The ‘Bio Parc’ concept

*What is the core concept?*

The Bio Parc concept envisages endowing the country in question with a new high-profile, financially sustainable visitor site dedicated to affirming and promoting everything that the environment, biology, bioscience, and nature has meant, and will mean to a given nation (and potentially a wider bio-geographic region).

A bio-parc’s fundamental financial sustainability and appeal to a wide audience will be underpinned by a large paying public’s proven and innate fascination with the living world. It will also however provide a sturdy platform to explore and promote serious political, social, scientific and economic topics important to a variety of the most senior decision makers within and connected to its host country.

So the Bio Parc idea provides a very efficient vehicle to highlight the connection between on the one hand the country’s biology and ecology, and on the other its country’s economic and political future. There can be few more important issues for any society than reconciling environmental imperatives with commercial realities.

A Bio Parc might look to use cultural and affective means to involve and educate a wide public on conservation and environmental issues . This might for instance embrace visual art, music (contemporary and traditional), dance, literature and large scale social programmes.

For a large society perhaps divided along ethnic, religious, economic or other lines, the Bio Parc idea can provide a powerful symbol of shared natural heritage emerging from the past and shared economic prospects beckoning from the future.

Development of the concept/ business plan and ultimate delivery of the project is likely to demand an extremely rich exchange of expertise and skills between the country of choice and the UK, affirming and further developing a growing skein of commercial, cultural and political partnerships, and recognising the future importance of the UK tourist and investor for the economy of the host country.