

THE NEARLY WILD "NATURE DIAMOND"

PART ONE: DIRECT OR INDIRECT BENEFIT TO NATURE?

A business can benefit nature either directly or indirectly

Nature benefit	Type of business	Example
DIRECT BENEFIT TO NATURE	Direct harvest / manage a resource	<i>Direct management primarily for wildlife</i>
INDIRECT BENEFIT TO NATURE	Use the resource directly to produce goods therefore influence the resource management by the way they purchase / who they purchase from	<i>A woodwork business that only buys timber from local woodlands managed in a way to benefit nature / wildlife; Consultant or contractor specifically delivering for nature's benefit</i>
	Use the resource raise awareness and educate about nature	<i>Outdoor pursuits business with a nature awareness aspect built in to their delivery model</i>
	Support those producing nature benefiting product through deliberate support as part of the supply chain	<i>business with a deliberate nature benefiting supplier policy and behaviour</i>

PART TWO: THE FOUR DIMENSIONS

A business that benefits nature/ is nature-friendly may do so in a variety of complementary ways; we suggest four dimensions, i.e. wild, local, benefit to nature, awareness-raising/education about nature. The relative strength of these different dimensions relates in part to the type of business activity. Also, if a business knows where it stands in relation to the different dimensions, it is better placed to find ways to improve.

WILD	How natural / semi-natural is the service/activity/product?					NOT Relevant to Nearly Wild	
	Level 1	Level 2	Level 3 A	Level 3 B	Level 4	Level 5	Level 6
TYPE	'Wild'	Nearly Wild!	Reserve managed with a focus on wildlife	Nature based production of goods and services	Nature friendly - managed production of goods and services	Intensive production and not nature based	Built settlement / urban areas / etc
Features	No cropping; 'no impact'	May have some cropping but only where it crops from a natural system in place of missing species etc	Dominated by natural processes but managed to support habitats, species or natural features which are at risk and therefore this is being managed to 'keep' a remnant for biodiversity etc.	Productive systems with a strong wildlife component and using nature based approaches and techniques (naturalised); Maintain biodiversity in system	As Level 4 but greater focus on production; often more intensive and less focus on mimicry of natural systems / naturalisation. Often less diverse	Intensive production; high inputs; very modified systems; largely lack biodiversity and focus on small number of productive crops / uses	dominated by man made intervention
Acceptable NBB	Natural forces are completely left to dominate and so NBB can visit and use but with minimal impact (e.g. disturbance etc)	Only NBB that uses totally 'natural' processes – harvesting natural resources but natural processes dominate.	Only NBB that uses totally 'natural' processes but where cropping beyond sustainable and other practices may be allowed where it ensure the feature is maintained. E.g. rhododendron removal		Only natural product inputs (no / minimal artificial fertiliser etc etc). Range farming (e.g. sheep, cattle, deer, goats, etc) but low input and mimic natural system; etc etc	All NBB	All NBB
Possible example	<i>Very 'light' eco-tourism / bushcraft</i>	<i>Knepp Estate</i>	<i>Most nature reserves</i>	<i>Permaculture systems etc</i>	<i>Wildlife friendly farming</i>		

LOCAL	How local is the impact on nature?		
Walking distance (or in your community) <5 miles	Within 50 miles	Based in your country	Export / import overseas
1	2	3	4

BENEFIT TO NATURE	Benefit to nature rating	
Deliberate positive impact	Passive positive impact	Neutral impact
1	2	3

AWARENESS-RAISING/ EDUCATION ABOUT NATURE	Degree of awareness raising/ education about nature		
Core activity is focused on active awareness raising / education			
80 - 100% focus	80 - 50% focus	20 - 50%	Passive only