

Contract Innovation Lab AgoraNatura, Germany

Lead: Deutsche Umwelthilfe (DUH)

Co-Lead: Leibniz Centre for Agricultural Landscape Research (ZALF)



Region

AgoraNatura (www.agora-natura.de) is planned to be launched in May 2020 as the first independent, German-wide online-marketplace for biodiversity and ecosystem services credits (open crowdfunding platform for certified nature conservation projects). Currently four pioneer projects are still on offer (offered by landscape associations and one University) in Lower Saxony, Thuringia, Bavaria and Brandenburg, all offering donation projects. Four projects have already been successfully sold to investors.

Targeted Agri-Environmental/Climate Issues

Certification is based on the Natur^{plus} standard (www.naturplus-standard.de), certifying effects on the variety of plants, the variety of structures and the valuable habitat for endangered wild animal species, genetic diversity, pollination, climate and water.

Contract Innovation Lab Objectives

The platform AgoraNatura enables pioneers (the land users (e.g. environmental organizations, farmers, municipalities, landscape maintenance associations or landowners) to offer certificates from nature conservation or landscape conservation projects. A certificate shows the area-related effects of the nature conservation measure, e.g. positive effects on the flora and fauna, avoided nitrogen inputs in water bodies or prevented carbon emissions. Individuals and businesses can acquire these certificates and thus invest in the implementation of these projects. Since in AgoraNatura the contract types as well as the general terms and conditions are already defined, we want to use the CILs to elaborate on the demands of businesses concerning the AgoraNatura contracts, including the GTCs and certificates. What do companies expect and demand from the contract partner? How can companies use the investment for their PR and CSR-reports, image/reputation etc.? In result of the CILs we want to develop proposals for dream contract models, contracts might need to be slightly

adapted in order to better meet the demand of businesses and to thus increase attractiveness for investors. Moreover, we want to elicit whether there is a possibility to connect AgoraNatura certificates to well-established certification schemes; i.e. how can certification schemes be expanded to also include ecosystem service and biodiversity aspects. Another result of the CILs are potential action supporters (expression of interest by companies).



Type of Contracts

The online marketplace offers the chance to allocate (additional) financing from the private sector for nature conservation. AgoraNatura foresees different financing/contract types: donation contracts, service contracts and work contracts. The first two schemes are financing targeted conservation measures, the last one is funding certain results/successes and thus falls into the category result based. The online marketplace AgoraNatura is intended to fund high-quality, targeted nature conservation projects. Nevertheless, we know that the goals of nature conservation projects cannot always be achieved despite very good planning and that the risk cannot be assumed by the project providers alone. In addition, the purpose and the institutional situation play a role in the choice of contract form. The majority of the contracts will be action/measure oriented and will therefore be concluded in the form of a donation or service contract. However, we want to explore the other contract form as well and promote their implementation.

Stakeholder Organisations Involved

We want to invite CSR managers but also other stakeholders (i.e. managers and external experts that advice companies in CSR issues and environmental management, also along value chains) to discuss the companies' needs regarding the contracts. We will focus on whether the contracts comply and accommodate the businesses' requirements for their PR and CSR-reporting needs, in order to boost demand and investment for AgoraNatura projects.

Contact CIL AgoraNatura

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