



## Bringing cities to life, bringing life into cities

*Deliverable 23: “A final report on the Connecting Nature Platform and social media including extension of activities in this area beyond the end of the project and a final report on Connecting Nature Summits to be submitted with the periodic technical report. A final update will be included on progress relating to the IPR Directory, knowledge management, and activities related to the sustainability of key project outcomes.”*





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## Executive Summary

In 2017, when Connecting Nature began, the concept of nature-based solutions was in its infancy. Since then, our partners have played an important role in creating and raising awareness about nature-based solutions and about the Connecting Nature Framework as a methodological approach to implementing nature-based solutions. The UrbanByNature programme delivered in Brazil, Korea, China and the Caucuses has played a significant role in raising awareness about NbS globally and the establishment of UrbanByNature regional hubs for nature-based solutions will sustain and build on this programme. Connecting Nature has also been a leader in defining, developing and creating an awareness of the “nature-based economy”; through pioneering research accompanied by the creation of the first online platform for nature-based enterprises. Targeting for the first-time nature-based entrepreneurs and enterprises, Connecting Nature has reached a new audience with customised messages and networking measures. Supporting all Connecting Nature activities, the Connecting Nature Summit Series has been critical in reaching out to audiences across the globe, showcasing the innovative work of the Connecting Nature cities and emerging project innovations. These events in turn have fostered new collaborations and raised the profile of our cities as leaders in NbS implementation.

However, raising awareness is not enough. It is crucial to really engage with stakeholders and to understand their motivations, reluctances, desires and willingness to engage in the co-design and stewardship of nature-based solutions in cities and across communities. Particularly efforts are needed to reach actors in hard to reach groups such as citizens in particular those in vulnerable or minority groups, businesses – social and corporate, real estate developers and so on. To meaningfully engage with these communities, projects need to continue to push the boundaries of conventional European project communication - to be more creative; to be prepared to reach and design materials in local languages and to support city teams with on the ground actions that engage and stimulate diverse audiences.

Having reflected on our communications, dissemination and exploitation strategies and messaging over the past five years; assessing the successes and reflecting on how we might have done better, to follow are some observations, remaining challenges and recommendations.

Firstly, it is evident that EC policy to raise awareness and support the implementation of nature-based solutions is working in our partner cities and regions. EC ‘seed’ funding has provided credibility for a novel concept and helped to leverage investment in NbS in all our Connecting Nature cities. More needs to be done however to sustain and build on this effort:

1. “Stop talking among ourselves in Northern Europe”: From our experience of communication and event organisation, much of the dialogue on NbS to date has been focused on Northern Europe where the concept is better established. Even in Northern Europe however the dialogue is too often dominated by academia and targets narrow audiences such as the environment departments in the public sector.

*Recommendations:*

- a. While co-production has led to increased efforts to engage citizens and businesses in Connecting Nature cities, more communication is needed to reach the ‘unusual suspects’. Good examples of the kind of action needed to engage citizens include the showcasing of citizen examples of good practice in SUDS through the Stiemer Lab (City of Genk) or Bi-Urban community rain gardens (Ireland). Examples of good practices targeting businesses include the Connecting Nature Enterprise Platform & Poznan Summit and IUCN / We Value Nature initiatives e.g. <https://www.innovate4water.net/innovate4nature-lausanne>
  - b. If we want to push beyond the environment departments and involve public sector departments in horizontal actions, we need more demonstration actions specifically requiring different departments to collaborate on policy development, cooperation and co-investment in NbS e.g. cross department collaboration among economics, health, social services and environment departments.
2. Address disparity in NbS information between different parts of Europe and globally: Currently NbS communication is predominantly available in English which greatly limits dissemination among practitioners and citizens.

*Recommendations:*



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- More information (and in more engaging formats) on NbS in the local language of different parts of Europe and globally.
  - Creation and connection of local multi-actor NbS knowledge hubs at a European and global level to support knowledge exchange e.g., UrbanbyNature Hubs & Connecting Nature Enterprise Platform.
3. Flexible project management to support emerging innovations: Connecting Nature has focused from the outset on the sustainability of project outcomes. The flexibility of our project officer in supporting new innovations and redirecting funding towards such activities which were not foreseen at the start of the project has been invaluable. Without this kind of flexibility, which could be perceived as seed funding for new innovations, the three spin-off companies from Connecting Nature would not have been established and the sustainability of innovations would be less clear.
  4. More support for business development to support new innovations: While scientifically accomplished, the researchers leading many of the new innovations emerging from Connecting Nature lack basic knowledge on business skills such as protecting their IPR, different legal forms of exploitation etc. While customised support was provided through Connecting Nature innovation specialists (Horizon Nua) and Trinity innovation support department, more support at an EU level would be welcome.

## Introduction

This document is the final Deliverable in a series of three prepared for Work Package 6 on Communication, Dissemination and Exploitation of the Connecting Nature Project and associated outputs.

The objectives of this final report are to:

1. to provide an analysis of our communication, dissemination, and exploitation strategies for Connecting Nature
2. identify our successes or where we may have failed to deliver
3. note how improvements could be made
4. make recommendations for future communication priorities based on our experience in Connecting Nature

## Connecting Nature Communications Messaging

At the outset of the project in 2017 the communications messages were centred on creating an awareness about:

- the Connecting Nature project,
- the concept of nature-based solutions
- the Connecting Nature cities and their planned nature-based exemplars
- and the value and effectiveness of nature-based solutions to citizens, local authorities, economies and the environment.

In 2017 the concept of nature-based solutions was still at a very early stage; and the definition of NbS hadn't been well defined. At early meetings of the Think Nature CSA - the taskforce on communication discussed replacing the term NbS with something else and many cities had little or no knowledge of NbS and certainly little knowledge in cities beyond those departments dealing directly with NbS, The EC definition that came out in 2017 (Faivre et al 2017) didn't include elements relating to biodiversity, and there was very little take up and publicity around NbS outside academia in the general press.

As the project has progressed, knowledge has increased, and project messaging has pivoted to promoting and encouraging the uptake and use of the Connecting Nature outputs created during this period: namely the Connecting Nature Framework Process and Guidebooks. Over the last 12-15 months, project messaging has



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focussed to a large extent on the evolution of the nature-based economy and to raise awareness and visibility of nature-based enterprises. As the only project on NbS funded in 2017 that has a focus on nature-based enterprise and entrepreneurship, this has provided a unique opportunity for the project. The development of the Connecting Nature Enterprise Platform and with Trinity College Dublin driving the authorship of the white paper 'From Nature-based Solutions to the Nature-based Economy' as part of Task Force 3 on Business Models and Financing, Connecting Nature has a unique opportunity to position itself as a pioneer in supporting and raising awareness of the nature-based economy.

Connecting Nature through the UDC team has also contributed significantly to Taskforce II work on the EC Handbook "Evaluating the Impact of Nature-based Solutions". The promotion of this important outcome has been muted but in the final months of the project, Connecting Nature hopes to launch an awareness campaign around the launch of the Co-Impact tool which offers practitioners a user-friendly guide to planning for NbS impact measurement.

This Deliverable is structured as follows:

- Part I Review of Connecting Nature Communications Channels
- Part II Analysis of Connecting Nature Dissemination Activities including a report on the Connecting Nature Summits and plans for 2022
- Part III Analysis of the Sustainability of Connecting Nature project outputs beyond May 2022
- Part IV on Knowledge Management, IPR and Connecting Nature Innovations.

The Deliverable concludes with future recommendations on reaching target audiences, and sustainability planning.

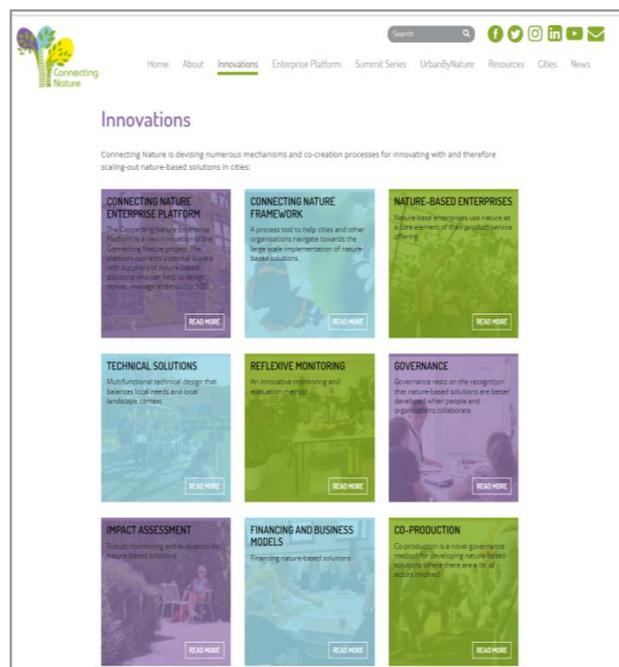
## Part I: Connecting Nature Communications Channels, Social Media Trends and Analysis

### Connecting Nature Website

The Connecting Nature website ([www.connectingnature.eu](http://www.connectingnature.eu)) is the main communications channel and repository for all information linked to the project:

- Project approach, Team and Cities.
- Resources – project guidebooks, FFC case studies, image gallery, academic papers & event proceedings from workshops and webinars.
- Innovations – project outcomes such as the Connecting Nature Framework and Guidebooks, Enterprise Platform, and UrbanByNature.
- News, events (both project specific events and partner events), blogs and spotlight articles.

A website redevelopment took place in the Summer of 2020, to highlight the upcoming summit series, increase the visibility of the innovations coming out of the project and to make the website more user friendly. Key changes included creating new pages for Connecting Nature Enterprise Platform, UrbanByNature and the Summit Series. A new innovations page (Figure 1) was created and the guidebooks for the Connecting Nature Framework, its seven core elements and the Business





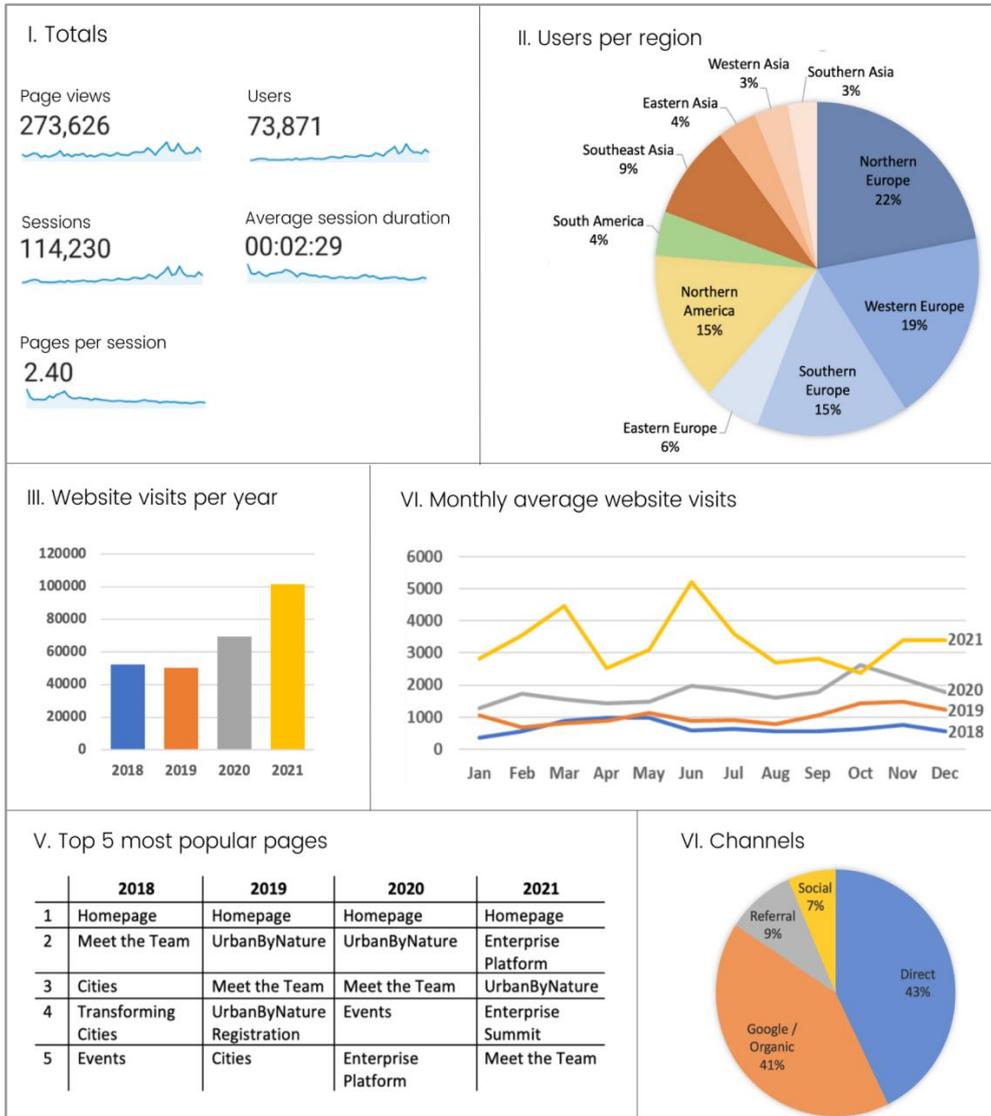
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Model Canvas guidebook were also added to the website as downloadable resources. Social media buttons for LinkedIn and YouTube were added and the addition of a one click contact us button makes it easier for the user to get in touch.

Analysis of the website statistics, which started in January 2018, show many visits and a great geographic diversity of users. Most users are from Europe (62%), and the average stay on the website is for 2.5 minutes, visiting an average of 2.4 pages (Figure 2, I-II). Most users get to the website directly (43%) or organically / by using Google search (41%) - this shows that users know the project and that it comes up high in search engines (Figure 2, VI). The most popular pages over the years are the homepage, the cities and team pages, the Enterprise Summit, and the pages of Connecting Nature innovations UrbanByNature and the Enterprise Platform (Figure 2, V). We see that UrbanByNature, and the Enterprise Platform (launched in October 2020) are gaining more popularity over the past years as more activities, such as webinars, have taken place. The amount of website visits for the website have grown steadily since its initial launch and the redesign in 2020 saw the monthly visitor rate increase steadily from an average of 2000 users per month to 2900 per month (Figure 2, III-VI). In addition, this data indicates that there is a significant upturn in visitor numbers for events that have been organised directly by the Connecting Nature project. The webinar on the nature-based economy and the launch of the Connecting Nature Enterprise Platform in October 2020 which was promoted through the website saw the beginnings of a significant uptick in visitor numbers. This continued with the kick-off of The Connecting Nature Summit Series. Pre-registrations for the Innovation Summit opened on the website in November 2020 and over the course of the following months the number of daily visitors to the website continued to increase, with on average 26.6% of these visiting the Innovation Summit page. The visitor rate dropped off slightly after the summit but started to rise again as the summit resources; recordings, presentations and the summit review were added to the website. The promotion of Connecting Nature Enterprise Summit began in March and as a result there was a steady increase in visitor traffic peaking to over 5000 in the month of June 2021. The Impact Summit will take place in April 2022 and again this will be fundamental in driving visitor traffic to the website.



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**Key conclusions and learnings:**

- Website visits have grown steadily over the years with a total of more than 114.000 sessions in 4 years.
- Events are important in raising awareness and traffic - for example, the Connecting Nature Summit Series and UrbanByNature webinars.
- Most visitors were from Europe and Northern America, this might be due to that content available in English was not as easily accessible for users from other parts of the world.
- Most visitors directly went to the website or used a search engine. The website was accessed via the homepage, and users then visited at least 1 other page. Popular pages throughout the years have been Events, Meet the Team, Cities, Urban by Nature and the Enterprise Platform.



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## Connecting Nature Social Media Report – trends and analysis

### Twitter

Twitter remains the most popular engagement platform for Connecting Nature with over 5100 followers. A key feature of our Twitter account is the promotion of Connecting Nature events and the highlighting of the participation of members of Connecting Nature in external events. Its success is also down to the engagement of our partners retweeting, sharing and engaging with our posts, from both their personal and business accounts.

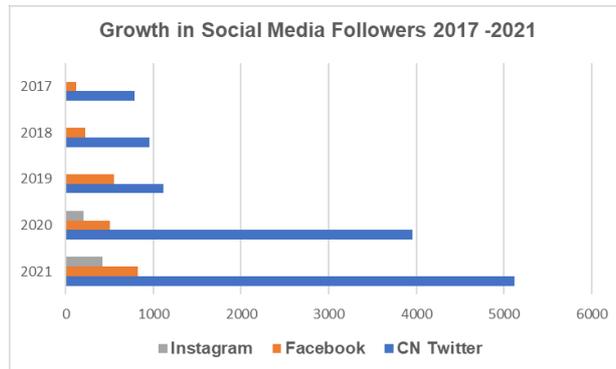
#### Key Highlights

##### Top re-tweeting partners

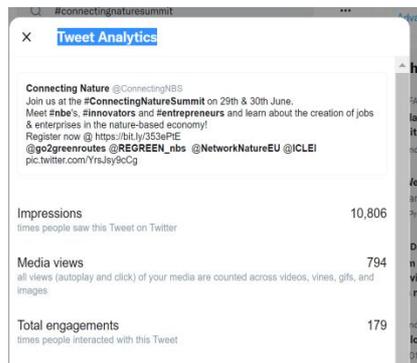
Trinity College Dublin  
Horizon Nua  
Glasgow  
greenspace scotland  
ICLEI  
UEL

##### Top Tweets:

CNEP  
launch/webinars/workshops  
Innovation Summit  
Enterprise Summit



The account averages 7 tweets per month but during the summits this increases to around 20 tweets and the data shows that these tweets gain a lot of traction.

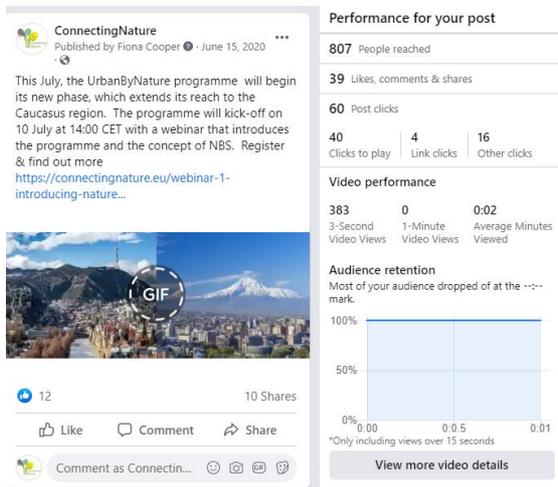


This single tweet featuring the promotional video for the Enterprise Summit had over 10,800 impressions and 179 engagements. Tweets around the summits have achieved over 100,000 impressions and over 2000 engagements. The #connectingnature hashtag had over 400 tweets linked to it during the Summits from participants providing feedback and commentary on the programming.



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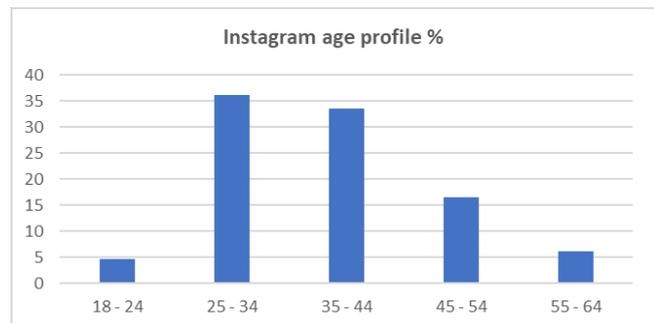
## Facebook



Although The Connecting Nature [Facebook](#) page has a relatively modest following of just over 821, our partners in Eastern Europe and the Caucuses have stated that it is their preferred social media platform and our followers are increasing at a slow but steady pace. As a result, it remains an important tool in our communications output.

## Instagram

Our Instagram following has grown steadily since it was added as a social media tool in October 2020. The number of followers has increased monthly and stands at 422. Posts around events, webinars and CNEP community workshops gain the most pull in terms of post interactions. Analysis of the age profile of our Instagram followers shows that it appeals more to younger followers. The 25 - 34 age group are the audience who are reacting to our posts most.



## LinkedIn

The Connecting Nature Group on LinkedIn was created and curated by the project coordinator in 2017. Membership now stands at 1135 members with posts from individual members regularly shared into the group. LinkedIn groups however are quite restrictive in that posts into the group cannot be shared beyond the group and the level of engagement from the group is quite low.

However, LinkedIn has been a particularly effective form of engagement and sharing of events when news is posted by individuals involved with the project and its outreach activities where likes and comments are much more widely responded to. As a communications tool, the project has used our "influencers" (e.g., Daniela Rizzi of ICLEI with 13000+ followers) with substantial followers to tweet and share project news.

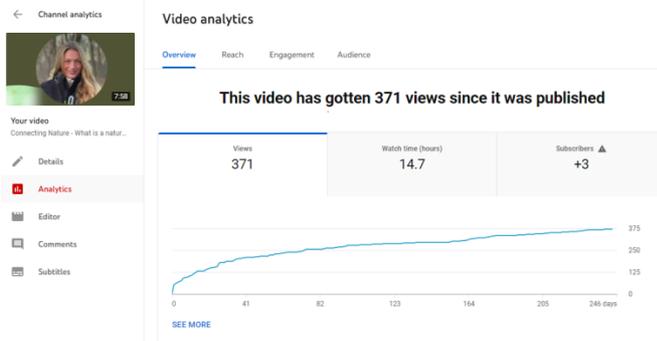




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## YouTube

The Connecting Nature [YouTube](#) channel is a useful tool for the dissemination of project videos and recordings from the summits, webinars and CNEP workshops. We currently have 308 subscribers, most of whom found the channel through the Connecting Nature website. There have been 10,580 views of the 160 videos posted to the channel since we joined in May 2018. 27 individual playlists have been created to help showcase the videos from the UrbanByNature programme, the summits and Connecting Nature Webinar and Community Workshop series.



Two nature-based enterprise videos were created for the Connecting Nature Summit Series. Both videos have proved to be very popular with the longer version receiving 371 views on YouTube and over 1000 on Twitter since it was first posted in March, while the short version of the video received over 80 views since it was uploaded in May 2021.

### Key Highlights

- 308 subscribers
- 160 videos posted
- 10,580 views
- 27 individual playlists

## Connecting Nature Enterprise Platform



### Connecting Nature Enterprise Platform

The [Connecting Nature Enterprise Platform](#) (CNEP) was launched in October 2020 as a direct response to addressing a significant bottleneck where cities and developers seeking to implement NbS voiced their difficulty in finding and sourcing skilled suppliers of NbS. Developed as a marketplace to match buyers and suppliers of NbS, the Platform has also introduced communities of practice now totalling 10 where nature-based

enterprises and other organisations operating in the same sectors meet informally, network, exchange best practice and potentially collaborate. Another goal of the platform is to share knowledge and relevant research outcomes on the nature-based economy. CNEP therefore assists Connecting Nature communication channels with addressing a particular audience: practitioners implementing NbS in the public, third and especially the private sector, and policymakers. These audiences are addressed through the organisation of online events.

### Key Highlights

- 1700 users
- 5 Thematic webinars
- 20 Community Workshops
- 2200 attendees
- 79 countries



The platform has grown significantly since its launch in October 2020, with individual users rising from 120 at launch to over 1700 in the 13 months to November 2021. This growth can be attributed to the nature-based economy thematic webinars which are of interest to the wider nature-based economy community and to the community workshops run by the community ambassadors, which provide relevant information and knowledge sharing to the members of the community. User memberships and the registration of nature-based



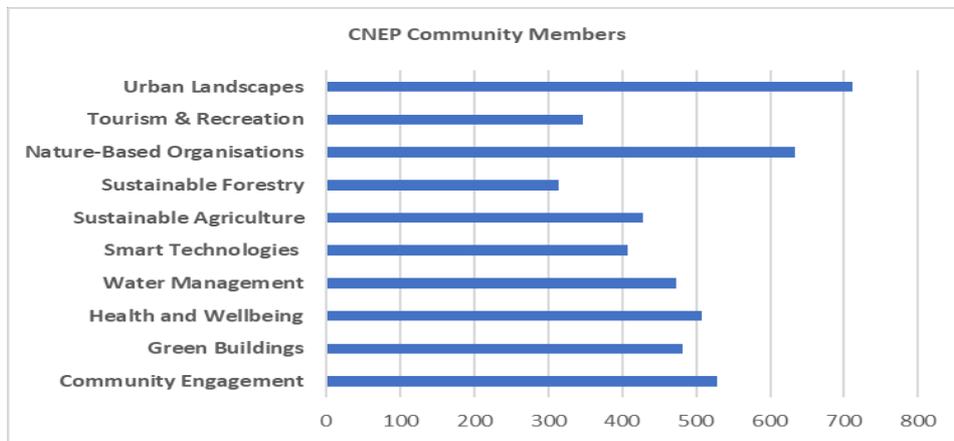
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enterprises on the platform increase when these events are promoted through the platform. CNEP also co-hosted the Connecting Nature Enterprise Summit in June 2021 which led to a significant leap in new users registering on the platform. For more information on this, see Part 11 of this report.

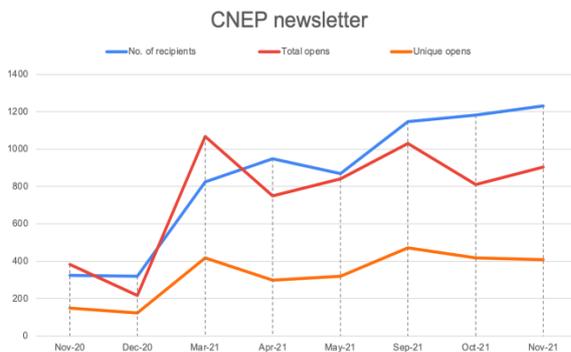
### Platform Communities



Growing the 10 communities of practice has been key to the success of the platform. Each community is moderated by a community ambassador who highlights best practice in their sector, promotes nature-based enterprises and raises awareness of nature-based solutions through the workshops, events and member communications. Community membership is depicted in the figure below.



### Newsletters:



The CNEP newsletters are sent monthly (except for winter and summer breaks) to the platform users and NBEs that have opted-in to receiving this communication. The newsletters often include upcoming CNEP events, key takeaways from webinars and community workshops, and 1 or 2 relevant news items or resources. Since the launch of the platform 8 newsletters have been sent, with the latest edition in November 2021 (to over 1200 recipients). In the graph below the growth in number of recipients is shown, as well as the total opens and total clicks. When considering the unique opens (limited to 1 per individual), the range is about 33-51%. These numbers show high engagement of platform members.



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### Lessons learned:

- Community Ambassadors are pivotal in growing and driving communities.
- Efforts limited by shoestring budget as dedicated platform was not foreseen but emerged during project activity.
- More investment needed in online and offline activities to grow the community.
- Industry ambassadors and their insights are key - specific measures to engage at different market levels and cross-market levels important.
- A clear need for a platform like CNEP which has been invited to participate in several Horizon Europe proposals since launch.

### The Internet of Nature Podcast

Connecting Nature sponsored the first series of the [Internet of Nature Podcast](#), a podcast series exploring connections between nature and technology and how they might work together to stabilize our climate, sustain our urban environments, and benefit our health. The Podcast is the brainchild of Dr Nadina Galle, the Ambassador for the SmartTech Community on the Connecting Nature Enterprise Platform and where she interviews top CEOs & innovators on their technologies for building greener *and smarter* cities. Each episode contains powerful stories behind the entrepreneur, delves into questions usually shied away from, and explores where the internet and nature converge. Such has been the success of the podcast it is now on its 3rd series and has successfully secured external private sponsorship.

### External Promotion

#### Oppla Outline

Connecting Nature events, surveys and reports have been promoted to the nature-based solutions community via the Oppla Outline newsletter. The newsletter is sent to over 2,000 Oppla members weekly and the Connecting Nature team has worked with Oppla to utilise this channel. An article listing is available in Appendix 1.



### Network Nature



NetworkNature has been a valuable resource to both Connecting Nature and the Connecting Nature Enterprise Platform in sharing and promoting our events, surveys and reports both on their website and across their social media - on Twitter and LinkedIn e.g., the consultation on the Nature-Based Economy via Network Nature gained over 100 responses



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## UrbanByNature

The UrbanByNature capacity-building programme, coordinated by ICLEI Europe, has tapped on the knowledge of Connecting Nature experts to develop its webinar series in Brazil, the Caucasus, Korea and China, enabling the dissemination project findings and outcomes in regions other than Central Europe. New hubs are being launched in Spain, Flanders and Scotland. In addition, UrbanByNature channels such as the monthly UrbanByNature Digest, distributed to 880 subscribers, and ICLEI Europe's Twitter account (19k followers) were regularly used as a platform to promote Connecting Nature events, surveys and reports. To ensure its long-term sustainability, UrbanByNature will launch a standalone website ([www.urbanbynature.eu](http://www.urbanbynature.eu)) in January 2022.



## Chapter Summary

### Conclusions

- Connecting Nature has steadily increased engagement with different target audiences over the course of the project. If additional resources were available, a more detailed breakdown of audiences would have facilitated further critical analysis and actions.
- While the Connecting Nature website primarily performs the function of a resource repository, social media channels in particular Twitter have been used effectively to attract users to project resources and events.
- The launch of the Connecting Nature Enterprise Platform (CNEP) aimed at a very specific target audience was an effective strategy and the lead role of industry practitioners lent credibility and added appeal.
- The UrbanbyNature Hubs were very successful in raising awareness and building communities of interest outside of Europe.

### Recommendations:

- General 'catch all' project websites and communications approaches are less appealing to specific target audiences. The success of CNEP showed the need for different engagement strategies targeting different audiences. Similar approaches are needed for citizens, vulnerable groups and other types of user groups.
- The success of UbN also highlighted the importance of 'glocal' approaches - raising awareness of NbS using local language and local contexts. Sustained communication is needed in parts of Europe where the NbS concept still has much ground to cover.



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## Part II: Connecting Nature Dissemination Activities

### Connecting Nature Summit Series Report

#### Summit Concept

**The Connecting Nature Summit Series focuses on sharing the innovations, lessons and impact of Connecting Nature and promotes multidirectional learning.**

Each summit was individually themed to align with key strengths of the host city: the Innovations at the Glasgow summit, the related opportunities for Enterprise at the Poznan Summit and finally capturing Impact at multiple levels for citizens, cities and the wider community at Genk. The local Summit team in each host city led on shaping the themes and content of each Summit. The Connecting Nature website operates as the main information portal for each Summit and mini [webpages](#) have been created on the project website, with links to the programmes, registration, presentations, recordings and photos.



The summits are hosted by the 3 frontrunner cities Poznan, Glasgow and Genk, who have been supported in the planning and delivery by Climate Alliance and Horizon Nua. Due to the Covid pandemic, the original Summit in Poznan had to be postponed and forced a move away from in-person events to online. The table below summarises the top-level information relating to the Summits.

Host city	Year	Virtual / Hybrid	Theme	Participants	Number of Countries	Host country attendees	International attendees
Glasgow	Year 4   23-25.03.2021	Virtual Summit	Innovation	800	54	344	456
Poznan	Year 4   29-30.06.2021	Virtual Summit	Enterprise	607	72	97	510
Genk	Year 5   28-30.04.2022	Hybrid format Onsite: Belgian and international participants on site Live streaming of some elements to reach global audience	Impact	150+ expected on site  750+ expected online			



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## Why did numbers fall for the Connecting nature Enterprise Summit?

With over 1000 registrations and 600 attendees, the fall in attendance since the Glasgow Summit can be explained as follows:

- Topic of Nature-based Enterprise was more specific than general NbS and also a very new concept. Connecting nature is the first project to work in this area with the concept only being defined in January 2021.
- Concept of NbS is still quite new in the host country of Poland whereas there was a much better understanding and interest in Glasgow, not least ahead of COP. (evidenced by much higher local attendance in Glasgow than Poznan)
- The Summit was held in English which was a barrier and not as appealing for local audience despite our best efforts to add dual language content

## Summit Impacts and Learning

To foster learning within the project and sharing knowledge outside of Connecting Nature Summit documentation & impact evaluation document was developed by Climate Alliance.

This includes:

- Capturing 5 -10 key lessons learnt of each session: the session outcomes, which are forwarded to the session chairs and used to elaborate the Summit review that is sent to all participants.
- Capturing feedback from participants and session chairs through a feedback form and compiling a feedback report for each summit for internal use.
- Interviews with host city, WP6 lead and project coordination to evaluate impact of the event, 3 months after the summit.

The learning for each of the summits thus far has been conveyed to the subsequent Summit hosts and organising team resulting in greater organisational efficiencies and valuable lessons for programming and planning of the virtual and hybrid events.

## Summit Outcomes

### Connecting Nature Innovation Summit - hosted by Glasgow City Council and greenspace scotland



Connecting Nature was eager to showcase the innovations that had been developed in the project in the first 3 years at the first Summit which took place at the end of year 3 of project activities. The event was held over three days, each day dedicated to innovations for a specific purpose, see below:

Day 1 **Reducing the risks** – nature-based solutions for biodiversity, climate change mitigation and adaptation, water management and extreme weather events.

Day 2 **Healing sick cities** - nature-based solutions for health, wellbeing, place-based planning, human scale, food growing and food provision.

Day 3 **Routes to recovery** – nature-based solutions for a green recovery from the economic recession following Covid-19, nature-based skills, employability and enterprise.

The different themes were held together by the [Connecting Nature Framework](#), which was promoted at the event. The online event also included a call to action for messages to COP26, with Glasgow being host city also to this event. The outcomes of the days, presentations and recordings in the summit review are [here](#).



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The host Glasgow City Council, when interviewed on the impact of the summit, stated that the summit raised awareness on nature-based solutions and the work that Glasgow was doing amongst key stakeholders. This includes internal stakeholders, such as the leader's office, City Council PR and marketing staff as well as community organisations and external stakeholders such as Scottish Government and local government associations.

Glasgow's visibility as leader in NBS was stated in the [July 2021 brief of the improvement Service](#), that stresses the key role that local governments play in NBS and mentions "Notably, Glasgow is part of the [Connecting Nature programme](#), leading on large scale NbS projects and sharing learning."

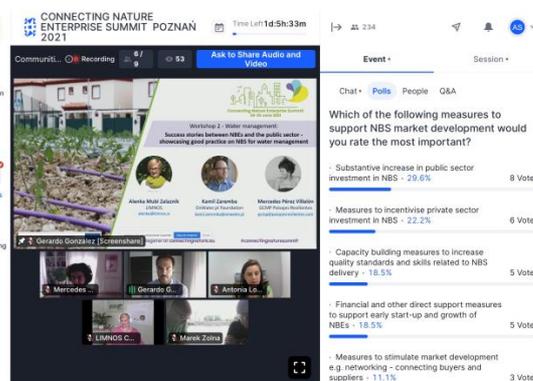
The Summit also strengthened cooperation's that were already in place, for example projects on food growing, outdoor education and the "Every tree has a story" campaign and improved relationships with organisations that provide data for Glasgow's open space map. Cooperation requests and requests to speak at conferences, including high-level events such as the COP26, have increased. The summit has been the source of personal inspiration for future activities for the Glasgow NBS team.

### Glasgow Summit Outcomes

- Much greater knowledge and awareness of NbS in Glasgow and Scotland which has created momentum leading to a sustainable UbN hub to be launched in 2022.
- Increased awareness internally within Glasgow City Council - other departments seeing value of using the open space map for their own purposes e.g., location of playgrounds in deprived areas
- Increased awareness externally - leading to collaboration with investors (Trees AI) and high profile of GCC at COP26

### Connecting Nature Enterprise Summit - hosted by Poznan City Hall

Nature-based enterprises are key for the successful large-scale implementation of NBS as well as an engine for sustainable economic and jobs growth. The Summit explored the challenges and opportunities facing nature-based enterprises; cities, communities, policy makers and developers and was jointly hosted in collaboration with the [Connecting Nature Enterprise Platform](#).



Highlights from the programme included:

- **Policy Dialogue:** A high-level panel of policymakers debated findings and recommendations of a new draft White Paper on the Nature-Based Economy. Participants were invited to contribute to the consultation process on the draft White Paper.



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- **Community workshops:** Led by industry leaders from the Connecting Nature Enterprise Platform from sustainable agriculture, forestry to green infrastructure and smart technology, we met the innovators in our nature-based enterprise communities.
- **Horizon Europe funding for NbS:** a dedicated session on funding topics related to nature-based solutions in the first calls of Horizon Europe
- **#pitchatpoznan:** Fast paced live pitches from nature-based enterprises and innovators as they pitched their products and services in 3 minutes flat!

The outcomes, presentations and recording of the event in the Summit Review [here](#).

When interviewed some months after the summit, the host city Poznan stated that the summit led to an increased awareness of Poznan as front-runner on NBS in Poland and beyond and of the link between economy and ecology that can be made by promoting NBS and NBEs. Through the involvement of the Mayor and senior politicians in the event, political awareness and support was raised within Poznan City Hall. The Poznan team working on NBS was better placed to connect urban local support groups with relevant stakeholders after the summit. New cooperation with companies and funding partners were achieved, for example a French NGO was attracted to fund a running forestry project. After the summit the requests have increased for the Poznan team to share their experience at other conferences. Last but not least, organisational skills within the team have developed and they have come out inspired to organise future events.

#### Poznan Summit Outcomes

- Increased confidence of the Connecting Nature team through engagement of the Mayor and senior politicians in the event. This has led to an increased political awareness and support for NbS activities through Poznan
- Increased external opportunities - direct funding opportunity with French NGO for forestry which has also led to increased profile internally as centre of excellence for external funding
- Launch of training programme which has subsequently been continued in other NbS areas leading to increased skills in NbS among local suppliers

## Dissemination Events Planned for 2022

### Connecting Nature Impact Summit - hosted by the City of Genk



The third and final event of the Summit Series - the Connecting Nature Impact Summit will take place in Genk 28 - 30 April 2022 bringing together a wide range of local, regional and international participants to engage in how nature can impact their lives and how nature-based solutions can provide a positive impact for urban environments. It will be the final event of the Connecting Nature project incorporating a combination of policy dialogues, workshops, exhibitions and community events targeting an audience of policy makers, practitioners, researchers and the local community of Genk as the Stiemer Valley exemplar plays host to much of the



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programmed activity.

The event programme is being co-created around three main building blocks:

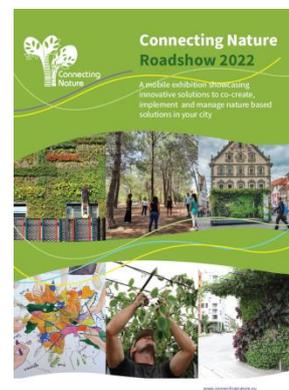
- Thinking with Nature looks at the strategic, theoretic and policy associated with planning Nature-based Solutions.
- Building with Nature explores the technical aspects, putting theory into practice.
- Living with Nature looks at the longer-term governance and community stewardship involved in building a relationship with nature and natural areas.

Registration will open in 2022 and the event will be delivered on site with parallel streaming of some events on the programme.

### The Connecting Nature Roadshow 2022

One of the most successful awareness raising outputs of the FP7 TURAS project in terms of reaching new audiences was the Mobile Green Living Room Roadshow. With Helix as a partner in both Turas and Connecting Nature and the lead ambassador for the NBS Green Buildings community on the Connecting Nature Enterprise Platform, the project has taken the concept of the original road show a step further and alongside the Mobile Green Living Room will showcase two of the Connecting Nature project innovations and spin offs: the Connecting Nature Enterprise Platform and EMJPath the creators of an arts-based engagement process for NBS (Sarajevo Process).

The Roadshow will visit 5 different cities across Europe ending in Genk in late April to coincide with the Connecting Nature Impact Summit. A programme of arts-based engagement activities, enterprise workshops, talks, meetings and public engagement events will be co-designed with each host city to stimulate interest in NbS and explore how NbS could be designed to meet citizen and city needs and support local enterprises.



### The Nature of Cities Festivals and Roundtables

In 2021, Connecting Nature was a main sponsor of The [Nature of Cities Festival](#), (TNOC) a virtual festival with programming across all regional time zones and provided in multiple languages. A core philosophy of the festival is to foster inclusivity and lower barriers to participation. The festival focuses on facilitating transdisciplinary dialogue, small group workshops, arts engagement, and fostering a collaborative spirit around solutions for how to build cities that are better for nature and all people. Connecting Nature partners were featured prominently on the festival programme in 2021 helping us to reach out to more global audiences sharing our work and achievements of our cities.

In addition, TNOC and Connecting Nature co-hosted a roundtable discussion on “How can nature-based solutions (NBS) provide the basis for a nature-based economy?” Over 20 considered responses were received and the feedback has been incorporated into the forthcoming White Paper on the nature-based economy. For more about the White paper see page 24.

Connecting Nature will once again sponsor the Nature of Cities Festival in March 2022 and are currently



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working with the festival curators to develop a TNOC /Connecting Nature **Youth** “Climathon” type event with the theme ‘Nature-based ideas to change the world/the economy/your life...’

## Dissemination Actions Update

### Public Engagement Events

Each of the fast follower cities is required to hold one Public Engagement Event during the project. The event is an opportunity for the city to share its respective nature-based Exemplar and innovations of Connecting Nature with the target groups, to forge new cooperation and to foster mutual learning. Target groups are local stakeholders such as other departments, economic sectors, academia or citizens if the event is to take place on a local level. On the regional or national scale officials from city administration and / or politicians are the main target group. Some of the Fast Follower cities held their Public Engagement Event in 2018 and 2019, others will follow in 2022.

### Overview

<u>City</u>	<u>Date</u>	<u>Name of the Event</u>	<u>Participants</u>
A Coruña	16-18 May 2018	Transforming cities, enhancing well-being	217
Pavlos Melas	14-15 June 2018	Connecting Pavlos Melas with nature	38
Nicosia	28 January 2019	Meet us at the Forest	45
Málaga	1 October 2019	Málaga’s Green Spirit	200++

### Outcomes

The Public Engagement Events have fostered an exchange of views on different levels, depending on the kind of exemplar as well as on target group which was respectively addressed. The first Public Engagement Event held in A Coruña was a combination of a discussion on the city’s adaptation on climate change and the visit of different outdoor areas, e.g., the Eiris Park, which got restored a few months later. Hence, it raised awareness among the citizens as well as among people on an academic and administrative scale.

Furthermore, it had an impact on the subsequent

Public Engagement Events in Pavlos Melas, Nicosia and Málaga, since the discussions on climate action and urban challenges produced some new ideas on NbS as well as new co-operations among different stakeholders on one side. On the other side, the visits of the respective exemplars provided the opportunity of gaining people for future nature-based projects.

### Public Engagement Events 2022

3 cities have yet to run Public Engagement Events delayed in large part due to COVID and the suspension of all face-to-face events in 2020 and for most of 2021. The Task leader Climate Alliance has been engaging with each of the remaining cities on their plans working with them to define the event theme, type, target



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audience, and date. The first Public Engagement event will be in Sarajevo in the last week of March and aims to involve different SMEs in NbS implementation. Being part of the programme, the workshop on arts-based engagement process for NBS is targeted to let people reflect on their relationship with nature. Practical learning about urban gardening is supposed to foster an exchange between the intergenerational participants. The remaining Fast Follower Cities are about to plan their Public Engagement Event. In a nutshell, this kind of event shall showcase vis-a-vis the citizens and local stakeholders such as universities, business, chamber of commerce etc. the progress in the respective exemplar. Additionally, it aims to enable exchange within the region, especially neighbouring cities, on the Connecting Nature framework.

<u>City</u>	<u>Date</u>	<u>Name of the Event</u>
Sarajevo	Spring 2022	Future Sarajevo – Green Sarajevo
Burgas	Spring 2022	
Ioannina	Spring 2022	

### Reflection

The Public Engagement Events and their diverse theoretical and practical activities have contributed to a better knowledge of NbS in general and of the planning, implementation and stewardship of the cities' Exemplars. Stakeholders on various scales - local, regional and national – and of various types – politicians, city administrations, citizens, businesses and academics were addressed. The events improved existing cooperation or fostered new ones and gave participants the possibility to learn from each other.



### Policy Outputs

With the objective of increasing understanding among decision-makers about the benefits of NBS, about the need to put NBS at the centre of urban policies, and to raise awareness of Connecting Nature's innovations, ICLEI led a series of activities targeting policymakers at the European and international levels. These included sessions at conferences; participation in panel discussions, workshops and webinars; networking and advocacy activities; inputs to presentations and speeches, and contributions to international policy documents and advocacy processes. The key messages of these activities highlighted project findings and tools, best practice examples, challenges to NBS implementation, and enabling factors on a policy level that can contribute to NBS upscaling, replication and mainstreaming.

Two major contributions have been outlined here and a listing of all the policy events where ICLEI led the awareness raising of Connecting nature innovations and policy recommendations are in Appendix 2.



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## Contribution to international policy document: Edinburgh Declaration

In May 2020, the City of Glasgow was invited to speak about the work being done with NBS within Connecting Nature in a high-level Edinburgh Process webinar on nature-based solutions (May 22, 2020, over 80 participants), in which lively discussions took place on the potentials and requirements of NBS and on how the Post-2020 Global Biodiversity Framework can support further implementation of NBS for biodiversity action.

Led by the Scottish Government and its key partners such as ICLEI Europe, the UN Secretariat of the CBD, the European Committee of the Regions and the Quebec Government, the Edinburgh Process aimed to collect the perspectives of local and subnational governments in terms of what they can contribute and want to see in a post-2020 Global Biodiversity Framework, culminating with the launch of the [Edinburgh Declaration](#), which lays out the biodiversity aspirations and commitments of local and subnational governments.

While drafting ICLEI's contribution to the Declaration, learnings and takeaways from Connecting Nature were considered, as well as discussions held at the high-level webinar with Glasgow's participation. The Declaration was posted by the CBD Secretariat in March 2021 and is now open for signature by subnational governments until the CBD COP15. An ongoing communication campaign continues to promote the Declaration and Glasgow as one of its signatories.

According to Gillian Dick, Spatial Planning Manager, Research & Development, Glasgow City Council, signing the Declaration has "been a very good tool for opening up conversations with other Scottish councils, and helping initiate an expert group to discuss nature-based solutions and biodiversity", which will help the city take its NBS work even further after the completion of Connecting Nature. An [interview with Glasgow highlighting Connecting Nature and the Declaration](#) was published on the ICLEI website to celebrate the International Day for Biological Diversity in May 2021, posted on social media and as the feature article of ICLEI Europe's monthly newsletter.

As detailed in previous deliverables, ICLEI has also contributed Connecting Nature experiences to other international policy documents in previous reporting periods, such as the [Sharm El-Sheikh Communiqué for Local and Subnational Action for Nature and People](#) and the NBS action plan [EU Urban Agenda Partnership for Nature-Based Solutions](#).

## UN Decade on Ecosystem Restoration

The Connecting Nature Framework has been featured in [ICLEI's launch campaign of the UN Decade on Ecosystem Restoration](#). ICLEI is a global partner of the initiative and has promoted Connecting Nature events through the official UN Decade on Ecosystem Restoration Calendar, such as the EU Regions Week 2021 Event "Gearing up towards Urban Greening Plans".



## Publications

### Policy briefs

To summarise learnings from Connecting Nature and present recommendations to policymakers and funders, ICLEI is coordinating the development of a Connecting Nature Policy Brief Series, with inputs from key partners across the consortium.



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Thematically, the policy briefs will revolve around three topics: financing and business models for NBS, ways to embed co-creation into policymaking and NBS (and Connecting Nature) contributions to the implementation of the EU Green Deal.

The policy briefs will be distributed at a political breakfast in Brussels in spring 2022, where key results of the project will be showcased, and sent by post to select MEPs whose work is relevant to NBS and the urban nature agenda.

### White Paper on the Nature-based Economy

Connecting Nature partners TCD and ICLEI were lead partners in the nature-based economy working group of EC Task Force III involving 10 other H2020 projects. This group collaborated on a draft White Paper "[From Nature-based solutions to the Nature-Based Economy](#)". The publication provides a basis for dialogue with policy-makers, at all levels of government and across all fields of policy implementation, and with wider stakeholders in business, society and the innovation ecosystem on the changes needed to shift towards a Nature-based Economy. A [virtual "global roundtable"](#) invited visitors of The Nature of Cities website to debate the white paper online and provide inputs to an online consultation on the white paper draft. The draft consultation is now closed, and the paper is being finalised. During the open consultation process the full paper was downloaded 437 times, the Executive Summary 335 times, recommendations were downloaded 170 times and there were over 3,700 page views. Over 100 responses were received from the open consultation process.



### Summary of conferences, events and policy workshops

Connecting Nature partners have presented at a wide variety of external events right throughout the project sharing the knowledge produced in the project, how it has impacted on our city partners, how other cities could benefit from replicating and using some of the innovations and launching some of the new innovations that have been produced in the project e.g. during a Seed session at the online The Nature of Cities Festival 2021, new spin-off EM|Path showcased their pathway for crafting nature-based narratives in a co-creative, arts-based engagement process. Although designed to be delivered in person, the team at EM|Path adapted the process to an online format that had a powerful lasting impact on participants. The full list of events where partners presented project outputs is in Appendix 4.

### Part III: Sustainability of Connecting Nature project outputs beyond May 2022

During this final phase of the project, priority is being placed on ensuring the sustainability of Connecting Nature outcomes in terms of their long-term accessibility (making sure users can continue to easily find and obtain outputs) and continued relevance (feeding outputs into other ongoing projects, platforms and discussion forums). This will be achieved by three key mechanisms:

1. Urban by Nature: a capacity-building programme for urban nature pioneers (reported in Deliverable 16)
2. Connecting Nature Enterprise Platform (CNEP): an online marketplace for NbS.



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### 3. Integration with Oppla: the EU repository of nature-based solutions.

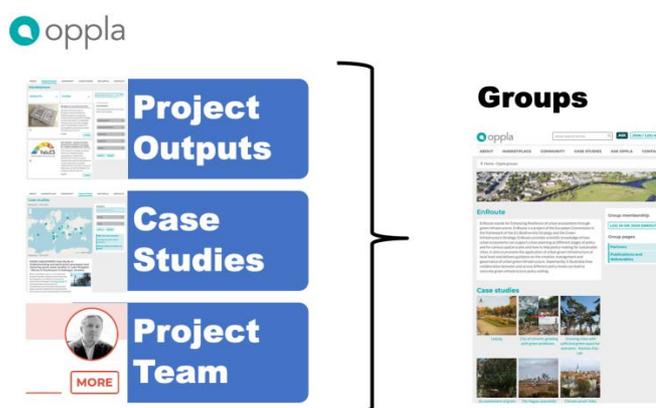
This section will focus on the latter of these legacy activities, which is specified under Task 6.2: Connecting and the Oppla platform (led by Oppla). In summary, the objectives of T6.2 are to:

- **Embed the outputs of Connecting Nature (CN) within the Oppla platform**, enabling these resources to be hosted and maintained in perpetuity as part of Oppla’s knowledge repository (free and open to all; governed by terms and conditions that ensure contributors retain full IP and ownership of their content).
- **Collate all CN content made available through Oppla into a ‘Super Group’ knowledge repository** – an enhanced version of Oppla’s existing Groups system, through which projects are able to create ‘living repositories’ of their outputs. The Connecting Nature Super Group will expand and improve the current system used by Oppla to include an enhanced keyword and content management system (making outputs easier to find); a more attractive design and layout, featuring the Connecting Nature branding (improving the user experience); and active links with other knowledge platforms and NbS communities, including those hosted by Urban by Nature and the Connecting Nature Enterprise Platform. The expanded keywords system will be developed with input from the project’s steering committee and WP leads, but is likely to include terminology derived from, for example: CN Framework, SDGs, IUCN Global NbS Standard and other NbS-related taxonomies familiar to potential users.
- **In addition to the Grant Agreement**, the Connecting Nature Super Group will also enable further dissemination of project outputs through the Oppla API (a software interface for two-way sharing of information between websites) and integration with the web-platform of NetworkNature, an EU Horizon 2020 project dedicated to supporting the work of other NbS projects, in which Oppla is a partner.

As mentioned, the Connecting Nature Super Group will be based on Oppla’s existing Groups system, which has been proved successful and is currently in use by other projects (e.g., NetworkNature, INTERLACE, NATURVATION, EnRoute and others). The Groups system enables all the content types supported by Oppla to be organised and made available to users in highly customisable ways – and this system will be further developed through T6.2, resulting in added value to both Connecting Nature and Oppla.

Content from Connecting Nature to be included in (or otherwise linked to from) the Super Group will include:

- **Innovations:** Connecting Nature Enterprise Platform (CNEP); Connecting Nature Framework; Technical Solutions; guidance and tools for reflexive monitoring, governance, co-production and impact assessment; financing and business models.
- **Resources:** Guidebooks; case studies; NbS environmental indicators; academic papers; audio-video content; copies of all public project deliverables.
- **Other content:** prominent links to Urban by Nature, CNEP and the Co-Impact software tool; Summit Series presentations and recordings; blogs and spotlight articles; selected outputs from cities.

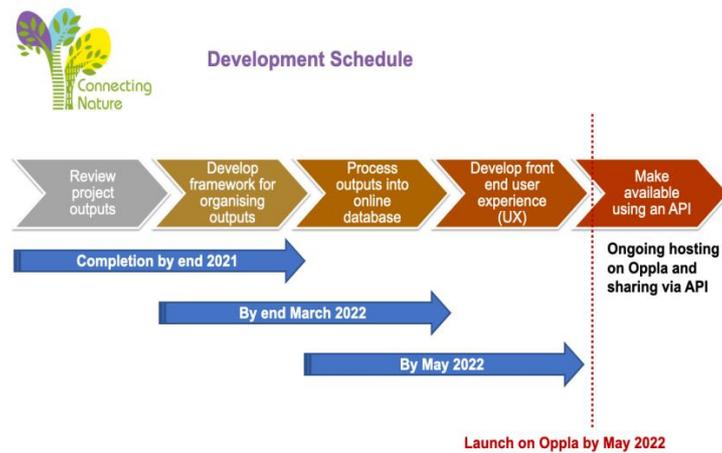




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*Oppla's Groups system enables project outputs to be collated for user convenience and accessibility.*

The development timeline for the Super Group repository is summarised below, with the end-product being made available on Oppla by May 2022. Development will continue as part of Connecting Nature project legacy, including further dissemination of content through the Oppla API and ongoing promotion of the resource through NetworkNature.



## Scientific Outputs

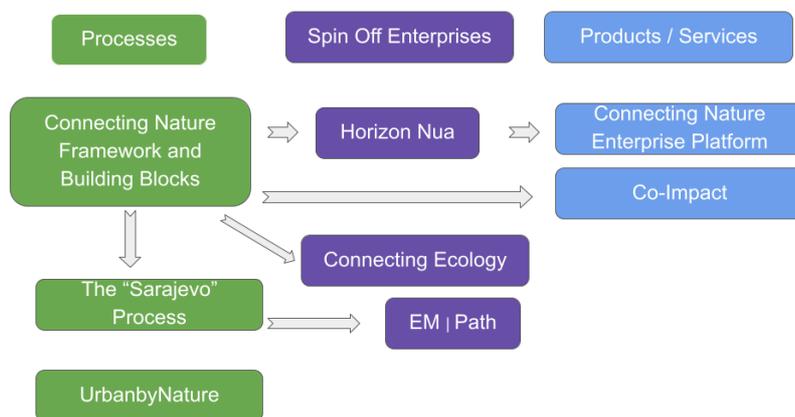
Over a dozen publications on the topics of NbS co-creation, NbS impact measurement / indicators, NbS financing and business models, nature-based enterprises have been produced by the academic partners of the project. The full list of publications since 2017 is in Appendix 6. New outputs are communicated via news articles on the website and are accessible on [Zenodo](#).



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## Part IV: Knowledge Management, IPR and Connecting Nature Innovations

### Knowledge Management



Substantial new knowledge has been created in the Connecting Nature project. The new knowledge can be loosely categorised into two main types:

*Process knowledge* which has been designed for and is mainly for use by cities implementing NbS and *new products and services* that have been created by project partners which have demonstrated potential during this project to be elevated to TRL level 7+. The processes developed in Connecting Nature have been identified as having potential for exploitation: namely the Connecting

Nature Framework and specific elements around technical solutions, financing and business models and nature-based entrepreneurship. The exploitation of these processes has resulted in the creation of 2 new spin off enterprises - Horizon Nua and Connecting Ecology. The framework has also resulted in the development of 2 new products and services - namely the Connecting Nature Enterprise Platform and Co-Impact assessment tool for NbS in cities while 2 completely new processes were developed - the "Sarajevo" co-production process which led to the creation of a third spin - off EM|Path and the UrbanbyNature programme - a global programme for urban nature pioneers which has yielded 3 regional hubs in Brazil, the Caucasus and Asia and is now creating a number of European Hubs prior to the end of the project.

The individual innovations will be summarised later in the chapter and the business plans are attached in Appendix 7.

#### Tracking the Knowledge created in the project

The Connecting Nature project has created substantial new knowledge over the project lifetime. In addition to the innovations outlined above, many other knowledge types have been created including the Connecting Nature Summit Series, the Connecting Nature Framework Guidebooks and City Reports, academic papers and the Connecting Nature API. All this knowledge is captured in the online IPR directory by the responsible work package leader and is reviewed twice yearly at the Project Steering Committee meeting.

### IPR Support Measures

**IPR Workshop:** The IPR Helpdesk of the European Commission was invited to deliver a workshop to Connecting Nature partners and delegates of the Connecting Nature Enterprise Summit in June 2021. This session, focussed on Intellectual Property and why it should be an essential component of strategic planning for start-up's and small-medium enterprises. How to use IP as a business asset, how to protect IP and factors to consider when developing an IP strategy along with guidance on institutions to provide assistance on IP were addressed in this capacity building session at the Summit.

**Independent IPR Advice:** In order that the innovations created in the project have adequately protected themselves in terms of IPR, the Connecting Nature project partners have allocated a budget to fund specialist expertise to advise partners managing the exploitation of the innovations how to protect the Intellectual Property created by the development of these processes, products and services.



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Following a tender process in May 2021, a panel of IPR experts has been established to provide a series of one-to-one consultations to individual project partners on IPR protection and exploitation of their innovation. The panel experts have many years of experience in IPR and commercial exploitation (franchising, licensing, spin off, joint ventures). The advice provided is transferable across jurisdictions. Project partners can avail of up to 3 one-hour consultations with an expert from the panel and the service will continue to be available until the project ends in May 2022 or the budget is exhausted.

## Connecting Nature Innovations and Sustainability Planning

With the project approaching the final phase, our attention has turned to exploiting the project innovations and to the creation of sustainable project outcomes lasting beyond 2022. To kick start this process, business planning workshops were held in October and November 2021 open to all project partners in the consortium. Considering the nature of the innovations, a conventional business plan was deemed unsuitable. Most of the innovations have been created to have a social impact, defined by the University of Michigan School of Business as “a significant, positive change that addresses a pressing social challenge. Creating social impact is the result of a deliberate set of activities with a goal matching this definition” The business planning workshops were framed on The Harvard Business School Approach for Social Enterprises and delivered by Horizon Nua. A social impact business plan considers the following 5 elements:

1	Vision, Mission, Theory of Change and Action to deliver
2	Leadership Team
3	Finances
4	Measurement and Evaluation
5	Scaling solutions

Elements 1 - 3 were addressed using a Miro board in the first workshop with each innovation then taking their Miro Board away to complete for the remaining elements and to draft a first version of the business plan for the entity.

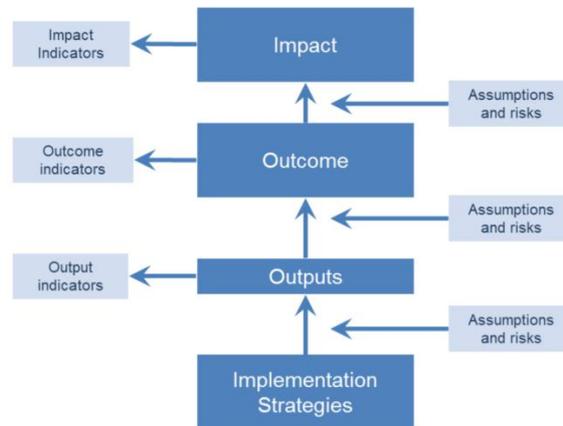
When creating a vision for an enterprise, Connecting Nature partners were prompted to consider the problem to be solved and examine the opportunities that these problems present. Nailing the vision means being able to answer the question about what the world would look like if the solution you offered solved the problem being addressed.

The partners then moved to craft a mission statement and spent time considering what the mission of their entity might be framing it in terms of what each innovation aspired to achieve over the long term.

Applying the Theory of Change can be the most complex part of social enterprise business planning. It is about developing a rationale that connects mission to strategy and is based on your understanding of the problem. What is your theory about the **actions** and **resources required that** will lead to the results you want to achieve?



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**Schematic depiction of a theory of change. Source: United Nations Children’s Fund, Supplementary Programme Note on the Theory of Change, Peer Review Group meeting, 11 March 2014, UNICEF, New York, 2014, p. 4.**

The workshops have been delivered in an online format using Zoom. The format included a short presentation on business plans for social impact enterprises including an analysis of the Theory of Change. Case studies of social impact enterprises were presented and then each innovation went to a breakout room for 60 minutes to work on a Miro Board addressing the first elements of the plan.

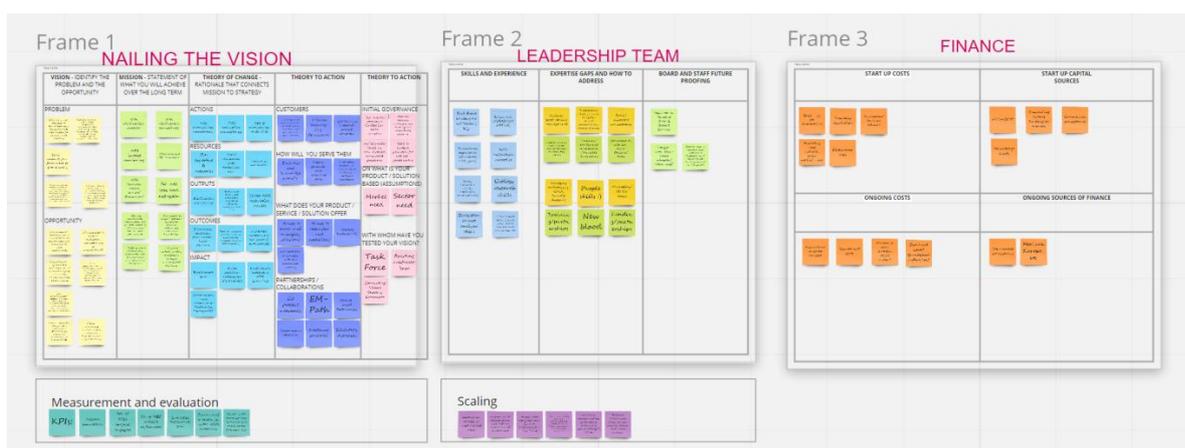
Six innovations registered for the online workshops -

5 project innovations:

- Connecting Ecology
- UrbanbyNature Programme
- Connecting Nature Enterprise Platform
- Co-Impact
- EM|Path

and one city led innovation:

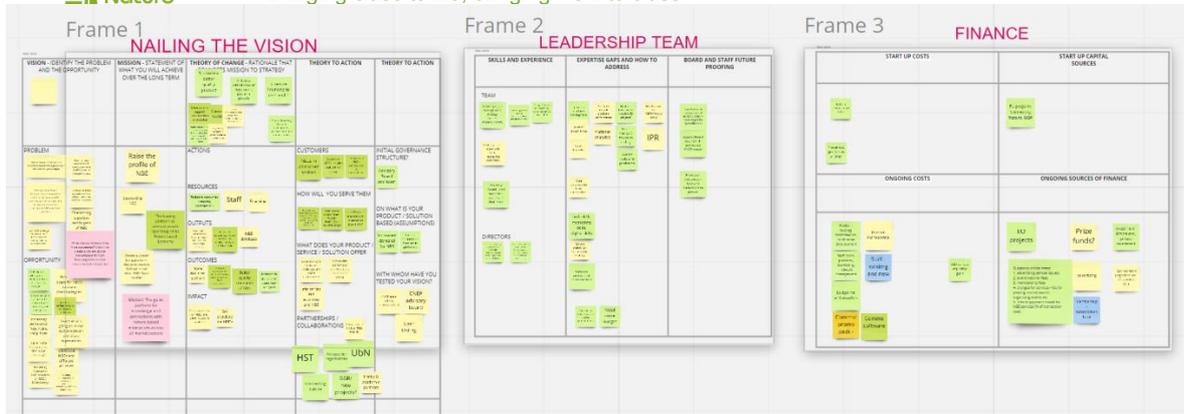
- Stiemer Deals.



Example of Connecting Ecology Miro Board created during Business Planning Workshop



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Example of Connecting Nature Enterprise Platform Miro Board created during Business Planning Workshop

Each team presented their first draft of the Miro board which provided initial feedback from innovation specialist and Connecting Nature Coordinator Siobhan McQuaid and Isobel Fletcher of Horizon Nua. The second online workshop was delivered two weeks later when the innovation teams had an opportunity to complete their Miro boards and develop a draft business plan (See Appendix 7) which were critiqued. Business plans have been developed by 4 of the 6 participants of the original workshops thus far:

- Connecting Nature Enterprise Platform
- UrbanbyNature
- Connecting Ecology
- Em|Path

The business plans developed were more a detailed analysis of the Miro board. Expertise gaps and short-term supports were identified for each innovation to pursue. The recommended supports included the following:

- Expert advice from platform specialists on funding and business models (CNEP)
- IPR advice from the mentoring panel (UrbanbyNature)
- Specialist business start-up advice (EM|Path and Connecting Ecology)

Business start-up support through the Trinity College Accelerator Tangent, Dublin Business Innovation Centre is being explored and mentoring advice from the IPR panel is being set up. The innovations were also encouraged where appropriate to apply for project funding to further progress the innovation. As an example, the Connecting Nature Enterprise Platform secured some additional funding for specialist advice on GDPR compliance and SEO analysis so that targeted statistical breakdowns can be provided to platform members on how their profiles are performing.

The variety of needs among the new innovations is quite different. Each innovation is at different stages of development from nascent start-up enterprises to products and services that have been tested and refined over a period of 1+ years. All can learn from each other as they navigate the steps towards sustainability and to that end 6 weekly workshops were requested by participants commencing in December 2021 until the end of the project. This provides the innovators with a safe space to address start up issues, share learnings and build capacity towards sustainable stand-alone innovations.

## Summary of Innovations and Status Update

**Connecting Ecology Ltd** was established in 2021 by Stuart Connop and Caroline Nash, project consortium members based in UEL. Connecting Ecology founders were the WP leads for the technical solutions element of the Connecting Nature Framework working with cities on the technical aspects of their NbS, supporting biodiversity inclusion and monitoring. Stuart is also a member of the Taskforce on Indicators and contributed to the development of the environmental indicators on the EC Indicators Handbook “Evaluating the Impact of



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Nature-based Solutions". Having spotted a gap in the market where they could both bring their expertise on biodiversity and impact monitoring and evaluation, Connecting Ecology was established as a private company providing consultancy services to support others to value biodiversity, and ensure that biodiversity conservation is integral to nature-based solution planning, delivery, and stewardship.

Connecting Ecology Ltd will deliver:

- NbS biodiversity research
- NbS biodiversity consultancy
- NbS impact monitoring
- NbS evaluation mainstreaming
- NbS business model canvas/Ecocanvas
- No-net loss of biodiversity and net-gain through NbS

By doing so, Connecting Ecology Ltd will: embed biodiversity conservation at the heart of NbS planning, delivery, and stewardship. This will be achieved by providing clients with the support and tools required for effective biodiversity conservation through NbS. This will tackle global biodiversity decline by supporting the delivery of more sustainable landscape management.

Connect Ecology requires support in business start-up and management, marketing/media skills and ensuring that the team will be adequately resourced to meet the expected demand for services. Connecting Ecology will continue to participate in the mentoring support programme.

The [Connecting Nature Enterprise Platform](#) was launched in October 2020 as a direct response to a significant bottleneck where cities and developers seeking to implement NBS voiced their difficulty in finding and sourcing skilled suppliers of NBS. Developed originally as a marketplace to match buyers and suppliers of NBS, the opportunity to create a network of communities of practises where nature-based enterprises operating in the same sectors could meet informally, network, exchange best practice and potentially collaborate was quickly identified. 10 communities of practice have been established in the 12 months since the Platform was launched - each is moderated by a Community Ambassador who is an expert in their field. Having established proof of concept and built a substantial user base of 1700+ users, the Platform is now at a stage where the prototype platform needs to be scaled up. The offer and user interface requires improvement and the platform developers (Horizon Nua) need to continue the journey to make the CNEP the go-to platform for knowledge and connections with nature-based enterprises across all market sectors in line with their stated Mission.

To achieve this, significant investment is required and a sustainable income model to facilitate infrastructure and staffing requirements has been identified as a priority. The Platform needs advice from an independent platform specialist on platform business models and financing routes to develop an action plan to pursue alternative funding options rather than relying on grant funding as the sole source to drive platform growth. The CNEP team will continue to participate in the mentoring support programme.

The **UrbanByNature** programme supports cities and practitioners in planning for and applying NBS that are cost-effective and mutually beneficial. Cities play a key role in fostering this transformative change towards more liveable, resilient and regenerative futures. Some cities are already leading on climate action and in implementing NBS in a participatory way. Through the Connecting Nature project, UrbanByNature was created for local governments all around the world at different stages of NbS implementation from those who are already doing a lot to those who are just starting to use NbS to address major urban challenges. It is an empowering, facilitated expertise-sharing, and capacity-building programme focusing on how to harness the boundless potential of nature for sustainable urban development.

ICLEI Europe is exploring the possibility of establishing UrbanByNature as an ongoing program, project, or standalone business. They are currently in discussions about the legal options available under German law and are planning for further in-depth market analysis in the remaining months of the project. The Draft 1 Business Plan for the UrbanByNature Programme is a living document, which will continue to be updated as new information becomes available.

**EM|Path** is a not-for-profit organization established in 2021 by project partners from Trinity College Dublin and the University of East London, as a spin-off of Connecting Nature. It boasts an interdisciplinary team with a passion for and experience in sustainable development and justice. As part of Connecting Nature, EM|Path developed an arts-based co-production process, identifying and filling a gap in the market for creative



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approaches to sustainable social development. Their co-productive process prepares the path for transformation on issues such as environmental protection and community development.

EM|Path offers a range of customizable services packaged as the EM|Path Process with the aim to help communities and stakeholders co-create meaningful connections. EM|Path tailors its offer to the specific context and needs of each project, helping people co-create meaningful visions and build trusting relationships. EM|Path's work provides the essential foundations for spatial, institutional and local development transformations that respect social and environmental justice. Through the process, EM|Path plants strong roots for change to take place.

As a new start-up, the EM|Path team are actively looking for outside expertise to support their financial and governance structure to ensure they are in the best position to thrive beyond the Connecting Nature project. They are also looking for marketing and communications support to hone how to communicate their offer and reach potential clients.

**Co-Impact:** Work package leads University of A Coruna and Glasgow City Council have led the development of a new online tool that cities can use to plan their impact assessment of their nature-based solution. The tool Co-IMPACT (Connecting Impact) is currently in beta version and being tested. Discussions are underway between the two lead partners on how to manage the ownership of this tool, where it will be hosted, how it will be resourced etc. Members of the Co-IMPACT development team participated in the first business planning workshop and began outlining the business model on their Miro Board. The exercise has yet to be completed and the opportunity for the team members to join the mentoring call remains available to them.

**Stierner Deals:** While StiernerDeals is a process innovation developed by the City of Genk, it has yielded significant learning as a clearly established and successful process of cooperation between city and different stakeholders. It does not have to be limited to Stierner or NBS but any area of stakeholder collaboration in the Genk region. Genk are participating in this business modelling exercise to develop a proposition for the city to implement the Stierner deals in other use cases. They will continue to develop a business plan but at a slower pace than the project innovations and will participate in the mentoring workshops.

## Part V: Conclusions and Recommendations

**Social media**, while effective in gaining traction and sharing news, could be much more effectively used to generate conversations around nature-based solutions, climate change adaptation, biodiversity and the opportunities in the nature-based economy. The Connecting Nature Twitter account gained a sizable following over the project but could do more in terms of extending its reach beyond the usual suspects of academics, planners, practitioners and H2020 funded projects and partners by asking questions and starting conversations.

The more traditional forms of social media were relied on to reach audiences. As a project we were late adopters of Instagram and didn't use TikTok or other social media platforms used by young people today. We missed an opportunity to engage more regularly with this cohort through the creation of short video clips and stories. This is the generation that must live with the consequences of climate change and a social media strategy targeting this generation could have introduced nature-based solutions, alternative career opportunities, examples of community projects to a wider audience.

An additional point not directly linked to social media strategies but at targeting young people is to run events - either in person or online involving them and making sure that their voices are heard. Together with the Nature of Cities, Connecting Nature aims to target young people as part of the "Climathon" Event at the TNOF Festival in March 2022.

*Recommendation:* Younger people should be identified and singled out as a discrete target audience for future NbS projects. Social media strategies should include a component that directly reaches out and engages with this cohort using TikTok, Snapchat and different apps being used by this generation.

**On-line and virtual events** succeeded in raising awareness of the Connecting Nature project and outputs to a



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global audience. The two virtual Summits had audience numbers and visitors from around the globe that would have far exceeded the capacity of in person events, recordings are accessible quickly after the event and time zones can become irrelevant particularly when more and more events like The Nature of Cities Festivals and I4C programme events across different time zones. Significant cost savings can be made running events online. Online events also make accessibility easier for audiences with mobility issues, visa requirements. However, the absence of human interaction and the ability to network face to face cannot easily be replicated despite excellent technology and such facilities being available online.

*Recommendation:* As we transition back towards in-person events, efforts should be made to stream all or part of proceedings to ensure that important discussions, debates and information sharing are as inclusive and accessible as they can be to multiple audiences. The final Connecting Nature Impact Summit will be a hybrid event streaming elements to a global audience.

**Speaking to the Usual Suspects:** There is always a risk in projects of this type when we participate in events, conferences, summits and festivals specifically on the topic of nature-based solutions, or climate change that we are talking to the already converted. How can we reach out and interact with hard-to-reach audiences? Poorer communities, the elderly, migrants, the disabled, school going children, working families all of whom stand to gain hugely in many different ways through the successful implementation of nature-based solutions in their towns and cities. Do they understand about climate change, do they understand what biodiversity means? How can they make a small change? What are NbS? How can we convey our stories about our work and innovations in ways that are simple to understand even if they are in English?

*Recommendation:* Projects need to be more creative by developing and adapting communication strategies and activities throughout the project life cycle that deliver on the ground at local level e.g. through public engagement events, art competitions, demonstrator activities, roadshows and local festivals in local languages. It is not enough to share outputs at high level events, the work on the ground to engage communities is vital.

**Reaching out to the Nature-Based Business Community:** Reaching out to this community was not explicitly identified or foreseen at the outset of Connecting Nature. The business audience emerged as a target group through TCD led research on nature-based entrepreneurship and which the Connecting Nature Enterprise Platform has begun to address. However, the audience here are mostly suppliers of NbS and more effort needs to be invested to raise awareness with different audiences such as investors about the value of NbS.

*Recommendation:* Increased and targeted awareness raising among investors and corporates about NbS and improved collaboration with projects such as WeValueNature to better stimulate private sector awareness and investment in NbS. This should be followed through by connecting these with NBE suppliers.

**Sustainability Planning for new Innovations:** It is never too soon to begin planning when the potential for sustainability of a project innovation or spin off is realised. In practice though this is quite difficult to do as project promoters are creating, testing and refining the innovation and finding the time to plan for sustainability is a challenge. As such sustainability planning tends to get pushed to the end of the project. However, a good sustainability management strategy, the availability of resources to support those innovations and spin offs and providing opportunity for the innovations to learn together helps ease the pressure and make sustainability planning and learning a co-creative experience for the promoters.

*Recommendation:* That sustainability planning is carefully considered and that sufficient resources are provided to guide the innovations from TRL 1-2 to 7+ during the project. A dedicated project resource who is an expert in innovation or is experienced in business planning is essential to demystify the process particularly when promoters lack business management skills. Creating an atmosphere of co-learning and managing the process together helps build capacity and confidence.



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## Appendices

### Appendix 1

Connecting Nature references in the Oppla newsletter are outlined below:

- [22 March 2019](#) - Oppla and Connecting Nature have developed a free software tool that will make it easier for organisations and projects to share case studies and other nature-based solutions information.
- [6 December 2019](#) - Promoting the Connecting Nature Enterprise Summit
- [7 February 2020](#) - Promoting the nature-based enterprises survey
- [19 June 2020](#) - Nature-based solutions in the Caucasus region webinars
- [24 July 2020](#) - Connecting Nature has shared ten findings from their survey of nature-based enterprises.
- [9 October 2020](#) - Launch of the Connecting Nature Enterprise Platform
- [6 November 2020](#) - Urban green and blue spaces for mental health webinar
- [13 November 2020](#) - Save the dates and pre-register for the Connecting Nature Innovation Summit
- [15 January 2021](#) - Connecting Nature workshop on the green building community
- [29 January 2021](#) - UNaLab and Connecting Nature webinar on public procurement challenges and solutions
- [12 February 2021](#) - The Connecting Nature summit series
- [12 March 2021](#) - Connecting Nature workshop on translating visions for nature-based solutions into practice
- [16 April 2021](#) - Smart Technologies for NBS workshop
- [28 May 2021](#) - Connecting Nature Enterprise Summit
- [6 August 2021](#) - UrbanByNature China Webinar
- [8 October 2021](#) - Boosting the impact of Nature-based Solutions for resilient and healthy cities event
- [22 October 2021](#) - INTERLACE, CONEXUS, Connecting Nature, and FIDIC COP26 event

### Appendix 2

#### Policy and public events coordinated by ICLEI featuring Connecting Nature representations

- (2 October 2020, Mannheim/virtual) **9th European Conference on Sustainable Cities & Towns:** Mannheim2020, Session: Biodiversity in Nature-Based Solutions. Connecting Nature speaker: Gillian Dick, Glasgow City Council
- (16 November 2020, Ankara/virtual) Keynote presentation **“Nature and Cities” project event** supported by the program “Turkey - EU Civil Society Dialogue V”. Presentation: "Urban Ecosystem Services, political and financial support for deployment of NBS and GI in the concept of Climate Resilient Cities (from an EU perspective). Connecting Nature speaker: Daniela Rizzi (ICLEI)
- (26 February 2021) **Iala.ruhr**, Opening session, Connecting Nature speaker: Daniela Rizzi (ICLEI)
- (15 June 2021, London) **City of London Green City Briefings:** Green Roofs and Walls – An Extra-dimensional Approach to City Greening, Connecting Nature speaker: Daniela Rizzi (ICLEI)
- (8 July 2021, virtual) **Seminario Internacional Mercociudades**, Connecting Nature speaker: Daniela Rizzi (ICLEI)
- (8 July 2021, virtual) **LALI Conference** (Latin-American Landscape Initiative), Session: Conference opening. Connecting Nature speaker: Daniela Rizzi (ICLEI)
- (5-7 September 2021, Marseille) **IUCN Congress 2021:** Contribution to the Taskforce 2 session: "Nature-Based Solution Indicators – Building the Evidence for NBS". Connecting Nature speaker: Daniela Rizzi (ICLEI) / Contribution to the Taskforce 3 session: "From nature-based solutions to a nature-based economy". Connecting Nature speaker: Siobhan McQuaid (TCD), Daniela Rizzi (ICLEI)



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- (27 September 2021, virtual) **PEER – ICLEI Europe – EURAQUA webinar**: "Scaling and optimising nature-based solutions for resilient cities". Connecting Nature speaker: Daniela Rizzi (ICLEI)
- (20 October 2021, Malmö/virtual) **European Urban Resilience Forum 2021**, Session: "Boosting the Impact of Nature-based Solutions for Resilient Cities and Ecosystems", focused on NBS monitoring, impact evaluation, and communicating the benefits of NBS to policymakers, (Second Connecting Nature Knowledge Brokerage Event, foreseen in T6.8). Connecting Nature speakers: Nermina Sulevic and Lejla Bešliagić (City of Sarajevo), Belma Pašić (Sarajevo Economic Region Development Agency), Gillian Dick (City of Glasgow)
- (25 October 2021, Changwon/virtual) **Korean Biodiversity Forum**, Connecting Nature speaker: Daniela Rizzi (ICLEI)
- (3 November 2021, Online) **European Week of Regions and Cities** side-event "Urban Greening Plans: what your city can learn from ongoing initiatives pioneering urban greening". Connecting Nature speaker: Antonio Prieto (City of A Coruna). Recording available [here](#).
- (4 November 2021, Glasgow/virtual) **COP26 official side-event of Climate Alliance** "Engaging citizens in urban climate action for inclusive just transition programmes". Connecting Nature speaker Gillian Dick (City of Glasgow), including [Messages to COP26](#) collected at the Connecting Nature Innovation Summit. Recording available [here](#).
- (9 November 2021, virtual) **COP26 side-event at EU-Pavilion** co-organised by Climate Alliance "Harnessing collective initiatives to achieve Europe's 2050 climate neutrality goal". Connecting Nature speaker Gillian Dick (City of Glasgow). Recording available [here](#).
- (6 November 2021, Glasgow/virtual) **COP26 side-event** at Glasgow City Chambers "Committing to nature: Nature based-solutions for climate-positive cities". Connecting Nature speakers: Gillian Dick (City of Glasgow), Alice Reil and Shreya Utkarsh (ICLEI)
- (10 November 2021) **COP26 European Investment Bank webinar**: Financing innovative nature-based solutions in cities: how to scale up for the next generation of urban NBS? Connecting Nature speaker: Holger Robrecht (ICLEI)
- Events prior to June 2020 were reported in Deliverable 21 and Deliverable 22.



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### Appendix 3

Connecting Nature Events Table: 01/07/2020--24/11/2021

Event Name	Date	Event Type	Led By	Participant Numbers and Type	Outcomes / Impact
<b>Webinar on the Nature-Based Economy &amp; Launch of Connecting Nature Enterprise Platform</b>	21 <sup>st</sup> October 2020	Webinar	Horizon Nua (NBO Community)	213 – Enterprises, Academics, Policy makers, Mayors,	Launch of CNEP pioneering platform that supports the growth of the nature-based economy Awareness raising of the nature-based economy - <a href="#">5 key takeaways</a>
<b>Public procurement – stimulating or stifling nature-based innovation?</b>	3 <sup>rd</sup> February 2021	Webinar	Trinity College Dublin, Horizon Nua, ICLEI	73- Academics, Policy Makers, Public/Private Sectors, Enterprises	The challenge Public procurement presents to the wider take-up of nature-based solutions - <a href="#">5 key takeaways</a>
<b>How do we activate the construction sector in mainstreaming nature-based solutions?</b>	24 <sup>th</sup> February 2021	Plenary Keynote	Trinity College Dublin, ICLEI, The Nature of Cities	110 - Academics, Policy Makers, Public/Private Sectors, Enterprises	Exploring the increasing evidence of the potential of nature as an engine for sustainable market and jobs growth and how developers and businesses can invest - <a href="#">5 key takeaways</a>
<b>Connecting Nature Summit Series - Innovation Summit</b>	23 <sup>rd</sup> – 25 <sup>th</sup> March 2021	International Summit	Glasgow City Council, Greenspace Scotland	800 – Project Partners, Academics, NGO's, Enterprises, Policy Makers, Mayors, City Authorities	Showcasing practical examples of how nature-based solutions are making our cities more liveable and sustainable than before.
<b>Accelerating innovation and start-ups in the nature-based economy</b>	25 <sup>th</sup> March 2021	Webinar	Trinity College Dublin	222 – Cities, Project Partners, Academics	Interactive workshop on innovation and start-ups in the nature-based economy



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<b>Entrepreneurial Enterprises - Service Design for nature-based solutions training session</b>	25 <sup>th</sup> March 2021	Training Session	Osmos	30 – Environmental Designers, Planners, Engineers	Design skills workshop to help get more out of projects and lead to more sustainable results
<b>Connecting Nature Enterprise Summit Poznań 2021</b>	29 <sup>th</sup> – 30 <sup>th</sup> June 2021	International Summit	Poznań City Hall	607 – Enterprises, Project Partners, Academics, NGO's, Mayors, City Authorities Policy Makers	The Summit explored the challenges and opportunities facing nature-based enterprises; cities, communities, policy makers and developers.
<b>Realising the potential of the nature-based economy</b>	29th June 2021	Policy Dialogue	Trinity College Dublin	201 - Academics, Policy Makers, Public/Private Sectors, Enterprises	A high-level panel of policymakers debated the findings and recommendations of a draft White Paper on the Nature-Based Economy.
<b>Nature Based Enterprise Launch Glasgow</b>	2nd September 2021	Webinar	Glasgow City Council	Enterprises, City Councils, Academics	The programme had been encouraging more local and resilient nature-based economies, to create more green jobs, and help us achieve our net-zero targets.
<b>Reflecting on the role of nature during the COVID-19 pandemic – using creativity and creative activity to build nature-based narratives for the co-production of NBS.</b>	24th November 2021	Knowledge Transfer Workshop	A Coruna, Empath, Trinity College Dublin	Researchers, Community Workers, Project Partners, City Councils	Providing an opportunity to experience this innovative Sarajevo Process.

**Appendix 4**  
Connecting Nature Contributions at External Events Table: 01/07/2020--24/11/2021

Event Name	Date	Event Type	Organised By	Connecting Nature Input	Partner Involved
<b>Institutional Innovations and Disruptions for Mainstreaming Climate Adaptation in Cities</b>	4 <sup>th</sup> June 2020	Symposium	Drift & Erasmus University Rotterdam	Joint Interactive Pressure Cooker	Dr. Katharina Hölischer DRIFT
<b>Greencities 2020</b>	13 <sup>th</sup> October 2020	Congress & Exhibition	Urban Intelligence and Sustainability Forum	Presented project Connecting Nature and the application of Nature-Based Solutions in cities	Gerardo Gonzalez, Bioazul
<b>The importance of urban green and blue spaces for mental health</b>	19 <sup>th</sup> November 2020	Webinar	Glasgow City Council, Unalab, Clever Cities, Grow Green	Joint H2020 NBS project – Glasgow Open Space strategy	Gillian Dick & Rania Sermpenzi, Glasgow City Council
<b>The Nature of Cities Festival</b>	22 <sup>nd</sup> - 26 <sup>th</sup> February 2021	International Festival	The Nature of Cities	Virtual exhibition booth providing information about Connecting Nature Innovations	Horizon Nua, Trinity College
<b>IUCN World Conservation Congress</b>	3 <sup>rd</sup> - 11 <sup>th</sup> September 2021	World Conservation Congress	IUCN	Public presentation of the draft White Paper	Siobhan McQuaid Trinity College



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<b>From Green Buildings to Forest-Bathing...Sustainable Forestry is a Growth Sector to Watch</b>	9 <sup>th</sup> September 2021	Member's hour	UK Chartered Forestry Association	Public presentation of the draft White Paper	Siobhan McQuaid Trinity College
<b>The Nature of Cities Roundtable</b>	7 <sup>th</sup> September 2021	Roundtable	The Nature of Cities	How can nature-based solutions (NBS) provide the basis for a nature-based economy?	Siobhan McQuaid Trinity College & Daniela Rizzi ICLEI
<b>Workshop at the 2021 Climate Alliance International Conference Localising the EU Green Deal</b>	9 <sup>th</sup> September 2021	Workshop	Climate Alliance	Financing of NBS Nature-Based Entrepreneurship	Siobhan McQuaid, Trinity College Dublin, Agnieszka Osipiuk, Poznan City Hall, Isobel Fletcher, Horizon Nua, Sean Kelly, Glasgow City Council
<b>GreenCities 2021</b>	29 <sup>th</sup> – 30 <sup>th</sup> September 2021	Congress & Exhibition	Urban Intelligence and Sustainability Forum	Presented project Connecting Nature and Public presentation of the draft White Paper	Gerardo Gonzalez, Bioazul
<b>Innovate4Cities (I4C) Conference</b>	11 <sup>th</sup> – 15 <sup>th</sup> October 2021	International conference	UN Habitat Global Covenant of Mayors	Public presentation of the draft White Paper - From Nature-based Solutions to the Nature-Based Economy	Prof Mary - lee Rhodes Trinity College Dublin



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<b>Innovate4Cities (I4C) Conference</b>	11 <sup>th</sup> – 15 <sup>th</sup> October 2021	International conference	UN Habitat Global Covenant of Mayors	Potluck Session: Connecting Nature Enterprise Platform: Led by industry pioneers this platform aims to raise knowledge & standards among suppliers of nature-based solutions	Isobel Fletcher, Horizon Nua
<b>Innovate4Cities (I4C) Conference</b>	11 <sup>th</sup> – 15 <sup>th</sup> October 2021	International conference	UN Habitat Global Covenant of Mayors	Designing resilient cities: Innovative Co-production and Impact Assessment Approaches for Evidence-based and Inclusive Nature-based Solutions.	Dr Adina Dumitru, University of A Coruña
<b>Boosting the Impact of Nature-Based Solutions for Resilient and Healthy Cities</b>	20 <sup>th</sup> October 2021	Conference	European Urban Resilience Forum	Overview of the different points of view, experiences and challenges faced by cities in various contexts while implementing impactful NBS	Gillian Dick, Glasgow City Council
<b>NetworkNature: Achieving the European Green Deal</b>	21 <sup>st</sup> October 2021	Annual Event	Network Nature	Public presentation of the draft White Paper	Siobhan McQuaid Trinity College



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through nature-based solutions					
Gearing up towards 'Urban Greening Plans' - What your city can learn from ongoing initiatives pioneering urban greening	3 <sup>rd</sup> November 2021	Side Event at European week of Region and Cities	ICLEI, European Urban Knowledge Network, Eurocities	Introducing the Connecting Nature NBS Framework	Antonio Prieto González, A Coruña City Council
Engaging Citizens in Urban Climate Action for Inclusive Just Transition Programs	4 <sup>th</sup> November 2021	Side Event at COP 26	Climate Alliance	Glasgow's Open Space Strategy – tackling societal, health and environmental problems	Gillian Dick, Glasgow City Council
Youth and Public Empowerment Day at COP26.	5 <sup>th</sup> November 2021	Public Event at COP 26	Glasgow City Council	An opportunity to learn from the innovative and unique approaches being taken in Glasgow, explored in the context of the Sustainable Development	Gillian Dick, Glasgow City Council
Harnessing Collective Initiatives to Achieve Europe's 2050 Climate Neutrality Goal	9 <sup>th</sup> November 2021	Side Event at COP26	EU Covenant of Mayors	Analysis of how different initiatives in various fields of climate action interact and reinforce each to achieve Europe's 2050 climate neutrality goal	Gillian Dick, Glasgow City Council



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## Appendix 5

Connecting Nature Enterprise Platform Events Table: 01/07/2020--24/11/2021

Event Name	Date	Event Type	Led By	Participant Numbers and Type	Outcomes / Impact
<b>Getting Started with Smart Tech for Nature-Based Solutions</b>	10th December 2020	Workshop	Smart Tech Community	30 – Nature based Enterprises, Academics	Promoting NBS Smart tech community on the CNEP
<b>Why green buildings are the future of urban architecture</b>	27 <sup>th</sup> January 2021	Workshop	Helix	118 - Nature based Enterprises, practitioners, Academics	Promoting the NBS for Green Buildings community, exploring the emerging impacts from the pandemic and the implications of this for the green infrastructure community.
NBS for Water Management - “Nature-based solutions for water management – a private sector perspective”	10 <sup>th</sup> February 2021	Workshop	Bioazul	80 - Nature based Enterprises, City Authorities, NGO's	Promotion of the NBS Water Management Community on the CNEP and to increase the market uptake of NBS for water management – <a href="#">5key takeaways</a> .
Urban planning & landscape architecture - bridging the gap between NBS vision and the realities of implementation	16 <sup>th</sup> March 2021	Workshop	Urban planning & landscape architecture Community	99 – City Councils, Academics, Enterprises	Promotion of Urban planning & landscape architecture community on CNEP & how translating visions into practice is challenging for many cities – <a href="#">5 key takeaways</a> .
<b>Smart Technologies for NBS workshop #2 - Data: problems for nature-based organisations and opportunities for nature-based enterprises</b>	28 <sup>th</sup> April 2021	Workshop	Smart Tech Community	39 – Enterprises, practitioners, Researchers	Discussion on the problems that organisations face in obtaining evidence to assess the impact of their nature-based solutions and how these problems can turn into opportunities for nature-based enterprises



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<b>NBS for Smart Tech:</b>	29 <sup>th</sup> June	Workshop at International Summit	Smart Tech Community	97 - Enterprises, Academics, NGO's, Public/Private sector	Discussing the application of data modelling, IoT sensors, and decision support tool kits.
<b>Community Podcast: Live!</b>	2021	International Summit			
<b>Pioneers in Tech-Driven Water Management</b>					
<b>Water Management: Success stories between NBEs and the public sector - showcasing good practice on NBS for water management</b>	29 <sup>th</sup> June	Workshop at International Summit	Water Management Community	127 - Enterprises, Academics, NGO's, Public/Private sector	Discussing how nature-based enterprises that have successfully implemented nature-based solutions for water management in close collaboration with the public sector.
<b>Sustainable Agriculture &amp; Food Chain: Investing in the future of food through NBS</b>	29 <sup>th</sup> June	Workshop at International Summit	Sustainable Agriculture & Food Chain Community	89 - Enterprises, Academics, NGO's, Public/Private sector	Why are urban sustainable food systems more important than ever?
<b>Cultural and Creative Sector: Exploring the connections between Cultural and Creative Sectors and Nature Based Solutions. Co łączy kulturę i sektor kreatywny z naturą?</b>	29 <sup>th</sup> June	Workshop at International Summit	Poznan City Hall	92 - Enterprises, Academics, NGO's, Public/Private sector	Examining the impact of the creative and cultural sector including enterprises (artists, designers, etc); NGOs and community led initiatives on how we as consumers interact, think about, use and value nature.
<b>Health &amp; Well-being: Nature based solutions for optimising community mental health and social well-being during and beyond COVID-19</b>	29 <sup>th</sup> June	Workshop at International Summit	Health & Well-being Community	112 - Enterprises, Academics, NGO's, Public/Private sector	How we can use nature for mental health and social wellbeing in innovative ways for the benefit of human and planetary health.
<b>Sustainable Forestry: valuing forests as solutions</b>	29 <sup>th</sup> June	Workshop at International Summit	Sustainable Forestry Community	80 – Enterprises, Academics, NGO's, Public/Private sector	How do we support the adoption of sustainable forest management and guarantee healthy forests and ecosystem services.



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<p><b>Re-wilding the city. New approaches to land use and urban planning/ Ponowne ożywienie miasta. Nowe podejście do użytkowania gruntów i planowania miejskiego</b></p>	29 <sup>th</sup> June 2021	Workshop at International Summit	Poznan City Hall	124 - Enterprises, Academics, NGO's, Public/Private sector	Preserving unused, "wild" spaces in the city is an approach to land use being adopted more by city authorities as a direct response to climate change and the protection of biodiversity
<p><b>Green Buildings: Public sector and nature-based enterprises (NBES) – A match made in heaven for greening up our cities?</b></p>	29 <sup>th</sup> June 2021	Workshop at International Summit	Green Building Community	85 - Enterprises, Academics, NGO's, Public/Private sector	With NBS increasingly being used as an approach to problem solving for cities and governments, it is important for cities to connect with NBES to exchange knowledge and solutions
<p><b>Urban Landscapes: Nature-based solutions: A systemic approach towards urban landscape - from disrupting towards harmony.</b></p>	29 <sup>th</sup> June 2021	Workshop at International Summit	Urban Landscapes Community	91 - Enterprises, Academics, NGO's, Public/Private sector	Looking beyond nature-based solutions not just as once off interventions but as interconnected systems that contribute to the wellbeing of people and the planet.
<p><b>Sustainable Tourism: Boosting Biodiversity via Sustainable Accommodation: Lessons from Industry Leaders on Incorporating Nature-Based Solutions in Tourism Accommodations</b></p>	29 <sup>th</sup> June 2021	Workshop at International Summit	Sustainable Tourism Community	44 - Enterprises, Academics, NGO's, Public/Private sector	Industry leaders within the luxury hospitality sector share their accommodations' sustainability journeys, innovative projects on integrating nature-based solutions into operations.
<p><b>Community Engagement: Building back better – placing communities at the heart of the post pandemic recovery.</b></p>	29 <sup>th</sup> June 2021	Workshop at International Summit	Community Engagement Community	62 - Enterprises, Academics, NGO's, Public/Private sector	Discussing how to engage communities to meet our global challenges.



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<b>The Potential of Community-Based Tourism to Protect the Environment and Empower Communities</b>	23 <sup>rd</sup> September 2021	Workshop	Seagoing Green	26 - enterprises, private sector, practitioners	The potential of community-based tourism to incorporate nature-based solutions in order to support human well-being and biodiversity benefits – <a href="#">5 key takeaways.</a>
<b>The potential of community-based tourism to incorporate nature-based solutions to support human well-being and biodiversity benefits.</b>	6 <sup>th</sup> October 2021	Workshop	Empath	28 – Enterprises, Community Groups, Academics	The principles underpinning community engagement as an integral part of delivering successful nature-based solutions - <a href="#">5 key takeaways.</a>
<b>Bringing Nature-based Solution into Urban Landscapes</b>	17 <sup>th</sup> November 2021	Workshop	Roisin Byrne/UIRS	43 – Urban Planners, City Authorities, Enterprises	Promoting the Urban Landscapes community and meeting some of the inspiring enterprises.

## Appendix 6

### Scientific Outputs

Publication Title	Author	Type	Access	Journal Name	Publication Date	No. of Download Views and Citations
<b>Nature-based Solutions Business Model Canvas Guidebook</b>	Siobhan McQuaid	Book	Open	N/A	19.01.2019	253
<b>Identifying principles for the design of robust impact evaluation frameworks for nature-based solutions in cities</b>	Dumitru, Adina; Frantzeskaki, Niki; Collier, Marcus J.;	Journal Article	Embargoed	Environmental Science & Policy, 112, pp. 107-116.	30.06.2020	5 Zenodo downloads 17 citations
<b>Ten research findings about nature-based enterprises</b>	McQuaid, Siobhán; Kooijman, Esmee;	Technical Note	Open access	N/A	01.07.2020	126 downloads
<b>Nature-based Enterprise Platform</b>	McQuaid, Siobhán; Fletcher, Isobel; Cooper, Fiona	Technical Note	Open access	N/A		5 downloads
<b>Social Innovation and Temporary Innovations Systems (TIS): insights from Nature-Based Solutions in Europe</b>	Mary Lee Rhodes, Siobhan McQuaid, Gemma Donnelly-Cox, Centre for Social Innovation, Trinity Business School	Research Paper	Open Access	N/A	7/05/2021	175 downloads
<b>From Nature-based Solutions to the Nature-based Economy - Delivering the Green Deal for Europe. Draft White Paper for consultation. Nature-based Economy Working Group of EC Task Force III on Nature-based Solutions</b>	McQuaid, Siobhán, Rhodes, Mary-Lee; Andersson, Thomas; Croci, Edoardo; Feichtinger-Hofer, Marianne; Grosjean, Mathieu; Lueck, Alina; Kooijman, Esmee;	Working Paper	Open Access		30.06.2021	28 downloads

	Luechita, Benedetta; Rizzi, Daniela; Reil, Alice; Schante, Joanne							
<b>Are field boundary hedgerows the earliest example of a nature-based solution?</b>	Collier, Marcus J.	Journal Article	Embargoed	Environmental Science and Policy: 120 pp. 73-80.	12/02/2021	2 downloads 36 views		
<b>Priority knowledge needs for implementing nature-based solutions in the Mediterranean islands</b>	Grace, Miriam; Balzan, Mario; Collier, Marcus J.; Geneletti, Davide; Tomaskinova, Judita; Dicks, Lynn V	Journal Article	Embargoed	Environmental Science and Policy: 116 pp. 56-68.	01/02/21	3 downloads 7 citations		
<b>The case for mainstreaming nature-based solutions into integrated catchment management in Ireland</b>	Collier, Marcus J, Bourke, Mary	Journal Article	Open Access		18/08/2020	25 downloads 1 citation		
<b>Connecting Nature China Launch Presentation</b>	Collier, Marcus J.	Presentation	Open Access		17/11/20	7 downloads		
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<b>Innovating with Nature: From Nature-Based Solutions to Nature-Based Enterprises</b>	Kooijman, E.D.; McQuaid, S.; Rhodes, M.-L.; Collier, M.J.; Pilla, F	Journal article	Open Access	Sustainability 2021, 13(3)	26/01/2021	2382 views, 4 citations		
<b>State of the Art and Latest Advances in Exploring Business Models for Nature-Based Solutions</b>	Mayor, B.; Toxopeus, H.; McQuaid, S.; Croci, E.; Luechita, B.; Reddy, S.E.; Egusquiza, A.; Altamirano, M.A.; Trumbic, T.; Tuerk, A.; et al.	Journal Article	Open Access	Sustainability 2021, 13(13)	02/07/2021	1621 views, 3 citations		



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<p><b>Using ecosystem services to measure the degree to which a solution is nature-based</b></p>	<p>White, Cian, Marcus J. Collier, and Jane C. Stout.</p>	<p>Journal Article</p>	<p>Open Access</p>	<p>Ecosystem Services, 50 (2021): 101330</p>	<p>21/07/2021</p>	<p>788 views / downloads</p>
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