

A photograph of two brown bears standing on their hind legs in a shallow body of water, splashing vigorously. The background is a dense forest of tall, thin trees. The scene is captured in a way that emphasizes the dynamic movement of the water and the bears.

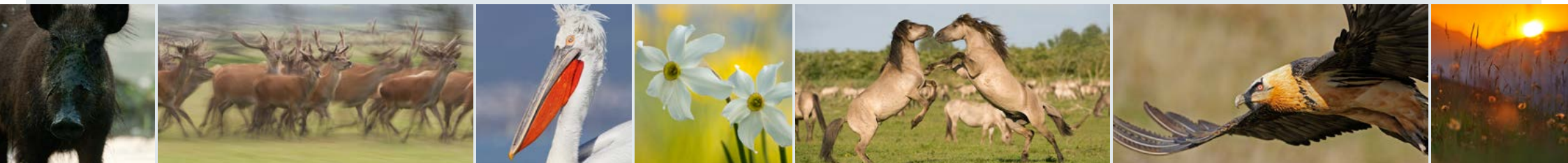
Rewilding Europe®



Rewilding Europe is about making Europe a wilder place, with much more space for wildlife, wilderness and natural processes.

Bringing back the variety of life for us all to enjoy and exploring new ways for people to earn a fair living from the wild.

Making Europe a wilder place



Rewilding Europe aims to rewild one million hectares of land by 2020, creating ten magnificent wildlife and wilderness areas of international quality, which will serve as inspirational examples of what can also be achieved elsewhere.

Rewilding Europe particularly focuses on turning the problems caused by the on-going land abandonment into opportunities for man and nature alike, providing a viable business case for wild nature in Europe. Several areas have the potential to become world-class wildlife tourism attractions, alongside the many other ways of reaping economic benefits from the wild. We will work hard to make this a reality.

Rewilding Europe is a new conservation vision for Europe, with wild nature and natural processes as key elements, where rewilding is applicable to any type of landscape or level of protection. Treating nature as something that is fully capable of taking care of itself, if given the opportunity to do so. This concept could become the main management principle for many natural areas in the future. Just let it be.

Rewilding Europe recognizes natural grazing as one of the key factors in maintaining open and half-open landscapes,

upon which a large part of Europe's biodiversity is dependant. Allowing our large native herbivores to return in significant, more natural numbers to the lands where they once belonged – bison, red deer, ibex, chamois, wild horse, moose, wild boar, wild reindeer and hopefully soon also the aurochs.

Rewilding Europe emphasises the joy and the value of wildness, and takes active part in a mass communication effort to stimulate a greater sense of pride in the wild and to spread a vision of a wilder continent. A Europe with much more wildlife than today, where this is also much more watchable and accessible to its citizens. A Europe with much larger areas of protected wilderness, vast areas of rewilded lands and reserves forming ecological corridors across the continent.

Rewilding Europe targets

- Rewilding at least one million hectares by 2020 (10,000 sq km)
- Creating 10 magnificent wildlife areas, each of at least 100,000 hectares (1,000 sq km), in all corners of Europe.
- First 5 areas: Velebit Mountains (Croatia), Western Iberia (Portugal and Spain), Danube Delta (Romania), Southern Carpathians (Romania), Eastern Carpathians (Slovakia and Poland)

- Five more areas to be launched at the World Wilderness Congress, WILD 10 in Spain 2013
- Allowing wildlife to return, supported by re-introductions where necessary
- Helping to establish high quality European wildlife safari tourism
- Emphasising entrepreneurship and business investment in the wild
- Working with top quality wildlife breeding operations
- Commissioning new scientific studies by reputable institutions
- Working with land owners, communities, NGOs and other local stakeholders
- Reaching many tens of millions of people through massive communication output - through web sites, social media, indoor and street exhibitions, DVDs and major mass media
- Celebrating Europe's wildlife comeback
- Celebrating Europe's nature conservation successes

An initiative by WWF-Netherlands, ARK Foundation, Wild Wonders of Europe and Conservation Capital, working with many other partners both at a European and a local level.

We invite all strands of society to be part of this exciting and ground-breaking initiative.