CASE STUDIES AND SUCCESSFUL EXAMPLES

Co-funded by the European Union

Company name:
Landschaftspflegeverband "Grüne Umwelt" e. V.

Restoration Typology:
- Agricultural land and pasture, including photovoltaic parks
- Urban spaces
- Rivers
- Wetlands

Founding year:
1993

Number Employees:
Less than 10 employees

Annual Turnover:
Less than €0.5 million

Location:
Sülzetal (Germany)

Web page:
www.lpv-grueneumwelt.de

KEYS

Activities
- Management of nature conservation and species protection projects.
- Provision of services for species protection / conservation of the cultural landscape.
- Information and networking activities, regional contact person.

Partnerships
- Cultural Landscape Foundation.
- Agricultural businesses.
- Nature conservation authorities.
- Districts/local authorities.
- Research institutes.
- Charitable organisations.
- Private sector companies.

Success factors
A wide range of experience and expertise, strong regional and national networks, appropriate facilities, and a flat, team-oriented hierarchy.

RESOURCES

Knowledge
- Involvement in innovative projects and partnerships.
- Baseline data on the distribution of rare and endangered species and habitats.
- Staff's wide-ranging experience.

Technology
- Techniques for delivering practical care (including appropriate machinery/equipment).
- Techniques for data collection and analysis.

Revenue Streams
- (Project work) = not a source of income in the strict sense.
- Non-commercial sector.
- Contracts for habitat management, mapping and assessment.

CORE

Mission
- Protection, conservation and development of the cultural landscape.
- Nature conservation and environmental protection.
- Education and development.

Value Proposition
- Right to the protection and preservation of the cultural landscape.
- Protection and safeguarding of natural resources.
- Obligation to provide ecological services.

Competitive advantage
- Tailored to the niche of managing special habitats.
- Data, experience and current knowledge.
- Combining practical experience with a scientific and technical approach.

CUSTOMER

Target Customer
- Addressing specific issues relating to species conservation and the management of the cultural landscape.
- Public authorities, partner organisations working in collaboration or sharing responsibilities, local authorities, etc.

Customer Relation
Solution-focused collaboration, a cooperative approach.

Channel
- Close cooperation, including the preparation and follow-up of a joint project.
- Availability and a swift response to changing circumstances, joint evaluation of the results.

Positive Impact
- Knowledge regarding the distribution of individual endangered/protected species.
- Improving the conservation status of elements of the cultural landscape, habitat connectivity and valuable nature conservation refuges.
- Incorporating knowledge and experience into programme development and funding.

Drawbacks
- Funding for the species conservation/nature conservation sector and shifts in public perception of this issue.
- In some cases, rigid, entrenched administrative structures with conflicting objectives at senior management level.

Competitors A limited sector with few players.