

# AgoraNatura - Online marketplace for certified nature conservation projects



**SUMMARY** AgoraNatura is an online marketplace for certified nature conservation projects. It is designed to improve networking opportunities for people who want to work jointly and effectively for nature conservation. The online marketplace brings together a wide variety of actors such as farmers, committed entrepreneurs, landscape conservationists and interested citizens. Together they ensure more biological diversity in the landscape, some through their work on the land and others through their financial support. AgoraNatura was developed within the framework of a publicly funded project and financed by the BMBF and BMU/BfN.

## Contract Type



PES contracts including AECM

## Public Goods

CLIMATE REGULATION

WATER

BIODIVERSITY

LANDSCAPE & SCENERY

## Field of action



## Basis of Payment



- Action-based
- Result-based

## Involved contract takers



Individual

## OBJECTIVES

- Preserving biological diversity and natural resources in the long term with the help of private individuals and companies
- Promote the commitment of companies and private individuals to nature conservation and thus provide effective nature conservation in addition to state-funded projects
- Attracting and networking new nature conservation investors
- Maintain or improve at least 100 hectares per year to protect biodiversity and natural resources

## CONTRACT DETAILS

**Participation & involved parties** The online marketplace was developed by scientists from various disciplines, active nature and landscape conservationists, accompanied by other external experts. The platform is now available for project providers who are looking for partners who are interested in enhancing biodiversity and ecosystem services or conserving particularly valuable areas. In doing so, they meet nature conservation investors, which can be either private individuals or companies. Key stakeholders are, therefore, providers and buyers of environmental services.

**Requirements for participation** Anyone can offer a project who belongs to a landscape conservation association, a nature conservation organization or another support association, or is a landowner or farmer. The projects must be aimed at promoting biodiversity and the associated natural services. It must be described and an independent certification body must review the information to determine whether all criteria of the Naturplus Standard are met. The Naturplus Standards describe specific requirements for the development of projects and methods as well as rules for measuring, reporting and verifying services provided for biodiversity and ecosystem services. Participation is only possible if the certification is successful. Moreover, they must confirm the implementation of their project with a short report once a year.

**Nature of cooperation & payments** AgoraNatura acts as an intermediary that connects project providers with investors. The project description includes the providers' nature conservation goals, the measures they are taking and the expected positive effects on biodiversity and nature services. The providers also determine the appropriate price for their project. After successful certification, companies and private individuals can support the project financially. In return for their financial contribution, they will receive nature conservation certificates that provide information about the effects of the supported project. The certificates show, for example, how the project affects flora and fauna, the reduction of nitrogen input into water bodies or the emission of greenhouse gases. All nature conservation certificates are related to a specific area (100 m<sup>2</sup>) and have a fixed duration (1 year). A project can only be implemented if all certificates are purchased. Otherwise, the money is automatically returned to those who have already invested. How long a project can be financed is also determined by the bidders themselves. As soon as all certificates of the project are ordered, the project provider receives the contributions. At the same time the investors automatically receive the nature conservation certificates. The commitment is voluntary, but a contractual agreement is nevertheless made. When describing the project, the initiator can decide which type of financing they choose for the project. A donation project is possible, in which the investment is used for the described project measures. It is possible to conclude a service exchange agreement, in which the initiator commits himself to carry out the project measures. The last option, a „promise of success“ is very attractive for investors.

**Advice & support** AgoraNatura offers administrative and content advice in the form of handbooks and step-by-step instructions for preparing a project report. Furthermore, AgoraNatura pre-defines project types to provide ideas for relatively easy to implement conservation measures for the agricultural landscape. In addition, members can contact a support team to get help with conservation issues.

**Environmental monitoring & control** AgoraNatura regularly checks whether reports on measures and results are received as planned. If difficulties arise, the certification body steps in and assesses whether the project can be continued as planned. If adjustments are necessary, AgoraNatura develops solutions together with the providers. The certification body reviews the reports and on-site results of randomly selected projects.

## SUCCESS FACTORS

- Central, independent online marketplace
- Attracting new target groups and new nature conservation investors
- Flexible and unbureaucratic nature conservation instrument as alternative to publicly financed projects

[www.agora-natura.de](http://www.agora-natura.de)



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