

INNOVATORS BY NATURE

Be Part of the Future of Nature-Driven
Innovation

ESTATE DRIVEN INNOVATION



3 December, 2025



Introduction

Innovators by Nature brings together landowners, policymakers, investors and environmental innovators from across Europe to explore how innovation can be effectively applied to land management.

Organised by the European Landowners' Organization (ELO) and Friends of the Countryside, the event creates a rare platform where nature-based solutions and on-the-ground land management expertise converged.

At a moment when Europe faces rising pressure on soils, water, biodiversity and rural resilience, Innovators by Nature focuses on practical, land-based solutions capable of delivering measurable environmental outcomes while supporting long-term economic viability.

Through concrete use cases, collaborative models and cross-sector dialogue, the event highlights the role of land managers as key actors in the sustainable transition and demonstrates how innovation and stewardship can work together to strengthen both ecological and economic resilience.



JURGEN TACK
ELO Secretary General,
ELO



ANNE MARCHADIER
Business Development
Director



BEATRICE CROCE
Project and Policy

WeHunt: The Connected Platform for Modern Land & Wildlife Management

Abstract:

WeHunt, powered by Natlink, is Europe's leading connected platform for land and wildlife management. Integrating GPS tracking, trail cameras, and third-party solutions, it empowers safer, smarter, and more suitable business management — enhancing safety, collaboration, and data-driven action for hunters, landowners and the surrounding communities across the modern landscape.



Carl von Eckermann
CEO Natlink

WeHunt®

The Connected Platform
for Modern Land & Wildlife
Management

European Landowners Organization &
Friends of the Countryside
Innovators by Nature, Brussels December 2025

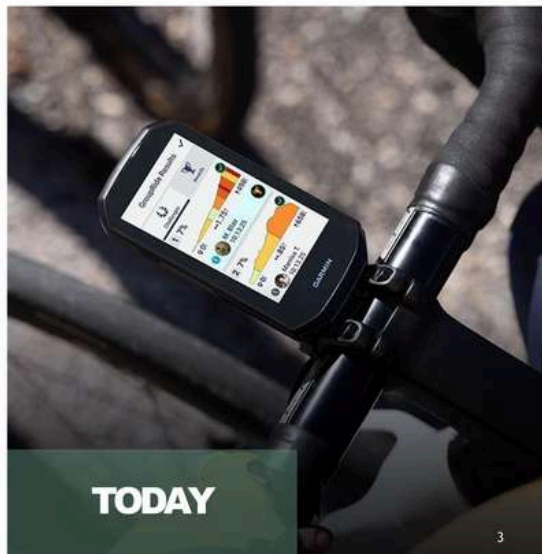
Carl von Eckermann
CEO Natlink

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**Digital transformation is
shaping all industries**



CYCLING



WILDLIFE MANAGEMENT



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WILDLIFE MANAGEMENT



Natlink Overview

Offices



○ Headquarters
● Office

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About

Front runner in the digitalization of the wildlife management industry

Largest wildlife tech company in Europe

Long history dating back to the 1970's as pioneers in and the innovator of the dog tracking business and evolved over time into the SaaS platform business

Diverse Organization with employees from Sweden, Norway, Finland, Ukraine, Poland, North Macedonia, Hungary, Romania, Spain and France

Registered Users
>900k

Turnover FY2024
€ ~ 21M

Employees
~100

6

Our Vision

Bring the wildlife management and outdoor community together

Enable an interconnected wildlife management and outdoor experience for all stakeholders in the industry

Our Purpose

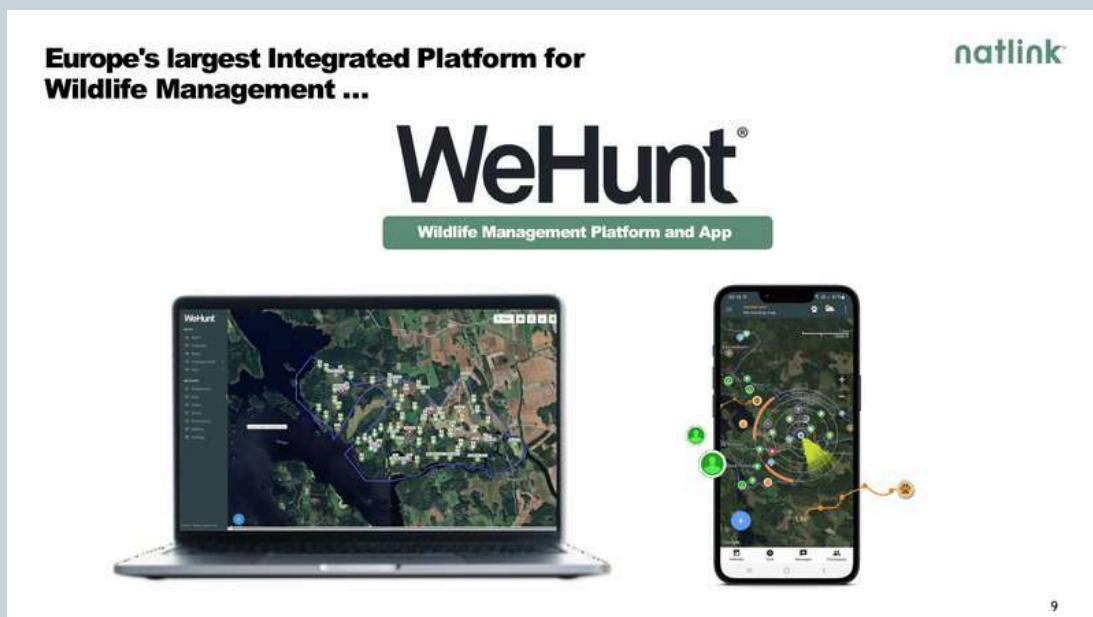
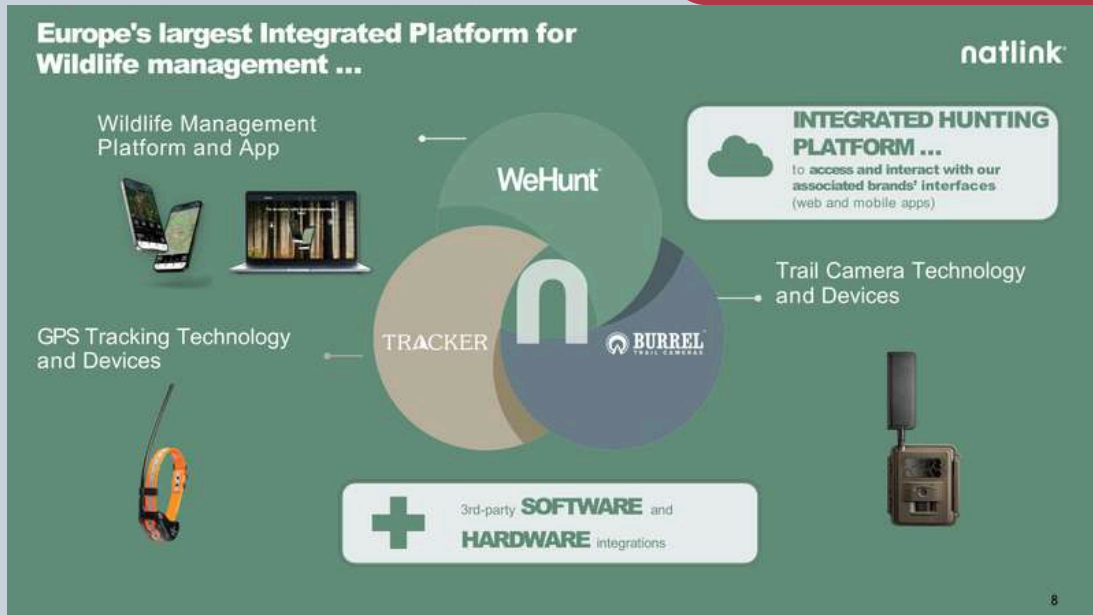
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Create a connected and unified experience that makes wildlife management and outdoor activities meaningful, easy and secure

Our Mission

7

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Europe's largest Integrated Platform for Wildlife Management ...

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Trail Camera Technology and Devices



11

Europe's largest Integrated Platform for Wildlife Management ...

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+ 3rd-party SOFTWARE and HARDWARE integrations

3rd Party Hardware Devices Integrations

GARMIN
minifinder

FOLLOWIT
... and others

Value-Added Software Integrations

Government Agencies



Companies and Organisations



Hunting Associations



... Serving every type of user in the Wildlife Management and Outdoor Community ...

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Landowner

→ Uses to gain overview of what is happening on their property and to give ability to manage and administer all the different personas and activities



Hunt Leader

→ Uses to plan, administrate and coordinate hunts while maximizing safety.



Game Keeper

→ Use for game and hunting management activities, population observation and statistics, and ensuring both customers and employees safety

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... Serving every type of user in the Wildlife Management and Outdoor Community ...

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Stand Shooter

- Use to see where his fellow stand shooters are located, see the drivers, the dogs and dog handlers moving through the hunting ground
- Record game interactions (Down, observed, wounded)



Stalk Hunter

- Single hunter who plans own routes and likely targets specific game in few habitual areas.
- Use to measure distance, view wind direction, record game interactions, trails

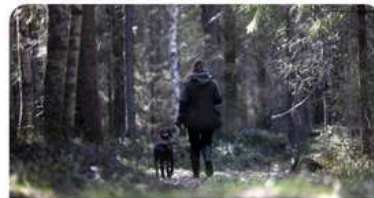
... Serving every type of user in the Wildlife Management and Outdoor Community ...

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Dog Handler

- Use to easily track and share the view of their dog/dogs and to view the dogs of other dog handlers without hassle

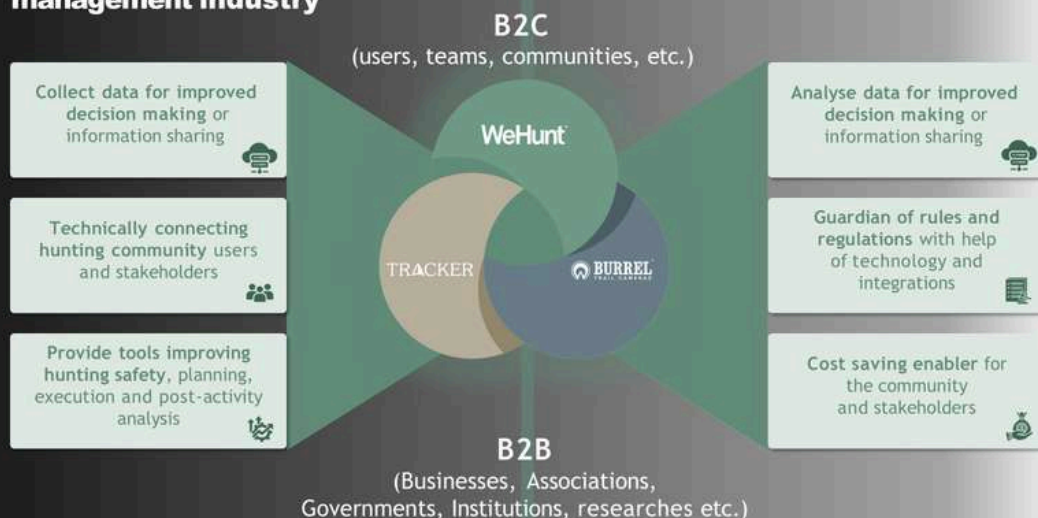


Outdoor Enthusiast

- Outdoor enthusiasts are not hunters but enjoy being out in nature and find utility in dog trackers and trail cameras
- Want to be aware of the surroundings when near hunting grounds

and Solving Problems for all Stakeholders in the Wildlife management industry

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Europe's largest Integrated SaaS Platform for the Wildlife Industry
Fueled by Own and 3rd Party Integrated Hardware

Natlink SaaS Platform and Client Application
 An Open Software Platform

WeHunt®

Natlink Hardware

Natlink Dog Trackers
TRACKER

Natlink Trail Cameras
BURREL

3rd Party Hardware

Dog Trackers
MINI-MONITOR FOLLOWIT

Adventure Cameras
GARMIN

Providing a Complete Wildlife Management Experience

Our platform caters to user needs at every stage of the process

Pre Data Collection		During Data Collection		Post Data Collection	
1. Observe	2. Plan	3. Communicate	4. Track	5. Analyse	6. Report
WeHunt			TRACKER		
BURREL			BURREL		

How Natlink supports Innovative businesses at the intersection of land management, enterprise, and sustainability

An interview with Gustav Fredriksson, Game Keeper and Hunt leader at Sturefors Estate, Sweden



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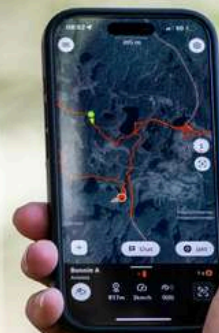
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[Play Interview](#)

Now Introducing
The Next
Generation
WeHunt Platform

natlink



WeHunt – the Next Generation Platform

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Today

Tomorrow



22

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WeHunt – the Next Generation Platform

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Today



Tomorrow



23

Taking on a large role within the community and society in general

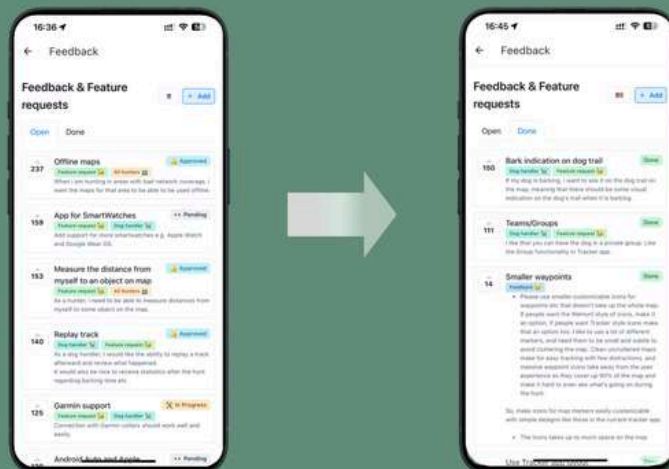
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24

Co-Creating with our users and stakeholders

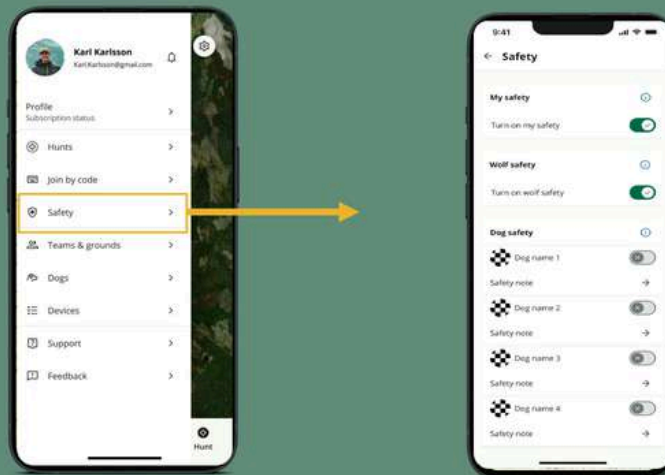
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25

Safety: A critical topic for both landowners and the community

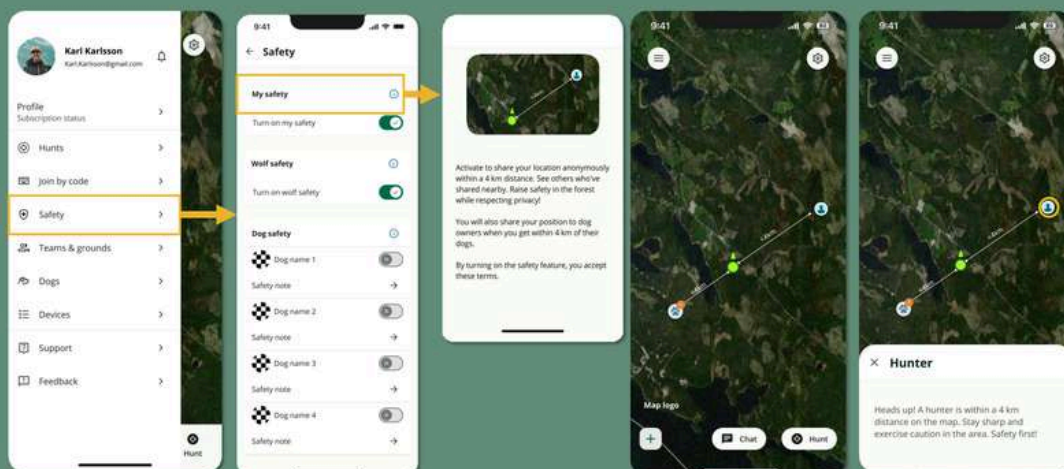
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26

Our commitment to safety – Public Safety

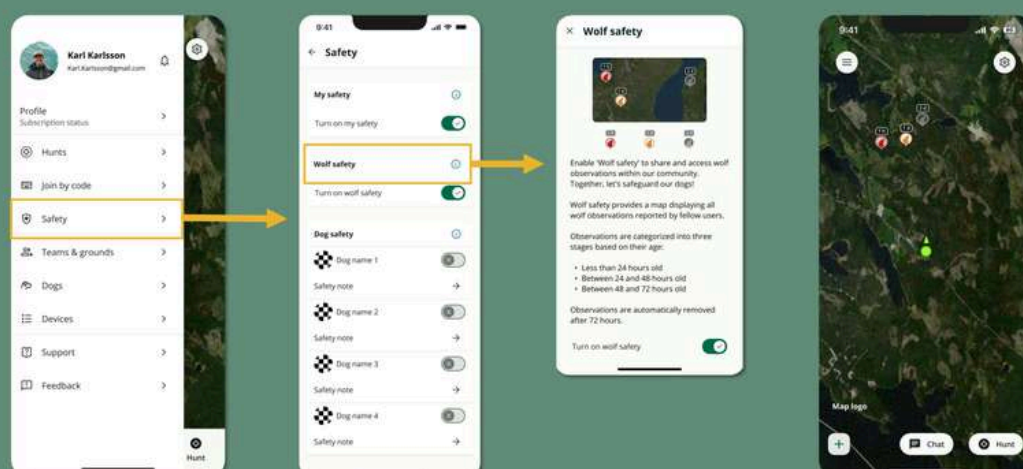
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27

Our commitment to safety – Wolf Safety

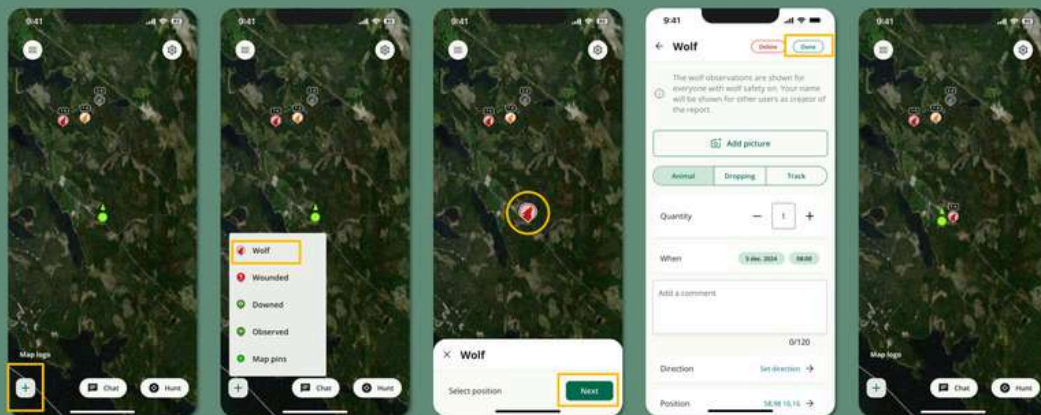
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28

Our commitment to safety – Wolf Safety – Fast to Record

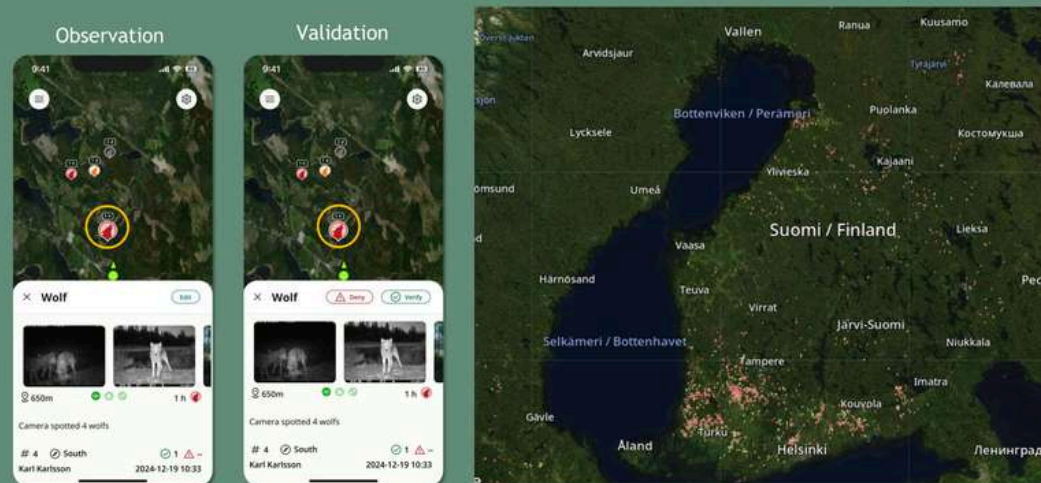
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29

Our commitment to safety – Wolf Safety – Fast to View & Validate

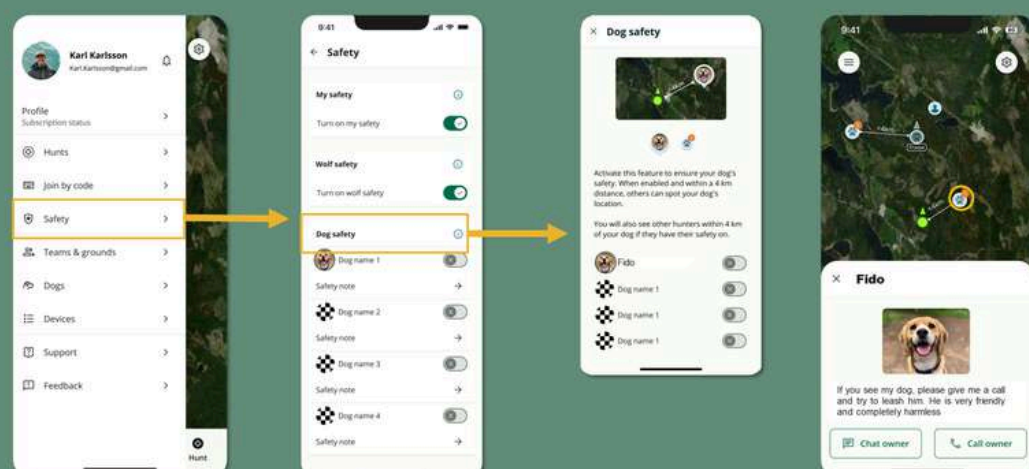
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30

Our commitment to safety – Dog Safety

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31

Our commitment to safety – Hunter Safety

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Shooting direction warning indicator when hunter is facing a direction where other people are walking or standing



Hunter checked into their shooting stand



Hunter on the move

32



Data & Insights: Enables evidenced based discussions Between landowners and their stakeholders

Our commitment to Insight

Simplify usage and sharing

Monitoring through camera trapping is becoming an increasingly popular method to capture data to improve insights, awareness but also bring forward indisputable facts of what is happening.



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Countries where Natlink cameras are online



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How do we know?

Rate of devices brought online are increasing

Number of cameras per purchase orders are increasing

Number of users connecting cameras to our camera app and WeHunt platform are increasing

Number of contacts from authorities, organizations, projects etc. are increasing

35

Our commitment to Insight

Where users are monitoring

- Feeding places
- Shelters
- Traps
- Wetlands
- Nesting and breeding sites
- Important paths & crossings
- Farmland
- Forest areas
- Hunting areas
- Waste areas (ASF)



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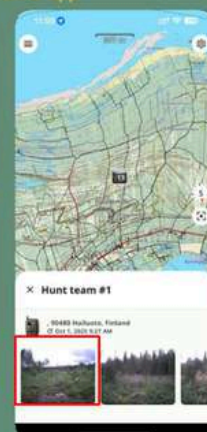
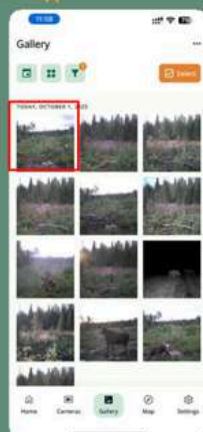
Part of the WeHunt Platform Eco System - From Camera to Collaboration

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Captured in Burrel, shared in WeHunt – One Seamless flow from field to decision

Burrel Mobile App

WeHunt Mobile App



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How Natlink supports innovative business models at the intersection of land management, enterprise, and sustainability

500+ Cameras deployed for predator control in Finland

Over 500 cameras are currently deployed across Finland in a nationwide initiative ([Helmi project](#)) to monitor predators such as mink and raccoon dogs.

Cameras are installed across dozens of wetland and conservation sites where ground-nesting bird populations are threatened.

Wildlife managers and conservation groups rely on the cameras to track predator movements, measure eradication impact, and guide field actions.

The project involves and coordinates hundreds of individual users nationwide that can seamlessly collaborate

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*Photos are not from the project



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Disease Control: Critical for both landowners and society

Our commitment to Disease control – Disease Spread Prevention of African Swine Fever

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First known outbreak in Sweden

First African Swine Fever (ASF) outbreak in Sweden during the fall of 2023.

An area of 1,000 square kilometres was quarantined and targeted for search.

WeHunt supported authorities and the Swedish Hunter's Association in coordinating the operation.

How WeHunt was Used as a Tool to Isolate and Limit the Spread of ASF

WeHunt App served as a tool to search, track and mark observations (dead pigs, tracks, etc.)



Activities generated position data, tracking data and observation data centrally stored in our system



Direct integration into authorities' systems to transfer the anonymised data for analysis and reporting



Our commitment to Disease control – Disease Spread Prevention of African Swine Fever

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Result of Using the WeHunt App to Contain the Virus



Critical time saved for hunters and coordinators by automated digital reporting replacing analogue maps and manual GPS screenshots



Quickly contained the spread of ASF amongst wild boars, mitigating damage to wild and domestic pig populations



Major cost savings for the Swedish hunting association, the Environmental Protection Agency and Swedish tax payers

41

WeHunt[®]

The Connected Platform
for Modern Land &
Wildlife Management

Try for free –
scan the QR code
to start your trial

Thank you!



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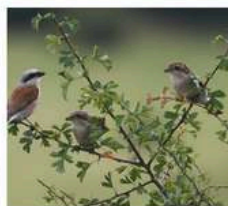
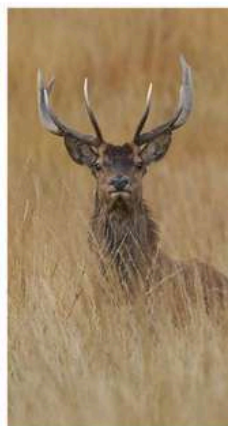
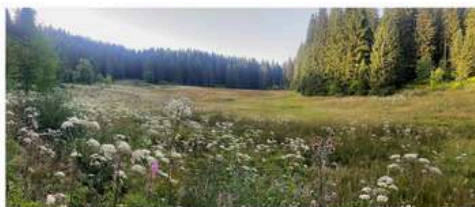
Wildlife Estates, ensuring estate readiness for nature capital

Abstract:

The Wildlife Estates label offers landowners a credible, third-party recognition of responsible land management that supports the long-term value of their property. It demonstrates compliance with emerging EU policies such as the Nature Restoration Law and upcoming biodiversity financing frameworks, positioning private estates to benefit from future incentive and credit schemes. By promoting nature-based solutions—like habitat restoration, wetland management, or ecological corridors—the label turns environmental performance into a tangible asset. For landowners and managers, it is not a green badge but a strategic tool to secure value, reduce regulatory risk, and access new markets linked to ecosystem services and nature-positive investments.



Delphine Dupeux
Director of EU
Biodiversity Policy and
Parliamentary Affairs
ELO



Wildlife Estates (WE) Label





For 20 years, the Wildlife Estates label has been supporting land managers to:



- Acting for biodiversity: understanding and promoting its conservation
- Improving management: methods and tools for assessing the quality of practices
- Better understanding the European Union and its legislation: transforming environmental policies into opportunities rather than constraints



The Wildlife Estates Label: A public-private partnership

- Create synergies between the expectations and strategies of the public authorities.
- Integrate and recognize private action as a force of support and mutual reinforcement

WE act for biodiversity



The Wildlife Estates LABEL is supervised by its European Steering Committee:



- It is composed of representatives of all national delegations.
- It is responsible for making decisions and managing the project, including strategy, progress monitoring, quality assurance and dissemination of results.
- It also acts as an international jury: it confirms the decision of the national delegations to award the WE label, on the basis off an evaluation grid.

National Delegations



ELO is the "Ex-officio coordinator of the program.

WE act for biodiversity





Anchor in the EU Strategic framework: Green Deal, CAP, climate change, European Biodiversity Strategy for 2030



Highlighting several key issues:

- Protected areas (Natura 2000) and OECMs Other effective area-based conservation measures: mitigating the loss and degradation of flora and habitats
- Nature restoration
- Spread of invasive alien species
- Lack of harmonized data from management plans
- Strengthening the resilience of rural areas to climate change
- Innovative fiscal instruments to encourage Private Land Conservation

WE act for biodiversity



A methodology built by the scientific committee



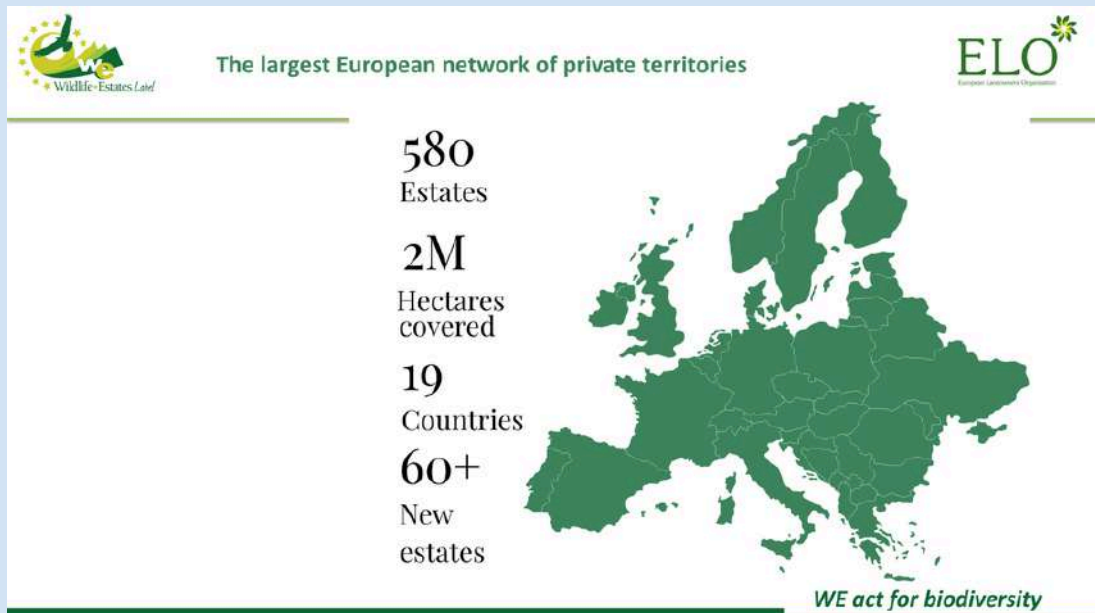
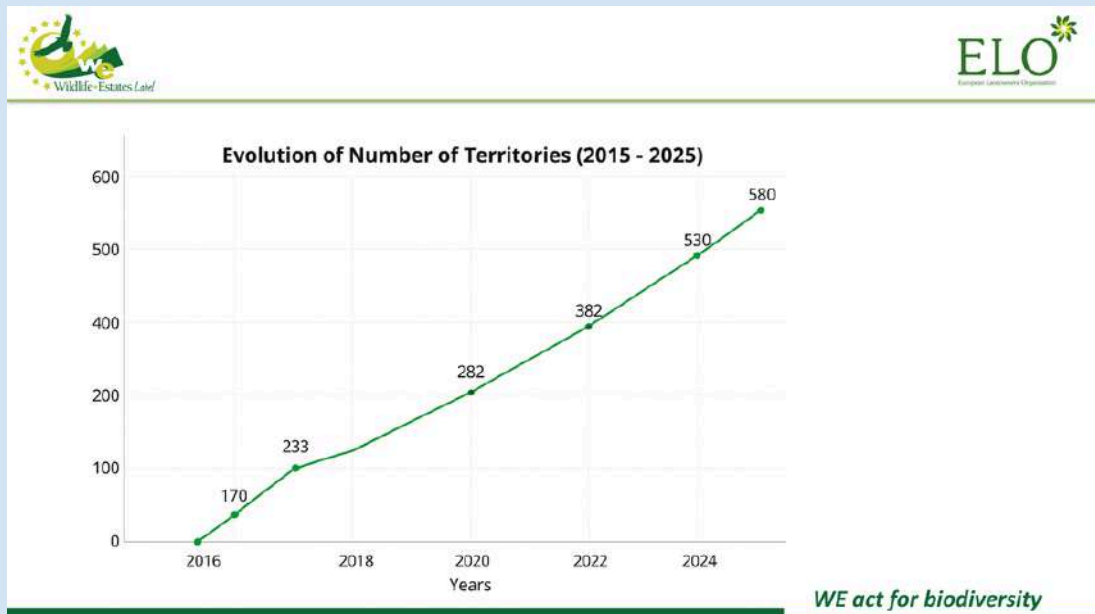
The reference evaluation grid

1. Level of monitoring and monitoring of disturbances — /25
 2. Sustainable balance between economic activities in the territory — /50
 3. Hunting and fishing in natural, semi-natural and intensive environments — /30
 4. Conservation and restoration plans, projects and measures — /40
 5. Biodiversity areas — /30
 6. Food Availability — /10
 7. Water availability — /10
 8. Presence of prey species — /30
 9. Presence of protected wildlife species — /20
 10. Faunistic Balance — /30
 11. Conservation of natural and cultural heritage — /10
 12. Communications Program — /15
- TOTAL: /300

Pour obtenir le label, un territoire ou un domaine doit répondre à un ensemble de critères génériques et spécifiques.
Un score minimum de 210/300 points doit être atteint sur la base d'indicateurs spécifiques et évalué à l'aide d'une grille d'évaluation.

WE act for biodiversity







The strength of on-the-ground monitoring and support



Formation

Videos

Tutorials

Brochures

Guidance document







WE act for biodiversity

Wildlife Estates Label: A Catalyst for Natural Capital



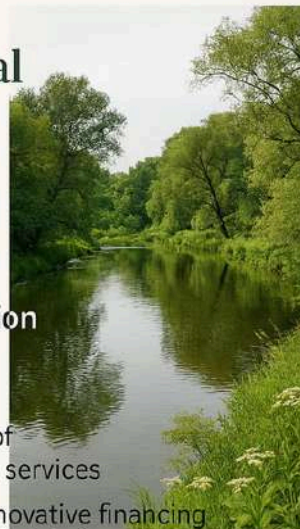
Driving Investments in Nature

- Recognized framework for biodiversity stewardship
- Builds trust for investors seeking sustainable land management



From Conservation to Capital

- Supports valuation of ecosystem services
- Enables innovative financing green bonds, biodiversity credits



Unlocking Business Opportunities



Monitoring Biodiversity = Market Advantage

- Transparent data for ESG reporting
- Attracts partnerships and premium insurance schemes



Future Outlook

- Relevant for nature-based credits and compensation markets
- Strengthens resilience and reputation of private estates



Key Investor Benefits of the Wildlife Estates Label

- Enhances ESG compliance and reputation
- Unlocks access to biodiversity credits and green financing
- Reduces risk through insurance premium advantages
- Strengthens long-term land value and resilience





