



Rewilding
Europe®



Making Europe a Wilder Place - through landscape business plan approach

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BUSINESS AND NATURE ALIGNED

Need for business and nature to work together clear and increasingly high profile:

*“We need to learn how to work with nature, rather than against it”
David Attenborough,
A Life on our Planet*

But how do we implement this change?



REWILDING EUROPE ENTERPRISE TEAM VISION

“Demonstrate that rewilding generates new business opportunities, jobs and income/benefits for society, thereby creating an alternative and competitive form of land (and sea) use for local people, landowners and communities”



DEVELOPING NATURE BASED ENTERPRISES WHICH BENEFIT REWILDING

- Generate Finance
- Build Incentives
- Optimise Sustainability
- Offset Encroachment
- Stimulate Engagement



Enterprise Team strategy until 2020

- Start working in a local area
- Find local entrepreneurs
- We provide to them:
 - Financial support e.g. loans through REC
 - Technical support e.g. with development of the business plan or rewilding plans
 - Networking opportunities e.g. with other local conservationists and entrepreneurs
 - Route to market e.g. ESC



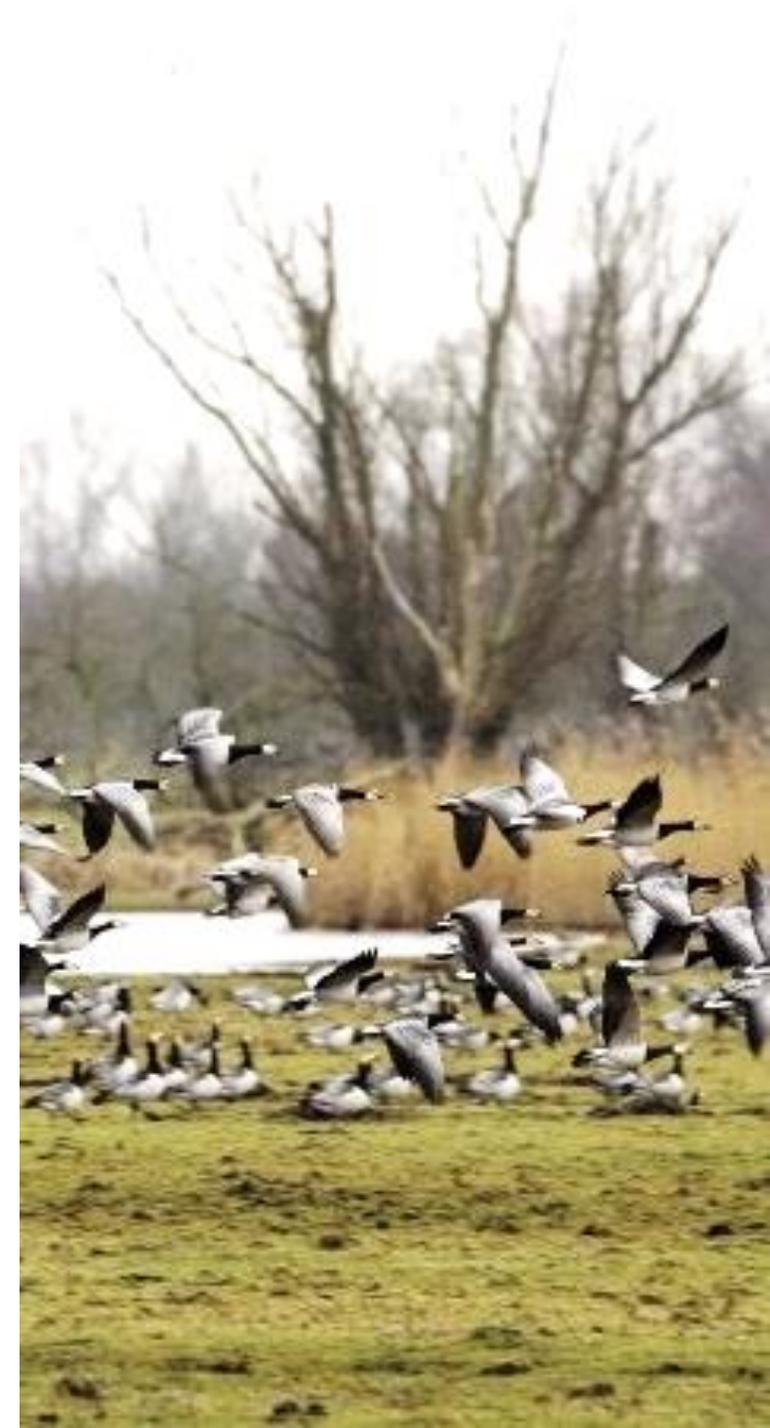
Positives and drawbacks to this approach

Benefits

- Identifying people in the community to work with
- Socio-economic impact
- Providing valuable assistance
- Targeting a market failure

Drawbacks

- Reactive
 - So no overall strategy
 - “Preaching to the converted”
- Rewilding impact is relatively small scale as businesses are small scale



Enterprise Mission 2025 strategy

1st step: start with a Landscape Business Plan

What is a Landscape Business Plan?

A Landscape Business Plan is a strategic document which analyses the current and potential future economic context of an area.

It explores the existing and new opportunities for the development of sustainable businesses which underpin a nature-based economy where economic and conservation interests are aligned.



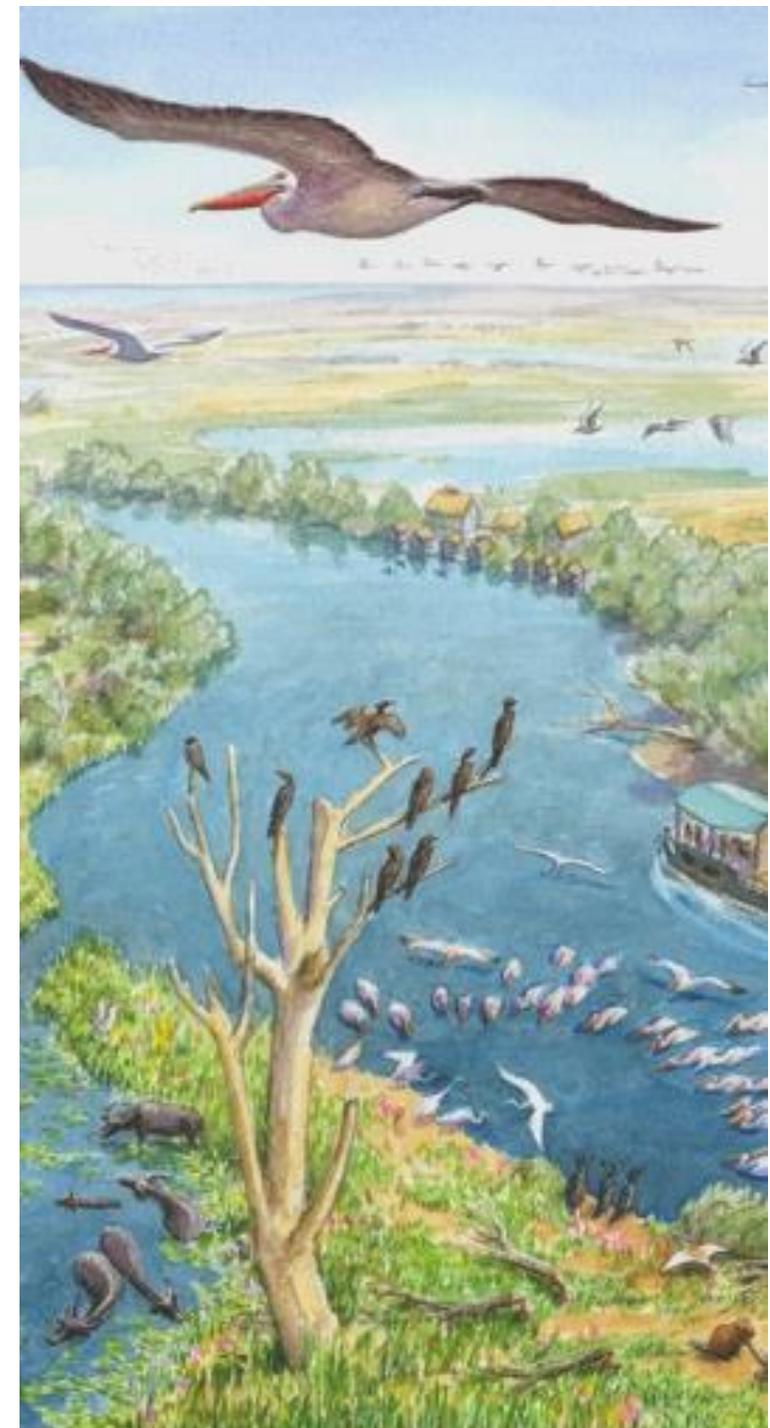
Components of a Landscape Business Plan

- **Vision for the area**
 - Rewilding and nature-based economy
- **Current situation**
 - Natural, Social, Economic
- **Business Sector analysis**
 - Forestry, Tourism, Hunting, Agriculture etc
 - Including number and type of business operating
- **Map of the Area** (by sector and ownership to the extent possible)
- **Opportunities to develop nature-based economy**
 - Priority sectors
 - Support required to facilitate development
 - Role of the organisation & relevant partners
- **Implementation plan**
 - Short, medium and long term
 - Annual workplan



Methodology

- **Desk research**
 - Economic analysis of the region
 - National and local regional information
 - Previous projects in the area
- **Stakeholder meetings**
 - Local and regional governments
 - Mayors
 - Local universities
- **Business survey**
 - Types of business
 - Connection to nature
 - Interest in support



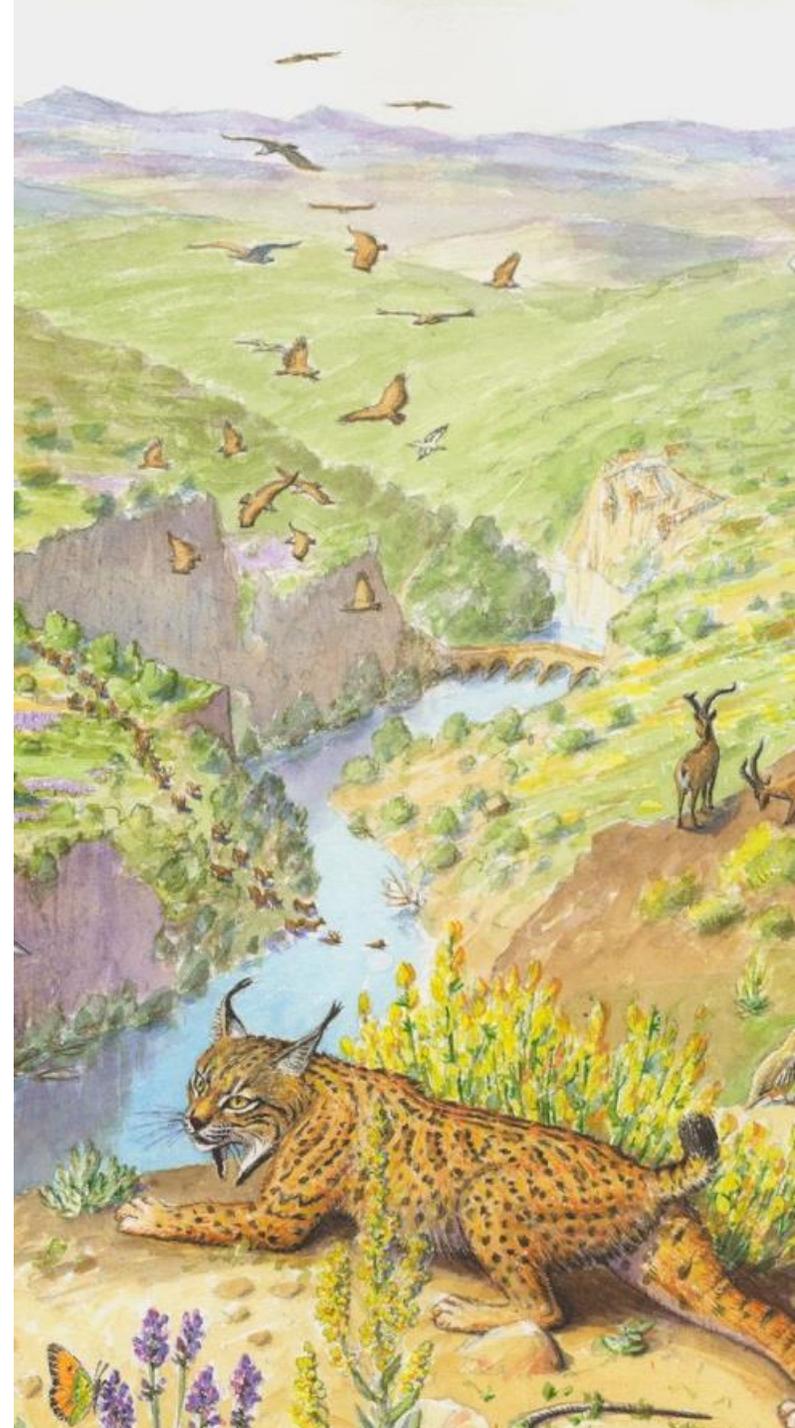
Positives and drawbacks to this approach

Benefits

- Strategic approach
- Focus on generating landscape scale rewilding impact
- Implement actions based on the specific opportunities and challenges in the area

Drawbacks

- Time
 - Man hours
 - Delay until start implementing actions



OPEN INVITATION

- Rewilding Europe is open to collaborating with and assisting organisations in developing a Landscape Business Plan.
- Our door is always open. Organisations are welcome to contact us at any time

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<https://rewildingeuropa.com/rewilding-in-action/nature-based-economies/>

Questions / Discussion points



In what ways can the landscape and biodiversity be part of a business model and specifically for this workshop (and the Limburg region) for tourism entrepreneurs and farmers?

Is it necessary for entrepreneurs whose business model is (partly) related to their attractive environment to do something in return for the landscape, biodiversity, etc.? And if so, should this be financially or are there other options?

How can you inspire entrepreneurs to invest in the quality of the landscape or biodiversity if the landscape or the species living in them helps to generate revenue for their business?

Do you see possibilities to make a combination of revenues from tourism activities and farming activities in relation to the landscape (natural elements, cultural heretage, traditions, ...) or biodiversity?

Corona and its aftermath have a major impact on tourism entrepreneurs, among others. But can we also push this tipping point in a positive direction by using it as a way to support entrepreneurs in making their businesses more sustainable?

How can we improve the quality of the landscape and the experience of the areas between the nature areas in order to reduce the pressure on nature areas and to make the total landscape more attractive? And can entrepreneurs play a role in this?