi-stakeholder farmers' cooperative with 1,500 family farms in the region of Hohenlohe, which started 35 years ago as an NGO with only eight farmers. Its aim is to implement development projects for sustainable and organic farming and marketing. The farmer owned business group covers the whole value chain from field to fork with its own abattoir, meat processing manufacturer, cheese dairy, shops, a large regional market and even a hotel business. The whole region is GMO-free and traditional local breeds and seeds are used. The oldest German breed, the "Swabian Hall Pigs", was saved from extinction. The cooperative is very successful as all elements of the value chain are represented within it. Moreover, the members of the cooperative developed a strong brand on the rare "Swabian Hall Pig" breed as a foundation for the economic success of the farmers involved. Furthermore, traditional autochthone spices of the region have been revitalised and are used for meat processing and sausage production. The cooperative is also strongly engaged in the Global Peasants Rights Movement, with Consultant Status at the UN Human Right Council and UN Economic and Social Council (ECOSOC).



info@besh.de



<https://www.besh.de/>

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Cooperative	x		X	x		16
Meadow business	x	x				32
Restaurant/ Café			X			40
Accommodation			x			42
Tourism farm			x		x	46
Specialised courses	x				x	50
Trader for local products			x			53
Shop selling local products			x		x	54



3.2.5 LIVESTOCK HUSBANDRY

As a livestock farmer, there are different opportunities for you to contribute to the protection of biodiversity. For example, it is important to think about the fodder for your animals. Another way is to consciously contribute to the preservation of certain species by breeding them. It can make sense to work in a cooperative with breeders or dairy producer.



What makes you a **biodiversity-friendly** animal breeder?

- Use local, traditional, endangered or rare species and breeds.
- Buy resources locally, for instance, fodder from local meadow businesses.
- Replace concentrated feed with your own grass or hay as far as possible.
- Only give antibiotics to your animals if it is unavoidable. Use local herbs and medicinal plants instead.
- Let your animals graze on pastures to avoid natural succession of the landscape and contribute to landscape maintenance. Monitor grazing intensity.
- Give vegetation time to regenerate between grazing periods.
- If you produce your own fodder, avoid using chemical fertilizers or pesticides.
- Counteract alien invasive species on your farm and its surroundings.
- Implement actions to reduce water and wind erosion.
- Protect water bodies on your farm to avoid contamination and secure habitats for flora and fauna.
- Create biodiversity refuges on your farm, such as buffer zones, flower strips, hedges, stone or deadwood piles, ponds or nesting boxes.

What makes you a **successful** animal breeder?

- Produce specialty meat products, for example from traditional local species with high quality.
- Offer your products to local restaurants and hotels.
- Use various distribution channels for your meat or dairy products, i.e. farm shops, joint market stands for several producers, weekly food baskets, wholesalers, etc.
- Connect your products to local special features, customs, legends or cultural heritage.
- Use biodiversity friendliness or special features for advertising. For instance, you could integrate a special species from your area in the logo.
- Obtain organic certification and/or become part of a regional trademark to gain customer trust.
- Collaborate with local farmers to increase volumes and foster a cooperative marketing approach.



Bükki Sajt Manufaktúra, Mónosbél, Hungary

Bükki Sajt Manufaktúra produces approximately 800 kilos of cheese per month from milk they get from their own animal husbandry (Alpine goats and Hungarian cattle). During summer, the animals extensively graze on meadows, which are preserved from succession by the farmers. No pesticides are used on the pastureland and instead of pharmaceuticals, the owners use a mix of herbs to treat their animals. They have various distribution channels and products are sold to approximately 30 partners. For instance, the owners offer cheese tastings on their farm, an activity especially interesting for tourists.



hegyvidékisajt@gmail.com



<http://bukkisajt.hu/kapcsolat>

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Cooperative	x		x	x		16
Meadow business		x				32
Restaurant/ Café			x			40
Accommodation			x			42
Tourism farm			x		x	46
Specialised courses	x				x	50
Trader for local products			x			53
Shop selling local products			x			54



3.2.6 MEADOW BUSINESS

Open grasslands provide habitat for a variety of species and it is therefore important for them to be protected. Maintaining meadows and stopping natural succession can offer a business opportunity. For instance, hay can be sold to local livestock farmers or for touristic activities, e.g. courses on traditional mowing techniques could be offered.



What makes your business **biodiversity-friendly**?

- Adjust the timing of mowing activities to the needs of flora and fauna, for instance, late mowing can enable natural seed dispersal or support ground breeding bird species.
- Avoid utilization of pesticides and chemical fertilizers.
- Counteract alien invasive species.
- Avoid the use of heavy machinery.
- Monitor rare and endangered species on your meadows.

What makes you a **successful meadow business**?

- Produce a variety of products, for example hay pillows or meadow honey and connecting your products to cultural heritage.
- Use various distribution channels for your hay products, i.e. farm shops, markets, etc.
- Cooperate with other producers, for instance, farmers (to sell your hay to), beekeepers or environmental education providers.
- Cooperate with schools and tourism agencies and offer environmental education courses.
- Use biodiversity friendliness or special features for advertising. For instance, you could integrate a special species from your area in your logo or ads.



© Jim Bradley, Pixabay



© Pretty Hotels

Hay Hotel Schleifmühle, Unterammergau, Germany

The Schleifmühle is a guesthouse and places to stay overnight in hay beds. The natural hay is enriched with various herbs. The guest can choose between hay beds with arnica, chamomile, lavender, but also mallow, marigold, hops, rose blossoms and cornflower. In addition to the hay hotel, Schleifmühle also has a restaurant with regional specialties, a 300-year-old water mill and a museum.



info@schleifmuehle.net



<http://www.schleifmuehle.net/>

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Cooperative	x		x	x		16
Livestock husbandry	x		x			30
Beekeeping	x				x	38
Tourism farm			x			46
Specialised courses	x				x	50
Trader for local products			x			53



3.2.7 ORCHARDS AND FRUIT PROCESSING

Meadow orchards provide a special biodiversity refuge for many organisms due to their different layers (soil, undergrowth, mosses, branches and twigs, dead wood, or tree cavities). The fruits can be sold or processed to a large variety of products such as juices, musts or liquors.



What makes your business **biodiversity-friendly**?

- Maintain old meadow orchards to preserve old fruit tree varieties.
- Avoid using pesticides and chemical fertilisers on your orchards.
- Inform customers, tourists, school children about the value of conserving extensive orchards.
- Use recycled or recyclable material for packaging.
- Reduce your energy and resource consumption and your waste production during processing.

What makes you a **successful orchard business**?

- Produce specialty products, for instance, by using old varieties.
- Produce high-quality products to achieve higher prices.
- Buy fruits from other meadow owners, who currently do not use them, to increase production quantity (utilisation of juicer, etc.).
- Use local origin, the conservation of cultural heritage and positive impacts on biodiversity for marketing activities.
- Use various distribution channels for your products, i.e. farm shops, local markets, internet shop, etc.
- Cooperate with local restaurants, shops or beekeepers to foster pollination.
- Obtain organic certification and become part of a regional trademark to increase customer trust.



© CENERZI



© Global Nature Fund

Höllhuber Mostkellerei, Steinbach an der Steyr, Austria

This family business, already in the fourth generation, produces cider, juices and other products in the Austrian Kalkalpen region. Here, traditional knowledge is combined with modern techniques. Different kinds of fruits such as pears and apples are used. The company buys fruits from regional meadow orchards and processes fruits from their own orchards. Their products are sold predominantly locally.



most@hoellhubers.at



<http://www.hoellhubers.at/>

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Cooperative	x		x	x		16
Beekeeping	x				x	38
Restaurant / Café			x			40
Accommodation			x			42
Tourism farm			x			46
Specialised courses	x				x	50
Trader for local products			x			53
Shop selling local products			x			54



3.2.8 VITICULTURE

Producing wine and vines organically can enhance the biodiversity on your vineyard and attracts customer groups that care about environmental protection. In addition, biodiversity measures have a positive impact on your natural assets and can be used for advertising purposes.



What makes your vineyard biodiversity-friendly?

- Do not use pesticides, herbicides, and artificial fertilizers.
- Leave wood and leaves from pruning in the vineyard.
- Plant old grape varieties and protect the genetic diversity of grapes.
- Use rainwater for irrigation.
- Promote natural dry and semi-dry grassland and locally adapted plants.
- Provide dry stonewalls, diversified vegetation, hedges, and trees in the vineyard as valuable habitats for numerous beneficial animals.
- Inform customers, tourists and school children about the value of organic viticulture.
- Use recycled or recyclable material for packaging.
- Reduce your energy and resource use and your waste production during processing.

What makes your vineyard successful?

- Produce specialty products for example from old varieties.
- Produce high-quality products to achieve higher prices.
- Offer wine-tasting events to be attractive for tourists.
- Use various distribution channels for your products, i.e. farm shops, joint market stands for several producers, weekly food baskets, wholesalers etc.
- Collaborate with local restaurants and accommodations to offer and sell your products.
- Use biodiversity friendliness or special feature for advertisement. For instance, you can integrate a special species from your area in the logo.
- Obtain an organic certification and become part of a regional trademark to increase customer trust.



Frešer, Slovenska Bistrica, Slovenia

Matjaž Frešer followed the wine growing tradition of the family business and changed to organic wine production in 2011. He produces on 12 ha of vineyards at 400 meters altitude. 60 % of the wine is sold to local restaurants, caterers and end customers. The rest is exported to Austria, the Czech Republic and Slovakia. To contribute to the conservation of biodiversity he utilises agents found in nature to protect the wine (copper, sulphur, horsetail extracts). Moreover, he protects drinking water resources.

A catalogue of measures to support biodiversity in viticulture can be found here: <https://www.business-biodiversity.eu/en/biodiversity-in-viticulture>



vino@freser.si



<https://vino.co/freser>

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Cooperative	x		x	x		16
Restaurant / Café			x			40
Accommodation			x			42
Tourism farm			x			46
Specialised courses	x				x	50
Trader for local products			x			53
Shop selling local products			x			54



3.2.9 BEEKEEPING

Beekeeping is an important activity to conserve biodiversity, since honey bees are among the most important pollination insects. Organic beekeeping without utilising synthetics and medical treatments is especially recommended!



What makes your beekeeping **biodiversity-friendly**?

- Place your hives on organic farms, close to wild meadows or forests.
- Place your hives far from intensive conventional agriculture.
- Do not use chemical medical treatments, if possible.
- Use recycled or recyclable material for packaging.
- Inform customers, tourists, school children about the value of organic beekeeping and show them your beehives.

What makes you a **successful** beekeeper?

- Cooperate with local organic farms, foresters, etc.
- Produce different kinds of honeys with different tastes, i.e. blossom honey, forest honey, etc.
- Use the origin and biodiversity friendliness of your honey or the different types of honey for advertising.
- Use various distribution channels for your products, i.e. farm shops, joint market stands for several producers, weekly food baskets, wholesalers, etc.
- Obtain organic certification and become part of a regional trademark to increase customer trust.



© Global Nature Fund



Pixabay

Apiturizem, Lukovica, Slovenia

Special honey products with the combination of tourism, connected with honey producing. This is a platform and network for whole Slovenia. The Slovenian Beekeeper's Association includes 207 beekeeping societies and 14 regional beekeeping associations, with about 7,500 beekeepers. Its main tasks include the education and training of beekeepers in the framework of lifelong learning; dissemination of the Slovenian Beekeeper monthly and various technical books; the preparation of exhibitions, discussions and symposiums; the organisation of school clubs, beekeeping camps and workshops; the promotion of bee products in healthy nutrition and much more.



info@apiroutes.com



<http://www.apiturizem.si/en/ponudniki/>

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Cooperative	x		x	x		16
Forest owner cooperative	x					22
Farming	x					26
Restaurant / Café			x			40
Accommodation			x			42
Tourism farm			x			46
Specialised courses	x					50
Trader for local products			x			53
Shop selling local products			x			54



Pixabay

3.2.10 RESTAURANTS AND CAFÉS

Biodiversity-friendly restaurants and cafés can have important impacts on environmental protection by utilising sustainably produced products and reducing their environmental footprint. They can offer special meals (e.g. traditional cuisine) or special services such as cooking classes.



What makes your restaurant or café biodiversity-friendly?

- Purchase primarily locally produced and organic products or products with a sustainability label (GEPA, Fairtrade, Rainforest Alliance, UTZ, etc.).
- Do not purchase genetically modified products (GMOs).
- Cook and offer seasonal and traditional meals.
- Inform customers about the value of environmental friendly businesses, for example, the importance of not wasting food.
- Advertise arrival by public transportation.
- Reduce your energy and water consumption.
- Recycle and compost as much as possible.
- Use environmentally friendly cleaning agents.
- Establish biodiversity refuges surrounding your restaurant or café, i.e. flower strips, hedges, bug hotels.
- Donate a certain amount (i.e. per meal) to a nature conservation organisation or invest in local or regional environmental projects.

What makes your restaurant or café successful?

- Produce high-quality food to achieve higher prices.
- Be different in comparison to other restaurants; for instance, prepare meals based on traditional recipes and with special regional products.
- Offer cooking courses in traditional cuisine.
- Collaborate with tourist guides. Provide a platform for tourist offers.
- Give local artists the opportunity to exhibit their work on your premises and offer their crafts or artwork for sale to your customers.
- Use biodiversity friendliness for advertising. For instance, you could show the percentage of local and organic food used in your business.
- Obtain organic certification and become part of a regional trademark to gain customer trust.



La Guinguette, L'Isle-sur-la-Sorgue, France

La Guinguette is a restaurant using fresh, local and often organic products. The owners work with farmers and producers in the region. Since 2011, they made more than 70% of their food purchases (in financial volume) directly from these suppliers: farmers, breeders, winemakers, fish farmers, etc. This makes their meals seasonal and regional. Moreover, they have implemented several environmentally friendly measures: their lighting is equipped with more than 80% energy saving bulbs. The cleaning products used are biodegradable. Waste is reduced and resources reused (for example, used frying oil is picked up by a company). Further, they own a small garden where no pesticides are used and only organic seeds are planted. Lastly, they try to raise environmental awareness among staff.



<https://www.la-guinguette.com/contact/>



<https://www.la-guinguette.com/>

 You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Cooperatives	x	x				16
Non-timber forest products		x				26
Farming, livestock husbandry, viticulture		x				28, 30, 36
Beekeeping		x				38
Accommodation				x		42
Camping facilities				x		44
Tourism farm				x		46
Tour operator				x		48
Specialised courses	x				x	50
Trader for local products		x				53
Shop selling local products				x		54



3.2.11 ACCOMMODATION

Tourist accommodation, including holiday houses, hotels as well as bed and breakfasts, can be environmentally friendly and successful at the same time by offering specific types of products to their guests (for instance, local products and services). Management activities that include the biodiversity-friendly design of the premises or energy saving techniques are positive. Additionally, an accommodation provider can simultaneously serve as a tourist information centre.



What makes your accommodation biodiversity-friendly?

- ✓ Offer seasonal and traditional meals that can, for instance, be prepared with old varieties.
- ✓ Implement water and energy saving techniques.
- ✓ Use renewable energy.
- ✓ Minimise food waste, recycle, and compost.
- ✓ Use environmentally friendly cleaning agents.
- ✓ Establish biodiversity refuges surrounding your accommodation, such as flower strips, hedges, bug hotels, etc.
- ✓ Collaborate with tour guides that do environmental education by offering venues for their courses and trips.
- ✓ Make sure that you use sustainable materials for the interior design, for example, FSC certified wooden furniture.
- ✓ Inform your customers about the importance of energy reduction and the reduction of food waste. For example, you can inform them about your measures to reduce energy consumption for air conditioning or washing towels or linen.
- ✓ Advertise and support arrival by public transport, i.e. by offering a discount or a free pick-up from the train station.
- ✓ Donate a certain amount per overnight stay to a nature conservation organisation and/or give your guests information about local projects they can support.

What makes your accommodation successful?

- ✓ Make sure your accommodation is always clean and tidy.
- ✓ Offer good and local food to your clients. Traditional dishes are an advantage.
- ✓ Offer an excellent service to your guests. For instance, you can offer activities, such as hiking trips, bike rental, team building activities, workshop venues, or cooking classes.
- ✓ Agree with other local businesses on collaboration: give information about activities, restaurants and local shops, producers, and the protected area to your clients. Make sure you only collaborate with other environmentally friendly businesses.
- ✓ Give local artists the opportunity to exhibit their work in your premises and offer their products to your customers.
- ✓ Advertise your accommodation via various channels (internet, tourist information, national park authority, etc.).
- ✓ Use biodiversity friendliness or special features of your accommodation for advertising.
- ✓ Become part of a regional trademark to gain customer trust.



Kirk Fisher, Pixabay



© Urnatur

Urnatur, Ödeshög, Sweden

Urnatur is a family business with 50 ha of mostly forested land. In 2007, they started their ecotourism business. Private guests and conference participants can stay in exquisite cabins built from forest wood. Cottages without electricity are located in a forest area at a distance to the farmhouses. Vegetables from own kitchen garden, meat from own sheep, mushrooms and berries from the forest, and fish from lake are used for the meals served. The family's farmland is cultivated using traditional techniques. For example, they implement late mowing to support the natural growth of endangered plant species. They profit from the growing market for authentic, nature-based tourism.


info@urnatur.se

www.urnatur.se

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Cooperatives		x				16
Non-timber forest products		x				26
Farming, livestock husbandry, viticulture		x				28, 30, 36
Beekeeping		x				38
Restaurant / Café				x		40
Camping facility				x	x	44
Tourism farm				x		46
Tour operator				x	x	48
Specialised courses	x				x	50
Trader for local products		x				53
Shop selling local products				x		54



3.2.12 CAMPING FACILITIES

Camping is a popular way to experience close-to nature tourism. Depending on the kind of camping you offer, your guests can be short-stay tourists, retirees, or young people with low budgets. A specific opportunity might be “Glamping” (Glamorous Camping), which are campsites that are luxurious and comfortable but still very close to nature. Glamping tents or little houses are often readily prepared for the guests.

As your customers will probably be people who want to experience nature, they have a special interest in supporting your biodiversity-friendly activities. Moreover, a camping site can be established on an existing farm. This implies low investment in infrastructure and an additional source of income for the farmer.



What makes your camping biodiversity-friendly?

- Implement water and energy saving techniques.
- Use renewable energy.
- Minimise waste, recycle, compost.
- Use environmentally friendly cleaning agents.
- Establish biodiversity refuges on your camping, i.e. flower strips, hedges, bug hotels.
- Produce your own vegetables, fruits, or process products.
- Make sure that you use sustainable materials for the interior design (i.e. FSC certified wooden furniture).
- Inform your customers about the importance of energy reduction and the reduction of waste. For example, you can involve them in saving energy and water.
- Advertise and support arrival by public transportation.
- Donate a certain amount per overnight stay to a nature conservation organisation or give your guests information about local projects they can support.

What makes your camping successful?

- Make sure your camping facilities are clean and tidy.
- Offer an excellent service to your guests. For instance, offer activities, such as hiking in the protected area or the surroundings, rent bikes, team building activities, etc.
- Integrate a local shop that sells local products.
- Agree with other local businesses on collaboration: give information about activities, restaurants and local shops, producers, and the protected area to your clients.
- Offer a range of different accommodation: next to the camping site you can offer mobile homes, tents, or small holiday houses. This allows you to have guests over the whole year.
- Advertise your Eco Camping via various channels (internet, tourist information, national park authority, etc.).
- Use biodiversity friendliness or special features of your campsite for advertising.
- Become part of a regional trademark or obtain an Eco Camping certificate to gain customer trust.



Hofgut Hopfenburg, Münsingen, Germany

This old farm has been restored taking historical specifications into consideration and was transformed into a holiday resort with a campsite and sleeping berths in circus wagons, tepees or yurts. Besides the accommodation, different kinds of tours and workshops, courses and children's holidays are offered here. Additionally, the farm offers a place for three old species (one sheep, cow and donkey) which can be visited by the guests. On the ten-acre site, they have planted over 300 fruit trees from old varieties. The campsite has its own bakery and farm shop where they sell local and organic products. Ten young handicapped employees support the daily work in various areas. In addition, they implement a variety of environmentally friendly practices: they reduce their CO₂ emissions as much as possible using more efficient co-generation units; they use waste heat to produce hot water and heat buildings; they reuse rainwater; reduce their paper usage; they have an e-mobile for housekeeping; they recycle their waste; and they advertise bike and hiking tours instead of car travel. Moreover, educational courses and tours in the biosphere reserve are offered to the guests. With an EcoCamping certificate, they can demonstrate and advertise their environmental friendliness.



info@hofgut-hopfenburg.de



<https://www.hofgut-hopfenburg.de>

You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Cooperative		x				16
Farming		x		x		28
Beekeeping	x	x				38
Viticulture		x				36
Specialised courses	x				x	50
Shop selling local products		x	x		x	54



3.2.13 TOURISM FARM

Tourism farms offer excellent ways to generate an additional income to your farming business. You can offer beds, camping space, as well as home-cooked food and activities on the farm to your guests. For instance, you could think about offering wildlife-viewing tours or wilderness weekends. This offer is especially interesting for guests that want to get to know the farmer's traditional way of life.



What makes you a **biodiversity-friendly** tourism farm?

- Do not use artificial fertilisers, pesticides, and antibiotics on your farm.
- Do not use genetically modified or hybrid crops.
- Favour local species or old varieties.
- Cooperate with beekeepers.
- Buy local products to offer them to your guests.
- Offer traditional meals with seasonal ingredients to your guests.
- Establish biodiversity refuges on your farm (flower strips, hedges, bug hotels, etc.)
- Recycle and compost.
- Show traditional farming practices and low impact on nature to tourists.

What makes you a **successful** tourism farm?

- Use traditional farming practices to attract tourists.
- Produce specialty products, for example, from an old variety or an endangered breed and explain the value to tourists.
- Provide a variety of services (camping, courses, tours, restaurants).
- Use biodiversity friendliness or special features of your region for advertising.
- Agree with other local businesses on collaboration (for example local shops or producers to support the local economy).
- Become part of a regional trademark to gain customer trust.
- Obtain organic certification and become part of a regional trademark to gain customer trust.



© Podzumberak



© Podzumberak

B&B Podzumberak, Kostanjevac, Croatia

This is a tourism farm where food is planted without using pesticides, and home-cooked traditional meals are served for overnight guests. A variety of native species are cultivated on the farm. Meat and dairy products are bought from local producers, which stimulates grassland management. The B&B is located in a Nature Park. The guests can join the owners in their daily tasks on the farm. Moreover, walking or cycling tours are offered through the meadows and forests. The owners also inform their visitors about the protected area.



info@podzumberak.com



<http://www.podzumberak.com/en/>

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Cooperative	x	x				16
Beekeeping	x				x	38
Restaurant / Café			x	x	x	40
Accommodation			x	x	x	42
Camping facilities			x		x	44
Tour operator				x		48
Shop selling local products			x		x	54



3.2.14 TOUR OPERATOR WITH SPECIALISED TOURS

As a local tour operator, you have the opportunity to inform your guests about the unique environment and culture they are visiting. Your tips and information can help them understand how to behave in a biodiversity-friendly way during their stay. By linking your service to local strengths and characteristics, you can distinguish your offer from others.



What makes you a **biodiversity-friendly** tour operator?

- ✓ Engage local guides with knowledge about local specialties, endangered species, etc.
- ✓ Respect breeding periods to reduce impact on biodiversity.
- ✓ Teach your guests about biodiversity-friendly behaviour, i.e. use of marked trails, no fires in the forest.
- ✓ Increase environmental awareness, especially for rare or endangered local species, among your guests.
- ✓ Increase awareness about water saving by informing your guests about the local water availability situation.
- ✓ Include visits to other environmentally friendly businesses in the area.
- ✓ Monitor species occurrence during your visit (with the help of your guests).
- ✓ Avoid using motorised vehicles for transport or offset your emissions.
- ✓ Donate part of your fees to a nature conservation NGO or give your guests information about local projects they can support.
- ✓ Follow the "leave no trace" standard.

What makes you a **successful** tour operator?

- ✓ Offer an excellent service to your customers and be flexible, reachable, and innovative (e-bike tours, etc.).
- ✓ Include stories about your local culture, family history, etc. into your tours. It will make your tours authentic.
- ✓ Offer tours that specialise in one topic (wildlife, birds, horse riding, photography, culture, etc.).
- ✓ Offer tours that are specialized on one group (educational tours for school kids, nature lovers, singles, elderly people, disabled people, etc.).
- ✓ Use biodiversity friendliness or special feature of your tours for advertising.
- ✓ Advertise your accommodation via various channels (internet, tourist information, national park authority, etc.).
- ✓ Agree with other local businesses on collaboration: visit restaurants and local shops, producers so that tourists can support the local economy.



© Jost Stergaršek

The Leave No Trace initiative follows seven principles that will ensure a minimum impact of outdoor activities:

- Plan Ahead and Prepare
- Travel and Camp on Durable Surfaces
- Dispose of Waste Properly
- Leave What You Find
- Minimise Campfire Impacts
- Respect Wildlife
- Be Considerate of Other Visitors

An online awareness course and further information is available here:
<https://lnt.org/learn/online-awareness-course>



© Wilderness Scotland

Wilderness Scotland, Aviemore, Scotland

This tour operator offers a range of adventure holidays and wilderness experiences. It aims to help people connect to the environment and enjoy nature in a sustainable way. Supporting local economy by using locally produced food and collaborating with small family-owned hotels and restaurants is key for Wilderness Scotland. They have well-educated guides who follow the “Leave no trace” standard. Raising environmental awareness is thus an important feature during the tours. Besides, the company collaborates with the National Park and donates to nature conservation organisations across Scotland by clients donating an extra £10 on top of their trip fee. They aim at offering a good customer service and a “5-star experience”. A high amount of resources is spent on marketing.



info@wildernessscotland.com



<https://www.wildernessscotland.com/>

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Restaurant / Café				x		40
Accommodation				x		42
Camping facilities				x		44
Tourism farm				x		46
Specialised courses					x	50
Shop selling local products				x		54



3.2.15 SPECIALISED COURSES

Not only tourists but also locals are often interested in courses and classes focusing on different topics such as cooking, photo shooting, traditional handcrafting, or environmental education. As a local entrepreneur, you can offer such courses in addition to your daily practices to give your specific knowledge to your clients and to gain an additional income. You can also focus on a variety of courses as a tour operator to target different clients.



What makes your courses **biodiversity-friendly**?

- ☑ Use locally produced resources for the classes. For instance, buy food from local farmers or other producers.
- ☑ Teach the participants about the origin of the products used and about biodiversity-friendly behaviour in general.
- ☑ When offering photography courses, respect sensitive seasons (i.e. nesting periods) and contribute to the monitoring of rare or endangered species.

What makes your courses **successful**?

- ☑ Make use of your unique personal knowledge on a certain topic (e.g. traditional recipes).
- ☑ Target specific customer groups with courses of special interest for them. This could for instance include environmental education for school children, offers for elderly, singles.
- ☑ Provide special customer services such as pick-up services from the hotel.
- ☑ Cooperate with both local producers and the authorities of protected areas, as well as restaurants, cafés or tour guides.



© Global Nature Fund



© Archeopark

Archeopark, Szilvássvár, Hungary

József Regős offers several topical walking tours for schools, families or other groups in the National Park such as cave-trips. In the Archeopark, younger visitors can learn about the history of the Bükk region and try out the life of ancient people, for instance, by preparing pre-historic tools. Children learn about the importance of biodiversity and the impact of climate change in the National Park. Visitors receive multidisciplinary insights into the landscape, from archaeology to biodiversity. Approximately 5,000 visitors come to his park every year, most of them in organised groups, such as school classes.



regosj@freemail.hu

<http://www.archeopark.hu/elerhetosegek.html>

i You might be interested in cooperating with other local business. Ideas for cooperation and further information can be found here:

You can cooperate with to share resources with buy resources from sell your products to advertise your offers jointly	... add a new service	Find further information on page ...
Regional label				x		11
Restaurant / Café			x	x		40
Accommodation			x	x		42
Tourism farm			x	x		46
Shop selling local products				x		54

3.2.16 CONSULTANCY COMPANY

A consultancy company can offer a variety of services to local businesses and the municipality or government. This includes advice on the legal registration of businesses, certification schemes such as organic certification, regional labels as well as training on good organic agricultural practices, impact assessment activities, or biodiversity monitoring.



What makes you a biodiversity-friendly consultancy company?

- Provide your biodiversity expertise.
- Focus on businesses that want to become a Pro Biodiversity Business.
- Teach your clients about the advantages of organic production in comparison to conventional production.
- Provide your clients with information on meaningful certification schemes.
- Reduce your energy use, waste production, CO₂-emissions in your daily office work.
- Establish biodiversity refuges (such as flower strips, hedges, bug hotels, etc.) outside your office building.

What makes you a successful consultancy company?

- Your service needs to be adapted to the needs of local companies. For instance, this can be consultancy on business registration in regions where the black economy is a problem.
- As many rural areas have similar issues, it is also an option to offer your services in other regions.
- Be aware of the market situation and identify gaps. Which sectors have potential for further business development?
- Offer training to future entrepreneurs at a discount because they are potential new customers.

A consultancy company can potentially work with any PBB. Depending on the chosen focus, summaries on the PBBs of different sectors may be of interest.



Consulting and support in the ECO KARST project

In the ECO KARST project, entrepreneurs in the seven protected areas received trainings tailored to their specific needs.

The trainings covered topics such as financing possibilities for companies at national level as well as funding mechanisms for small and medium-sized companies in the EU. Further topics were the development of ecotourism businesses as well as marketing and product branding, which connects the unique nature in the protected areas with the business idea.

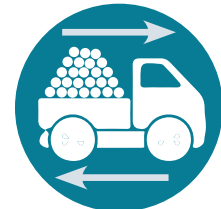
The trainings were conducted by national and international experts. The experts came from regional development agencies, NGOs, consultancies and universities.

3.2.17 TRADER FOR LOCAL PRODUCTS

A company that collects and trades local products from remote farms and entrepreneurs. The company sells the products on a market in the area or in a bigger city. Additionally, the company can use a web shop to enable market access for small-scale producers. This can be especially helpful in regions with insufficient infrastructure. It could also be an option to deliver products to restaurants, hotels, etc.

What makes you a **biodiversity-friendly** collecting service?

- Buy and sell only products from local businesses.
- Buy and sell only organically produced products.
- Inform your clients about the origin of the products and why they are environmentally friendly.
- Reduce your energy use and waste production and CO2 emissions, for example, by using electric vehicles or LPG.



What makes you a **successful** collecting service?

- Use biodiversity friendliness and the local origin of the products sold for advertising.
- Sell specialty products, for example, from rare species.
- Sell products with a regional label and organic certification to create customer trust.
- Optimize vehicle use by planning and connecting picking up products especially in different regions.

A trader of local products can potentially work with any PBB. One important focus is on sensible route planning for product collection. Another focus should be the selection of efficient sales channels.



3.2.18 SHOP SELLING LOCAL PRODUCTS

A local store can serve as joint platform for producers to sell their products to tourists and locals. Offering a variety of products from the region makes the shop especially attractive for visitors who are interested in buying souvenirs and small gifts or in supporting the local economy.



What makes you a biodiversity-friendly shop?

- Buy and sell only products from local businesses.
- Buy and sell only organically produced products.
- Inform your clients about the origin of the products and why they are environmentally friendly.
- Reduce your energy use and waste production, for example, by avoiding plastic bags.
- Instead, use recycled or recyclable material for packaging.
- Establish biodiversity refuges (flower strips, hedges, bug hotels, etc.) in the shop area.

What makes you a successful shop?

- Sell speciality products, for example from rare species, to attract certain customer groups.
- Sell products with a regional label and organic certification to create customer trust.
- Provide special services such as weekly baskets or delivery.
- Use biodiversity friendliness and the local origin of the products sold for advertising.
- Collaborate with local tour guides, protected area authorities, eco accommodation and advertise each other.

A shop with local products can potentially work with any PBB. One important focus is on a sensible selection of products. It should be ensured that they originate from the region. Communication is also a crucial aspect, in order to have an advantage over other shops. Customers should be easily able to find out about the origin and manufacturing processes of the products.



Sehara d.o.o., Ilijaš, Bosnia and Herzegovina

Sehara d.o.o. is a store that offers products from the local community as well as its own handmade products from wood, copper, knit and crystal, domestic juices, jams, honey and teas. The shop has special importance for the area. On the one hand, it can serve as a model for others on how to start a small business and the shop supports local producers.



<https://www.facebook.com/ilvana.sehara>



4 THE ROLE OF PROTECTED AREA AUTHORITIES FOR THE DEVELOPMENT OF PBBS

The participants of the ECO KARST project made the experience that the authorities of protected areas can play a critical role in supporting the efforts of local businesses to act in a biodiversity friendly manner. Biodiversity can not only be protected by regulating the use of ecosystem services provided in the protected areas, the park authority can also provide information to potential PBBs, offer a platform that enables networks to be set up between local businesses, or engage in the development of a regional label. The following list gives ideas for protected areas to support PBB development. As an authority of a protected area, you could:

- ✔ Provide space where local people can sell their products, for example a regular market or a shop attached to a visitor centre.
- ✔ Have a list available with important contacts from the region (responsible chamber of commerce, consulting companies, etc.) and provide it to interested stakeholders.
- ✔ Have an updated list of biodiversity-friendly businesses to enable local cooperation.
- ✔ Organise networking events for local entrepreneurs.
- ✔ Engage in the development of a regional label that connects environmentally friendly businesses with the protected area by managing the label, using your contacts, contributing information about valuable ecosystem services in your region, etc.
- ✔ Support ethical/green public procurements, giving preference in purchasing from those suppliers or products that opt for more demanding criteria or standards, such as Fair Trade, organic standards, and local production.
- ✔ Provide information regarding funding opportunities (EU and local).
- ✔ Develop an action plan for the PBB development in the protected area.

	General information	Pro Biodiversity Business	Success factors / Speciality	
PBB	<p>Name of the business and location</p> <p>Short description</p>	<p>Measures to conserve biodiversity? Biodiversity relevant knowledge? Biodiversity friendly / sustainable products? Sustainable production measures? Environmental labels or certifications?</p>	<p>What makes the business special / different / successful?</p>	<p>Source of information, website etc.</p>
1	<p>Albbüffel GmbH Münsingen – Rietheim</p> <p>Producer association in the biosphere reserve "Schwäbische Alb" comprising a buffalo farm, a butcher, a dairy and a carpenter, which produce organic buffalo meat, milk and leather products. The products are directly sold in the producers shop. Farm tours are offered which is a tourist attraction, since the animals are unique in the area.</p>	<ul style="list-style-type: none"> • Species that was historically present in the area (300.000 year old bones were found) was reintroduced by the farmer. • Organic production practices. 	<ul style="list-style-type: none"> • Combination of different parts of value chain: production, processing and tourism. • Unique animals and products in the area. 	<p>http://www.albbueffel.de/index.html</p>
2	<p>Albschneckerl St. Johann-Gächtingen, Germany</p> <p>Two persons who work as Alb-guides. They offer different thematic tours. Additionally, they have a snail-garden, where they breed edible snails (Helix Pomatia). The snails are offered in local restaurants. Products such as snail-sausage, a snail cookbook and snail-shells, postcards are sold in a small shop owned by the Alb-guides.</p>	<ul style="list-style-type: none"> • Breeding of snails helps to stabilize the population. Due to unregulated collecting, the snails are endangered. • Awareness rising within visitors takes place during tours in the biosphere reserve. 	<ul style="list-style-type: none"> • Unique and traditional products. • Local value creation through cooperation with restaurants. 	<p>https://albschneckerl.de/startseite/</p>
3	<p>Archeopark Szilvásvár, Hungary</p> <p>József Regős offers several topical walking tours for schools, families or other groups in the National Park such as cave-trips. In the Archeopark, younger visitors can learn about the history of the Bükk region and try out the life of ancient people. Approximately 5.000 visitors come to his park every year, most of them in organised groups, such as school classes.</p>	<ul style="list-style-type: none"> • Environmental education: Children learn about the importance of biodiversity and the impact of climate change in the National Park. • Preservation of cultural heritage of the Bükk region by preparing pre-historic tools. • Visitors receive multidisciplinary insights into the landscape, from archaeology to biodiversity. 	<ul style="list-style-type: none"> • In depth knowledge and experience about speleology and archaeology. • Uses non-specialised language, easy to understand for everyone. 	<p>http://www.archeopark.hu/elerhetosegek.html</p>
4	<p>Apiturizem Lukovica, Slovenia</p> <p>Special honey products with the combination of tourism, connected with honey producing. This is a platform and network for whole Slovenia. The Slovenian Beekeeper's Association includes 207 beekeeping societies and 14 regional beekeeping associations, with about 7.500 beekeepers.</p>	<ul style="list-style-type: none"> • Education and training of beekeepers in the framework of lifelong learning. • Dissemination of the Slovenian Beekeeper monthly and various technical books. 	<ul style="list-style-type: none"> • Preparation of exhibitions, discussions and symposiums. • Organisation of school clubs, beekeeping camps and workshops. • Promotion of bee products in healthy nutrition. 	<p>http://www.apiturizem.si/en/ponudniki/</p>
5	<p>B&B Podžumberak Kostanjevac, Croatia</p> <p>Agritourism farm, where food is planted and home-cooked traditional meals are served for their overnight guests. Activities: They offer walking tours through the meadows and forests or bicycle riding and inform visitors about protected area.</p>	<ul style="list-style-type: none"> • Food is planted traditionally without using pesticides. • Extensive cultivation of native varieties. • Meat and dairy products are bought from local producers, which stimulates grassland management. 	<ul style="list-style-type: none"> • Visitors can participate in activities on the farm. • Location within the Nature Park is used as a unique feature. 	<p>www.podzumberak.com/en/</p>

	General information	Pro Biodiversity Business	Success factors / Specialty	
6	<p>Bäuerliche Erzeugergemeinschaft Schwäbisch Hall (BESH) Schwäbisch Hall, Germany</p>	<p>Large regional cooperative of agricultural businesses, a butchery, a dairy, a restaurant and shops that work with meat and animal products, which are produced regionally without the use of antibiotics and genetically modified plants. One of the farmers reintroduced an old pig species that was at the verge of extinction.</p>	<p>Reintroduction of old species that was considered as almost extinct.</p> <ul style="list-style-type: none"> • No use of antibiotics, genetically modified plants, or growth-stimulating substances for animal husbandry. • Some businesses produce entirely organic. 	<p>https://www.besh.de/</p>
7	<p>Biohalilović d.o.o. Ilijaš, Bosnia and Herzegovina</p>	<p>Cultivates organic medicinal and aromatic herbs, cereals and vegetables on an area of 150 hectares, at the altitude of 1,000 meters above sea level. Produces medicinal and aromatic herbs, teas, essential oils and decorative objects. The business was founded in 1983. They have 10 employees and 100 seasonal workers.</p>	<ul style="list-style-type: none"> • No usage of pesticides or artificial fertilizers. • Controlled by two organic certification schemes (for the European and American market). • Training of workers on sustainable harvesting techniques. 	<p>http://bio-halilovic.co.ba/ Interview</p>
8	<p>Biosphären Markt AG Entlebuch, Switzerland</p>	<p>Cooperation of 12 producers (such as butchers, cheese producers, bakeries) in order to distribute their products from the biosphere reserve Entlebuch through a marketing platform. Further shareholders are the Forum Landwirtschaft, municipal association UNESCO Biosphere Entlebuch and its manager.</p>	<ul style="list-style-type: none"> • Differentiated requirements to become part of the cooperation have been developed for various sectors. • Products from biosphere region with lower contamination. 	<p>http://www.farmer.ba/radinja/bio-halilovic-doo/91</p>
9	<p>Bliesgau Genuss e.V. Homburg/Saar, Germany</p>	<p>Regional marketing project that promotes sustainable production, the processing of food and non-food products. 11 local producers sell their products jointly via the Bliesgau-shelves, which are distributed in different shops in the region. Bliesgau products include sausages, fruits, honey, oil, vinegar, milk products, bread, health & wellness, cosmetics, furniture, water.</p>	<ul style="list-style-type: none"> • Regional products, no far transportation. • Many organic certified products and support of Fair Trade products. • Awareness rising about the biosphere region. 	<p>http://www.bliesgau-genuss.de/index.php</p>
10	<p>Bükki Sajt Manufaktúra Mónosbél, Hungary</p>	<p>Produces approximately 800 kilos of cheese per month from milk they get from their own animal husbandry (Alpine goats and Hungarian cattle). During summer, the animals do extensive grazing; during winter own hay as well as forage from local colleagues is used. They have various distribution channels and products are sold to approximately 30 partners.</p>	<ul style="list-style-type: none"> • Extensive pasturing on grasslands, which show a rich variety of herbs, preserves the meadows from natural succession. • Owners eliminate the shrubs by hand while leaving native trees such as apple and pear. • No use of any pesticides on the pastureland. • Instead of pharmaceuticals owners successfully uses a mix of herbs to treat his animals. 	<p>http://bukkisajt.hu/kapsolat Interview</p>
11	<p>Camping Locronan Locronan, France</p>	<p>Camping Locronan, which is located in northwest France, is committed to an environmentally friendly policy: ECO CAMPING. The campsite only uses eco-labelled products and put them to the tenants' availability.</p>	<ul style="list-style-type: none"> • Location by the sea in a unique landscape. 	<p>https://www.camping-locronan.fr/en/ http://citizens4energy-transition.org/sustainability-in-european-companies/</p>

	General information	Pro Biodiversity Business	Success factors / Speciality	
12	<p>Consortium of Cogne Valley operators, Cogne, Italy</p> <p>The consortium aims at promoting the development of the Valley of Cogne, at coordinating the activity of the member businesses and at improving their efficiency and their productive capacity. It also contributes in the organization and realization of local events to promote local SMEs.</p>	<ul style="list-style-type: none"> Aims at promoting nature-based tourism in the Gran Paradiso National Park. 	<ul style="list-style-type: none"> Network enables member businesses to increase their efficiency and productive capacity, this improved local value creation. Improvement of touristic capacities. 	<p>http://www.cogneturismo.it/datapage.asp?id=62&l=3</p>
13	<p>Dehesa casablanca-ambrosia Extremadura Beef, Cáceres, Spain</p> <p>The farm is a Spanish "Dehesa", a traditional, but also up-to-date, Mediterranean system that combines livestock rearing with forestry and crops. They produce certified organic beef and operate their own slaughterhouse. The meat is directly sold to consumers. Started offering tourist and educational activities in the last couple of years.</p>	<ul style="list-style-type: none"> Focus on healthy soil and livestock density, which prevents forest fires and erosion. Indigenous breeds of cows, which are moved to different grazing grounds according to the seasons. Animals are fed with autochthone legumes and disperse seeds. Organic production. Tours and environmental education offered. 	<ul style="list-style-type: none"> Direct processing and marketing of the meat. High quality of the products. Trustful customer relations through direct contact and organic certification. 	<p>http://www.dehesando.com Interview</p>
14	<p>Dachmarke Rhön Rhön, Germany</p> <p>Dachmarke Rhön is a regional label, comprising an association and a marketing company that supports businesses in the Rhön region with the marketing of regional products. Some of them also have organic certification. This regional label has more than 300 members.</p>	<ul style="list-style-type: none"> For every product group, Dachmarke Rhön developed specific quality and origin criteria and their implementation is regularly controlled. Dachmarke Rhön includes service providers such as restaurants, which are required to offer a certain amount of products and meals from the region. 	<ul style="list-style-type: none"> Local value creation Strong connection of products to the biosphere reserve Rhön Joint marketing of member businesses 	<p>www.marktplatzrhoen.de</p>
15	<p>Earth Good Food Cooperative Skopje, Macedonia</p> <p>The cooperative was registered in 2015 and organizes the selling of local Macedonian organic products to its members, who can weekly pick up a basket with seasonal fruits and vegetables (90 baskets/ week are sold). Main objective is to provide access to healthy, trustworthy and affordable organic products from the region.</p>	<ul style="list-style-type: none"> Farmers are selected according to short distance, polyculture plantations, organic production and other sustainability factors. Products are delivered by public transportation to lower the emissions and transport costs. Glass is recycled and plastic bags were banned. Events for seed exchange are organised. 	<ul style="list-style-type: none"> More direct contact between producer and consumer. Small-scale farmers profit from the cooperation (less dependent on larger supermarkets). Enthusiasm and values of the three co-founders. 	<p>http://dobrazemja.org/en/ Interview</p>
16	<p>Ecoherba & Bioflora Apuseni Alba/Cluj, Romania</p> <p>Ecoherba & Bioflora Apuseni are the result of a long process of interdisciplinary and intercultural research of several institutions in Europe. Their focus lies on the collection of Arnica blossoms to sell them to international companies as medicinal plants. Thereby, neglected grasslands in the traditional landscape of the Apuseni Mountains are preserved.</p>	<ul style="list-style-type: none"> Preservation of neglected grasslands. Preservation of cultural landscapes rich of endangered species. Organic certification proves that no fertilizers are used. Sustainable harvesting is ensured through trainings. 	<ul style="list-style-type: none"> Certification opens markets. High quality enable the purchase through Weleda AG at fair prices. 	<p>https://arnicamontana.ro/en/ Interview</p>

	General information	Pro Biodiversity Business	Success factors / Specialty	
17	<p>Frešer (Slovenia) Slovenska Bistrica, Slovenia</p> <p>Matjaž Frešer followed the wine growing tradition of the family business and changed to organic wine production in 2011. On 12 ha of vineyards in 400 meters altitude.</p>	<ul style="list-style-type: none"> Usage of agents found in nature to protect the wine (copper, sulphur, horsetail extracts). Protects drinking water resources. 60% of the wine is sold to local restaurants, caterers and end customers. Rest is exported to Austria, the Czech Republic and Slovakia. 	<ul style="list-style-type: none"> Aims at producing a wine with a signature of the area. Increased quality of the wine with organic production and lowered the input costs. 	<p>https://vino.co/freser</p>
18	<p>Genusshandwerker Düsseldorf, Germany</p> <p>Genusshandwerker is an online shop for regional specialties. The shop has specialized in fresh, handcrafted foods, cooking ingredients and delicacies.</p>	<ul style="list-style-type: none"> Works partially with producers, which produce old species that are saved from extinction and producers that use traditional production techniques. Compensation of CO₂-emissions for transport. Transport packaging made of renewable raw materials. 	<ul style="list-style-type: none"> High quality and unique products. Online marketing and selling. Presentation of the producers on the website. The possibility for consumers to track the origin of the products. 	<p>https://www.genusshandwerker.de/Produzenten/</p>
19	<p>Girgin Fram Rhayader, United Kingdom</p> <p>Farm that started feeding Red Kites in the 90s when the birds were very rare in the UK; they thus helped to preserve the species and are now feeding up to 500 animals every day; visitors are coming to observe the feeding and pay fees, which finance the activity.</p>	<ul style="list-style-type: none"> Due to the feeding, red kites were able to multiply. Insect hotels, ponds, and parts of the farm are left in their natural condition and not used for livestock-grazing. 	<ul style="list-style-type: none"> There is an existing market for bird watching: people are interested in taking pictures and videos of the animals. 	<p>http://www.girgin.co.uk/</p>
20	<p>Green Visions Green Visions, Bosnia and Herzegovina</p> <p>Ecotourism and environmental group that offers mountain walks and hikes and raises environmental awareness; pioneer in Bosnia and Herzegovina, dedicated to promoting and preserving the natural and cultural heritage of the highlands; accommodation usually in the homes of the villagers or in mountain lodges.</p>	<ul style="list-style-type: none"> Environmental awareness rising during the tours. Guides, make sure people behave in an environmental friendly way. Meals are traditional and organic provided by the locals. 	<ul style="list-style-type: none"> Unique offer in Bosnia and Herzegovina. Have certificates / awards from different travel platforms. 	<p>https://www.greenvisions.ba/</p>
21	<p>Hay Hotel Schleifmühle Unterammergau, Germany</p> <p>The Schleifmühle is a guesthouse and places to stay overnight in hay beds. The natural hay is enriched with various herbs. The guest can choose between hay beds with arnica, chamomile, lavender, but also mallow, mangold, hops, rose blossoms and cornflower. In addition to the hay hotel, Schleifmühle also has a restaurant with regional specialties, a 300-year-old water mill and a museum.</p>	<ul style="list-style-type: none"> Use the hay for a comfortable and healthy sleep experience. Encourage appreciation for natural products and protect meadows from natural succession. Offer regional specialties and preserve cultural heritage through old water mill and museum. 	<ul style="list-style-type: none"> Differentiate from competitors with hay beds and further services 	<p>http://www.schleifmuehle.net/</p>
22	<p>Heller Leder Hehlen, Germany</p> <p>Family-owned company, that produces energy controlled leather. They have special production, which is called "BLATTWERK". It uses a leather production technique with olive leaves instead of chemicals. Wastewater is entirely organically cleaned and all other residual substances that occur can be recycled. Protection of leather without chemicals but with bee wax.</p>	<ul style="list-style-type: none"> Reduction of chemical use by using special production technique (with olive leaves). 50% of CO₂ emissions are saved in this leather production. Recycling of water and waste, composting of animal hair as organic nitrogen fertilizer. Received Blue Angel certification, which certifies a more environmentally friendly production. 	<ul style="list-style-type: none"> Combination of traditional and innovative production techniques. 	<p>http://www.heller-leder.de/blattwerk</p>

	General information	Pro Biodiversity Business	Success factors / Speciality	
23	<p>Heylen bvba Geel, Belgium</p> <p>Company offers nature-friendly management of protected/natural areas and landscape design. Uses a machine fleet consisting of crawler excavators, dumpers, tractors and a range of smaller machines. Variety of Activities: Mowing of grasslands and wetlands; forestry of fragile ecosystems; layout of ponds, marshes and swamps; technical design of infrastructure.</p>	<ul style="list-style-type: none"> Limit soil compaction by using special light machines with a better weight distribution. Mows pastures in protected areas, prevents heather areas to be overgrown. Forestry in fragile environments and use of natural material (e.g. certified wood, biodegradable machine oil). Wastewater treatment in remote areas by using natural systems (reed or lava stones). Environmental awareness created among employees. 	<ul style="list-style-type: none"> Unique expertise for the work in natural/ protected areas. Increasing demand by regional and national governments, private conservation organisations and local authorities. Increased consideration of environmental aspects in public tenders. 	<p>http://www.heylenbvba.be/</p>
24	<p>Hofgut Hopfenburg Münsingen, Germany</p> <p>Old farm that was transformed to a camping site and conference centre. Not only camping facilities, but also different kinds of tours and workshops, education and children holidays are offered. Additionally, the farm still offers a place for three old species (one sheep, beef and donkey species,) which can be visited by the guests. The Camping has its own bakery and farm shop where they sell local products and organic.</p>	<ul style="list-style-type: none"> Offers a place worth living for old species outside of optimized wool, milk and meat production. Reduction of CO₂ emissions: using more efficient cogeneration units and eco-energy provision; rainwater usage; reduced paper usage; e-mobile for housekeeping; waste recycling; and bike and hiking tours instead of car travel. Educational courses and tours in the biosphere reserve. 	<ul style="list-style-type: none"> A variety of products and services is offered. Environmental friendliness is used for marketing purposes and they have an eco-camping label. 	<p>https://www.hofgut-hopfenburg.de/hpf/nachhaltigkeit</p>
25	<p>Höllhuber Mostkeller Steinbach an der Steyr, Austria</p> <p>This family business, already in the fourth generation, produces cider, juices and other products in the Austrian Kalkalpen region. Different kinds of fruits such as pears and apples are used. Their products are sold predominantly locally.</p>	<ul style="list-style-type: none"> Company contributes to the preservation of old orchards as they buy fruits from regional meadow orchards and processes fruits from their own orchards. 	<ul style="list-style-type: none"> Combination of traditional knowledge with modern techniques. Focus on regional products and successful collaboration with other businesses in the region. 	<p>http://www.hoellhuber.at/</p>
26	<p>kalkalpen.wild Molln, Austria</p> <p>kalkalpen.wild markets game meat from the Kalkalpen National Park and the surrounding area. Game is processed in modern facilities at very high-quality standards. Game meat is sold as a premium product via the Internet. kalkalpen.wild aims at using existing potentials of the National Park region.</p>	<ul style="list-style-type: none"> Regulation of hooved game in the National Park is necessary due to a lack of large carnivores. Wild animals are not exposed to fertilizers, pesticides or other chemicals used in agriculture. Animals are shot with lead-free ammunition. Plan to convince hunters around the protected area to use lead-free ammunition. 	<ul style="list-style-type: none"> High quality of the uncontaminated meat. Attracts private customers and restaurants. Just online marketing. 	<p>www.kalkalpen-wild.at Interview</p>
27	<p>Karelia Arctic Oy Ltd Helsinki, Finland</p> <p>Spruce resin and the antiseptic features are known in Finland for centuries. The company produces balm from spruce resin in a multi-stage process based on a century-old recipe. The final product is a range of gel-like substances for alleviating numerous skin ailments and damage, ready to conquer the global markets. Produced in Tuusula, Finland.</p>	<ul style="list-style-type: none"> Resin harvesting does not damage trees. The additional income for forest owners reduces the pressure to fell trees. 	<ul style="list-style-type: none"> The product meets the increased demand for traditional and natural remedies. Scientific research proved effects. 	<p>http://www.bioeconomy.fi/spruce-resin-harvested-by-hand-in-finland-to-treat-a-variety-of-skin-problemshttp://pihqa.com/en/</p>

	General information	Pro Biodiversity Business	Success factors / Speciality	
28	<p>Kinnarps SA Orgeval, France</p>	<p>Kinnarps produces office furniture and furnishing solutions. They claim to be taking responsibility for the entire supply chain, from the choice of raw materials and production to the installation of furniture. It is important for them to know where the raw materials used in the manufacture come from. They analyse the environmental impact of their products and make the information available to their customers. They choose their materials in order to allow maximum recycling.</p>	<p>Usage of environmental friendly products; control of origin of the products and rating. By aiming at the highest rating, their goal of achieving sustainability can be more successful.</p> <ul style="list-style-type: none"> The trays of their furniture are made of an innovative material, based on recycled cellular cardboard, offering lightness and solidity compared to a traditional tray, while having a lesser environmental impact. 	<p>https://www.kinnarps.fr/</p>
29	<p>La Guinguette L'isle sur la sorgue, France</p>	<p>La Guinguette is a restaurant of fresh, local and often organic products. They work with farmers and producers in the region. Since 2011, they made more than 70% of their food purchases (in financial volume) directly from these "suppliers": farmers, breeders, winemakers, fish farmers, etc. They have been labelled "CLEF VERTE (Green Key)" since 2011 and signatory of the "GOOD FOR THE PLANET" charter since 2016.</p>	<ul style="list-style-type: none"> They only work with regionally produced and seasonal products. Lighting is equipped with more than 80% energy saving bulbs. Part of the terrace is equipped with an insulated roof. Cleaning products are biodegradable. Waste is reduced, resources reused (for example frying oil is picked up by a company). They own a small garden where no pesticides are used and only organic seeds are planted. Environmental awareness rising within staff is undertaken. 	<p>https://www.la-guinguette.com/</p>
30	<p>Lichtensteiner Wildfrüchte, -pflanzen & mehr Münsingen, Germany</p>	<p>Collection and processing of wild fruits and herbs (elderberries, sloe, mountain ash, rosehip, bear's garlic) from the biosphere reserve Swabian Alb in collaboration with forestry offices, municipalities, gardeners and farmers. They produce juices, syrups, jam and pesto. The family business aims at contributing to the preservation of the local cultural landscape and protection of biodiversity. The products are sold via the internet and a shop.</p>	<ul style="list-style-type: none"> Application of organic farming practices. Production with traditional methods, with little use of machines. Preservation of old and local fruit and herb species. Fruits and plants are harvested and cleaned by hand. Employees are trained regarding environmental friendly practices. Environmental education of customers. 	<p>http://www.lichtensteiner-wildfruechte.com/</p>
31	<p>Limes Farm Ludham, United Kingdom</p>	<p>Holiday cottages labelled with the "Green Tourism Award". They offer accommodation and undertake various efforts to improve the environmental friendliness of their accommodation.</p>	<ul style="list-style-type: none"> Replantation of old meadow orchard, plantation of hedges, nesting boxes for bats, owls and swallows; wildflower areas; bug hotel. Use energy saving bulbs; charger for electric vehicles; photovoltaic panels. Visitors can voluntary donate 1 Pound to "Love the Broads", an organization raising funds to support landscape and nature preservation in the National Park. 	<p>http://www.limesfarmholidays.co.uk/About/Green-Credentials/</p>

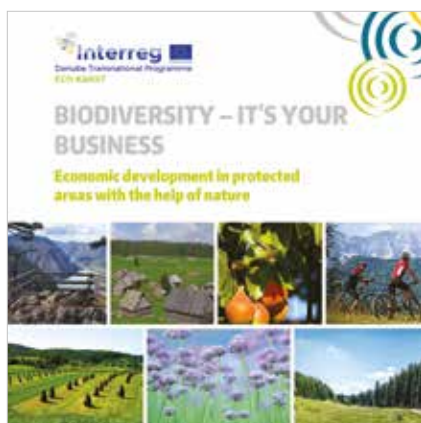
	General information	Pro Biodiversity Business	Success factors / Speciality	
32	<p>Log Master Kammik, Slovenia</p> <p>Log Master offers handmade unique massive furniture from spruce, fir and pine logs. It all starts with searching for suitable wood in the forest, selecting those trees that will not be able to grow anymore due to damages or terrain. When the tree trunks are ready, they are taken home, debarked and prepared for drying.</p>	<ul style="list-style-type: none"> For the production, completely natural and untreated timber is used. 	<ul style="list-style-type: none"> The furniture is tailored to the wishes of the customer and is delivered to the customer's home and assembled. 	<p>http://log-master.com/en/</p>
33	<p>Märkisches Landbrot Berlin, Germany</p> <p>Bakery that produces organic bread, with demeter-certified cereals from the region. Old site-appropriate species are used for some of the products. One of the main aims of the company is transparency of the production processes and business activities. They aim at being a CO₂-neutral company. No GMO crops and monocultures are used within the resources used by Märkisches Landbrot.</p>	<ul style="list-style-type: none"> Initiatives to re-cultivate old cereal species (Bergroggen, Champagnerroggen, Emmer). Biological-dynamic cultivation has a positive impact on biodiversity because of fallow land, no chemicals, etc. (higher populations of wild species). Support of reforestation projects in the tropics to compensate some of their CO₂ emissions 	<ul style="list-style-type: none"> High transparency about their activities in order to encourage other companies to pursue similar sustainability activities. Create trust of their customers. Sustainability was their goal since the founding of the company. 	<p>http://www.landbrot.de/oekologie/biodiversitaet.html</p>
34	<p>MojGozdar Ljubljana, Slovenia</p> <p>MojGozdar is an online information system that wants to increase transparency in the service market. MojGozdar offers support in the search for forestry services. Now, the system incorporates over a thousand forestry contractors, offering diverse forestry services.</p>	<ul style="list-style-type: none"> The MojGozdar system covers a three-level sustainability assessment of the forestry contractors in a simple, clear, and objective way. 	<ul style="list-style-type: none"> The comprehensive assessment system should increase motivation among the forestry contractors in competition and quality performance of works in forests. 	<p>http://www.mojgozdar.si/</p>
35	<p>Muir Woods Trading Company Mill Valley, United States</p> <p>Café located in the Muir Woods, a National Monument of California. Offers sandwiches, salads, beverages from locally produced food. Implements water preservation, energy reduction, waste management, recycling techniques to contribute to preservation of park resources.</p>	<ul style="list-style-type: none"> Locally produced food. Water preservation. Energy reduction. Waste management and recycling. 	<ul style="list-style-type: none"> Location in the protected area. 	<p>http://muirwoodstrading-company.com/think-green/</p>
36	<p>Nationalpark-Service Müritz, Federow, Germany</p> <p>Public private partnership that involves Müritz National Park Authority and the National Park Service OHG. The PPP developed a "Crane Ticket" system, which offers visitors guided tours for crane watching. The number of visitors is limited. The tickets are sold via a website and hotels.</p>	<ul style="list-style-type: none"> The tours help to minimize the disturbance of the cranes, while at the same time ensuring that tourism can take place. 	<ul style="list-style-type: none"> The PPP provides a general incentive for tour companies linked to crane conservation and enables the park to promote greater awareness of crane ecology and conservation. 	<p>http://www.nationalpark-service.de/workshops/foto-workshops/3-mueritz-nationalpark-und-kranichrast.html</p>
37	<p>Pikfine Cologne, Germany</p> <p>Producer of sustainable jewellery and accessories. They only use certified organic leather and cotton, partly recycled metal and sustainable packaging (FSC certified paper etc.). They also offer a repair and return service. Everything is produced in Germany.</p>	<ul style="list-style-type: none"> The processed leather comes from a company that aims at minimizing their CO₂ emissions, water usage, and chemicals. Encourages their customers to return products for repair or recycling. This reduces the resource consumption. Packaging from sustainably produced material (FSC certificate for paper, organic cotton etc.). 	<ul style="list-style-type: none"> Demanded designs. Distribution via a variety of stores all over Germany. 	<p>https://pikfine.com/philosophie/</p>

General information		Pro Biodiversity Business	Success factors / Speciality
38	<p>Plantamell Svrliji, Serbia</p> <p>Plantamell collects and process medicinal and aromatic plant material (with a focus on rose hips). They work with a network of local collectors, drawing on their extensive knowledge and providing seasonal work that allows them to supplement their income.</p>	<ul style="list-style-type: none"> Works according to FairWild Standard Assessment of conservation status of planting Mapping and impact assessment of harvesting Training of collectors No intensive agriculture or industry is in the close surrounding. 	<ul style="list-style-type: none"> Focus on rose hips – in response to global market demand for rose seed oil. FairWild certification proves sustainable collection. Draw on extensive knowledge of local employees. <p>http://www.fairwild.org/news/2017/8/14/wild-about-rose-hips-in-serbia-newly-certified-ingredients-0.html</p>
39	<p>Producer association Albkorn Münsingen-Buttenhausen, Germany</p> <p>Producer association of 23 cereal farmers, 10 bakeries, a sawmill and a brewery. Located inside the biosphere region Swabian Alb. The entire value creation takes place in the region. Products are sold on local markets, website, via delivery and distributors. All producers have to follow certain quality and production standards.</p>	<ul style="list-style-type: none"> Diverse activities for preservation of biodiversity: flower strips; preservation of hedge as habitats; rules for crop rotation; minimum use of pesticides; demand-based fertilisation; short transportations (not more than 50km); GMO-free. Information boards at the fields, webpage informs about efforts to protect nature and production standards. 	<ul style="list-style-type: none"> Joint production and processing of local products High standard of quality and nature conservation. <p>http://albkorn.de/albkorn/</p>
40	<p>Sapoori di Bea Abruzzo, Italy</p> <p>Preservation of the natural environment, cultural values and traditions by engaging in production, transformation and preservation of ancient cereals. Additionally, they offer four rooms, which accommodate 11 people in total. In a restaurant, local food is cooked traditionally. Educational courses for schoolchildren are offered.</p>	<ul style="list-style-type: none"> Cultivation of traditional species. Traditional production and processing techniques without usage of pesticides and chemicals. Maintenance of natural biodiversity in hedges, shrubs, dry stone walls. Awareness rising through environmental education. 	<ul style="list-style-type: none"> Traditional and special products. Educational project for school kids as a unique offer in the region. <p>http://www.saporidibea.it/en/agriturismo/</p>
41	<p>Sehara d.o.o. Ilijaš, Bosnia and Herzegovina</p> <p>Sehara d.o.o. is a store that offers products from the local community as well as its own handmade products from wood, copper, knit and crystal, domestic juices, jams, honey and teas.</p>	<ul style="list-style-type: none"> Promote locally produced products Creates handmade products from natural materials 	<ul style="list-style-type: none"> The shop has special importance for the area. On the one hand, it can serve as a model for others on how to start a small business and the shop supports local producers. <p>https://www.facebook.com/ilvana.sehara</p>
42	<p>Semillas Silvestres Cordoba, Spain</p> <p>Iberian company that sells and produces native seeds of the Iberian Peninsula. Seeds are sold to customers that use them for forestry, to restore plant communities, for landscaping projects or for an increased sustainability of agricultural crops both for wood and herbaceous plants are traded.</p>	<ul style="list-style-type: none"> Promotion of the health of native plant communities, which are well adapted to the climatic conditions and are crucial for the ecosystem. This also conserves the habitats for other wildlife and avoids invasive species. 	<ul style="list-style-type: none"> Offer a niche product. <p>http://www.semillasilvestres.com/</p>

	General information	Pro Biodiversity Business	Success factors / Speciality	
<p>43</p> <p>Shepherd for Rhön Oberelsbach-Ginolfs, Germany</p>	<p>Farm is growing vegetables and fodder for their livestock (old sheep breed, chicken and geese) in the biosphere reserve Rhön. 80% of the meat is sold to local restaurants. Further sheep products and own vegetables are sold in their farm shop. Family business plus one employee for 2 days a week. The business was started in 2002. Neighbouring farmer with an abattoir slaughters the animals for a group of farmers. A local butcher processes the meat.</p>	<ul style="list-style-type: none"> With a German environmental NGO (BUND), shepherd Kolb has reintroduced the Rhön sheep in the region, a species that was almost extinct. Landscaping maintenance and preservation of biodiversity on the pastures through grazing. All products have organic certification. 	<ul style="list-style-type: none"> Breeding and processing of native Rhön sheep is used as a unique selling point. Creation of short value chain with producers and restaurants. Usage of Dachmarke Rhön label, to prove the regionality of products. 	<p>http://www.rhoenschaf-laden.de/</p>
<p>44</p> <p>SOLINE Pridelava soli d.o.o. Portorož – Portorose, Slovenia</p>	<p>Salt production and processing in a national park. The Piran Salt Pans are rare salt pans where the salt is produced involving entirely natural crystallisation, working by hand and employing historical tools and procedures. In addition, there is a Spa in the salt area.</p>	<ul style="list-style-type: none"> Traditional techniques, without using heavy machines. No exploitation of the salt stock. 	<ul style="list-style-type: none"> Combination of value chain elements: Production, Processing, Spa. Usage of location in the National Park as unique feature. 	<p>http://www.soline.si/en/shop</p>
<p>45</p> <p>Stählemühle Eigeltingen-Münchhof, Germany</p>	<p>Production and marketing of unique and high-priced distillates and liquors from a variety of fruits, berries, nuts, herbs and vegetables. Rare species, collected in low quantities from the woods are processed and sold. They sell their products via a website and a shop.</p>	<ul style="list-style-type: none"> Ingredients are collected in low quantities from the forest. Use and preserve rare species. 	<ul style="list-style-type: none"> Unique products, produced in low quantities, for which high prices can be achieved. Some of the distillates have won prizes. 	<p>http://www.staehlemuehle.de/</p>
<p>46</p> <p>Urnatur Ödeshög, Sweden</p>	<p>Family business with Hakan who is a forester and Ulrika who is a designer and biologist. They have 50 ha of land, which is mostly forested. In 2007, they started an ecotourism. Private guests and conference participants can stay in exquisite cabins built from forest wood. Cottages without electricity located in a forest area. Vegetables from own kitchen garden, meat from own sheep, mushrooms and berries from the forest, fish from lake.</p>	<ul style="list-style-type: none"> Cultivating their farmland in a traditional way: hay is made using traditional techniques in late July to support the natural growth of endangered plant species. Products consumed on the farm are produced organically or come from nearby sources. Use solar panels for electricity and wood from the forest for heating. 	<ul style="list-style-type: none"> Produces biodiversity, which makes the farm more attractive to tourism. Growing market for an authentic, nature-based tourism. 	<p>http://urnatur.se/en/Interview</p>
<p>47</p> <p>Wilderness Scotland Aviemore, Scotland</p>	<p>Tour operator offering a range of adventure holidays and wilderness experiences. Aims to help people to connect to the environment and enjoy nature in a sustainable way. Supporting local economy by using locally produced food and collaborating with small family-owned hotels and restaurants.</p>	<ul style="list-style-type: none"> Awareness rising among tourists. Tour guides receive a training according to "leave no trace" standard in order to minimize the environmental impact. Collaboration with NP, donations to nature conservation organisations. 	<ul style="list-style-type: none"> Special environmental training and emotional-intelligence training of guides provided by Wilderness Scotland. Good customer management High amount of resources spent on marketing. Collaboration with small local family businesses. 	<p>https://www.wilderness-scotland.com/</p>

Publications

Further publications from ECO KARST Project:



Gattenlöhner U., Peiffer A., Volles R., 2018:
Biodiversity – It's your Business – Economic development in protected areas with the help of nature.
Interreg Danube Transnational Programme,
ECO KARST project.



Arany I., Aszalós R., Kuslits B., Tanács E., 2018:
Ecosystem services in protected karst areas.
Interreg Danube Transnational Programme,
ECO KARST project.



This publication highlights opportunities for combining nature conservation and local economic development by establishing Pro Biodiversity Businesses (PBB), especially in protected areas. Therefore, a Pro Biodiversity Business is an enterprise that generates financial returns and at the same time makes a positive contribution to preserve biodiversity. This is of high and growing importance for society because individuals, communities, and companies benefit from the use of natural resources and ecosystem services. Therefore, this guide provides an overview of the most important steps involved in the process of developing a business and explores a variety of businesses that effectively combine biodiversity conservation and economic success.

