CASE STUDIES AND SUCCESSFUL EXAMPLES

Co-funded by the European Union

Company name:
Gärtnerei Wildland
Restoration Typology:
- Agricultural land and pasture, including photovoltaic parks
- Education and training
- Linear infrastructures (railways, roads, power lines)
- Wetlands
- Urban spaces
- Mining areas

Founding year:
2021
Number Employees:
Less than 10 employees
Annual Turnover:
Less than €0.5 million
Location:
Bernburg (Germany)
Web page:
https://wild-land.de/

wild land

KEYS

Activities

- Production of seeds, wild plants and wild perennials.
- Biotope maintenance.
- Nature conservation monitoring.
- Landscape management.

Partnerships

Association of German Wild Seed and Wild Plant Producers e.V., Rieger-Hofmann GmbH.

Success factors

Quality, professional expertise and communication on an equal footing.

RESOURCES

Knowledge

Professional expertise derived from staff members' academic qualifications and work experience.

Technology

Revenue Streams

CORE

Mission

At Wildland, we work and cultivate to preserve and promote biodiversity.

Value Proposition

- We work locally, sustainably and in accordance with organic principles for both professional and private clients.
- We aim to contribute to the preservation of flower-rich habitats in public and private green spaces, amongst other things, by growing wild plant seeds and wild perennials.

Competitive advantage

Expertise in nature conservation and close links with partners.

CUSTOMER

Target Customer

Private individuals, nature conservation organisations, local authorities, government bodies, etc.

Customer Relation

Channel

In person, by telephone or by email.

Positive Impact

Drawbacks Lack of demand.

Competitors