

Utilising the Benefits of Wild Areas

There is substantial opportunity to assess and disseminate best practice for translating the identified benefits from wild lands into specific light impact ventures – the aim being to maximize their worth for local communities, landholders and other relevant parties.

Careful attention should be paid to ensure an appropriate balance between benefit-related activities and the need for strict maintenance of “wildland” principles and negligible disturbance for wildlife. For example, only those activities with negligible environmental impact would be suitable in core wilderness areas, whilst a broader range of undertakings could apply to land undergoing substantial restoration.

Relevant sectors:

- 1.1 Nature tourism
- 1.2 Combined packages (agri-tourism, culture, history)
- 1.3 Recreational, general sporting
- 1.4 Specialist sporting
- 1.5 Corporate events, training, incentives and relationship building
- 1.6 Healthcare, physiology, eco/psychology
- 1.7 Youth development
- 1.8 Youth at risk
- 1.9 Reconciliation and conflict mitigation
- 2.0 Education (child, adult), research
- 2.1 Ancillary activities (accommodation, retail, transport, distribution, handicraft and general production).
- 2.2 Branding & logo opportunities – specific goods and services, “umbrella effect”

The following aspects can be applied to the above sectors:

- a) Identification and quantification of specific business and/or general opportunities
- b) Assessment of how best to develop ‘markets’ especially for newer opportunities (eg social, probationary, healthcare)
- c) Overview of best practice for development of specific initiatives or ventures: whether private sector, community, NGO and public or local authority

Assess requirements for venture support

Where relevant, identify areas of advice, training and other forms of support required for successful establishment and management:

- 1.1 Identify support requirements for start-up businesses/activities
- 1.2 Identify support requirements for established businesses/activities
- 1.3 Tailor to enterprise type: private, community, NGO, public/local authority
- 1.4 Identify best practice in key support areas: enterprise planning,

- marketing, accounting, law, logistics, property issues, fund-raising
- 1.5 Assess sources of training and funding for capacity building, by type and country
 - 1.6 Propose appropriate monitoring and measurement systems
 - 1.7 Ensure maximum benefit for local communities from business and related activities.

The above approach mainly applies to utilization of economic and social benefits.

However, it is also feasible to collate and implement best practice in identification and usage of ecosystem services –eg:

- Linking carbon markets to landowner ecosystem services – ensuring appropriate compensation for existing landholders, or sufficient funding for buy-outs of land where restoration of natural wild land vegetation (woodland or marshland) has an appreciable impact on carbon sequestration.
- Engaging utility & insurance funding in flood mitigation – through quantifying the savings that upstream watershed habitat creation with lowland habitat sinks can produce through slowing and diminishing the volume and variance in discharge and thus enabling downstream savings in flood insurance and capital expenditure on flood defences.
- Similarly, through pollution mitigation effects reducing downstream water treatment costs.