



## Finnish Landscape Rewilding

09:30 to 12:45, March 19th, 2019 (media briefing at 09:00 and private meetings TBC 18th - 19th)

Event Address: Hotel Arthur (room: Mäen Sali), Vuorikatu 19, 00100 Helsinki, Tel. 09 173 441

Contact us at + 358 505 851 302 or [rob.connell@snowchange.org](mailto:rob.connell@snowchange.org)

### Objectives:

- Shared understanding of the proven success and importance of rewilding and restoration, the stakeholders and positive impacts for biodiversity, carbon sinks, iconic landscapes, well-being and education.
- Stakeholder engagement and gaining new supporters to expand the programme by securing peatland and forests, restoration and their sustainable use.
- Explore new sustainable and responsible business models and the wishes of the supporters to make this possible.

### Agenda:

09:00 to 09:30 Media pre-briefing

09:30 to 10:00 Welcome coffee

10:00 Opening remarks from Snowchange Cooperative, Tero Mustonen.

10:15 Rewilding Europe, introduction to their work by Wouter Helmers (Head of Rewilding)

10:45 Snowchange - Rewilding Finland, successes and expansion plans by Tero Mustonen

11:00 How to support Rewilding and restoration in Finland, panel discussion & open questions

11:30 Closing remarks

11.45 Lunch served in the hotel restaurant, networking and individual discussions

### Speakers and Panel:

- Helena Newell, Timon Rutten, Wouter Helmer (Rewilding Europe)
- Tero Mustonen (Snowchange)
- Moderated by Rob Connell

### Attendees and guests:

Small group of esteemed guests invited and welcome from a cross section of existing and future potential supporters, both public and private sector organisations, including foundations, government, city and municipalities, corporations, investment institutions, private landowners and others interested in supporting this important work as an influencer or decision maker.

### Register to attend here:

<https://goo.gl/forms/SxYX63PGgBz9dGZlI>

# Speaker and Panel Biographies

## Tero Mustonen (Snowchange Cooperative)

Dr. Tero Mustonen, geographer, has worked as one of the lead authors for the governmental the Arctic Biodiversity Assessment. Professionally, he works for the award-winning Snowchange Cooperative, which is a non-profit organization based in Finland. Currently he serves as a Lead Author for the Sixth Assessment Report by the UN's Intergovernmental Panel on Climate Change, IPCC. Mustonen is responsible for a chapter on

Europe in the Working Group II that focuses on adaptation, impact and vulnerability in the context of climate change.

Mustonen has led several large scale monitoring and restoration projects across the Eurasian and North American North focusing on climate change and its impacts. These have included award winning Jukajoki and Näämämö river restoration processes. He lives in Selkie, North Karelia, with his wife, Kaisu.



## Wouter Helmers (Head of Rewilding)

Wouter Helmer (1960) co-founder and director (until 2015) of ARK Nature, one of the key rewilding partners of Rewilding Europe, in which he implemented hundreds of rewilding initiatives since 1989 throughout the Netherlands and later on in other parts of Europe. He is the co-writer of several change-making visions like 'Living Rivers' and 'Growing with the Sea'. He is also the co-inventor of new concepts for nature conservation and management like natural grazing, cyclic rejuvenation of floodplains, temporary nature in fallow areas, an international herd fund, landscape auctions and nature compensation in advance. Setting up campaigns about climate adaptation in natural buffer zones and 'Missing Lynx' about missing connections in nature conservation. He has a lot of experiences in bringing big visions into practice, as was the case in areas like the Border Meuse, the Gelderse Poort, the transboundary Kempen ~ Broek (B/NL), several coastal areas in the Netherlands and projects in Latvia ('Letlands') and Bulgaria ('New Thracian Gold'). His involvement in European nature conservation goes back to a study on ecosystems in Thracia, which ended up in a proposal for the Council of Europe to protect a biogenetic reserve in the northern part of Greece.



Wouter Helmer is the winner of several prizes on nature conservation in the Netherlands and he is Honorary Lector at the Forestry and Nature

Management Programme at Van Hall Larenstein University of Applied Sciences, part of Wageningen University in the Netherlands.

Wouter Helmer is one of the four founding members of Rewilding Europe, responsible for the rewilding section, the European Wildlife Bank and is member of the Rewilding Europe Capital Investment Committee.

## Timon Rutten (Head of Enterprise Rewilding Europe)

Based in the Netherlands, Timon Rutten (1977) joins Rewilding Europe as of January 2018 as the new Head of Enterprise. He has studied at the Technical University Eindhoven and Nyenrode Business University in the Netherlands, and at Cornell University Ithaca in New York.

From 2003 to 2008 he worked as an associate at strategy consulting firm McKinsey & Company, focusing on large transformation programmes, mergers and acquisitions and operational excellence for both financial service and industrial corporations.

In 2006 Timon took a sabbatical year, working as a consultant for the African Parks Network in the Majete National Park in Malawi, where he helped to set up commercial park management systems. From 2009 onwards he switched to become founder, owner and investor in a number of companies, such as one of the largest bike retail companies in the Netherlands. He has now become a serial entrepreneur, founding and investing in several small start-up companies.

With a pragmatic approach and "just do it" mentality, Timon's extensive, hands-on, strategic experience in setting up and running companies make him an excellent choice to lead Rewilding Europe's enterprise team. As part of the management team he will report to the managing director and work closely with the business & finance director of Rewilding Europe Capital (REC). He will head up all strategic planning, organisation and implementation of



enterprise work within the initiative, both at central and local level, and also play a role in corporate fundraising, attracting investment, supporting ICT and helping to build the organisation.

Timon enjoys nature, active outdoor sports, foreign policy, travelling and spending time with his family, especially his wife Ellen and two little boys. He is also an advisor to a new conservation initiative called Alliance for Precious Biospheres.



## Helena Newell (Investment Manager)

Currently based in London, Helena Newell is part of the Conservation Capital team working as the business and finance partners of the Rewilding Europe initiative. Conservation Capital focuses exclusively on linking private sector business and investment finance with global biodiversity conservation and in the last 5 years has raised and structured over 200 million Euros of private investment finance for conservation-based businesses across a diverse range of industry sectors. Helena is Enterprise Manager for Rewilding Europe and is tasked with identifying and supporting conservation enterprises, and investment management of Rewilding Europe Capital. Helena recently completed an MSc in Conservation Science at Imperial College London and undertook her thesis on natural capital accounting in Uganda. Previously, Helena worked at PwC for 2 years in strategy consulting and merger and acquisition advisory. In 2014 she graduated from Newnham College, Cambridge with a BA in Economics.

## Rob Connell (Today's Moderator)

Rob will be moderating the session today, any questions, introductions or help wanted to make the day goes smoothly for you he is the guy to grab.

Rob has been acting as an advisor to Snowchange Cooperative since 2017, coordinating between the cooperative and the business community. Rob was introduced to Snowchange and their work directly back in 2006 when he moved to Selkie village, with his Finnish wife, where he very much enjoys the local nature with his children too.

Rob has helped numerous businesses with internationalisation, digital transformation and innovation. He currently works as the CEO of Nolventure who produce digital products and services, and is also the Chairman of Vaki Games, both based in Northern Karelia. Prior to living and working in Finland, he was the Managing Director of 300m € turnover subsidiary of France Telecom.

