

Green Week Rewilding and Businesses

Podcast 60 min

Fully virtual lightning talk

Duration: 60 min

General information

Proposed podcast title

Everything you always wanted to know about rewilding and businesses but were afraid to ask.

Why attend this session

The return of wild nature can offer new economic models and activities with the potential to revitalise rural economies. Nature is also increasingly being recognised as a critical asset in many established companies. This session will inspire and enable attendees to explore how nature can be integrated into business models.

Brief podcast description

Through three inspiring stories, this podcast episode will explore business opportunities in rewilding, showcasing potential funding sources across Europe. Featuring three key stakeholders, this episode of Rewilding Voices will highlight how rewilding can be integrated into both new and established businesses

We will hear from a forest company (ANTARR, Portugal) working for biodiverse and multifunctional forests on commonly-owned forest land, explaining the key elements that transformed their business model. A successful enterprise partnering with Rewilding Europe will offer insights into how rewilding became the core of its business strategy. Finally, WWF will share how they partner with the European Investment Bank and how the Living Rivers Initiative can support the creation of new businesses.

The podcast episode will be structured around three compelling stories. Moderators, from IUCN EURO and Rewilding Europe, will contribute to dynamic storytelling by asking both conventional and unconventional questions to the interviewees throughout each 20-minute segment. Most questions will be designed to engage younger audiences and inspire the development of new businesses rooted in rewilding.

Organized as part of the wildE project in collaboration with Rewilding Europe, this podcast is part of the broader Rewilding Voices initiative, led by Horizon projects wildE, REWRITE, and WildCard, aimed at fostering a community dedicated to rewilding discussions.

Proposed podcast objectives

The podcast aims to provide clear and accessible information about business opportunities related to rewilding – defined as a form of ecological restoration that unlocks natural processes with minimal intervention– targeting the private sector. It will also highlight current initiatives already engaged in rewilding efforts, supporting their work and encouraging further involvement.

The podcast seeks to improve communication and understanding of nature's potential to address societal challenges such as water management, climate adaptation, and land management. It will emphasize rewilding as a nature-based solution and explore how this

potential can be integrated into various business models to contribute to a nature-positive economy.

Proposed podcast outcomes

The proposed outcomes include:

1. a better integration of rewilding into EU policy development, particularly relevant in the context of the development of nature Restoration Plans by Member States that seeks alignment across policy objectives
2. the upscaling of rewilding through innovative business models
3. encouraging the creation of new businesses led by young professionals with rewilding at their core.

By being shared across various stakeholder channels, the podcast will contribute to build a solid and coherent discussion about rewilding. It will help clarify highlight opportunities for integration of rewilding into both existing and emerging business strategies.

Design and format

Session delivery (online) Online only

Podcast format: Interview podcast

How many Podcast host(s) would you like to add?

Podcast host 1

INRAE

IUCN

Podcast host details

Proposed duration: 60 minutes

Rationale for proposed podcast duration (max. 100 words)

Stage language(s) of the podcast: English French Spanish

IUCN affiliated partners

How many IUCN-affiliated session partners would you like to add?

IUCN Euro prepared the proposal and will moderate the podcast episode.

Rewilding Europe prepared the proposal and will moderate the podcast episode.

WWF-ES will bring the story of the EIB partnership

INRAE, as coordinator of wildE, support the initiative and will be involved in the overall preparation of the podcast,

Affiliated partners details.

Other stakeholders

ANTARR, as wildE partner, will bring the story of their business model