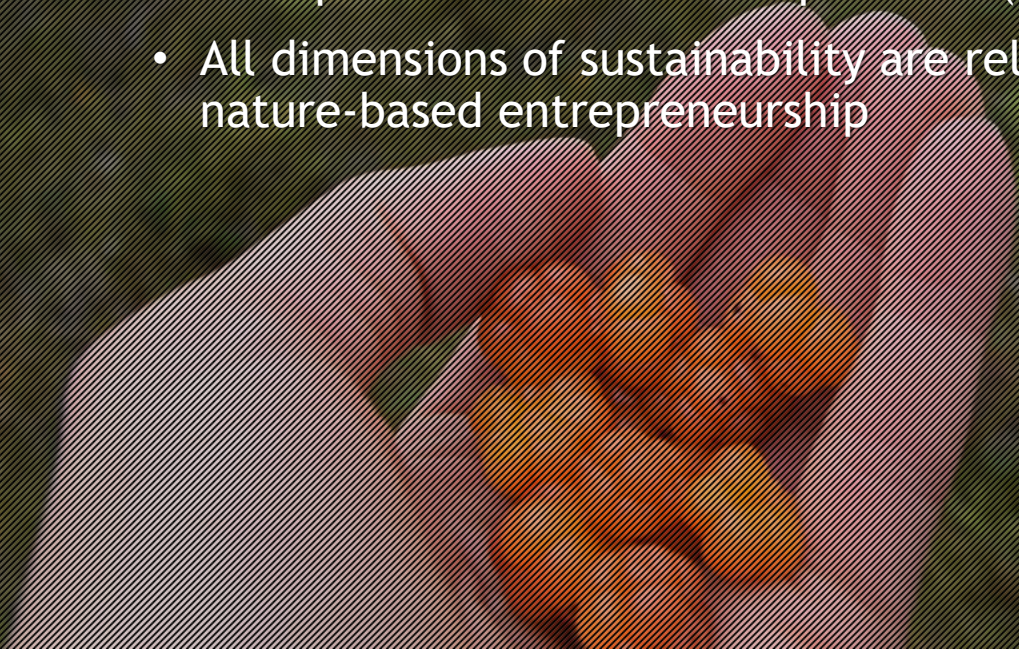


What is Nature-based entrepreneurship



- Defined as environmentally responsible entrepreneurship based on resources and experiences offered by nature
 - Nature is a significant factor of the products.
 - A special emphasis is given to immaterial values and renewable natural resources.
- Examples: non-wood forest products (NWFP), nature tourism
- All dimensions of sustainability are relevant for successful nature-based entrepreneurship



Why important?



- There is a constant need to find new innovative livelihoods in rural areas and uses for raw material from forests.
- The growing trend of wellness, health and natural products provide excellent opportunities for entrepreneurship → a growing sector!
- Approx. 600 NWFP companies^{*)} and 6700 nature-tourism companies^{**)} at the moment
- In Finland, there is the world largest organic collecting area (13 milj ha)
- In the Finnish context, the question is about multiple use of forest resources. The nature-based entrepreneurship does not or can not focus only on "primary forests". The commercial forests have more values and potential than just the timber production.

References: *) Ristioja, 2016

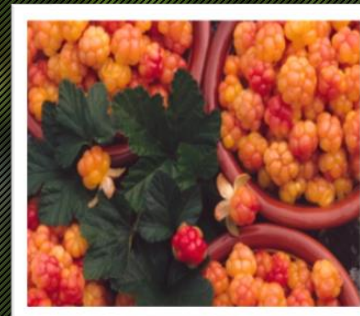
***) Petäjistö & Selby, 2011

Examples of nature-based entrepreneurship:



- nature tourism and other experience services based on opportunities offered by nature (canoeing, hiking, wildlife watching etc.)
- utilisation of NWFP like wild berries, mushrooms, herbs and other produce gathered from nature and utilisation of wild plants in landscaping

References: *) Ristioja, 2016
**) Petäjistö & Selby, 2011



The Finnish Nature-based Entrepreneurship Association

- the network of SMEs



The Finnish Nature-based Entrepreneurship Association



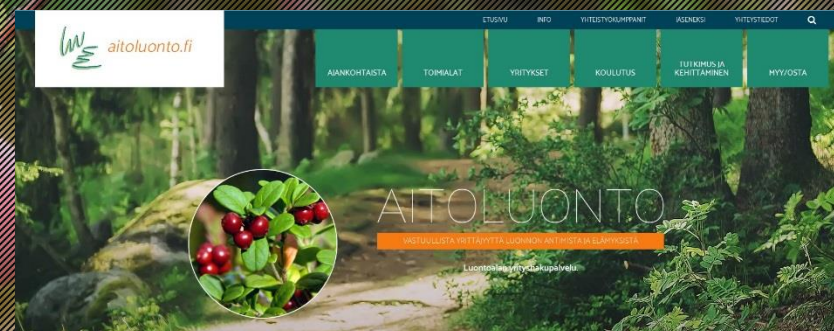
- **Why?**
- Companies are usually small → more resources, better visibility
 - Variations of quality
 - The field of nature-based entrepreneurship is "uncontrolled"
 - Co-operation between entrepreneurs, developers, researchers, educators etc. (communicating)
 - Co-operation between companies (subcontracts, specializing)

What is the databank for nature-based entrepreneurship?



- An integrated information source of nature-based entrepreneurship for the use of entrepreneurs, customers, counsellors, researchers, developers etc.
- A marketing place for the products of nature-based entrepreneurship

www.aitoluonto.fi



The Finnish Nature-based Entrepreneurship Association



Further information

www.aitoluonto.fi

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