

The challenge

Usually, after a project ends most products are not updated and remain static

The challenge

- **Three specific goals:**
- **Indispensable database:** to build a remote sensing based dataset combining with inputs from existing data holders, and broad land owners and land management agents.
- **Interactive operation platform:** to shape a biodiversity information platform which conservationists can work with, and policy makers, researchers, and businesses can benefit from.
- **Sustainable funding mechanism:** to produce value added products for both purposes of self-funding and impact biodiversity drivers.

Potential User Groups

- **Governments** (inter-governmental organizations, national and local governments, and government agencies) have legal obligation of reporting.
- **Conservationists** (conservation researchers, conservation NGOs, community scientists, and the public) are willing to engage in EU BON for their interests.
- **Businesses and consumers** can benefit economically from EU BON by employing environmentally responsible behaviors.

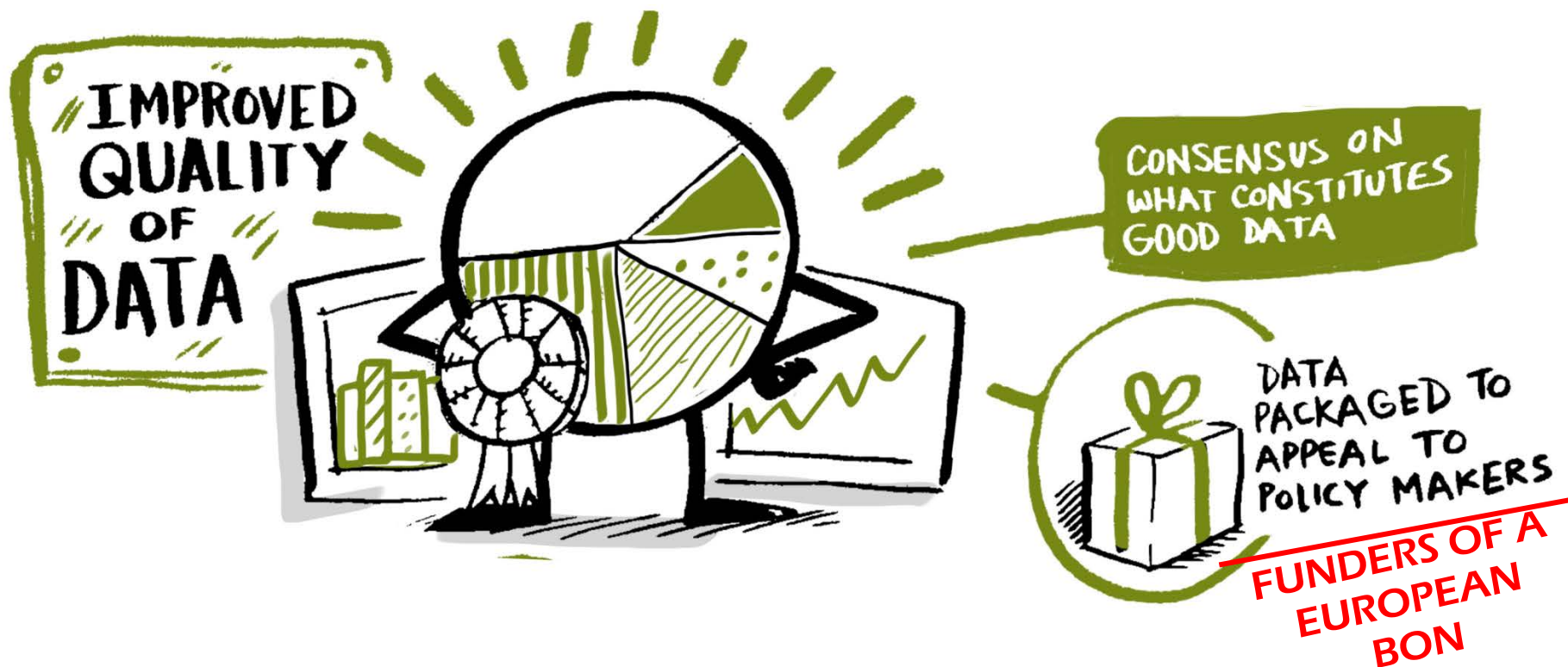


Product concepts for EU BON

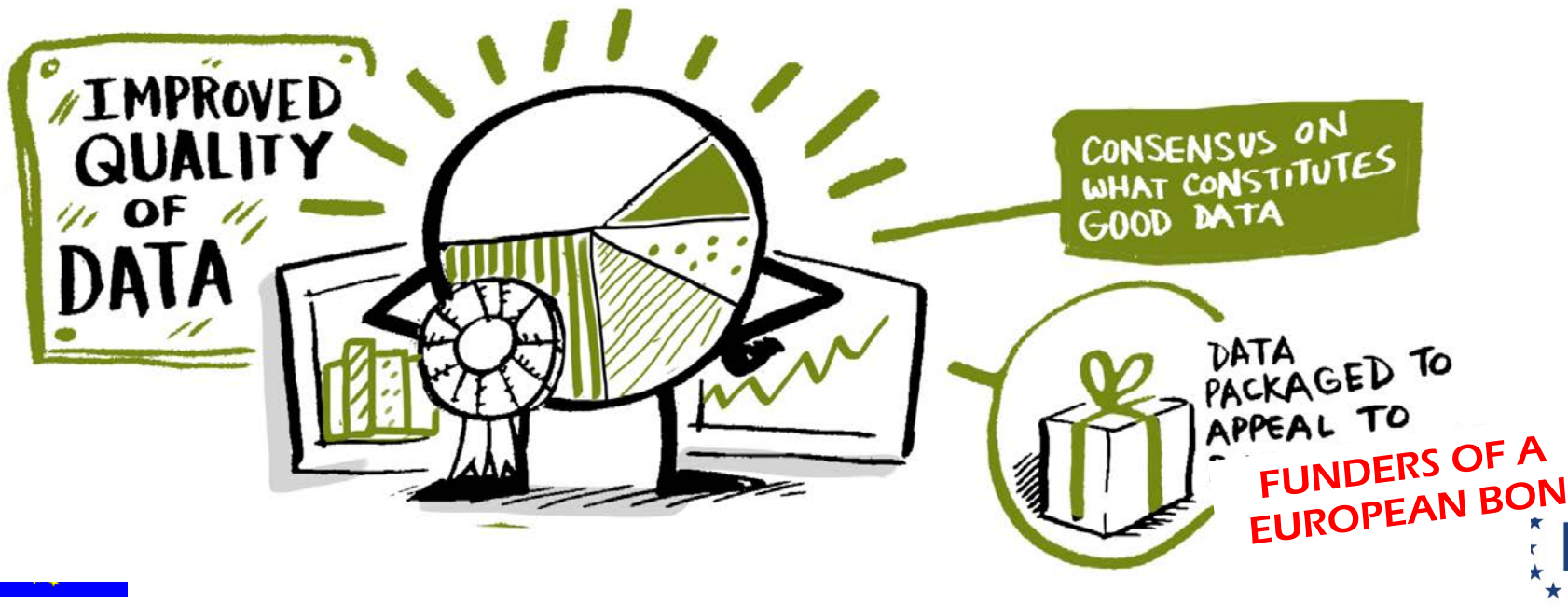
Public data service

- **Metadata:** available openly and freely for all.
- **Value added products for target users**
 - **Biodiversity report:** developed for governments and businesses with legal obligation of reporting.
 - **Online consulting:** targeting at businesses and consumers for both benefits of conservation and profits.
 - **Membership:** designed for conservationists (conservation researchers, community scientists, and other individuals with conservation interests) to satisfy their interests.

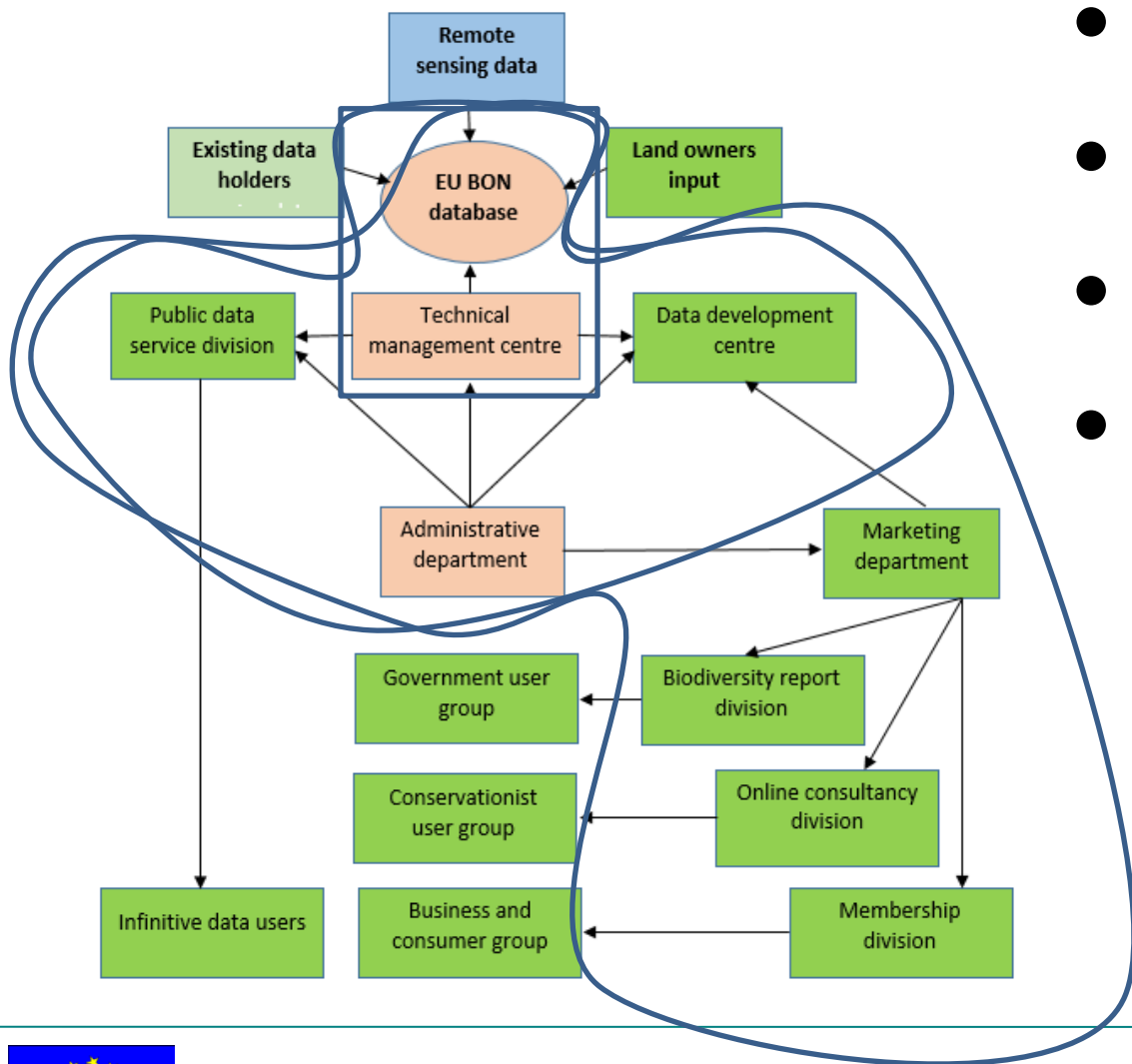
The packaging is important



- The business plan will identify
 - possible institutional implementation options for a European 'BON'
 - different *business scenarios* => reveal opportunities
 - various *funding models*, based on these opportunities



(A) Organizational Structure

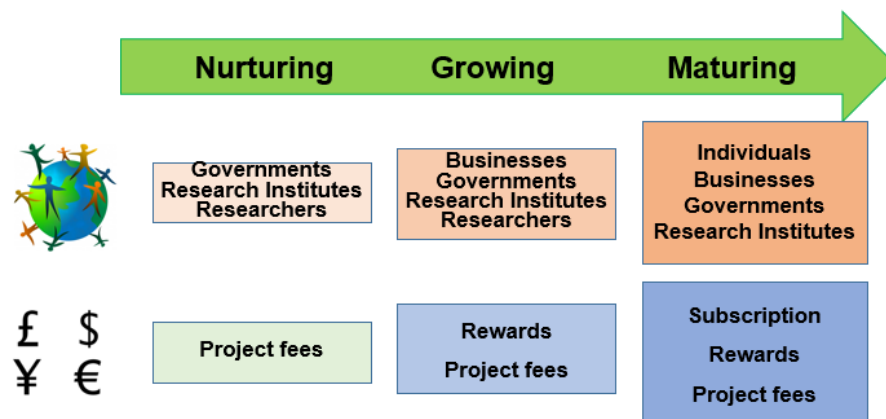


- Core EU BON
- Extended core
- Service EU BON
- Full EU BON

Funding phases

- **Nurturing stage (2017-2020):** mainly provide public data services and funded by government grants.
- **Growing stage (2021-2025):** value added products have been developed and profits from these services have become as significant as government grants.
- **Maturing stage (after 2025):** value added products have been fully developed and marketed so that provide the majority funding for sustaining EU BON

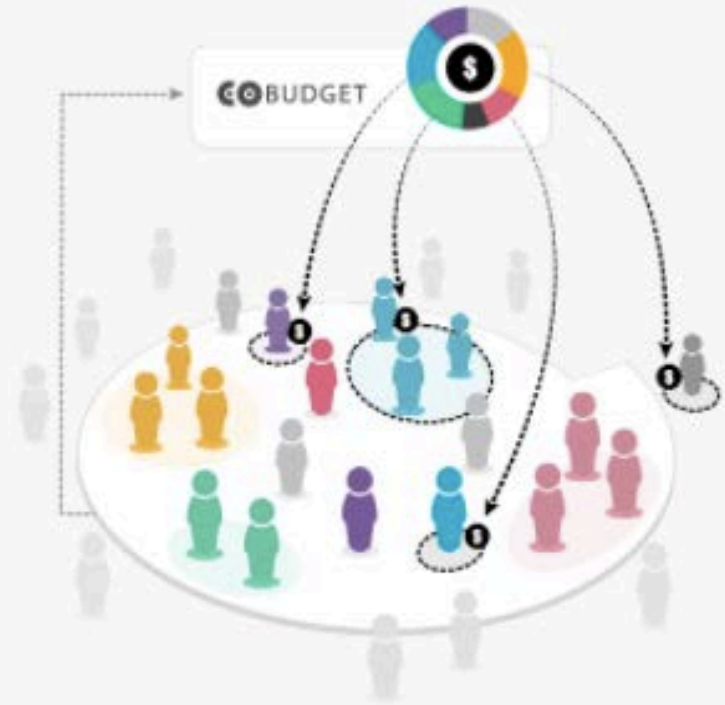
EU BON Development Model





Collaborative Funding

—
Projects to support the network and its vision are funded using a transparent participatory budgeting process



<http://cobudget.co/#/>
<https://vimeo.com/90498374>

