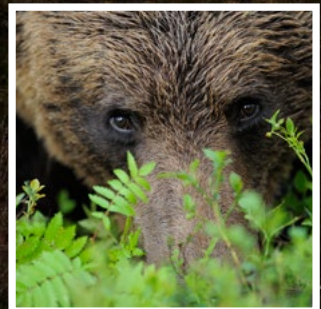
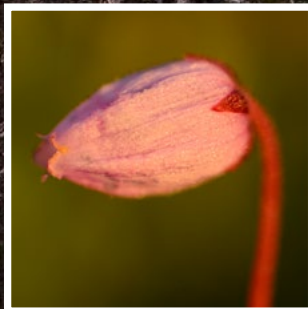


Rewilding  
Europe®



# Rewilding Lapland

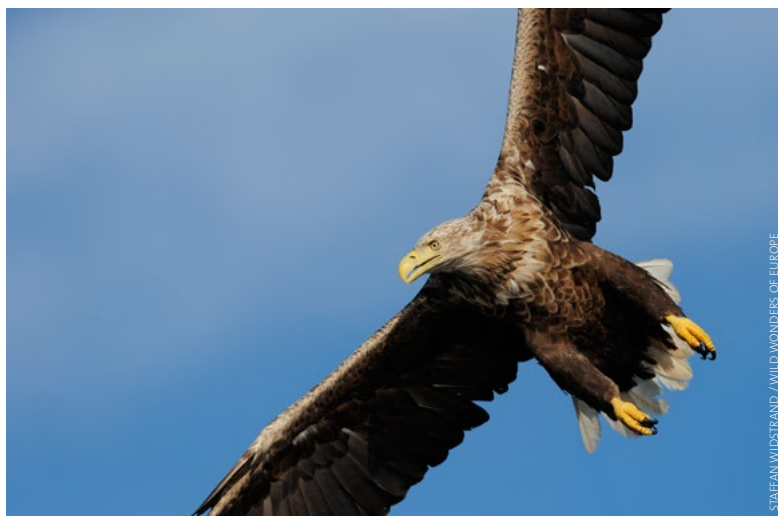
Creating a sustainable future for Europe's  
largest unspoiled natural and cultural treasure







GRZEGORZ LEŚNIEWSKI / WILD WONDERS OF EUROPE



STAFFAN WIDSTRAND / WILD WONDERS OF EUROPE

# Making Europe a Wilder Place

Produced with the support of:



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# Rewilding Europe



## Change create new possibilities

One of the starting points for Rewilding Europe is the acknowledgement of major changes to the landscape that have been going on for the last 30–40 years in all of the European countries, where parts of the countryside become abandoned as young people prefer to move to urban areas. Apart from socio-economic problems in the countryside, this also creates new possibilities for nature to recapture lost ground. In combination with successful nature protection, better knowledge, and environmental efforts have not been without

results. Since 1960, many wildlife species like bison, deer, red deer, moose, wild boar, ibex and large carnivores have expanded. Birds like sea eagles, peregrine falcons, cranes, most of geese and ducks are more common today than they've been for more than a hundred years. At the same time, the interest in experiencing nature and wildlife has grown drastically, which creates new income possibilities for those living on the countryside. The engagement, knowledge and interest for Europe's nature nowadays is also larger than ever before.

### Initiated in Sweden

Rewilding Europe was initiated on September 30, 2010 in Ulvsbo, Sweden, halfway between Västerås and Fagersta. Here, with the forests of Västmanland right at the doorstep and in a traditional Swedish farm environment, Frans Schepers and Wouter Helmer from the Netherlands as well as Staffan Widstrand and Magnus Sylvé from Sweden met to create the first idea about this new initiative. Surrounded by moose and capercaillies in the forests, singing swans and cranes from the mires, and sea eagles soaring in the sky, they agreed on a long-term vision, objectives and the name and tagline: Rewilding Europe – A new beginning. For wildlife. For us.



*Magnus Sylvé, Staffan Widstrand, Frans Schepers and Wouter Helmer*





*Beaver in the Eastern Carpathians*



*Bee keeper in Velebit, Croatia*



*Wild Wonders of Europe exhibition in Stockholm, July 2013*

## Three cornerstones

The initiative rests upon three principles:  
**rewilding – entrepreneurship – communication.**

Despite the emerging return of a number of iconic wildlife species, most places still lack a management of the land, forests, wetlands, coast and sea that is driven by nature's terms. Many plants and animals that were associated with old farming practices, like butterflies and orchids, are disappearing due to either intensification of agriculture or land abandonment. The latter goes hand in hand with livestock such as horses, cows and goats that are also disappearing. Rewilding Europe therefore believes that it is necessary to stimulate the return of wild nature, where possible in combination with reintroduction of species that have a positive impact on the landscape. In Sweden, there are for example discussions about the possibilities to have wild bison again – something that has already become a reality in countries like Poland, Germany and Romania. The return of the beaver has already created many valuable environments where other animals and plants can thrive. Efforts to allow wild nature and wildlife to come back have been called “rewilding”.

But rewilding becomes more meaningful when humans can benefit from nature as well. Therefore, Rewilding Europe focuses on stimulating existing business while also helping in the creation of new ones, where the protection of nature and rewilding can walk side by side with local entrepreneurship, so that they can support one another.

Lack of information and ignorance about the value and importance of nature often sadly leads to poor understanding and engagement as well as a lack of support for nature and wildlife conservation. That is why Rewilding Europe focuses on communication and in reaching out to many people to promote more wild nature and wildlife, and show how people and nature can both benefit from this.





# Our vision, mission, objectives & areas

## Vision

Wild nature is recognised as a vital and inherent aspect of Europe's natural and cultural heritage and as an essential element of a modern, prosperous, and healthy European society in the 21<sup>st</sup> century.

## Mission

Rewilding Europe wants to make Europe a wilder place, with much more space for wildlife, wilderness and natural processes, to bring back the variety of life for us all to enjoy and to explore new ways for people to earn a fair living from the wild.

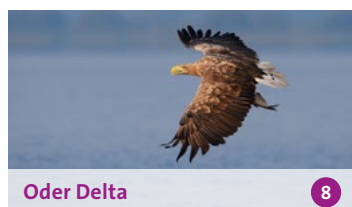
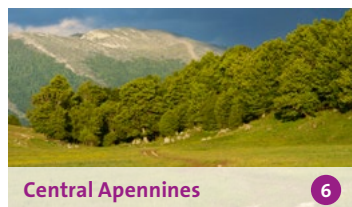
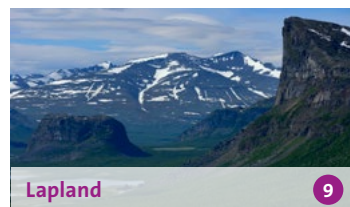
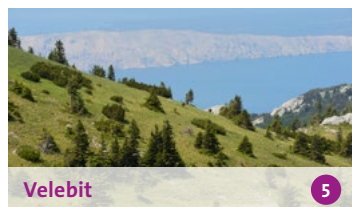
## Areas

Our ambition is to work all across Europe, within different types of natural habitats that include both land and water, as well as coasts.

## Objectives

The following five objectives are set up for the period up until 2022:

- (i) **Wilder nature:** Create enabling conditions and kickstart the more natural functioning of nature across Europe, in particular in larger, connected landscapes;
- (ii) **Wildlife comeback:** Ensure the continued comeback of wildlife, to service both nature as well as people;
- (iii) **Nature-based economies:** Show that rewilding generates new business opportunities, jobs and income, thereby creating a competitive and alternative form of land (and sea) use for local people, landowners and communities;
- (iv) **Interest in the wild:** Create pride, public support, new engagement, and a more positive attitude amongst stakeholders for a wilder Europe;
- (v) **Magnification:** Inspire the scaling-up and replication of the rewilding approach.



## How do we work?

Rewilding Europe is a foundation registered in the Netherlands, established in June 2011. The foundation incorporates a limited company established to directly engage in different business initiatives. Operations are led from a small office in the town of Nijmegen in the Netherlands, with six people; as well as staff members in Estonia, France, Greece, Italy, Croatia, United Kingdom and Spain. There are also three team members working with the development of entrepreneurship leading to nature-based economies in the countries we work.

Emphasis of the work lies in creating and supporting local initiatives. The goal is to support ten different areas in a ten-year period, Rewilding Lapland being one of them. When Rewilding Europe started, different conservation organisations were invited to nominate areas, and more than thirty nominations were submitted. After an initial selection, ten were chosen for a more detailed scoping of the ecological, socio-

economic and the institutional conditions. The main candidates then passed through a more detailed process with the goal to start up the first pilot areas (rewilding and entrepreneurship), including the setup of local organisation, financial and marketing framework, as well as local, regional and national co-workers.

By now, nine local initiatives have started: Western Iberia (Portugal), Eastern Carpathians (Poland/Slovakia), Southern Carpathians (Romania), Danube Delta (Romania), Velebit Mountains (Croatia), Central Apennines (Italy), Rhodope Mountains (Bulgaria), Oder Delta (Poland/Germany), and Lapland (Sweden/Norway). A tenth area has not been identified yet, but there is hope to find one in Western Europe to create strategical and geographical balance.

Some examples of the results since the practical start in 2012 are reported on page 9.

# Who are we?

The management team of Rewilding Europe consists of three people with an extensive, solid background:



**Frans Schepers**  
*Managing Director*

More than 25 years of experience in conservation work in The Netherlands, Europe, Central Asia and Southern Africa with expertise in natural resource management, the establishment, management and financing of protected areas, species protection, ecological restoration and rewilding. Worked for WWF-Netherlands 2000–2011 before he co-founded Rewilding Europe.



**Ilko Bosman**  
*Enterprise Director*

Solid experience in financial management, private banking, investments and business. Responsible for connection between the foundation and the private limited company. Before he started working for Rewilding Europe he worked for ABN AMRO Bank, Fortis Investment and one of the pioneering companies within the 3D printing industry.



**Wouter Helmer**  
*Rewilding Director*

One of the innovators in European nature conservation with new concepts about how to stimulate connections between economy and nature, as well as how problems like climate change can create new possibilities. Founder and former director of ARK Nature, and co-founder of Rewilding Europe.

Two people from the Rewilding Europe central team will help in the development work in Lapland:



**Matthew McLuckie**  
*Enterprise Development Manager*

Has an extensive experience in private financing and how this can be directly connected to conservation projects. For five years he worked for the organisation Conservation Capital and participated in the financing of companies with a total investment of €200 million (about 1.9 billion SEK). He also has experience of investments within Credit Suisse and EFG Bank / Securities.



**Alexandros Karamanlidis**  
*Regional Manager*

Supporting the development of the Southern & Eastern Carpathians, Lapland and Oder Delta. Alexandros has a solid academic background in the fields of genetics and wildlife management. He is a specialist in bear and monk seal with a focus on the Mediterranean region and the United States. Alexandros is a member of the IUCN working for seals, otters and bears.



**Simon Collier**  
*Wildlife Tourism Manager*

Well-experienced in on the ground guiding and training, as well as international travel industry and eco-tourism.

In addition, Rewilding Europe has a number of senior advisors, among others:

- **Neil Birnie** (Scotland)
- **Staffan Widstrand** (Sweden)
- **Magnus Sylvé**n (Sweden & Switzerland).

*The Supervisory Board of Rewilding Europe consists of following four people:*



**Wiet de Bruijn**  
*Chairman, Entrepreneur and investor, The Netherlands*



**Odile Rodríguez de la Fuente**  
*Member, Founder & Director, Fundación Félix Rodríguez de la Fuente, Spain*



**Lena M. Lindén**  
*Member, Founder & former CEO, Nordens Ark, Sweden*



**Henrique Miguel Pereira**  
*Member, Professor, Biodiversity Conservation, iDiv-German Centre for Integrative Biodiversity Research Halle-Jena-Leipzig, Germany*



# Main partners

Partnerships are the key to success for Rewilding Europe. In 3–4 years that the work has been going on, Rewilding Europe established strategic partnerships with a wide variety of stakeholders, both at the general and at the rewilding area level, such as:

## Initiating partners

WWF Netherlands, ARK Nature, Wild Wonders of Europe and Conservation Capital

## Financing partners

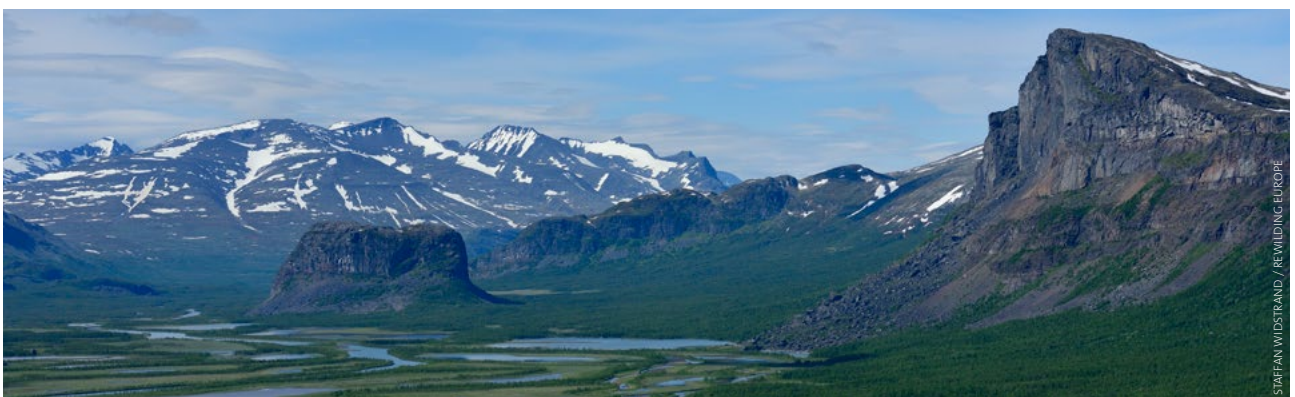
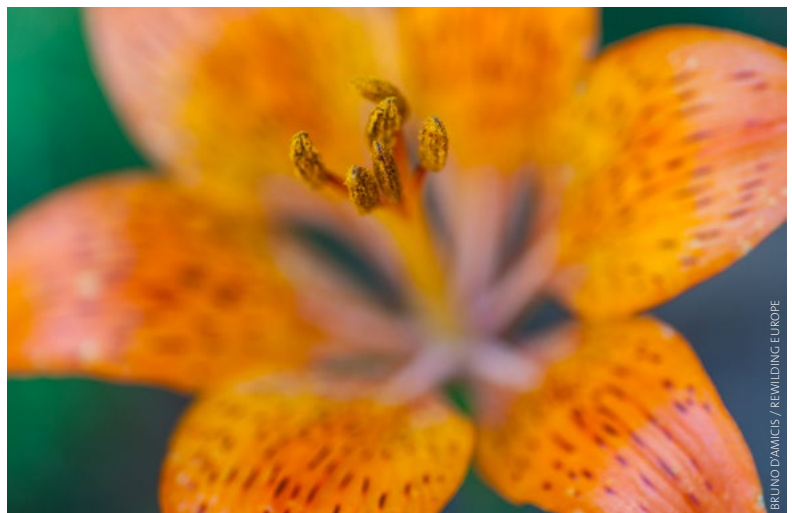
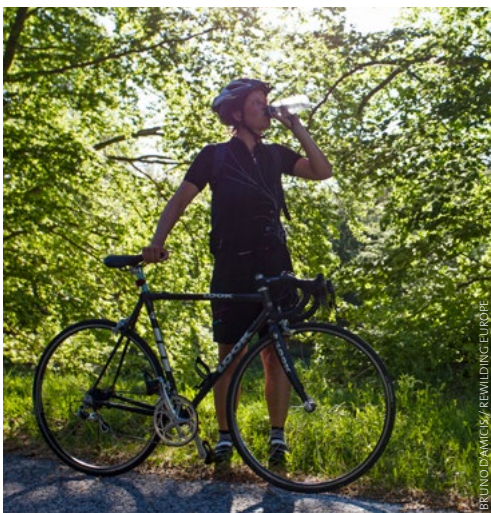
Dutch Postcode Lottery (The Netherlands), Svenska Postkodstiftelsen (Sweden), Adessium Foundation (The Netherlands), Dioraphte Foundation (The Netherlands), Fondation Segré (Switzerland), WWF-Netherlands & European Commission.

## Rewilding partners

Taurus Foundation (The Netherlands), The Wild Foundation (USA), Large Carnivore Initiative for Europe (Italy), European Bison Conservation Center (Poland), Avesta Bison Park (Sweden) & ARK Nature (The Netherlands).

## Local partners

For each of the nine rewilding areas there is a locally accountable organisation with a contract that governs cooperation with Rewilding Europe. These local organisations, in turn, have cooperation agreements with national parks, forest districts, municipalities, regional authorities, hunting associations and local nature conservation organisations to work on rewilding, develop rewilding enterprises and doing local communication.





# Inspiring initiatives

Rewilding Europe has developed a number of central tools that support the local rewilding work; the most important ones are:



## Rewilding Europe Capital

An investment fund has been established to provide attractive financial loans to businesses that can also generate positive results for nature and support tangible rewilding actions in the areas.



## European Wildlife Bank

Landowners and organisations with an interest in natural grazing or reintroducing animals (like the European bison, primitive breeds of horse and cattle and other wildlife species), are able to obtain animals under a custodianship agreement (herd contract), with an obligation to return half of the herd after 5 years to the European Wildlife Bank. These animals can either stay in the same area or be brought to another natural grazing project.



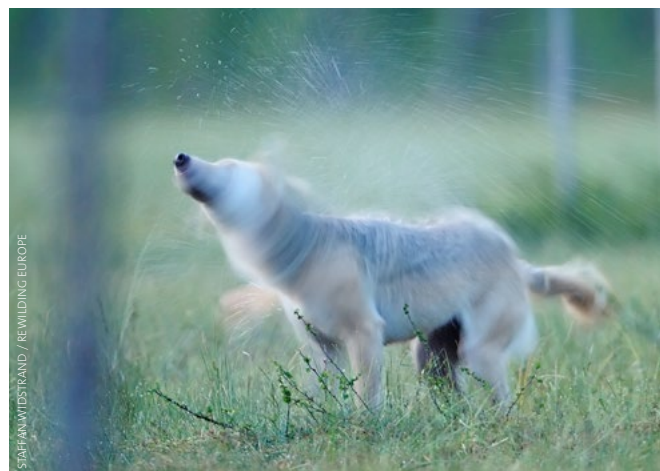
## Rewilding Europe Travel Club

A special club has been established for travel companies, local tourism entrepreneurs and travelers with interest in experiencing wild nature around Europe. Twice a year free trips are offered to randomly drawn members to a number of destinations, which will gradually also includes destinations in the various rewilding areas.



## European Rewilding Network

In addition to the 10 rewilding areas, Rewilding Europe has started cooperation with other similar initiatives across Europe. It organises regular web-based seminars to exchange experiences around all aspects of rewilding. So far, more than 44 initiatives from 22 different countries have joined. So far, there are 3 members from Sweden: Wild Sweden, specialising in wildlife tours of moose, beavers, bears and wolves; Malingsbo-Kloten Nature Reserve; and Eriksberg Wildlife Park.





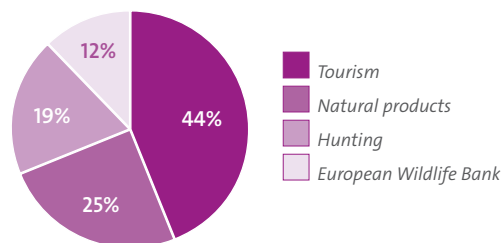


BRUNO DAMIGUS / REWILDING EUROPE

## Summary

Rewilding Europe is a young nature conservation initiative in Europe, with the aim of showing how a wilder Europe can create new possibilities, combined with new livelihoods for local people. What makes the initiative unique is the focus on the development of connecting entrepreneurship to wild nature, which can generate new jobs and income opportunities. No other initiative in Europe has a similar approach and expertise in this field as Rewilding Europe has.

Breakdown of REC loans (situation December 2015)



BRUNO DAMIGUS / REWILDING EUROPE



STEFAN WIDSTRAND / REWILDING EUROPE



# Three examples of the results of Rewilding Europe's work

## Rewilding: Bison back to Southern Carpathians

In 2014 and 2015 a total of 20 European bison arrived in the Southern Carpathians, Romania, where they were released into the wild after more than 200 years of absence.

The European bison has a long history in the country, where the names of various sites still reminiscent of their old presence. The animals that were released originated from seven different locations in Europe, including two in Sweden – Avesta Bison Park and Kolmården Zoo.

Armenis municipality has made the land available for the special enclosure built to adapt the animals to their new surroundings before they are released completely free. Among the 250 people who gathered to welcome the animals, including the Deputy Minister of Environment and various executives from the state forestry company ROMSILVA, on whose land the animals will live in the future.

Rewilding Europe has helped form a local support group of enthusiasts, who will continue to monitor the animals, while acting as guides for visitors from near and far. A Bison Visitor Center is under construction in cooperation with the municipality, and special bison safaris will be organised together with national and international tour operators.

## Entrepreneurship: Loan for local businesses

As of September 2014, Rewilding Europe Capital has granted a total amount of just over 4 million SEK (€ 429 000) to 14 entrepreneurs in five of Rewilding Europe's rewilding areas (Central Apennines, Western Iberia, Danube Delta, Southern Carpathians and Velebit). Most contractors were engaged in the tourism sector (see page 8). 60 different applications were submitted, of which the 14 selected best met the specified requirements.

## Communication: Report about the wildlife comeback in Europe

On September 26, 2013 a report was published about the remarkable return of 18 large mammals and 19 bird species in Europe over the last 50 years. The scientific data had been compiled by the Zoological Society of London, BirdLife International and the European Bird Census Council on behalf of Rewilding Europe. The launch was a huge media success with stories in major European television channels and newspapers, such as the BBC World Service, The Guardian, Le Monde, Der Spiegel, La Stampa and Dagens Nyheter in Sweden. Millions of viewers and readers throughout Europe were reached by the positive message that conservation efforts pay off.









# Rewilding Lapland

## Background

In March 2012, the Swedish Ecotourism Association nominated Lapland, initiated by Ulf Lovén, to become one of the 10 rewilding areas in Rewilding Europe. As first step, a small delegation from the organisation visited the area in November and met with representatives of the Sami, municipalities and local businesses. Based on the positive outcome of the visit, Rewilding Europe decided to proceed with the nomination process.

The Swedish Ecotourism Society contacted the EU program LEADER Polaris for a more detailed feasibility study. With support from SVEASKOG funds were allocated in March 2013 to investigate the potential, through a new and stronger collaboration between all local stakeholders, to develop the concept of Rewilding Lapland. The project led to deeper relations with foremost several Sami villages, local tourism entrepreneurs, fish conservation organisations, municipalities and the Norrbotten County Administrative Board.

The conclusion was that Rewilding Lapland, with the unique World Heritage Laponia included, is by far Europe's largest, unbroken natural and cultural area with significant development potential. Especially in combination with the Norwegian Atlantic coast and the three pristine rivers Pite, Råne & Kalix, Lapland has obvious potential to become a leading destination for nature-based in Europe. Lars-Anders Baer of Luokta-Mavas Sami community joined in the development of

Rewilding Lapland, bringing in experience at the national and international level (e.g. the Sámi Parliament and the Swedish Sami Association, the UN Permanent Forum on Indigenous Issues & the Working group for indigenous peoples in the Barents Region). Lars-Anders' role as president of Mija Ednam has been one of the key starting points for meetings and other communications with Sami villages, amongst others.

In June 2013 a second visit was carried out by the Rewilding Europe central team to study summer aspects and a number of potential pilot areas and to meet with local tourism entrepreneurs. In early October, Lars-Anders Baer and Ulf Lovén presented the concept of Rewilding Lapland during the 10th World Wilderness Congress WILD10 in Salamanca, Spain, with participants from all over the world, which generated great interest from both international organisations and authorities and from international media.

During 2014–2015 the planning phase of Rewilding Lapland was finished. It also included further meetings in July–August 2014 and specific discussions with 15 of the 16 Sami villages in October and November. In April and September 2015, finally, the last field visits and discussions with local and regional stakeholders were carried out.

The following pages summarise the plans for Rewilding Lapland.



*Lars-Anders Baer presenting Rewilding Lapland in the 10<sup>th</sup> World Wilderness Congress in Spain, October 2013*



*Local tourism entrepreneur in Lapland – Pathfinder Lapland*



*Varjisån - a tributary of the Pite River*

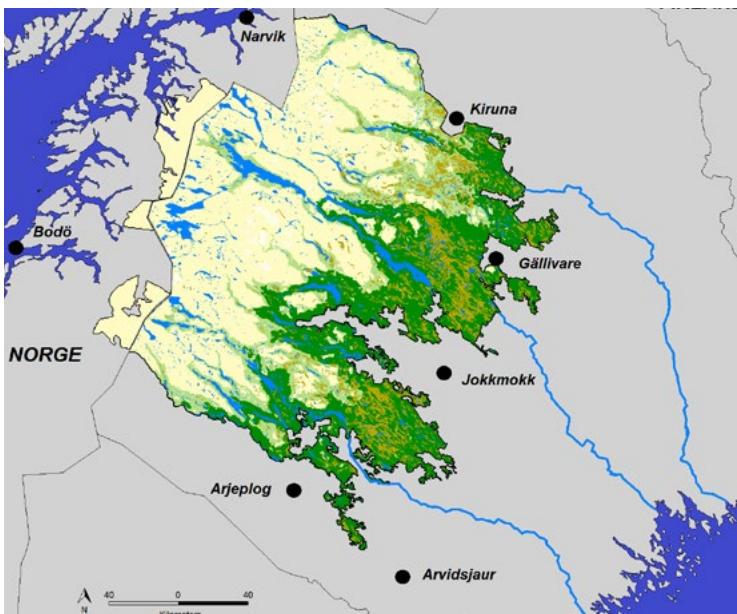


*Kjell Wågberg, bird sculptor in Jokkmokk*

## Objectives and geographic focus

The overall objectives of the Rewilding Lapland initiative are to:

- Support a positive development for nature and people in cooperation with local entrepreneurship;
- Demonstrate the importance of the still existing, large-scale natural processes, especially linked to the reindeer's seasonal migrations and the free-flowing rivers;



- Strengthen the protection of endangered wildlife and to support the return of species into the region, especially those who play an important role in the ecological context;
- Through local entrepreneurship show how wild nature and wildlife can contribute to the economic development of the region;
- Actively contribute to the understanding and recognition so that the extra-ordinary values of Lapland become internationally known;
- Show how, through well-planned and cautious tourism development, noise from outdoor recreation can be reduced, especially for reindeer herding;
- Promote the development of cross-border cooperation between Sweden and Norway, on rewilding and tourism development – to the benefit of both local economy and ecology;
- Push for greater protection of yet unprotected areas, thereby emphasising the global values of the original landscapes of Lapland;
- Through all actions mentioned above, create a single, strong and durable alternative to the industrial exploitation of the forest and land.

The work includes the Kalix, Råne and Pite rivers and the Norwegian parts bordering the Atlantic Ocean.





## Planned activities

Initially, Rewilding Lapland will focus on the following activities:

- Along with Udtja and possibly other Sami villages create a cooperation about the reindeer's seasonal migrations, protection of critical areas (especially grazing land) and allow visitors to experience the nature and Sami culture;
- In cooperation with the Pite River Economic Association restore key regeneration areas for trout and grayling in Trollforsen;
- Along with Degersels village community association work for the return of the trout in a tributary to Råne river – Abrams river;
- Develop guided, nature-based tourism on the basis of the four pilot areas in cooperation with local entrepreneurs, municipalities, provincial government and Swedish Lapland;
- Create better opportunities to observe bears, wolverines, lynx, large predator birds, owls, big moose, beaver and other taiga animals as part of wildlife-watching business operations;
- Promote the protection of virgin forest;
- Reinforce the nature experiences and enhance local added value by reducing the negative interference from outdoor recreation.



# Future organisation



**Lars-Anders Baer**  
*Chairman of the Board*



**Carina Halvord**  
*Board Member*



**Nina Siemiatkowski**  
*Board Member*



**Magnus Sylvé**  
*Board Member*



**Lena Lindén**  
*Advisor*

A new Swedish Foundation — Rewilding Lapland — has been established with its headquarters in Jokkmokk. Lars-Anders Baer of Luokta Mavas Sami village acts as chairman, with extensive local, national and international work experience. The three other members are Carina Halvord (Gothenburg, CEO Universeum), Nina Siemiatkowski (Stockholm, former Marketing Director of Swedish Match, founder of Rockwood AB & consultant to the conservation organisation Panthera) and Magnus Sylvé (Gland, Switzerland; conservation consultant, former Director of WWF International's Europe /

Middle East program). Advisor to Rewilding Lapland is Lena Lindén, former Nordens Ark and member of the Supervisory Board of Rewilding Europe.

At the start, a local organisation with 2–3 people will be established to be responsible for the development and implementation of the initiative. Staff will be recruited through an open application process, where preference is given to people with an already good anchorage locally and regionally. An office will be set up centrally in the area, such as in Jokkmokk or Gällivare.

## Main partners

The emphasis in the planning process has been to establish an open dialogue with the Sami communities; so far Sami operators and most villages are positive about Rewilding Lapland endeavors. From Sami villages point of view, they can see that Rewilding Lapland primarily contributes to the enhanced protection of nature against exploitation. But of Lapland that can also strengthen the international reputation and become one of the leading places in Europe showing how nature and culture can enhance each other. By combining the preservation and enhancement of wildlife, nature and culture, new opportunities to strengthen the local economy are created.

The municipalities involved, the County Administrative Board, Swedish Lapland together with all the local tourism entrepreneurs are all important partners.

In addition, positive contacts have been established with research institutions (Umeå and Stockholm University, Grimsö Research, ETour in Östersund and others) and the Swedish Hunters Association.

Rewilding Lapland will continue to build strategic partnerships with organisation in and outside Sweden in support of the initiative.



*Matt McLuckie and Ulf Lovén studying the maps during a scoping visit in June 2013*

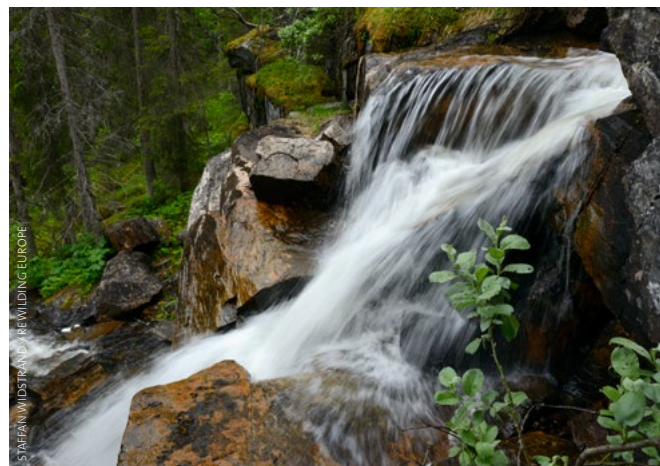


# Rewilding Lapland in communication & marketing

After several years of preparation, the Rewilding Lapland initiative is ready to start. The planned work is well anchored locally and regionally, and everyone agrees that the initiative fills an important niche, particularly by linking natural qualities and practical conservation efforts with local economic development, based on the perspective of creating a connection between taiga and mountains, the sheer size of the area, transboundary cooperation with Norway, involving three of Europe's largest unexploited rivers, as well as active promotion outside Sweden's borders. It involves placing Europe's largest, unbroken and perhaps most stunning natural area on the international map.

Rewilding Lapland has a great potential for communication and marketing both in Sweden and abroad. Here, partners can benefit from Rewilding Europe's experiences to convey interesting, tangible results from the field. In its short history, the organisation has reached out with its message to hundreds of millions of people through the press, magazines, television, radio, exhibitions, etc.

Rewilding Lapland offers something very unique in Europe, where the message can be combined with attractive images and footage from the grandiose landscapes, charismatic wildlife, the rich Sami culture and people of "Europe's Alaska". Much of the experiences, entrepreneurship and the attraction that is represented in the grand Lapland have the highest international standard.







*Restaurant Skaidi in Nikkaluokta Sarri Lodge*



*Atlantic salmon*

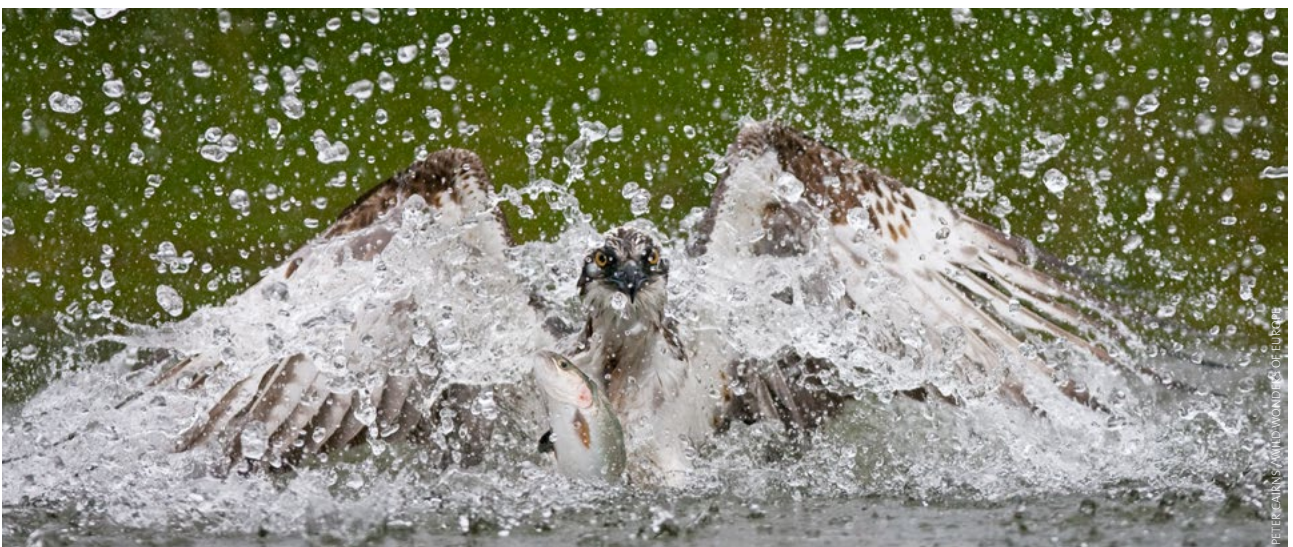


*Ecotourists observing the birdlife of Lapland*



*The famous King's Trail hiking trail*

Rewilding Lapland: creating a new economy based on a unique natural and cultural heritage



*Osprey fishing*







# Rewilding Europe®

Making Europe a wilder place

## Rewilding Europe is working to make Europe a wilder Place

With much more space for wildlife, wilderness and natural processes. Bringing back the variety of life for all of us to enjoy, and exploring new ways for people to earn a fair living from the wild.

Any initiative aiming to rewild a continent will need a lot of support. We need your support in this effort. We would love if you, in one way or another, would like to become part of this groundbreaking initiative.

You are invited to be a part of Making Europe a Wilder Place!

[www.rewildingeurope.com](http://www.rewildingeurope.com)

Rewilding Europe • Toernooiveld 1, 6525 ED Nijmegen, The Netherlands • [info@rewildingeurope.com](mailto:info@rewildingeurope.com)

