CASE STUDIES AND SUCCESSFUL EXAMPLES

TEAM UP
Knowledge on Ecological Restoration to Maximize Benefits for Nature and People

Co-funded by the European Union

Company name:
Bauer Courth Wild.Saat.Gut.
Restoration Typology:
- Agricultural land and pasture, including photovoltaic parks
- Urban spaces
- Education and training
- Linear infrastructures (railways, roads, power lines)

Founding year:
2012

Number Employees:
Less than 10 employees

Annual Turnover:
Between €1 million and €2 million

Location:
Köln (Germany)

Web page:
www.wild-saat-gut.de

BAUER COURTH
Wild. Saat. Gut.

KEYS

Activities
- Regional seed propagation and trade.

Partnerships
- Rieger-Hofmann GmbH.

Success factors
- Focus on a wide range of areas, not just cultivation.
- Continuous development of cultivation methods.
- A solution-oriented approach to restoration.

RESOURCES

Knowledge
- Expertise in the fields of crop production, ecology and the construction of our own machinery.

Technology
- Suitable technology for cultivation and restoration is available and has, in some cases, been developed in-house.

Revenue Streams
- Production of regional seeds, specialised seed propagation for projects, seed trade, meadow establishment and maintenance.

CORE

Mission
- Regional seed production, planting and maintenance of wild plant seedbeds.

Value Proposition
- Preservation of local genetic diversity through the use of locally sourced seed.
- Increasing biodiversity on the restored land.

Competitive advantage
Many years' experience and specialist knowledge in the field of restoration, particularly using regional seed.

CUSTOMER

Target Customer
- Private, commercial and public.

Customer Relation
- Private customers usually only via the online shop or by telephone.
- For business customers and renaturation projects, on a trust basis.

Channel
- In the private sector, through a good website and videos.
- In the commercial and local authority sectors, through personalised advice.

Positive Impact Increasing and protecting biodiversity, and providing training and knowledge transfer to key stakeholders.

Drawbacks
- Lobbying by the seed industry.
- Demand is heavily dependent on the wider economy and the construction sector.

Competitors Competition in cultivation is, on the one hand, limited by the restricted area, yet it exists precisely because of this. In restoration projects, it is usually only the price that counts in tenders, rather than the expertise.