CASE STUDY I

FIELDFARE was established as a private company in 1996 and became a public limited company in September 1999. It harnesses the resources of the ethical investment movement in Western Europe for promoting ecologically sustainable development and wise use of natural resources, especially in Eastern Europe.

Company: FIELDFARE, based in the UK with subsidiary registered in Ukraine (Salia Ltd) and joint venture in Bulgaria (Salvita Ltd).

Activities: eco-tourism
  * organize nature and culture trips for schoolchildren, residents and visitors in Ukraine and in Bulgaria
  * explore the potential for ecotourism development in protected areas of central Siberia, Russia
  * organic farming
  * certification inspection in the Lower Danube Region, Ukraine
  * cooperation with forming a national certification body in Ukraine

Financial background:
  * 21 shareholders and a subscribed capital of some £160,000 (234,000)
  * global, European and national grants

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CASE STUDY II

Nordic Shell Holding AS was established in 2003 with one company in Sweden and one in Norway. The only shell fish in production are Blue Mussels, which play a role in removing algae from seawater.

Company: Nordic Shell Holding AS based in Norway and Sweden

Activities:
  * produce mussels

Financial background:
  * global, European and national, regional grants
  * about 30% of the shares were sold to about 50 investors

Results: Nordic Shell derives income from not only the mussel consumption, but also the role of the mussels, through the consumption of algae, in reducing nitrate levels in the water. The local authority at Lysekil, which under the EU Urban Waste Water Treatment Directives has an obligation to reduce the nitrate levels, signed a contract with Nordic Shell to remove 39 tons of nitrogen as 3,300 tons of mussels. This is believed to be the first contract of its type.

CASE STUDY III

Taxus and Kolbon sawmills were initially created for purely economic reasons with no particular environmental motivations. However, the two enterprises realized that the gradual growth and development is only possible with the careful management of natural resources.

Company: Taxus and Kolbon sawmills based in Malopolska Province, Poland

Activities:
  * produces materials for the furniture and construction industries from certified timber

Biodiversity considerations:
  * full-cycle producers, working with virtually no waste at all
  * nearly 100% of used wood certified timber from State Forest Enterprise, which ensures implementation of sustainable forest management principle, including selective logging

Financial background:
  * private capital of the enterprises
  * grants and commercial loans were not accessible

Results: The total annual production of Taxus is 7,000 m³, while of Kolban is estimated for 20,000 m³ and the total revenue for 7 million PLN (about 1.75 million EUR). The two companies are still growing, since Kolban is looking for export opportunities and international market, while Taxus is searching for new market niche and the better use of the products.

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