



Many of nature's goods and services provide the basis for our well-being. Clean air and water or being able to take a walk amidst trees and greenery are just a few examples of many. We are not always aware of these ecosystem services - they are not adequately taken into consideration when private, corporate, or political decisions are made. Instead, we continue to use up more and more of nature's resources, increasingly jeopardising its service capability. Those willing to pick up the tab on the care and provision of these services are few and far between. **We would like to change that.**

We, a team of scientists, environmentalists, and conservationists, are currently developing an online marketplace for ecosystem services and biodiversity. Starting in 2018, it will be accessible for everyone: those committed to creating more ecosystem services and biodiversity on their land or owned property, including agriculturists, nature conservation associations, and municipalities, as well as businesses and private individuals looking to financially support these goals directly in areas that are important to them.

We do not want to privatise nature, nor do we want to relieve the government of its obligations. We want to create an instrument without bureaucratic hassles that picks up where previous conservation efforts have fallen by the wayside.

To achieve this, we are currently researching:

- Under which circumstances businesses and private individuals are willing to invest in the conservation of ecosystems,
- which measures for the provision of ecosystem services are advisable,
- which methods and procedures are suitable to measure the services provided,
- how an online marketplace for nature's services can be designed to be both attractive and functional,
- how we can disseminate our ideas to build a broad base of supporters,
- how we can make the marketplace sustainable.

We invite you to join us in finding the answers to these questions!



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Project partners



Sponsors



The "AgoraNatura" project is supported by the joint funding initiative "Research for the Implementation of the National Biodiversity Strategy" by the BMBF and BMUB, as well as the BMUB's "Federal program on biological diversity"



Because Nature has More Value!

Developing an
online marketplace
for more nature



Agora Natura research project



Providers

- Where do you identify considerable threats to nature's service capabilities in your region?
- Does your land/property provide desirable "production conditions" for certain species and/or ecosystem services?
- Which measures are especially suitable for this and at what cost?

If you have ideas for measures that could have an impact on your land or property and would like to develop offers for AgoraNatura with us, please contact us!

Online marketplace

- How should the marketplace offerings be designed?
- How can legal security be ensured for market participants?
- How can project impacts be measured and presented transparently?

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Buyers

- Which of nature's services are especially important to you and should therefore be valued accordingly?
- Which conservation projects have you supported in the past and why?
- What would an online marketplace need for you to invest in it?

If you are interested in investing in AgoraNatura to preserve nature's services and promote biodiversity, please contact us!