EXPLOITATION CANVAS

Arena: Mecklenburg-Vorpommern [Rewetting Peatlands and Reforestation]

BioValue

BioValue's Ambitions:

Ambition 1: spatial planning safeguards, restores, allows recovery and enhances biodiversity.

Ambition 2: spatial planning significantly contributes to balanced and responsible consumption and production (avoiding external social and environmental costs).

Ambition 3: spatial planning significantly contributes to reducing socioeconomic inequalities.

About this template

The Business Model Canvas **maps** out key actors, activities and resources, the value proposition and more.
Here, it has been revised to **strategise** and inform the experimentation of BioValue's research framework.

The focus is on the **post-project exploitation**, providing a template for developing a short-run (4-year) action plan and presenting it to the outside.

ARENA AMBITION

Contextualisation:
Facilitate large scale rewetting for the main purpose of climate protection, entailing both ecological restoration and the emergence of a new form of regional identity grounded in sustainability. Consider the multi-level aspects of planning while bringing together actors from different sectors of society in the co-creation of the desirable future of the peatlands. Stakeholders envision a landscape that "gives back" in multiple ways: climate change mitigation, groundwater protection, energy and material production, heritage and identity, and a new form of pride.

*What is the intended **post-project ambition**?*
The Arena aims to stand as a demonstrator of how rural areas can innovate facing new challenges. Central to this vision is a shift in values, where "success" is no longer defined solely by economic productivity but by resilience, coexistence, and sense of place.

IMPLEMENTATION ACTIVITIES AND ROADMAP

*What **activities** will the Arena ambition and transformative change be achieved through?*
- Small-scale rewetting and monitoring (led by Nature Park and pioneering landowners)
- Development of biodiversity-sensitive land use planning
- Community excursions, storytelling, and arts-based education
- Biomass harvesting and decentralized heating infrastructure
- Partnership with university research on land conversion.

*What exploitation **roadmap** is envisioned to reach the intended post-project ambition?*
- Mainstream biodiversity in multi-level planning, integrating an innovative SEA approach into the Climate Protection Law's implementation
- Expand biomass energy networks using rewetted hay species, and support the development of sustainable value chains for rewetted peatland-produced biomass
- Boundary organisations to help coordinating and mediating between interests and actorss
- Nature Park as a living lab, catalysing experiential social learning.

CONTRIBUTION AND RESULTS FROM BIOVALUE

*Detail the role of **Key Exploitable Results** in the Arena:*
- KER1: The analytical framework has helped identify how existing planning processes fall short of delivering biodiversity gains and what are the limitations of SEA/EIA implementation
- KER2: BioValue explored alternative instruments beyond traditional land-use zoning, focusing on biomass heating (E&FIs)
- KER3: BioValue provided tools (e.g., card game) to support local training, stakeholder workshops, and educational formats.

*In terms of **contributions** during the project, BioValue:*
- Helped identify and classify challenges for large-scale rewetting and instruments suitable to the local context
- Provided a platform to create a shared vocabulary and structure for interdisciplinary collaboration
- Provided a SEA policy brief improving understanding of how an innovative SEA approach could help foster biodiversity mainstreaming in Climate Protection Law implementation
- Emphasised linking scientific evidence with participatory formats, which were successfully piloted.

*In terms of **post-project** potential:*
- The card game (KER3) is an adaptable tools for future stakeholder training and education
- The integration of the tools catalogue (KER2) into digital platforms supports continued access to instruments
- The arena can be a demonstration case within the EU policy dialogue.

KEY STAKEHOLDERS AND MAIN ACTORS

*Which stakeholders do you expect to be most **relevant** for the post-project exploitation?*
- Nature Park Directorate (conservation, education, tourism)
- Municipality of Malchin (peatland manager, spatial planning)
- Local farmers and landowners (land use, biomass production, nature conservation)
- Civil society (schools, NGOs, restaurant operators)
- Regional, federal state and EU-level policymakers (lawmakers, funders)
- Universities and research institutions (pilot projects, land use innovation).

KEY INSTRUMENTS AND TOOLS

*Which instruments do you expect to employ for the post-project **exploitation**?*
- SP&MIs: Land ownership adjustment, conservation zoning, compensation measures, qualitative ecological standards
- EAIs: SEA/EIA with biodiversity enhancement
- E&FIs: Economic incentives for biomass production through agricultural subsidies (although few incentives to develop a biomass processing value chain exist), public-private project coalitions, agri-environmental climate-related subsidies for biomass and restoration, public knowledge exchange platforms, regional development programs.

VALUE PROPOSITION

*What **motivates** the intervention in the specific Arena context? What **transformations** will be achieved in your Arena? How do these relate to and build towards the **post-project ambition**?*
The Arena is centered on climate-smart, biodiversity-enhancing land stewardship. It offers a replicable model for rural sustainability that combines rewetting expertise, community engagement formats, and energy transition solutions. For funders, the Arena demonstrates high alignment with EU Green Deal goals, nature restoration targets, and climate neutrality commitments. For regional actors, it is a source of identity and socio-ecological cohesion.
The Arena's ability to mobilise local actors, blend traditional land knowledge with scientific expertise, and deliver visible environmental benefits makes it a valuable site for long-term investment and strategic partnerships.

POLICY AND SPATIAL PLANNING FRAMEWORK

*Which spatial planning law and regulations **impact** your Arena?*
*How is the regulatory environment expected to affect the post-project **exploitation**?*
The arena is embedded in a multi-level governance context, where a state-level Climate Protection Law currently aims for carbon neutrality by 2040. SEA and EIA are operational, though not yet fully aligned with proactive biodiversity enhancement. Spatial planning instruments such as land-use zoning, conservation areas, and ecosystem service mapping are in use, but require resources and integration of enhancement mandates. The Nature Park serves as a key institutional anchor, despite lacking regulatory authority. Climate protection is not yet implemented fully in spatial policies and other instruments like carbon certificates remain at a small-scale. Long-term land use transitions have been influenced by legacy drainage systems and shifting subsidy regimes. Economic incentives for rewetted soils are still not capable of pushing towards large-scale land-use change, and a value-chain for produce from rewetted soils is to be developed.

KEY RESOURCES

*Which resources are expected to be **crucial** for the post-project exploitation?*
*Which ones are **not** currently present and will have to sourced or developed?*
- Human and social capital: multi-disciplinary expertise in ecology, land use planning and hydrology, biomass production and use, trust networks being built among landowners, the park team, innovative actors and civil society members, community engagement and active involvement from civil society actors and NGOs
- Financial and economic resources: payments from the CAP, national climate and biodiversity programs, and federal state and local private investment in biomass infrastructure
- Data and knowledge infrastructures: spatial maps, monitoring tools, Oppla platform content.

BARRIERS AND CHALLENGES

*Which are the main barriers and challenges foreseen for post-project **exploitation**?*
- Lack of binding authority for the Nature Park
- Fragmented land ownership and governance (70+ individual agreements cited)
- Technical difficulty of operating in wet soils and loss of fertile topsoil
- Social conflicts over land use priorities (e.g., between conservation and meat production)
- Gaps in biomass value chain and low commercial viability for emerging species
- Capacity on the side of key stakeholders.

ENVIRONMENTAL VALUE LOSS

*What **negative impacts** and **costs** could result from the activities envisioned for post-project exploitation, from an environmental point of view?*
- Loss of high-protein fodder grasses
- Misalignment in initial rewetting calculations.

ENVIRONMENTAL VALUE CREATION

*What **positive impacts** and **benefits** could result from the activities envisioned for post-project exploitation, from an environmental point of view?*
- Climate mitigation through peatland rewetting
- Improved habitat conditions
- Biodiversity conservation and environmental restoration.

SOCIAL VALUE LOSS

*What **negative impacts** and **costs** could result from the activities envisioned for post-project exploitation, from a social point of view?*
- Resistance to rewetting from some actors for economic reasons, due to the association with perceived land abandonment
- Tension between past land improvement narratives of draining peatlands and the new ecological paradigm.

SOCIAL VALUE CREATION

*What **positive impacts** and **benefits** could result from the activities envisioned for post-project exploitation, from an social point of view?*
- Strengthened local identity and pride
- Environmental education
- Increased stakeholder participation through formats such as storytelling, excursions, and field labs.

ECONOMIC VALUE LOSS

*What **negative impacts** and **costs** could result from the activities envisioned for post-project exploitation, from an economic point of view?*
- Loss of productivity for cattle and dairy sectors
- Low economic margins for biomass-based energy.

ECONOMIC VALUE CREATION

*What **positive impacts** and **benefits** could result from the activities envisioned for post-project exploitation, from an economic point of view?*
- Bio-based local energy production (with one local network covering 25% of heat demand via rewetted hay)
- Funding through CAP, public programs, and private investments
- Eco-tourism.