

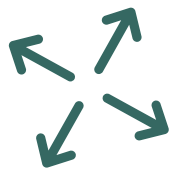
AN ONLINE-MARKETPLACE FOR MORE NATURE CONSERVATION

CAROLIN BIEDERMANN, MARLEN KRAUSE, BETTINA MATZDORF



The present challenges in nature conservation require an increased public awareness for the value of ecosystem services, more private financial support as well as profound knowledge about societal preferences for conservation goals. The online marketplace AgoraNatura aims to contribute to all of these aspects. It bundles certified nature conservation projects from all over Germany, whose effects are measured using a science-based standard. This allows companies and private individuals to explicitly invest in transparent nature conservation projects while also enabling smaller environmental organisations to present their projects to the broad public.

The first pilot projects have already been financed and implemented in Brandenburg.



The research and implementation project AgoraNatura addresses two innovations simultaneously: the application of the successful »online marketplace« concept to a nature conservation context and the development of suitable certified nature conservation projects to be offered on such a marketplace. ZALF leads and coordinates the interdisciplinary project funded by BMBF and BMU and is responsible for investigating the potential demand and supply side. Together with partners from research, practical nature conservation and landscape management, ZALF develops pilot offers for cultivated agricultural landscapes and supports the programming of the marketplace.

First analyses of the demand side have revealed the potential of the planned online marketplace. They allow deriving potential target groups, their characteristics and preferences as well as identifying factors that influence the voluntary private nature conservation commitment. A Germany-wide company survey launched in autumn 2019 currently further expands on the initial findings. It specifically examines the perspectives of German companies on nature conservation issues, the extent to which they are engaged and the perceived obstacles.

In order to identify promoting and inhibiting factors for the participation of environmental organisations and farmers as suppliers, behavioural economic experiments and innovative interview methods are applied. In addition, a structured transaction costs analysis will be conducted. Their results allow deriving implications for the long-term institutional design of the online marketplace.

The NaturPlus-standard, developed by ZALF together with external partners, defines the certification criteria and presents methods for assessing the effects of projects on biological diversity, water quality and climate protection. Initial pilot offers for the marketplace have been developed, e.g. to create or maintain species-rich fields and meadows, protective buffer strips around sensitive water bodies, or habitats and food supplies for selected animal species. Some of these projects were already implemented before the online marketplace was launched, thanks to funding provided by committed companies.

Finally, AgoraNatura puts the much-discussed ecosystem service concept to the test: Does the presentation of nature's benefits for human well-being really lead to greater support for nature conservation? By integrating different survey formats, the online marketplace will help answering this question.

Project: AgoraNatura – NaturMarkt (AGORANATURA)
Term: 2015–2021 **Sponsor:** BMBF, BMU **Lead at ZALF:** B. Matzdorf (matzdorf@zalf.de) **Partner:** Univ. Greifswald, DUH, DVL
www.agora-natura.de