

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.

Channels

- 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

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

RESOURCES

Knowledge

- Involvement in innovative projects and partnerships, baseline data on the distribution of rare and endangered species and habitats, and the 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

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..

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



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; 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..