

## 'Semi-natural landscapes' and biodiversity

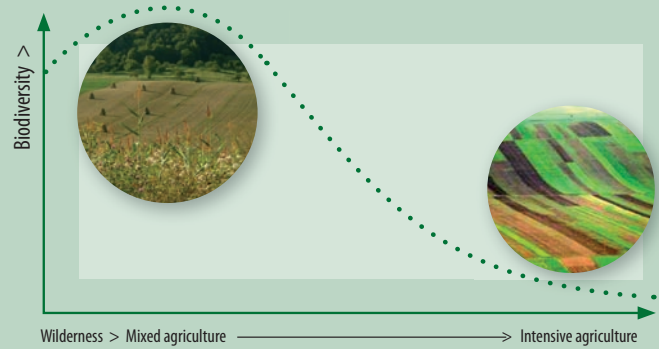
The farmed landscapes of central Europe are a globally significant reserve of biodiversity.

There are millions of hectares of high-biodiversity grassland and forests in Europe today, especially in central and eastern Europe – a reserve of biodiversity of global importance.

These unique man-made ecological and cultural landscapes, where mixed traditional agriculture has favoured the survival of large numbers of species and habitats, are often **more biologically diverse than wilderness.**

*Mixed traditional agriculture landscapes in Europe have higher biodiversity than wilderness areas*

Mosaic landscape, habitats, species



## Making biodiversity pay in the high nature landscapes of Romania

**Fundația ADEPT / Orange Romania / UK government (Defra)**

### How to conserve biodiversity in farmed landscapes

Continued traditional management by local people is key to the survival of such areas. Assisting the economic viability of small, local and traditional producers is a very efficient route to biodiversity conservation.



**Fundația ADEPT** implements innovative, community-based biodiversity conservation, using biodiversity as a brand image to bring local benefit through better markets for local products. The project is:

- preserving one of Europe's most remarkable landscapes
- improving livelihoods in small-scale farming communities
- raising local capacity to ensure sustainable results
- raising awareness of the biodiversity importance of man-made landscapes.

### Business & biodiversity partnerships

NGO/Corporate/Government partnerships can combine commercial and developmental tools, giving local people economic incentives to conserve biodiversity in a sustainable economic landscape.

These partnership projects are often active at national level – they need to be coordinated with and supported by government agencies for agriculture, environment, tourism, development.

#### Role of the corporate sector

- can support innovative, adaptive programmes
- can provide a flexible and practical approach
- through freedom to be flexible and adaptive, can be more effective than institutions in complex cross-cutting projects.

#### Role of the NGO sector

- provide close links with communities
- promote partnerships by meeting corporate social responsibility targets
- deliver biodiversity & social benefits that are truly sustainable.

#### Role of the government sector

- appreciate how NGO and business sector partnerships can help significantly in meeting national biodiversity targets
- work with NGO/business partnerships nationally and regionally in project implementation and in policy-making
- support traditional rural communities by sensitive design and implementation of policies – they are the guardians of biodiversity.

#### Role of the EU

**Environment** – EU provides statutory protection through **Natura 2000** – a network of designated sites across the EU in which landowners are compensated for biodiversity conservation.

**Agriculture** – EU provides funding for high-nature farming systems in Member States through the Rural Development Programme. This offers incentives to conserve biodiversity – but farmers need help to access funding.

**Food hygiene** – EU food hygiene regulations can fatally undermine the viability of high-biodiversity areas. A flexible approach by food safety authorities, assisting producers in high-nature areas, is a significant and cost-effective part of biodiversity conservation planning.



# Fundația ADEPT

## Protecting the biodiversity of Transylvania and using it to benefit local communities



### 1 Conservation of the area's remarkable biodiversity

ADEPT has funded and coordinated research by international and Romanian specialists leading to the establishment of **Târnava Mare** as one of Romania's largest lowland **Natura 2000** areas, under which local people receive EU support for conservation.



*Conservation, traditional land management, local incomes*

### 2 Linking biodiversity to local incomes

To make biodiversity conservation sustainable in the long term, traditional land management must be profitable for local people.

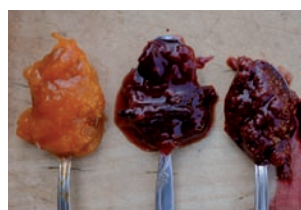
**The ADEPT Foundation is**

- helping small-scale traditional farmers gain access to grants – training, practical assistance
- carrying out an information campaign to help explain to small producers their obligations and opportunities within the EU
- developing specialist producers' markets: quality producers must be recognised and rewarded in the marketplace
- encouraging high quality natural products, and promoting local and international food festivals
- promoting diversification including ecotourism training and marketing. Ecotourism links biodiversity and local incomes.

### 3 Prosperity in the community

**The ADEPT Foundation is**

- using the **EU LEADER** process for community-led management of the area's development
- promoting the area and its identity – creating a 'brand image' that unites the biodiversity and the products of the area.



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