BUSINESS as NATURE



GUARDIÃS DA NATUREZA

THE GUARDIANS OF NATURE NETWORK AND CONSCIOUS TOURISM

Women, Nature, Endogenous Resources, Local Development

PARTNERS

Guardiãs Da Natureza

RECOGNITION

FUNDO AMBIENTAL

REPÚBLICA PORTUGUESA
AMBIENTE E ENERGIA

CA Crédito Agrícola

EUROPEAN TRAVEL COMMISSION

ICNF
Instituto da Conservação da Natureza e das Florestas

Guardiãs Da Natureza

GOAL

Create a Network of Women who:

- can identify, catalyse, and coordinate the implementation of sustainable development projects in rural areas, particularly in protected areas;
- act as local drivers of regeneration and the restoration of ecosystems and biodiversity;
- promote the sustainable use of endogenous resources and agriculture/forestry initiatives, **SUSTAINABLE AND CONSCIOUS TOURISM,** contributing to the transition towards a low-carbon and climate-resilient economy in the T**OURISM**, agricultural, food, and forestry sectors.

Profile of the Nature Guardians

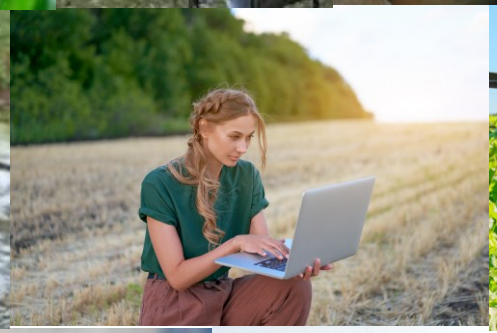


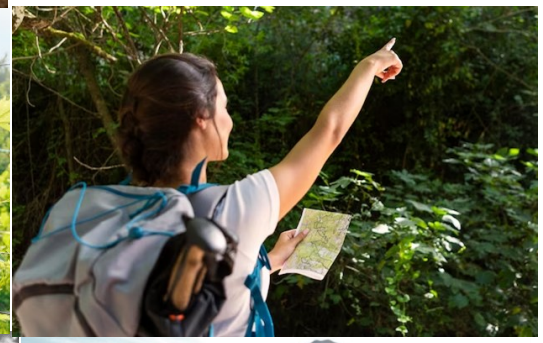




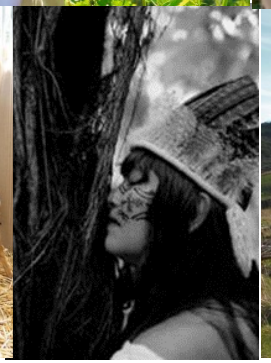

Guardiãs Da Natureza







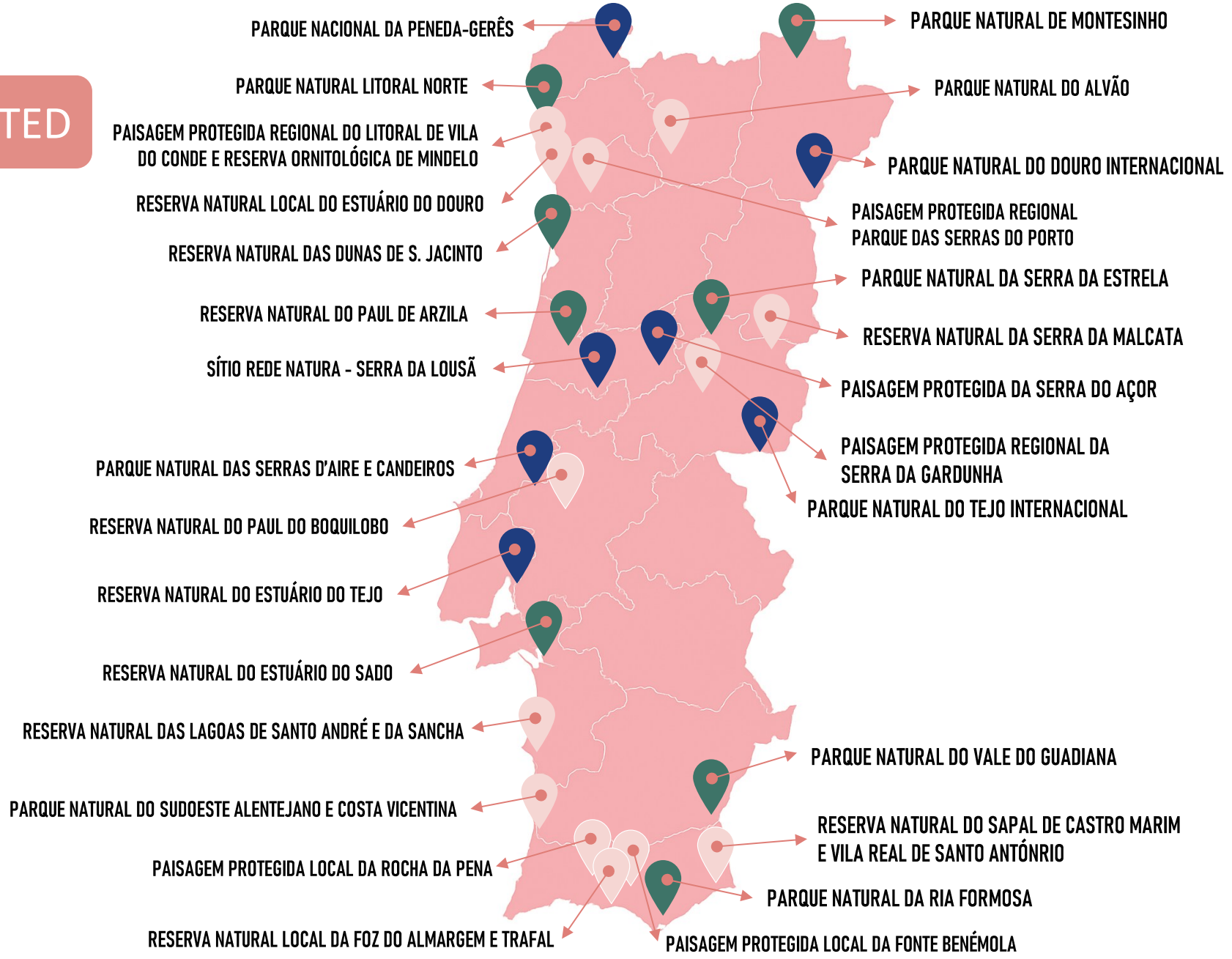




WHERE IS ALREADY IMPLEMENTED

GUARDIÃS DA NATUREZA

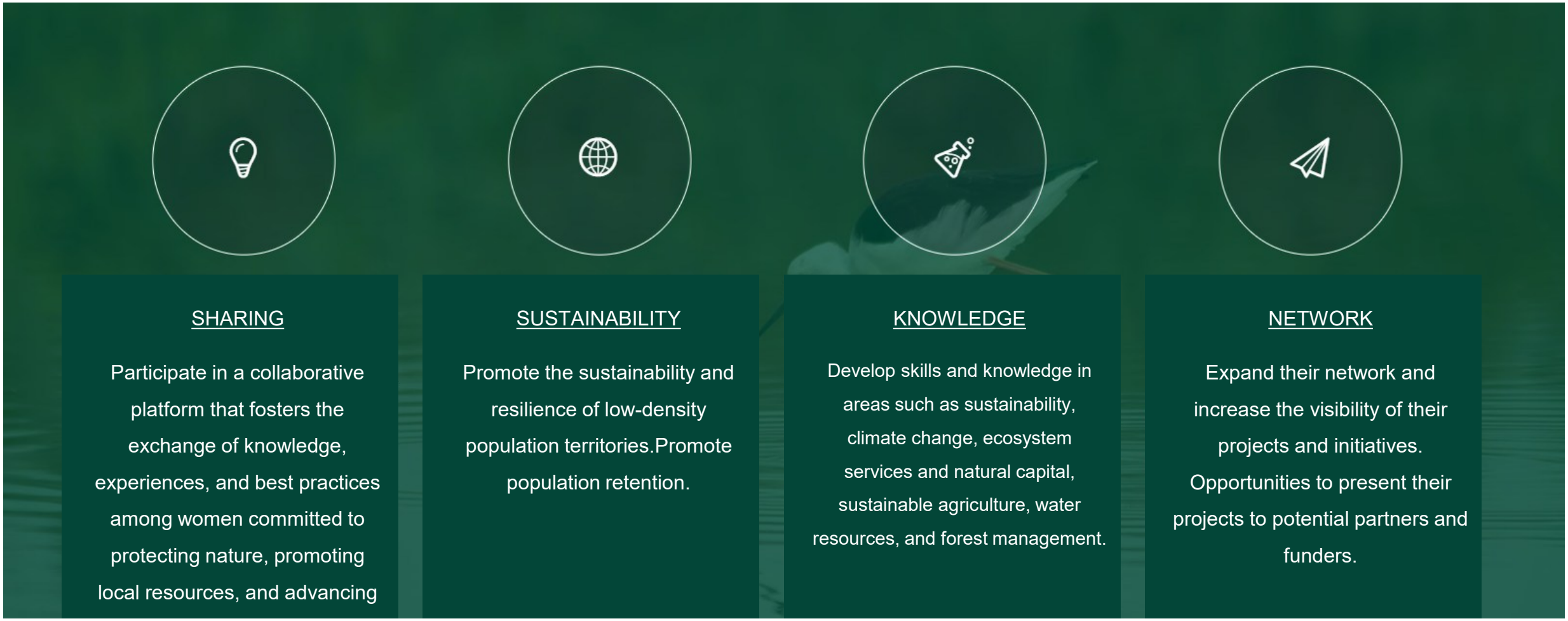
Covered Territories

- 1st STAGE AREAS (2023)
- 2nd STAGE AREAS (2025)
- 3rd STAGE AREAS (2026)



What Can Guardians Expect from the Network?

GUARDIÃS DA NATUREZA



SHARING

Participate in a collaborative platform that fosters the exchange of knowledge, experiences, and best practices among women committed to protecting nature, promoting local resources, and advancing

SUSTAINABILITY

Promote the sustainability and resilience of low-density population territories.Promote population retention.

KNOWLEDGE

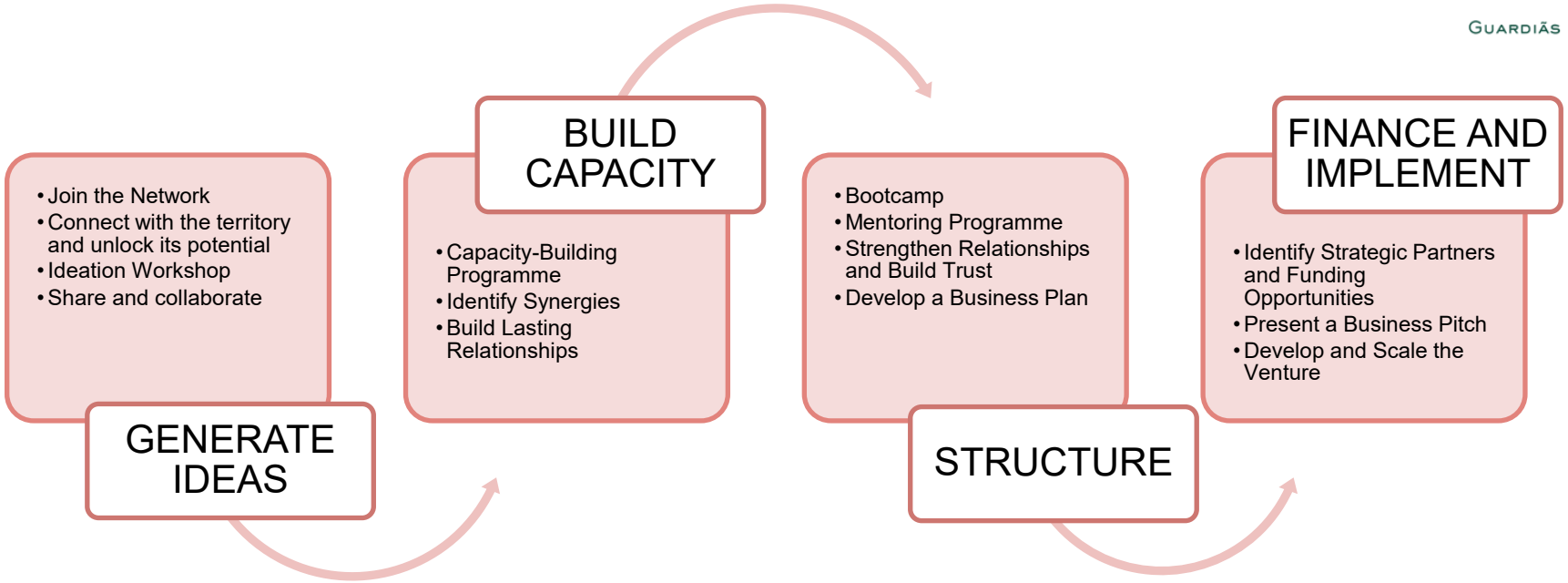
Develop skills and knowledge in areas such as sustainability, climate change, ecosystem services and natural capital, sustainable agriculture, water resources, and forest management.

NETWORK

Expand their network and increase the visibility of their projects and initiatives. Opportunities to present their projects to potential partners and funders.

What Can Guardians Expect from the Network?

GUARDIÃS DA NATUREZA

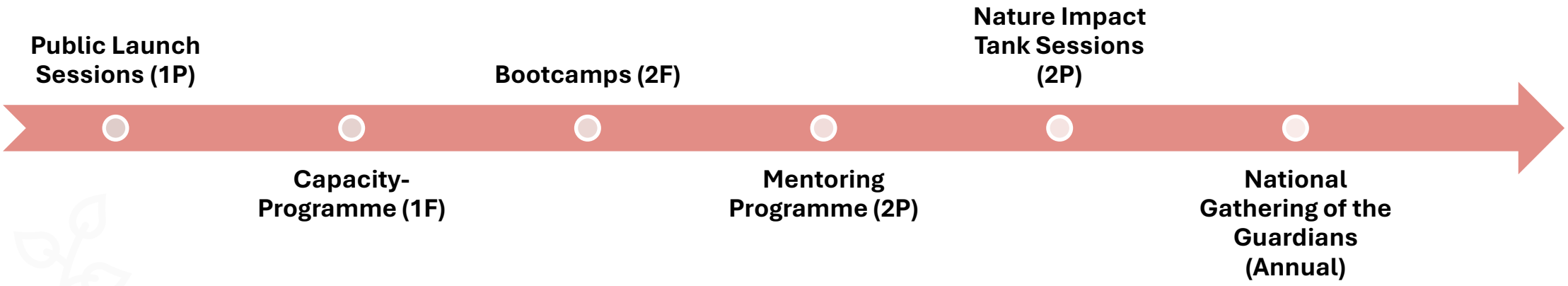


COMMUNICATION, BRAND PROMOTION, NETWORK ENGAGEMENT, VOLUNTEERING

CYCLE OF ACTIVITIES IN THE TERRITORIES

GUARDIÃS DA NATUREZA

The cycle of activities supporting the development of the Guardians' projects takes place in each territory covered by the Network, with support from the Environmental Fund in Phase 1 (1P) and from Crédito Agrícola in Phase 2 (2P).



TRANSVERSAL ACTIVITIES

- Masterclasses
- Good Practice Mapping
- Volunteer Programme
- Regional and Sectoral Meetings
- And so much more...

LOCAL MOBILISATION AND ENGAGEMENT













DIGITAL PLATFORM



MULHERES PELO CLIMA

BUSINESS as NATURE

ICNF Instituto da Conservação da Natureza e das Florestas

FUNDO AMBIENTAL

REPÚBLICA PORTUGUESA AMBIENTE E AÇÃO CLIMÁTICA

GOOD PRACTICE MAPPING

Mapa de Boas Práticas

- As árvores sentem?
  Fão e Parque Natural Litoral Norte
- Bétula Studios
  Parque Natural de Montesinho Bragança
- Cresce com a floresta e a floresta cresce contigo
  Cabril, Montalegre
- Regeneração agro-ambiental e eco-social
  Concelhos de Tavira, Vila Real de Santo António, Olhão e Faro
- Reserva Etnoecológica do Vale Velho
  Parque Natural da Serra da Estrela
- Floresta da Esperança
  Chão do Rio, Travancinha
- Conservação do solo, da água e biodiversidade: Centro Experimental de Erosão de Solos de Vale Formoso (CEEVF)
  Herdade de Vale Formoso
- Marias das Ervas
  RNES - Reserva Natural do Estuário do Sado (Vários





© Guardiãs da Natureza | 2023 | Business as Nature

BOOTCAMPS










National Meeting of Women Guardians of Nature

Com o Alto Patrocínio
de Sua Excelência

O Presidente da República



KEY ACHIEVEMENTS (2023–2026)

Guardiãs Da Natureza

REGISTERED GUARDIANS	675
PROJECTS OR PROJECT IDEAS	263
LOCAL PARTNERS	23
CAPACITY PROGRAMME EDITIONS	19
MASTERCLASSES	22

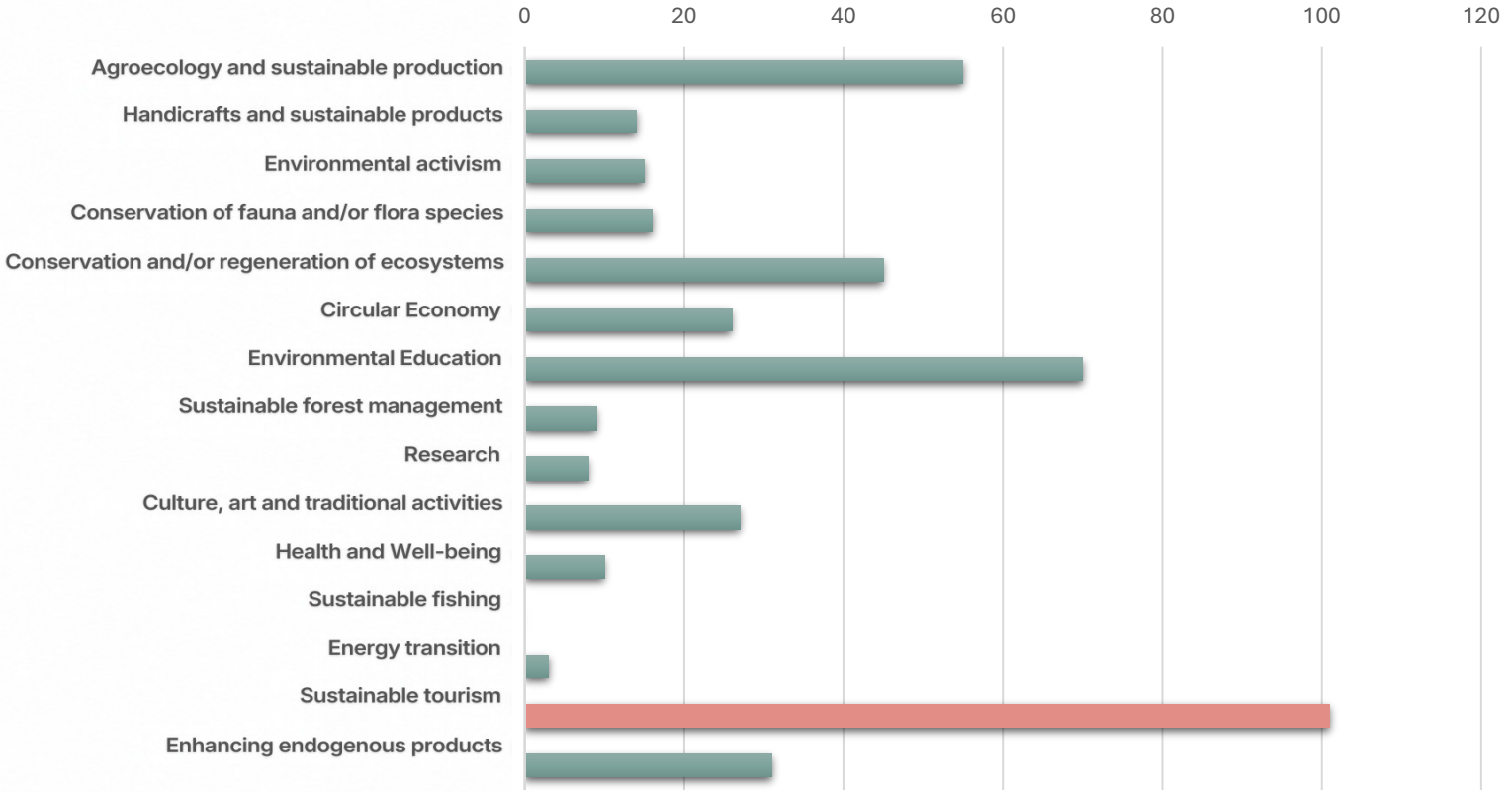
ACTIVE GUARDIANS	441
PROTECTED AREAS COVERED	28
LOCAL GUARDIAN GROUPS	19
GOOD PRACTICES	55
GUARDIANS OF THE GUARDIANS	11



THE GUARDIANS' PROJECTS

GUARDIÃS DA NATUREZA

MAIN PROJECT AREAS





THE BRAND 'GUARDIANS OF NATURE'

Development/ brand establishment and promotion plan





UNIQUE, MEMORABLE, AND UNREPEATABLE EXPERIENCES

“We are committed to changing the world, one woman at a time”

- ✓ **GUARDIANS' PRODUCTS** (Sustainability / Use of Endogenous Resources): Wine, Honey, Bread, Cheese, Burel (wool fabric), Wool, Cheese, Handicrafts, Sausages, Cosmetics, Seaweed, Samphire, Seafood, Fish, Fruits and Vegetables, Mushrooms, Aromatic Herbs – **“GUARDIANS' BASKETS”TOURIST**
- ✓ **ANIMATION ACTIVITIES:** Routes (Springs and water sources of Serra da Estrela, Traditional orchards of the Algarve, S. Jacinto Dunes, etc… learning about mushrooms, herbs), Experiences – making bread, roasting a kid, cutting kale, pottery,
- ✓ GUARDIANS' ACCOMMODATION **–**

“GUARDIANS' HOUSES”;

- ✓ **“GUARDIANS’ LOUNGES,** INCUBATORS, AND ACCELERATORS
- ✓ ”GUARDIANS’ **KITCHENS AND RECIPES**

.

GUARDIANS' HOUSES



What are the Houses of the Nature Guardians?

Promotion of sustainable and responsible village tourism in natural areas:

- **Village Houses** that offer at least 1 room with a bathroom, or **small accommodation units** run by Women Guardians of Nature, allowing guests to experience and immerse themselves in village activities and connect with the natural and cultural heritage of the region**.**
- Accommodations that provide products from the Guardians and promote conscious tourism activities in connection with local communities.

PILOT 'HOUSES OF THE GUARDIANS'
▪ Concept development ▪ Structuring and testing sustainable tourism products (pilot) ▪ Organizing weekends for women leaders/businesswomen and other target groups ▪ Creation of welcoming spaces (Guardians' Lounges) ▪ Joining Tourism Accommodation Units to the Guardians' Houses Network ▪ Identification, rehabilitation, and equipping of the houses (combating energy poverty) - remodeling of rooms and bathrooms ▪ Creation of the digital platform "Guardians' House"

GUARDIANS' LOUNGES



Guardiãs Da Natureza

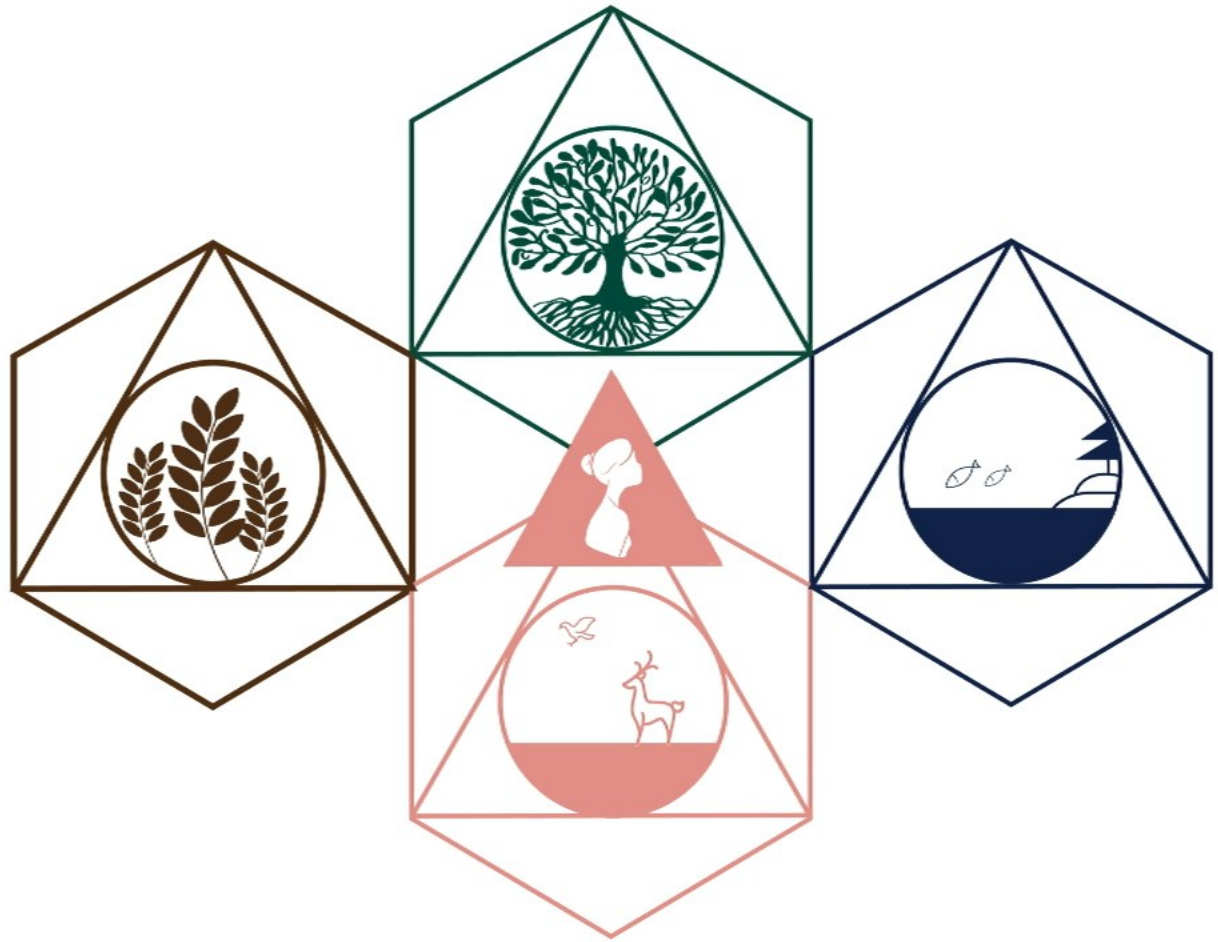
GUARDIANS' LOUNGES



Spaces created in the villages by adapting existing venues, such as the village café, the parish council (Junta de Freguesia) or the recreational association, with the following functions:

- Reception and information for visitors
- Booking and organisation of activities
- Meetings between the entrepreneurial Nature Guardians (Guardiãs da Natureza) and potential suppliers/clients
- In some cases (where possible), space for small events and workshops

Capacity for the Village Community Facilitator Guardians



GUARDIÃS DA NATUREZA



THANK YOU

www.businessasnature.org
www.guardiasdanatureza.pt

JOIN US

https://businessasnature.org/participacao/associados/

Contact:

geral@businessasnature.org