

Nature Entrepreneurship and Tourism within Green Education (NatureToGo)

Introduction



In recent years, government funding for nature conservation and development have declined. Nature conservation organisations are therefore looking for new ways of entrepreneurship so that they will still be able to finance their conservation work in the years to come. Moreover, nature is increasingly seen as an alternative source of income for (former) agricultural areas subject to drastic economic and demographic changes.

In both cases innovative nature entrepreneurship is called for. Businesses taking into account social, economic and ecological factors playing a role in the landscape.

To support this development, in Green Secondary Vocational Education and Higher Professional Education, we link nature conservation to entrepreneurship. This created a need for tools students can use when developing new business models for nature conservation and development connecting people, nature and the economy.

[Information about Nature Entrepreneurship in Dutch](#)

Textbook nature entrepreneurship



This [textbook](#) contains tools for developing business models for nature conservation and development. It also offers various insights into how nature and landscape can be approached; as well as presents a set of research methods and business model design techniques. Together, these insights, techniques and methods offer the knowledge

Documentary



A collection of visual material on one of the pilot projects of 'Rewilding Europe' in Western Iberia. This material is made by [I Camera You Productions](#) and inspired by Loes Witteveen's (2009) PhD thesis: [The Voice of the Visual: Visual Learning Strategies for Problem Analysis, Social Dialogue and Mediated Participation](#). The footage functions as a case example of new nature developments for which alternative enterprise models are being considered.

Aim

The aim of this project is developing and presenting educational materials for a new generation of nature entrepreneurs, managers and policymakers. The emphasis is on facilitating the creative process needed to come to innovative models for financing nature conservation and development.

About WURKS

This project was financed by WURKS. The WURKS (Wageningen UR Knowledge Sharing) Programme of Wageningen University and Research centre aims to disseminate knowledge from Wageningen to Green Education.

This pertains to knowledge from Wageningen University and the research institutes of Wageningen UR (DLO).

WURKS finances dissemination efforts of chair groups and research institutes of Wageningen UR. The maximum grant for personnel and material costs of Wageningen UR is € 70.000 per project.

For further information, go to: www.wurks.wur.nl (Dutch website)

Datum

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and skills a new generation of nature entrepreneurs can use in developing innovative business models for nature conservation.

The textbook can be used in educational modules pertaining to nature conservation and entrepreneurship. Additionally, students can use this textbook for individual research. Entrepreneurs can also use it for developing actual business models.

Several references are made to the documentary "Rewilding Europe: the case of Western Iberia", which was also developed within this project.

The textbook also refers to a great number of practical examples, trends and other background information on nature conservation and enterprises.

- » Textbook for nature entrepreneurship

The [introductory film](#) features various stakeholders. They discuss their ideas about the future of the Western-Iberian landscape, their vision of nature conservation and a possible link with entrepreneurship. The film also highlights a number of socio-economic and ecological problems nature entrepreneurs in this region are faced with.

Besides the introductory film, you will find 12 filmed interviews [here](#). In these interviews, stakeholders expound on their view of the landscape, conservation and entrepreneurship. Students can use the documentary and the interviews for their assignments in making an analysis of the environment and making an overview of the complex of actors and factors playing a role in the landscape. The documentary and filmed interviews were made by ***I Camera You productions***.

- » Rewilding Europe: the case of Western-Iberia

Examples/inspiration

- » Business 2 Nature
- » Conservation Capital
- » Conservation Gateway
- » Lifescape your landscape
- » Prairie Restorations, Inc.
- » TEEB Ecosystems Services
- » Rewilding Europe
- » Your Passport to Communal Conservancy Tourism: A Unique Namibian Experience
- » Wildlife watching and photography as a tourism product: Initial Assessment 2008

Background information

- » Business Model Generation
- » Enviro-Capitalists: nature's entrepreneurs
- » Landscape governance
- » Natura 2000 Habitats Directive
- » Opportunities and challenges for private sector entrepreneurship and investments in biodiversity
- » Value of ecosystem services
- » Value of nature in the UK
- » Visual Problem Appraisal
- » What's wrong with putting a price on nature?
- » Wildlife Watching and tourism: A study on the benefits and risks of a fast growing tourism activity and its impacts on species
- » The supply of nature-based tourism in Sweden: a national inventory of service providers
- » U.S. Fish & Wildlife Service: National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (2011)
- » Social and Ecological Benefits of Restored Wolf Populations

Presentation

- » Developing a CANVAS business model

