



Pro Biodiversity Business
Gap Analysis for National Park Kalkalpen,
Austria



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Gap Analysis for the National Park Kalkalpen, Austria

Promising Pro Biodiversity Business ideas that support the protection, sustainable use and appreciation of Ecosystem Services in the Danube region.

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1 Aim and procedure of the Gap Analysis

1.1 Aim

The aim of this gap analysis is to showcase opportunities for the development of Pro Biodiversity Businesses (PBBs) in the National Park Kalkalpen. The results of the analysis will contribute to the development of the Action Plan which is an outcome of the ECOKARST project.

PBBs are enterprises that generate financial returns and at the same time make a positive contribution to preserving biodiversity. For most economic activities, ecosystem services are used and sometimes exploited. Conserving biodiversity and ecosystem services, while simultaneously ensuring economic success, offers the chance to ensure a sustainable use of ecosystem services.

The usage of ecosystem services in a protected area provides a special opportunity to produce natural products, because the resources are less exposed to pollution from traffic and industry. The special karstic landscapes additionally provide unique features to develop touristic activities. To ensure a long-term success, also for future generations, sustainability and biodiversity conservation are crucial aspects for the economic development of the region should be a key aspect in planning economic development.

In the National Park there are already some businesses that have good first approaches to preserve biodiversity and the environment. However, this analysis will identify gaps for future economic development or for enhanced biodiversity conservation practices.

1.2 Procedure

The results presented in this gap analysis are the outcome of a desk research and expert interviews on Pro Biodiversity Businesses (PBBs) and international examples. The results of several interviews, discussions and workshops with the project partners and a variety of stakeholders that took place between May 2017 and December 2018 in each protected area will be presented and compared to successful PBB approaches.

In a first round of interviews, local economic and environmental conditions in the area were discussed with the project partners from the National Park Kalkalpen. Simultaneously, GNF searched for good international examples of PBBs, which were then presented to the involved partners and stakeholders through presentations and the PBB brochure. An overview of PBB examples is also included in the PBB Development Guide. Combining the information regarding the protected area with information on international best practice examples helped to identify first gaps and opportunities for the development of PBB. In a second round of interviews with the project partners, open questions about the situation in all economic sectors were then clarified. While considering a rating of the project partners from each pilot area regarding the importance of the identified opportunities, a first selection of opportunities with high potential was undertaken. These sectors were then further discussed in a participatory approach with local stakeholders from a variety of institutions and sectors during the workshops. All relevant information acquired during these steps, are included in this document.

2 Overview National Park Kalkalpen

The National Park was established on 25th July 1997 with a total area of 210 km². It contains 200 kilometers of natural streams and 800 springs. 81 % of the National Park is covered by forests, 8 % by dwarf pine, 6 % by alpine pasture and 5 % by rock formations. 50 mammals, including 17 bat species, and 80 breeding birds, including 6 woodpecker species have been identified. 1,000 flowering plants, among them 42 wild orchid species and 1,500 butterflies – the highest number in Austria - can be found in the area. The oldest beech forest in the whole alpine region can be found in the Kalkalpen. The main types of rock are limestone and primary dolomite. The elevation lies between 385 m and 1,963 m a.s.l. The park has an enormous variety of beetle species, among them 22 primeval forest relict species such as rosalia longicorn beetle and Austrian-wood borer and unique cave beetle species.

Most of the area belongs to the Republic of Austria (88 % are federal forests); only few areas are private land. The public land is by 50 % in the property of Upper Austria and 50 % in the property of the Federal Government of Austria. 89 % of the Park is designated as Zone A – that means “nature zone with non-intervention” and 11 % are designated as Zone B (i.e. management zone like Alpine pastures and mountain meadows).

Apart from the tourist offers of the National Park, hardly any entrepreneurial activities are possible within the park, because of the main goals of the park management. On 75% of the national park area no measures are implemented, nature can unfold itself. In the National Park region, however, there are numerous companies and tourist offers. These are also supported by active chambers of commerce and associations.

2.1 Cross-sectoral challenges in Kalkalpen

There are different challenges in the National Park Kalkalpen which are relevant for all sectors. Additionally, the special protection concept of the park allows only limited business activities within the park. Therefore, obstacles and potentials for the park and separately for the region are discussed.

2.1.1 Wilderness concept

The National Park Kalkalpen follows a strict wilderness concept, which does not allow any intervention inside the protected area (zone A = wilderness zone: 75 % of national park area. Only Senner are allowed at the pastures). Also in Zone B very few activities are possible which also means

Location:

Southeast of Upper Austria between the rivers Enns and Steyr.

Unique characteristics:

Colourful natural forests, crystal-clear mountain streams and enchanting alpine pastures provide habitats for an extraordinary diversity of animals and plants. Rare and endangered species, such as the lynx, have returned to the wild forest of Kalkalpen National Park.

National Park Region:

There are no companies or settlements in the park, but the park is surrounded by three valleys, which are represented by a rural economic area.

Population:

NP Kalkalpen region covers an area of 1,301.18 km² and a population of 39.040

N° Business:

Rural economic area with the focus on agriculture and forestry, tourism and crafts, micro enterprises and SMEs. Around 3,200 self-employed persons are active in the region. Most of them are one-person companies.

that Pro Biodiversity Businesses have limited opportunity to develop inside the National Park. People in the National Park region do not totally support the wilderness concept and sometimes have the feeling that the National Park is restricting them rather than that the uniqueness of the concept and the protected flora and fauna make their region more attractive.

2.1.2 Relevance of regional label and lack of cooperation

There is currently a lack of cooperation between the local businesses from all sectors in the region and between the businesses and the National Park administration. For example the farmers do not sell their products directly to restaurants. Additionally, only few businesses in the region make use of the National Park and its benefits in their marketing. Even though a National Park Partnership arrangement exists for the local businesses, it is not widely used yet and companies do not see sufficient advantages in using it. A new version of such a partnership should go in hand with improved cooperation and knowledge transfer between the users.

2.2 Cross-sectoral opportunities in Kalkalpen

Several opportunities in the National Park Kalkalpen and its region are relevant for the development of a variety of sectors and shall be discussed, before going into more detail for the different sectors.

2.2.1 Cooperation between producers, processors and service providers

To successfully sell products enhancing the cooperation between producers, processors and service providers in the protected area and the region is crucial. The short transportation pathways between regional businesses are cheaper and decrease pollution in comparison to national or international import/export relations.

The collaboration can simultaneously be used for a joint marketing and selling of products to tourists. For example, restaurants and accommodation providers can offer meals that are made from locally produced and processed products. This does not only create local value, but can also be useful for marketing strategies, since it transmits the local identity to tourists.

Exporting the locally produced products to national or international customers is another opportunity, which is facilitated by cooperation since bigger amounts can be transported and sold jointly. The use of a certification scheme (see below) could facilitate the cooperation with international customers.

Additionally, a stronger collaboration between the National Park administration and local businesses can be mutually beneficial. The uniqueness of the National Park and its biodiversity can be used as a strong brand for the promotion of products and produced in harmony with nature.

2.2.2 Certification schemes and regional brand

Producing in an organic way without using fertilizers, pesticides and by avoiding antibiotics is recommended to preserve biodiversity and to ensure sustainable land use. This more natural way of producing does attract new customer groups and can increase revenues. Acquiring an organic certification proves the production techniques to the customer and raises awareness within consumers.

In tourism the leave no trace standard ensures that nature and culture are not harmed through touristic offers such as guided tours. Using such standards can help to access new markets and customers and to create trust. The standard also includes aspects of environmental education and thus contributes to the appreciation of nature by tourists.

In addition to these international certification schemes and standards, there is an opportunity in using the origin from the protected area as a special feature that demonstrates the naturalness. Products from protected areas can be considered less contaminated, because of fewer industries that pollute the environment. The naturalness can be used as a marketing feature and products could be sold as high quality products to tourists, but also outside of the region. The trust of customers who care about the origin of their food can be earned through the transparency enabled by such a regional label, which would reliably certify products from the National Park Kalkalpen (Seal of Quality). It would offer assurance for quality, transparency regarding the origin and production method for the consumer. Additionally, it offers new sales opportunities for producers through an overall regional marketing strategy and it can facilitate the knowledge transfer between producers.

2.2.3 Store focusing on National Park products

A specific store that exclusively sells National Park products could offer a business opportunity that connects different product chains and uses the regional character of products as a key selling point which promises naturalness to the buyers. The cooperation of local businesses and the development and use of the National Park Kalkalpen seal of quality certifying the origin of the products can be helpful here. Such a store could also be developed within an existing accommodation or restaurant facility and could simultaneously serve as an information contact point for tourists.

3 Gap Analysis

During the process of analysis the possible linkages between the three sectors became more and more apparent. Many companies operate in more than one of the sectors. In addition, the cooperation between companies of different sectors makes sense because it enables local value creation and a stronger connection to the protected area. This is why the results of the analysis will be presented in a value chain approach: each chapter includes various activities to underline possible linkages. Additionally, gaps are analyzed for the National Park and surrounding region separately.


3.1 Wood production, processing and marketing

3.1.1 Current situation

81% of the National Park is forested. However, no forestry activities are allowed in the protected area. 75% of the protected area is declared as wilderness zone where no management activities are allowed. In the remaining areas, management against bark beetle and trail management for security reasons are undertaken. State forestry is responsible for these forest management measures. They partly sell the timber, which is mostly of low quality, to regional wood processors. Therefore, there is no business opportunity for company that uses wood from the National Park. Just outside the National Park wood processing companies can operate but only with timber from other regions.

Current businesses: There is a local timber company which sells kindling wood from the NPK region, but not directly out of the protected area. The company Aigner is a family business that uses modern technology to reduce energy consumption and clipping.

The existing initiative “Themennetzwerk Holz” already focusses on processing local timber and using the origin of the wood for marketing and price setting. This initiative represents a good starting point for the further development of wood processing.

 Challenges and opportunities in the forest sector in the National Park Region	
Challenges for biodiversity conservation	Challenges for economic development
<ul style="list-style-type: none"> ○ Unsustainable forest management ○ Removal of dead wood from the forest 	<ul style="list-style-type: none"> ○ Due to wilderness zone, wood cannot be taken out of the protected area ○ Small amount of woods that are taken out for safety reasons, are of low quality
Opportunities for biodiversity conservation	Opportunities for economic development
<ul style="list-style-type: none"> ○ Producing wood products which aim at increasing biodiversity, such as nesting boxes, bug hotels etc. 	<ul style="list-style-type: none"> ○ Processing of regional wood to handicrafts, kitchen tools, nesting boxes, etc. to create local added value ○ Using regional wood for renovation work

3.1.2 PBB opportunities

**	Carpentry business	It could be a business opportunity to develop a carpentry business, which produces wood products from regional wood and highlights the origin for marketing reasons. These products, like nesting boxes or bug hotels, could have the additional objective to increase biodiversity. Other local businesses and tourists might be interested in buying these products to enhance their own positive impact on biodiversity. In addition, regional wood could be used for the renovation of wooden houses.
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3.2 Non-timber forest products (NTFP), processing and marketing

It is strictly prohibited to collect NTFP in the National Park. There are thus no PBB opportunities in this sector.

In the National Park region the collection of wild herbs, mushrooms or other NTFP is not very common. There is no business potential or demand and therefore is not further discussed.

3.3 Livestock production, processing and marketing and landscape maintenance

3.3.1 Current situation

6% of the park area are pastures. Some of them are owned by private persons, some are state owned. Inside the park just some alpine pastures are used by local animal farmers and dairy producers during the summer season. A Senner is hired by the farmers to take care of the cattle. The Senner uses regional products for the meals he sells to the tourists. It is difficult to find people for this job as the income is quite small and the Senner is just allowed to sell small and cold meals to tourists. Therefore, the opportunity to gather additional income is very small. Inside the National Park there are no further business opportunities for livestock farmer or Senner.


Only one of the livestock farmers who graze their animals in the National Park uses the naturalness of animal husbandry in marketing (usage of National Park logo), but sells it to the livestock market (Rinderbörse). Others prefer to keep the work to a minimum and sell the high quality meat on the common market.

Outside the National Park area there are many cattle farmers. They sell the cattle to a well-organized livestock market (Rinderbörse). For almost all cattle farmers this is a side job. There is therefore little incentive to process and sell the meat themselves and to use the origin of the meat for marketing purposes.

Some initiatives like: "Genusregion Nationalpark Kalkalpen" and the National Park Kalkalpen Organic beef are already using the origin from the National Park region for their advertisement and focus on typical regional cattle breeds and local value creation.

Current activities: Outside the park an association (Bergwiesn) supports the preservation of cultural landscape by managing mountain meadows with modern machines.

Additionally the initiative "Genusregion Nationalpark Kalkalpen" and the National Park Kalkalpen Organic beef are already using the origin from the National Park region for their advertisement and focus on typical regional cattle breeds and local value creation.

 Challenges and opportunities in the livestock production, processing and marketing and the landscape maintenance sector	
Challenges for biodiversity conservation	Challenges for economic development
<ul style="list-style-type: none"> ○ Increasing difficulties in finding people for the maintenance of mountain meadows ○ Natural succession 	<ul style="list-style-type: none"> ○ Job of Senner is not very profitable ○ Meat is sold on livestock market, without using the origin from the NP as a special feature
Opportunities for biodiversity conservation	Opportunities for economic development
<ul style="list-style-type: none"> ○ Meadows for touristic activities (traditional mowing practices) 	<ul style="list-style-type: none"> ○ Meat is of high quality and could be sold to higher prices, by using the naturalness of the NP as a unique selling point


3.3.2 PBB opportunities

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| **** | Livestock farmers with marketing strategy | The livestock farmers from the region could use the fact that the animals graze in a protected area during summer, as a unique selling point and for their marketing. Higher prices could be achieved by doing so. A National Park logo could be useful to prove the origin and the high-quality of the meat. |
| * | Mountain meadows business | For other products, which are related to the mountain meadows (mountain hay, mountain honey, alpine meat), there are similar opportunities. The health-promoting ingredients and the special effect for conserving biodiversity can be used as the main advertising effects. Marketing such products has the additional effect of raising the environmental awareness of customers and locals. |

3.4 Crop production and marketing of agricultural products

3.4.1 Current situation

Beside the alpine pastures, agriculture is prohibited in the National Park. In the National Park region there are agricultural activities, but it is by far not the most important economic sector.

 Challenges and opportunities for the development of PBBs in the <i>agricultural sector</i>	
Challenges for biodiversity conservation	Challenges for economic development
<ul style="list-style-type: none"> ○ Conventional agriculture in the buffer area might have an impact on ecosystems inside the park. 	<ul style="list-style-type: none"> ○ Agricultural production often not profitable
Opportunities for biodiversity conservation	Opportunities for economic development
<ul style="list-style-type: none"> ○ Increase share of organic agriculture 	<ul style="list-style-type: none"> ○ Farmers in buffer zone could use closeness to National Park ○ Increase collaboration with other businesses such as hotels, restaurants to sell to tourists

3.4.2 PBB opportunities

- *** **Organic farmers** The share of organic farmers in the National Park region needs to be increased to ensure that there are no negative impacts of agriculture on biodiversity in the region and the National Park itself. Farmers in the buffer area could prove their natural cultivation by using a National Park logo and an organic certification for their marketing. The farmers could link their production more to the NP as the good ecosystem condition inside the park might have an impact on their productivity and product quality. Another opportunity for the farmers is to increase the collaboration with local restaurants and hotels as tourists are often willing to spend more for good and healthy food.


3.5 Orchards, fruit processing and marketing

3.5.1 Current situation

Outside the park, juices and cider from meadow orchards are produced. Some orchards are located on the border to the NP. The producers already established joint marketing activities. They sell their products also in local supermarkets.

Current Businesses: Höllhuber Cider and juice production in the Steyr Valley is a successful processor of fruits from orchards. Products are sold in the regional gastronomy and food market.

Additionally, the initiative "Genussregion Nationalpark Kalkalpen" focuses on using the origin from the National Park for their advertisement and collaborating with local restaurants and hotels to create local added value.

 Challenges and opportunities in the orchard and fruit processing sector	
Challenges for biodiversity conservation	Challenges for economic development
<ul style="list-style-type: none"> More and more orchards and therefore very rich habitats disappear because fruits are no longer processed 	<ul style="list-style-type: none"> Processing and sale of products from fruit trees only pay off when a certain size is reached
Opportunities for biodiversity conservation	Opportunities for economic development
<ul style="list-style-type: none"> Meadow orchards as ecological transition between wooded and open areas -> serve as a biodiversity refuge and protect soils from erosion, produce oxygen 	<ul style="list-style-type: none"> Use National Park logo for marketing Maintaining meadow orchards is important to ensure the maintenance of cultural landscape, which is valuable for tourism One company processes the fruits of several farmers

3.5.2 PBB opportunities

**** Fruit processors

There are already businesses in the National Park region which successfully sell their products jointly and in local supermarkets. There is an opportunity for those businesses to better advertise their products with the unique natural origin from the National Park region. In addition, the positive impacts of orchard maintenance for biodiversity preservation could be used for the marketing and awareness rising.


3.6 Bee keeping and honey production

3.6.1 Current situation

There are currently no beehives placed inside the National Park.

Outside the protected area it is, however, highly relevant for local communities. Most of the bee keepers sell their honey to friends and neighbors. Bee keeping is thus a side job.

One bee keeper stopped using the NP logo because his own brand is better known. Therefore, the National Park brand does currently not contribute to sales promotion.

 Challenges and opportunities in the <i>beekeeping</i> sector	
Challenges for biodiversity conservation	Challenges for economic development
<ul style="list-style-type: none"> ○ Intensive agriculture reduces the population of wild bees ○ Ur-Biene could displace other bee species 	<ul style="list-style-type: none"> ○ Bee keeping is only a side job ○ National Park logo is not relevant enough: one beekeeper stopped using the logo because his own brand is more successful
Opportunities for biodiversity conservation	Opportunities for economic development
<ul style="list-style-type: none"> ○ Promotion of organic beekeeping in the National Park region ○ Beekeeping enables pollination which enhance biodiversity ○ Use of traditional, old bee species 	<ul style="list-style-type: none"> ○ Origin from unpolluted environment as special feature ○ Improved National Park logo as proof for origin ○ Pollination crucial for agricultural production and orchards

3.6.2 PBB opportunities

Honey products from “Ur-Biene”

Production of honey products from the “Ur-Biene” (traditional, old bee species) that is kept on the border of the National Park Kalkalpen. The bee keeping could also be combined with management of mountain meadows. A dedicated trademark for the honey products would further facilitate marketing. Since the bee could displace other bees, this business idea can only be implemented outside the park.

***** Organic bee keeping and honey products**

One opportunity for PBBs is to promote organic beekeeping practices within the beekeepers. Since the bee hives are located close to the National Park it can be used as an additional advantage, that the honey comes from an area which is far away from industries and conventional farming and thus from an unpolluted environment can be used as an advantage. Since many people appreciate the healing effects of honey, a natural origin is often important for honey consumers. Using the National Park logo that proves this origin can help to achieve higher prices.


3.7 Hunting, processing and marketing of wild game

3.7.1 Current situation

The state forestry is responsible for the management of the wild game in the protected area. By hunting the hooved game in the park the animal populations are managed. The animals are shot by professional hunters with lead-free ammunition to protect the environment from lead contamination.

In the National Park region hunting also occurs. So far the hunters usually do not use lead-free ammunition. In addition, the proximity to the National Park is not used to market the meat.

Current businesses: kalkalpen.wild is a small company that markets the lead-free game meat from the National Park Kalkalpen and the surrounding area. The game is processed in modern facilities with very high quality standards. The game meat is then sold from nose to tail as a premium product via the Internet. The name of the National Park is used for marketing reasons.

 Challenges and opportunities in the <i>hunting</i> sector	
Challenges for biodiversity conservation	Challenges for economic development
<ul style="list-style-type: none"> ○ Contamination of animals due to hunting leftovers containing lead 	<ul style="list-style-type: none"> ○ Amount of meat is limited due to regulation of hooved game
Opportunities for biodiversity conservation	Opportunities for economic development
<ul style="list-style-type: none"> ○ Regulation of hooved game -> balancing animal numbers ○ Use of lead-free ammunition to avoid contamination ○ Awareness raising to expansion into National Park region 	<ul style="list-style-type: none"> ○ Meat can be sold as high-quality product ○ Meat can be marketed via the internet, which enables new markets ○ Linking the product to National Park Kalkalpen and its unpolluted nature

3.7.2 PBB opportunities


Currently an expansion of the areas from which wild game is hunted with lead-free ammunition is taking place. This raises awareness within other hunters in the area about the importance of lead-free ammunition. At the moment, there are no opportunities for further business development in this sector.

3.8 Touristic accommodation & restaurants & cafés

3.8.1 Current situation

Currently, there are no hotels or camping sites located inside the National Park. Inside the park, Senner sell snacks to tourists and in some huts one can stay overnight. Senner have a strong impact on biodiversity conservation, since they take care of the animals and meadows in summer and work with very traditional techniques. In the surrounding of the National Park there are no restaurants, specialized in offering organic or vegan food.

Outside the park there are several hotels. A few of them have measures to reduce the environmental impact and are National Park partners. However, there are no organic hotels so far. Furthermore, existing restaurants, cafés and accommodation do not use regionally and organic food to attract their visitors. Some farmers offer accommodation on their farms. Additionally, there is one camping site outside of the National Park. Camping is thus not very common in the region so far.

 Challenges and opportunities in the <i>touristic accommodation, restauration</i> sector	
Challenges for biodiversity conservation	Challenges for economic development
<ul style="list-style-type: none"> ○ Existing accommodation and restaurants do not implement measures for environmental protection ○ The existing restaurants do not use organic or regional products 	<ul style="list-style-type: none"> ○ Restaurants do not buy locally and use the naturalness of the products from farmers close by ○ There is no entrance to the National Park where information about accommodations, restaurants, cafés, etc. are provided ○ It is currently not very profitable to be a Senner
Opportunities for biodiversity conservation	Opportunities for economic development
<ul style="list-style-type: none"> ○ Restaurants and Cafés outside of the National Park could sell regional / organic products ○ Implementation of environmental friendly practices, such as energy saving, waste reduction, etc. by restaurants, cafés, hotels ○ Senner who already have an important influence on biodiversity could be more successful by offering activities to tourists 	<ul style="list-style-type: none"> ○ Connect more farms with provision of accommodation, restaurant and touristic activities ○ Open EcoCamping facility ○ Establish a gate to National Park which provides information about all available accommodation, restaurants, cafés, activities, etc. in the area

3.8.2 PBB opportunities

***	Camping facility, Tiny houses	Another business idea is to establish a near-natural camping facility outside of the park area which combines biodiversity protection, environmental education and tourism. It could implement environmental friendly practices such as energy saving techniques and the provision of biodiversity refuges. Customer target groups could be short-stay tourists, retirees, people who want to stay close to nature. A slogan such as “WILDCAMPEN” was proposed for such a business. A further trend would be the offer of overnights stays in Tiny houses.
*****	Gate to national park	In addition, it could be an option to create a business which serves as a “gate” to the National Park. An existing hotel, restaurant, etc. (Bodinggraben, Scheiblingau; NPZ Molln Schallau; Hengstpaßhütte; Villa Sonnwend were proposed). Such a center could serve as a general contact point for tourists and locals to receive comprehensive information about businesses and possibilities in the National Park without any detours.
****	Restaurants and hotels with improved environmental friendliness	Outside of the National Park, the existing restaurants, hotels and other accommodation could increase their connection to the National Park. By buying regional products, offering traditional meals and advertising them and by implementing more measures to conserve biodiversity (such as nesting boxes, bug hotels, energy saving techniques etc.) the businesses could show their commitment to the National Park and the environment and increase the environmental awareness. In addition, the development of tourism packages or seminar rooms for businesses could increase local added value and increase the number of overnight stays.
****	Accommodation on farms	More farmers could offer accommodation on their farms to generate an additional income next to their farming activities. By offering activities and courses for the tourists they could also connect both business activities and show traditional farming practices to the visitors. This could be combined with ideas such as “Digital Detox Farms”, Student accommodation for university researches, “Tiny home”, “star watching”, etc.
*	Senner offering courses, traditional food	For a Senner located inside the park area, it could be an additional source of income to offer traditional meals and other services such as courses about traditional techniques for producing dairy products or cooking classes to tourists. Educational courses about the biodiversity impacts of the work of a Senner could be an additional option.


3.9 Touristic & cultural activities

3.9.1 Current situation

Inside the National Park most of the touristic activities are offered by the NP administration. They offer different programs for environmental education or bird watching tours inside the park. Additionally, there are three tourism associations that operate in the park: one for hiking (Alpenverein, which cares for the trails, but is not a business), one for mountain biking and one for horse riding, a cooperation of farmers that offer guided tours through the park on horses.

The fact that the administration takes over the tourist and cultural activities in the park makes it possible to develop business approaches only in the national park region or at interfaces between the park and the region.

Current businesses: "E-Mobility" rents e-bikes and offers bike tours through the National Park and the NP region. E-Bikes offer the opportunity for people with different fitness and age levels to experience nature.

 Challenges and opportunities for the development of PBBs in the <i>touristic and cultural activities</i>	
Challenges for biodiversity conservation	Challenges for economic development
<ul style="list-style-type: none"> ○ Mass tourism has negative impact on biodiversity 	<ul style="list-style-type: none"> ○ Inside the NP only limited business activities are possible
Opportunities for biodiversity conservation	Opportunities for economic development
<ul style="list-style-type: none"> ○ Nature tourism increases the appreciation of nature 	<ul style="list-style-type: none"> ○ increase offer of touristic packages together with NP administration

3.9.2 PBB opportunities

- **** A new tour operator that offers guided cycling tours around the NPK and Tälerschaukel possibly also in combination with a shuttle service for bicycles.
- ** Various transport services can make it easier for tourists to take advantage of tourist offers. A bicycle shuttle Buchensteig or a shuttle bus Steyrtal (Bodinggraben) would make sense.

4 Conclusion

It is difficult to link the national park with Pro Biodiversity Businesses within the national park, as almost no business activities are permitted. There are also many job opportunities in the National Park region and the surrounding area, so the incentive to start a new business is low.

Nevertheless, there are great potentials to profitably use and simultaneously protect the species-rich nature and intact ecosystems. The people in the region have innovative ideas and are open to new approaches.

Greater cooperation between local actors and the use of synergies are key to the further development of the region.

In addition, the seal of quality represents an opportunity for local companies and new Pro Biodiversity Businesses. It can create transparency about the origin and production of products and services and establish a link to the national park and the unique nature. The label supports local products and services and strengthens the connection of the people to the region as well as it strengthens the local added value.

The above discussed sectors cover those business opportunities that currently offer the most potential. There are, however, other sectors in which the development of Pro Biodiversity Businesses is generally possible and which might provide opportunities in the future. Those sectors include Biodiversity management services such as support in organic certification or auditing. Further opportunities might develop in banking, insurance and investment that involve the protection of biodiversity and develop special offers for environmental friendly business approaches.

For further steps, it is recommended to read the Pro Biodiversity Business Development Guide, in which, through a series of simple items, recommendations are given to implement measures to incorporate biodiversity into small local businesses.

