

A close-up photograph of a single, green, oval-shaped butterfly egg attached to a plant stem. The egg has a distinct pattern of small, dark, hexagonal pits. The surrounding plant material consists of thin, needle-like leaves.

# (Private) fundings for butterfly conservation



My last slide on the Future for Butterflies conference



# **Preserving butterflies without mentioning them !**

**Albert Vliegenthart,  
Dutch Butterfly Conservation**



# The ecologist explains

How nature works

The role and meaning of  
butterflies

Inspiring people

Show the benefits for 'them'

Learn to speak other  
languages







BUSINESS

GROWTH

BLOG

PRODUCT

BRANDING

PROMOTION

MARKETING

PRICE

SALES

STRATEGY

ADVERTISING

MEDIA

CUSTOMERS

NETWORK



# Our deliverables



Non-profit





# Income types

- Selling products
- Tailormade services (projects)
- Sponsors – greenwashing?
- Investors – return of investment
- Investors – business plan
- Investors – profit
- Lotteries (free money)
- Foundations (subsidies)
- Donations / legacy





# Important carrier



- Very supportive for engagement
- Responsibility
- Products and services
- Huge Impact







# Dutch examples

Monitoring  
Red Lists  
Protected species  
Habitat restoration  
Public spaces

....

Gouvernements  
(national, provincial, communities)





# Subsidies -> projects



**fonds werving online**  
Al 24 jaar jouw partner

Regelingen Kennisbank Verhalen Over ons Inloggen Word lid

Subsidies Fondsen

## Tot € 23.000 subsidie voor natuurbeschermers die bedreigde soorten willen redden

Welke subsidie is er voor natuurbeschermers wereldwijd? Onderzoekers, natuurbeschermers en ngo's kunnen tot € 23.000 subsidie aanvragen voor projecten die zich richten op bedreigde soorten wereldwijd. Deze regeling ondersteunt veldwerk, soortonderzoek en bescherming van flora, fauna en schimmels in alle regio's, zonder beperking op soortgroep. Aanvragen verlopen digitaal via het aanvraagportaal. Er zijn meerdere aanvraagperiodes per jaar.

Jaarbudget: € 24.980.000  
Per uitgifte: € 0 - € 23.000  
Indientermijn: november 2025 - maart 2026

Realiseer jouw ambitie

Meld je hier aan

- Co-finance
- Specific target
- Financial audit and administration
- Bigger money
- No profit, small overhead
- Action

EU

Government

Private

Complexity and impact



# Selling products (awareness, knowledge)



## Online libellencursus beginners

Lastig hoor, libellen herkennen. Leer het nu gemakkelijk online met deze cursus. Deze bestaat uit vijf blokken. In de eerste video leer je de eerste stappen om libellen te kunnen herkennen. De overige video's vertellen meer over beekjuffers en pantserjuffers (blok 2), blauwe juffers (blok 3), korenbouten (blok 4) en glazenmakers (blok 5).

Na betaling ontvangt u een factuur met daarin de links naar vijf instructie filmpjes.

Artnr. 1701 • € 7,50

Donateurs 1701 • € 7,50

1

stuks

 Bestellen

## Courses, living materials, information





Purchase prices  
25-40% marge (<1%)



Books  
Binoculars  
Fieldguides  
ID-charts  
Plants (commision)  
Merchandise....





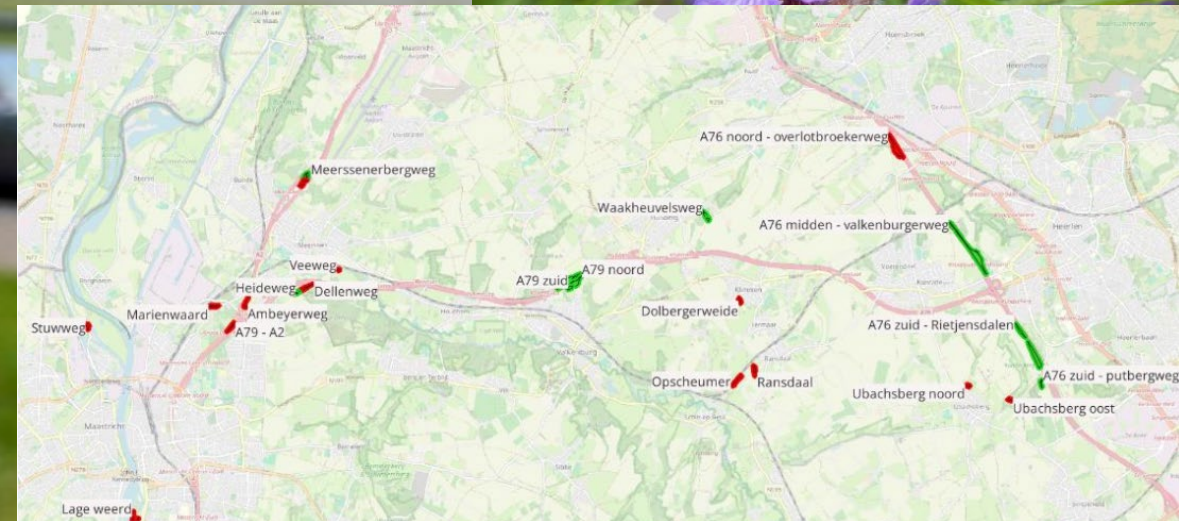
# Infrastructure for the Glanville fritillary

Re-establishment habitat for *M. cinxia*

A service (advice for management)

**Infrastructuur voor de  
veldparelmoervlinder**

Project funded by companies -> (profit) in the overhead





# Crowdfunding (still learning)

Geef



Start jouw geefactie

Geefacties

Goede doelen

Helpdesk

In



Actievoerder  
De Vlinderstichting

G

€ 3.225 opgehaald   
van € 5.000

64%

**158**  
donaties

**0**  
dagen te gaan

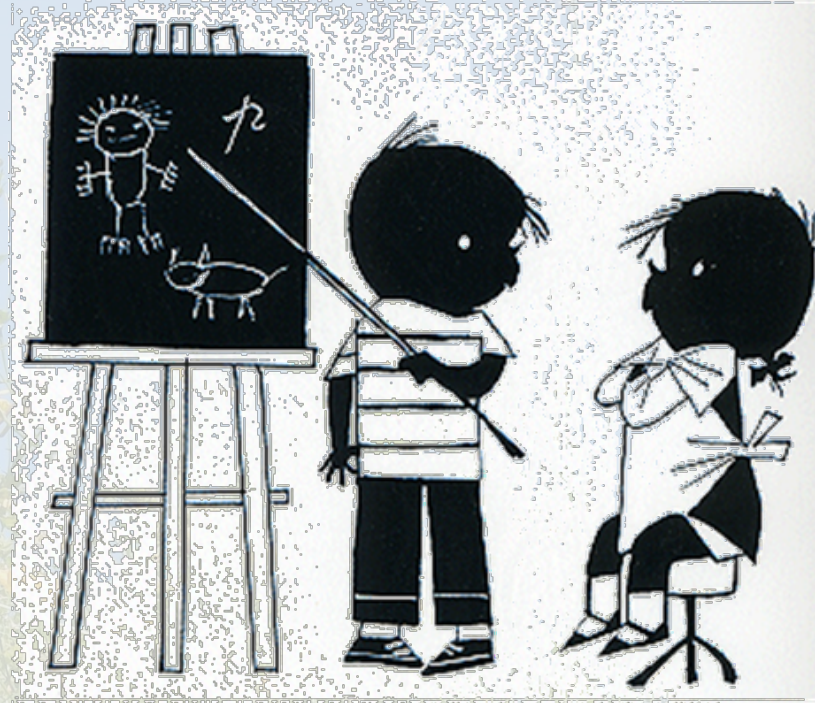
 Doneer nu



# From *what* and *how* back to the *why*



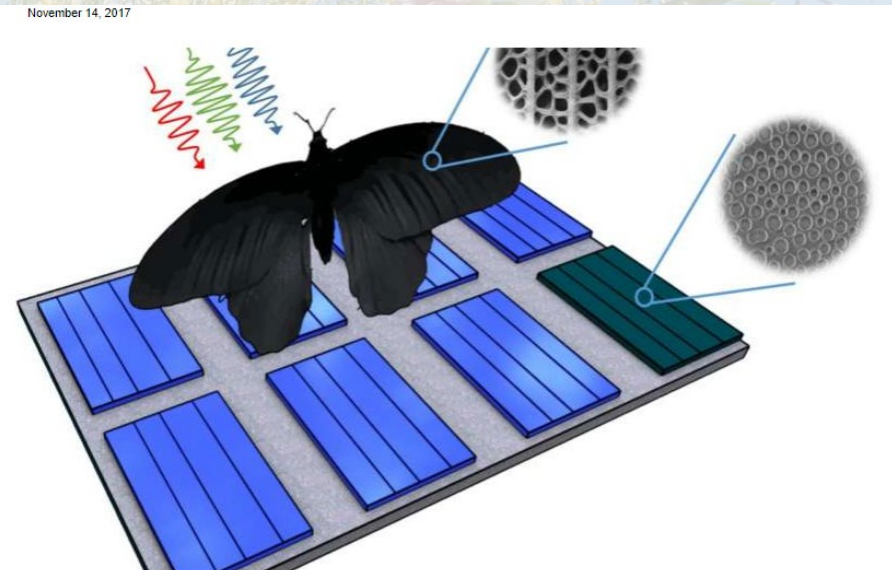
Simple language



Translation



Identify yourself





## Facts

Monitoring network of 800 transects

Grassland Butterfly Indicator as monitoring tool

European Red List – 6 species are critically endangered

## Impact

Over 800 volunteers are powering butterfly conservation in the Netherlands—building a movement that grows with every investment.

The GBI delivers reliable insights into the health of our environment, enabling decisive and effective action.

The Red List is more than a list—it's a roadmap to protect the species that keep our world in balance





# New approach: financial sector guiding and providing a perspective for action





# Future prospective

There are many more financial opportunities to enlarge our impact and finally stop the butterfly decline.

Impact stories are convincing to investors 😊