



(Private) fundings for butterfly conservation



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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



MARKETING

BUSINESS

PROMOTION

BRANDING

GROWTH

PRODUCT

BLOG

ADVERTISING

STRATEGY

PRICE

MEDIA

CUSTOMERS

SALES
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



Complexity and impact

**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 uitgave € 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



Selling products (awareness, knowledge)



Artnr. 1701 • € 7,50

Donateurs 1701 • € 7,50

1

stuks

 Bestellen

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 instructiefilmpjes.

Courses, living materials, information



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



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



Infrastructure for the Glanville fritillary

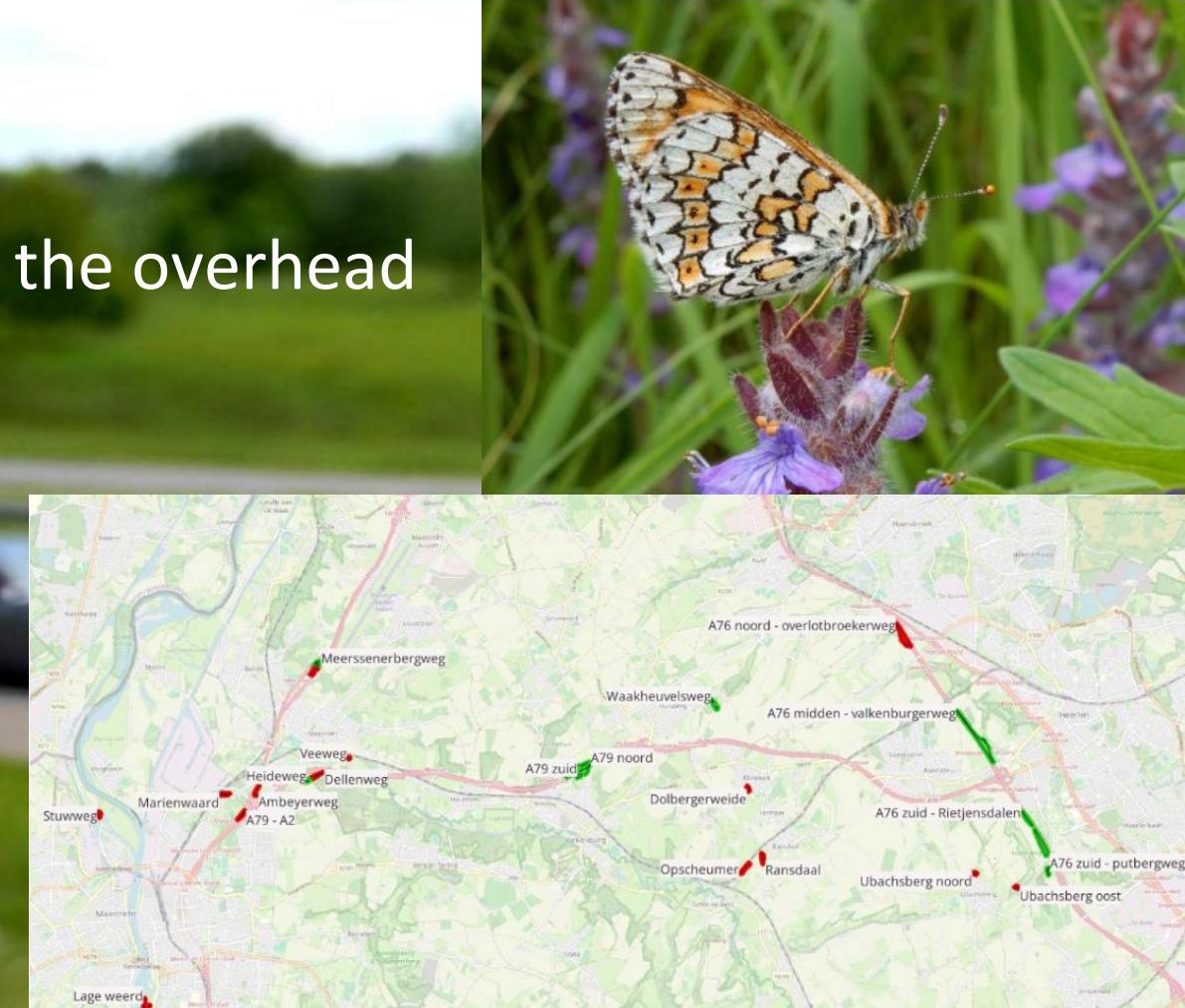
Re-establishment habitat for *M. cinxia*

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 i

van € 5.000

64%

158

donaties

0

dagen te gaan

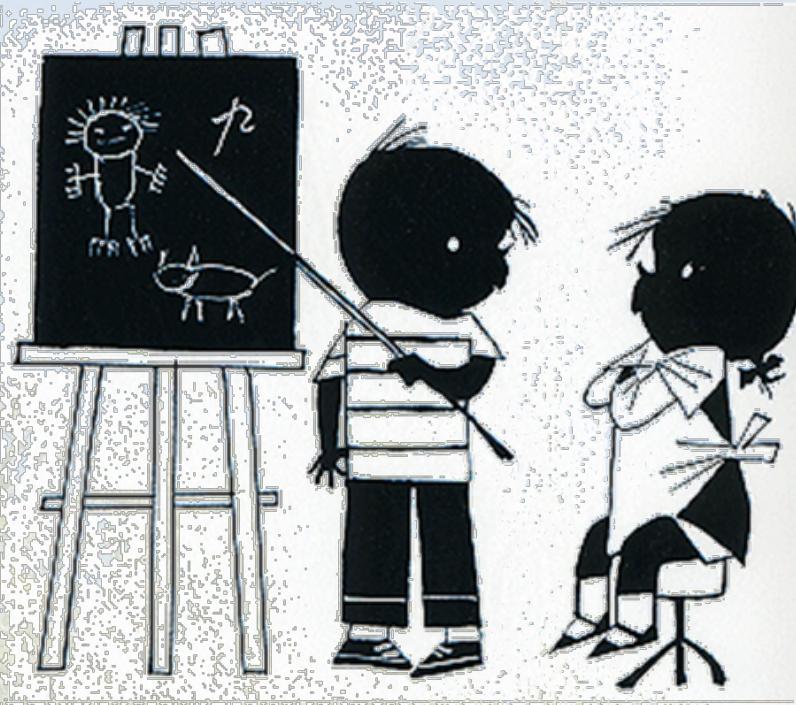
♥ Doneer nu

From what and how back to the why

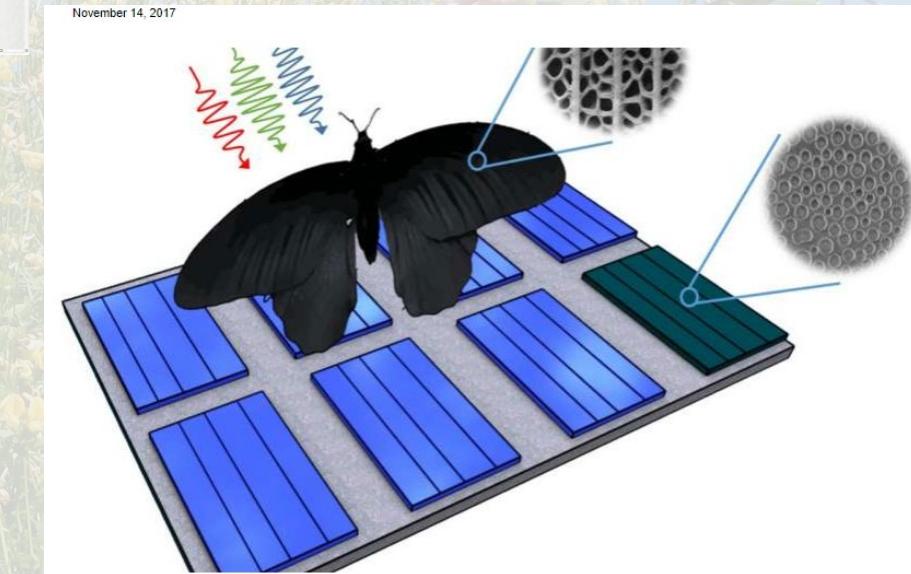
Simple language



Identify yourself



Translation



Nanostructures of the wing of *Pachliopta aristolochiae* can be transferred to solar cells and enhance their absorption rates by up to 200 percent. Credit: Radwanul H. Siddique, KIT/Caltech

Facts

Monitoring network of 800 transects

Grassland Butterfly Indicator as monitoring tool

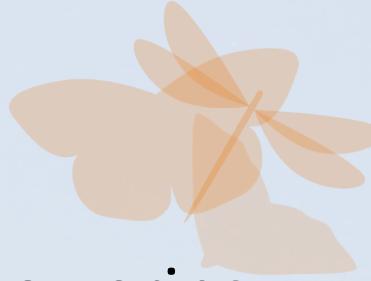
European Red List – 6 species are critically endangered

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 😊