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## Partners

### Lead by

The European Landowners' Organization:  
[www.elo.org](http://www.elo.org)

### Supported by

The Nature Conservancy:  
[www.nature.org](http://www.nature.org)

Agentschap voor natuur en bos:

[www.natuurenbos.be](http://www.natuurenbos.be)

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# LAND IS FOR EVER

Adapting new conservation  
tools to engage private  
landowners in national and  
regional conservation efforts in  
EU Member States



This project has received funding from the  
European Union's LIFE programme under  
grant agreement LIFE17PREBE001



The European Union has formally committed to halt biodiversity loss by 2020. About 60% of Europe's land is privately owned and this land is home to much of our rich biodiversity. Therefore, the EU's nature conservation goals cannot be accomplished without the involvement of private landowners.

Most EU Member States have created voluntary programmes whereby landowners and land managers can receive financial and other benefits for participating in nature conservation activities. However, many of these conservation programmes are relatively new and awareness of them is low amongst many landowners and managers.

**This project intends to increase landowners' awareness of both environmental and individual benefits of participating in nature conservation programmes. Engagement with landowners involved in conservation and field tests in different EU Member States will go on to form the basis of recommendations for more effective conservation policies.**

### Project aims:

- Expand the use of private land conservation methods in the EU
- Develop recommendations for more effective private land conservation policies
- Publish recommendations on how to roll out these policies effectively on a larger scale
- Promote nature conservation as a valuable type of land management

The overall aim is to create a network of European private landowners that are involved in nature conservation.

### Project actions:

- Categorise current conservation tools
- Assess landowners' understanding of incentives for conservation that are available and their regional differences
- Field-test innovative tools
- Develop synergies with the EU Private Land Conservation Network
- Provide the European Commission with a set of policy recommendations

