



The Natura 2000 logo for promoting sustainable goods and services

Landcare Europe Workshop

Local & suburban food production in &
outside Natura 2000 areas – direct
marketing from farm to fork

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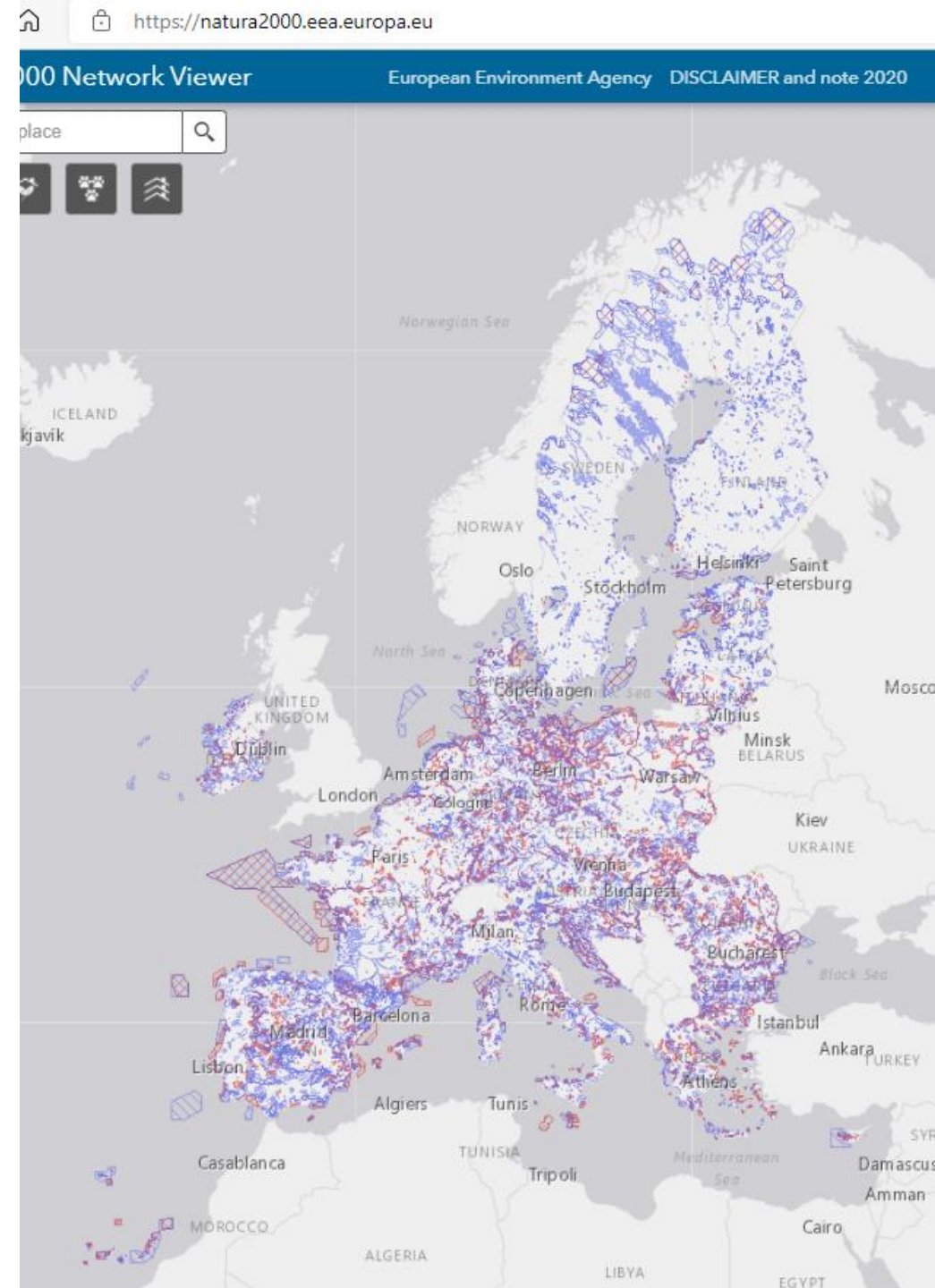
EU policies on nature conservation and N2000



- Habitats and Birds Directives to ensure healthy nature by protecting species and habitats.
- The largest coordinated network of protected areas in the world.
 - 27 000 Natura 2000 sites
 - 18 % land
 - 9% seas
- The Directives protect 500 bird species, 1,500 animal and plant species and 200 habitat types

The Natura 2000 Network

- The Natura 2000 network combines different levels of nature protection and sustainable use
- Ensure long-term survival of EU's most valuable and threatened species and habitats:
conservation objectives in Natura 2000 sites.
- Natura 2000 approach is centered on people working with nature.
- Natura 2000 sites provide a wide range of ecosystem benefits and services to society.
- Natural environment underpins various sectors of our economy.



The Natura 2000 logo

Promoting and communicating Natura 2000



The Natura 2000 logo on goods and services



- Authorities and stakeholders interested in using it on products and services
- The Commission adopted a licence agreement as regards the use of the Natura 2000 logo
https://ec.europa.eu/environment/nature/natura2000/management/natura2000-logo_en.htm
- Signing this agreement with DG ENV, Member States will be able to grant licences to use the logo to brand sustainable products or activities related to Natura 2000

The Natura 2000 logo on goods and services- conditions



- The Natura 2000 logo on products and services will help promote sustainability and recognise efforts in Natura 2000
- Respect certain safeguards and ensure that the logo is not misused.
- The use of the logo on goods and services is possible when
 - (i) they contribute to the achievement of the conservation objectives of specific Natura 2000 sites
 - (ii) originate completely or significantly from or are provided in specific Natura 2000 sites and are fully compatible with their conservation objectives.
- It is for the MS to set up an accreditation/monitoring system.

Benefits of branding products and services with the Natura 2000 logo

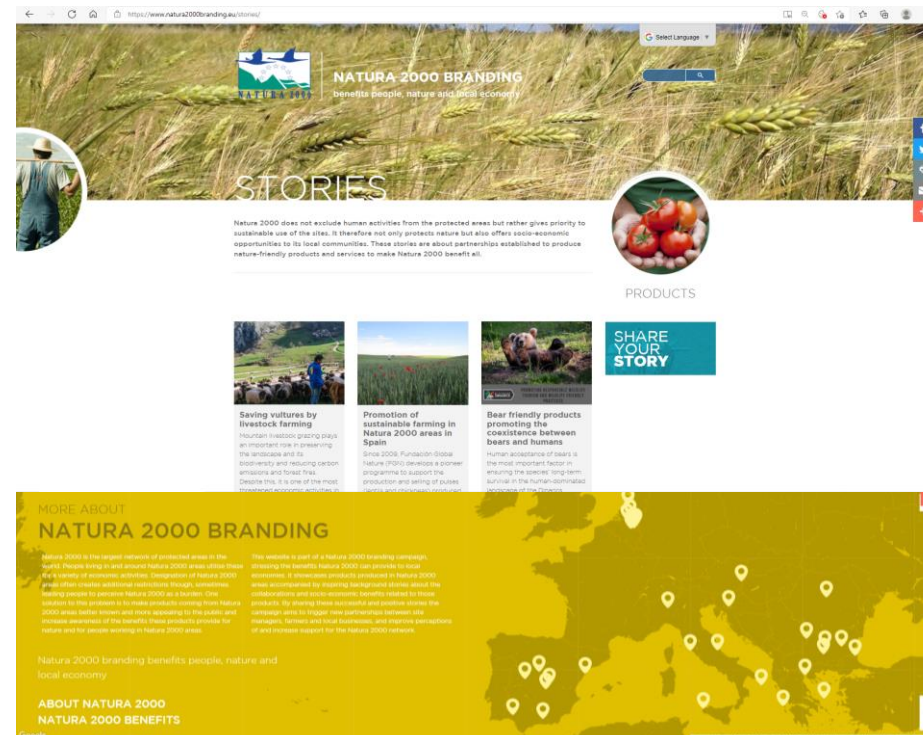


- Promotion of sustainable products and services that N2000 provides to society
- Promotion of activities that contribute to nature conservation and the preservation of the Natura 2000 network values
- Increase Natura 2000 visibility as a source of opportunities and benefits for local economies
- Recognition of good management practices in Natura 2000
- Creation of partnerships, reengagement of stakeholders, including young entrepreneurs and the public.
- Building bridges between nature, people and the economy.
- Contribution of Natura 2000 to the socio-economic recovery of the EU in line with the Green Deal agenda

The Natura 2000 logo on goods and services – state of play



- Producers and MSs are interested.
- Initiatives on going:
 - Branding Natura 2000



- The Spanish System to recognize sustainability of tourism activities in Natura 2000 sites

For more information

For further questions:
nature@ec.europa.eu

- The use of the Natura 2000 logo on goods and services:
https://ec.europa.eu/environment/nature/natura2000/management/natura2000-logo_en.htm
- Natura 2000 newsletter: <https://op.europa.eu/en/publication-detail/-/publication/d31b281c-fa4d-11eb-b520-01aa75ed71a1/language-en/format-PDF/source-223687552>
- The Natura 2000 Awards:
 - Vote open until midnight:
https://ec.europa.eu/environment/natura-2000-award/current-edition_en
 - Call for application 2024 edition will open around Natura 2000 Day in 2023:
https://ec.europa.eu/environment/natura-2000-award_en



Thank you



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