

# GI goes Business

## Appendix to the Training Module 3:

### Business models related to Green Infrastructure

Rekič, K., Bertoneclj, I., and Hladnik, J., 2021. Training Module 2: Business models related to Green Infrastructure; D.T4.2.3 of the Interreg Alpine Space project “LUIGI”.

Agricultural Institute of Slovenia;  
Ljubljana, Slovenia

We collected business names or ideas for the LUIGI project in Austria, Germany, France, Italy, and Slovenia.

We divided business ideas into three groups:

- **Biodiversity, landscape management and governance,**
- **Food and agriculture, and**
- **Education and tourism.**

Aside from the business name, there is also a brief description and a web link to more information about the institution or company.

## Biodiversity, Landscape management, and Governance



### **Transition Woods GmbH**

<https://transitionwoods.org/>

Ecological forest management



### **Natur Perspektiven GmbH**

[www.natur-perspektiven.de](http://www.natur-perspektiven.de)

Development of ecological compensation areas



### **DEFI-Écologique**

<https://blog.defi-ecologique.com/banc-refuge/>

Innovative urban furnishing (ex-bench) that offers shelter to fauna in an urban environment



### **Green Sheep**

<http://greensheep.fr/notre-offre/>

Rental of sheep in urban and peri-urban areas for the maintenance of green spaces



### **OIZZO**

<https://oizzo.com/>

Handmade bird houses in France, that are proposed to companies with an aim to contribute to biodiversity conservation as part of their business



### **Municipality of Settimo Torinese**

<https://www.youtube.com/watch?v=QrVtxGwk-1M>

The Bordina Park, an area of high landscape-environmental value is an example of urban reforestation promoted and co-financed by the City of Settimo Torinese with the European contribution of the ERDF funds 2007-2013.



### **Municipality of Chieri**

[http://www.cittametropolitana.torino.it/cms/risorse/territorio/dwd/urbanistica/ProgEuropa/A\\_T3\\_2\\_2\\_Progetto\\_PTI\\_Chierese.pdf](http://www.cittametropolitana.torino.it/cms/risorse/territorio/dwd/urbanistica/ProgEuropa/A_T3_2_2_Progetto_PTI_Chierese.pdf)

Masterplan of the Rural Park of Gioncheto – Fontaneto area: the project was developed within the LUMAT project in which CMTO participated. It aimed to identify the correct governance to test the Payment of Ecosystem Services (PES) within an area that the urban plan identified as "agricultural park".



### **Zakonctedna**

<https://zakonctedna.com/>

Mountain biking itineraries and outdoor activities on abandoned land



### **Bears & Wildlife**

<https://www.bearsandwildlife.si/meet-the-bear/>

Brown bear watching experience



**Humko d.o.o.**

<https://humko.si/about/>

Production of earthworm humus, substrates and several patents for green wall systems



**Zavod Svibna**

<http://www.zavod-svibna.si/>

New regional institute to protect cultural and natural heritage and develop tourism and other sustainable rural activities.



**Public orchard of the City of Ljubljana**

<https://www.ljubljana.si/sl/moja-ljubljana/podezelje/samooskrba-v-ljubljani/javni-sadovnjaki/>

The public orchard is designed as an open space for education and leisure.

## Agriculture



### CONA Entwicklungs- & Handelsgesellschaft m.b.H.

[http://www.cona.at/index.php?id=referenzen\\_fruechtetrocknung0&L=2](http://www.cona.at/index.php?id=referenzen_fruechtetrocknung0&L=2)

Drying fruits (solar technology)



### AMA Genussregion"

<https://www.genussregionen.at/>

Genussregion Pöllauer Hirschbirne (as an example) "AMA Genussregion" Pällauer Hirschbirne  
"https://www.genussregionen.at/steiermark/poellauer-hirschbirne-gu/



### Various

<https://www.fluessiges-obst.de/2020/06/10/vdfw-jahresbilanz-cider-und-andere-apfelweinhaltige-getraenke-wachsen-zweistellig>

Strongly growing market for fruit, wine, and especially cider



### Huber Winklhof GbR

<https://www.winklhof-natur.de/produkt-kategorie/trockenfruechte/>

Dried fruit



### Manufaktur Jörg Geiger GmbH

<https://www.manufaktur-joerg-geiger.de>

Sparkling wines, non-alcoholic Seccos made from old fruit varieties, and traditional orchard standings



### Frucht@Arbeitsplatz

[www.derfrischelieferant.de/de/fruchtarbeitsplatz](http://www.derfrischelieferant.de/de/fruchtarbeitsplatz)

Free delivery of fruit to workplace (in urban context)



### Wolfra Winery

<https://www.wolfra.de/de/unternehmen.html>

Contract farming in the organic sector. Additional consultant for new planting and maintenance for fruit growers



### Albgemacht e.V.

[www.albgemacht.de](http://www.albgemacht.de)

Initiative to strengthen value chains for products from traditional land management systems of characteristic ecosystems on the Swabian Alb (Orchards amongst others)



### Pur Südtirol

<https://www.pursuedtirol.com/it/>

Multi-store business selling Local (South Tyrol) products, many of which organic



**La Bottega dei Contadini / The Farmers' shop**

<https://bauernladen.it/it>

A cooperative of Local farmers (and Messner!) aiming to connect their product directly to their consumers. Short value chains to assure freshness and the “Val Venosta” quality



**Biosüdtirol**

<https://biosuedtirol.com/it/>

A cooperative of 250 farmers selling Organic apples in Italy and Beyond for the love of apples, nature and the people



**Loacker Wine estate**

<https://www.loacker.bio/loacker-wine-estates/?lang=it>

40 years of experience in Biological and Biodynamic wine in Bozen (and then Tuscany too)



**Biokistl**

<https://www.biokistl.it/it/>

An association of local farmers that delivers a box of organic, local, seasonal fruit and vegetables to the consumer's door.



**Cantina Kalter**

<https://www.kellereikaltern.com/it>

Winery that is truly sustainable. The FAIR 'N GREEN German sustainability certificate was awarded to the first Italian winery. An all-encompassing approach to economic, social, and environmental challenges. <https://www.kellereikaltern.com/it>



**Meraner Weinhaus-Alois Lageder**

<https://www.meranerweinhaus.com/it/alois-lageder/>

Biological and biodynamic wine from a winery whose philosophy is based on a holistic and long-term approach to wine, nature, the arts, and culture.



**Cascina Nibai**

<https://www.cascinanibai.it>

Organic agriculture, sustainable production methods, social cooperation, environmental protection, summer activities campus for kids



**Parco Agricolo Sud Milano / Rural Park South Milan**

[https://www.cittametropoli-ta-na.mi.it/parco\\_agricolo\\_sud\\_milano/index.html](https://www.cittametropoli-ta-na.mi.it/parco_agricolo_sud_milano/index.html)

It includes the agricultural and forest areas of 60 municipalities, totaling 47,000 hectares, and serves as the primary link between the Ticino and Adda river systems, complete with regional parks. The “Mercato della Terra di Milano” (Milan Earth Market) is a twice-month opportunity for the Park's approximately 60 farms to sell their products.



### **Parco del Ticino / Ticino Park**

<http://www.parcoticino.it/>

The “Parco Ticino – Produzione Controllata” (Ticino Park – Controlled Production) brand is given to agricultural companies that operate in the Park and use good agronomic and environmental management techniques. Approximately 50 brands have joined the brand today, producing salami, meat, milk, cheese, yogurt, honey, rice, cereals, vegetables, and fruit. ”



### **Bioland Since 1991**

<https://www.bioland-italia.it/it/>

this private association aims to establish and foster a high biological and organic farming standard, through a certification scheme that aims to increase soil fertility, animal wellbeing, an efficient use of resources and biodiversity.



### **Ekološko kmetijstvo in izobraževanje "Zlate Misli" /Organic farming and education "Golden Thoughts"**

<http://www.zlate-misli.si/>

Community Supported Agriculture (CSA)



### **Sadni prigrizek s sporočilom slovenske dediščine / Fruit snack with a message of Slovenian heritage**

Fruit snack made exclusively from the fruit of unsprayed meadow orchards.



### **BeEKO**

<https://beeko.si/>

Award: Innovative young farmer of 2019. Igor develops the BeEko brand on his own farm, leads farm tours, offers tastings, and organizes children's workshops. Igor's goal is to develop joint sales in the most accessible way for the consumer while also ensuring the new brand's recognition.



### **Kmetija Vizjak – kmetija z vizijo / Vizjak Farm - a farm with a vision**

<https://kmetija-vizjak.si/>

Award : Innovative young farmer of 2017. Development of own brand

## Education and Tourism



### **Lebensfeld Hubert Jaksch**

<http://www.lebensfeld-jaksch.de/>

Environmental education centre (on self-sufficiency)



### **Schwäbischen Streuobstparadies e.V.**

<https://www.streuobstparadies.de>

Information centre



### **Roter Hahn – Gallo rosso**

<https://www.redrooster.it/en/>

Green and sustainable tourism in South Tyrol, to connect with nature and people



### **Cascina Nosedo**

<https://cascinanosedo.wixsite.com/home>

This is a new project that aims to renovate the structure while focusing on social activities for young people, migrants, and the disabled. Currently, a bike repair lab has been established.



### **Ekološka kmetija Potočnik Poprask/Ecological learning farm Potočnik-Poprask**

<https://www.facebook.com/Ekolo%C5%A1ka-kmetija-Poto%C4%8Dnik-Poprask-116906365182942/>

On the farm, you can visit the herb garden and composting, learn about organic farming basics, and see farm tasks appropriate for the season. They have a small herd of cattle. They also own an antique press. On their property, there is a 2.5-hectare orchard meadow with about 160 different fruit trees, the majority of which are old apple varieties (130 trees). They are involved in a complementary activity, which is the production of wooden products. The farm hosts workshops for children and teenagers on a variety of topics that are tailored to the seasons and the needs of the participants (herbal products, licking corn, drying fruit, composting, summer lawn, making hard soaps).