



## Event Programme

### Day 1: Building Back Better with Nature 29 June 2021, 09:00 – 17:30 CEST (GMT+1)

09.00 – 09.30	<b>Platform Orientation</b>
09.30 – 10.15	<b>Welcome – the Nature-based Economy in Poland and Europe</b> Chair: Marcus Collier, Chairman High Level Advisory Board Connecting Nature, with the Mayor of Poznań, Jacek Jaśkowiak
10.15 – 11.15	<b>Communities of Practice I</b> Parallel interactive workshops led by the communities from the Connecting Nature Enterprise Platform
11.15 – 11.45	<b>Networking and Expo Booths I</b>
11.45 – 12.45	<b>Communities of Practice II</b> Parallel interactive workshops led by the communities from the Connecting Nature Enterprise Platform
12.45 – 13.00	<b>Break</b>
13.00 – 14.00	<b>Communities of Practice III</b> Parallel interactive workshops led by the communities from the Connecting Nature Enterprise Platform
14.00 – 14.30	<b>Networking and Expo Booths II</b>
14.30 – 16.00	<b>Policy Dialogue: Realising the potential of the nature-based economy</b> Chair: Siobhan McQuaid, Trinity College Dublin & Chair of EC Nature-based Economy Working Group
16.00 – 16.30	<b>Pitch your Nature-Based Enterprise!</b>
16.30 – 16.45	<b>Wrap up of Day 1 and Day 2 Preview</b>
16.45 – 17.30	<b>Networking and Expo Booths III</b>

### Day 2: Growing the Nature-Based Economy 30 June 2021, 09:45 – 16:00 CEST (GMT+1)

09.45 – 10.00	<b>Welcome</b>
10.00 – 11.30	<b>Naturalne place zabaw w przestrzeni publicznej / Natural Playgrounds in Public Space</b> Chair: Anna Komorowska Horizon Europe Funding Calls for Nature-Based Solutions Brokerage Event
11.30 – 12.00	<b>Networking and Expo Booths IV</b>
12.00 – 13.00	<b>Capacity Building Sessions I (in parallel)</b> <ul style="list-style-type: none"> <li>Including NBS in public tenders: FAQ for NBEs and public authorities</li> <li>The importance of IP for SME's</li> <li>Powerful evidence for NBS: identifying opportunities for NBS impact assessment.</li> <li>Financing NBS and NBE's</li> </ul>
13.00 – 13.30	<b>Networking and Expo Booths IV</b>
13.30 – 14.30	<b>Capacity Building Sessions II (in parallel)</b> <ul style="list-style-type: none"> <li>Growing your Nature-Based Enterprise</li> <li>Turning Over a New Leaf: Using Arts - Based Approaches to transform NBS</li> <li>Równowaga i odpowiedzialność-kluczowe wartości gospodarki opartej na przyrodzie / Profit and social responsibility: getting the balance right</li> <li>How to unlock nature-based solutions implementation in Brazil?</li> </ul>
14.30 – 15.00	<b>Pitch Your Nature-Based Enterprise!</b>
15.00 – 15.30	<b>Closing Remarks</b>
15.30 – 16.00	<b>Expo Booths IV and One-to-One Meetings</b>

More information & registration:  
[naturebasedenterprise.eu](https://naturebasedenterprise.eu)

**All times in CEST    Building Back Better with Nature**

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09.30 – 10.15  
(Main Stage)

Welcome to Poznan! In this opening session, we set the scene for our Enterprise Summit. We will introduce key concepts around the nature-based economy and nature-based entrepreneurship and hear from different parts of Europe about their nature-based economic support strategies.

**Chair:** Marcus Collier, Chair of the High Level Advisory Board, Connecting Nature, (Trinity College Dublin)

**Speakers:** Jacek Jaśkowiak, Mayor of Poznan, Francisco De la Torre, Mayor of Malaga, Agnieszka Osipiuk, Poznan City Hall and Esmee Kooijman, Trinity College Dublin

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10.15 – 11.15  
(Sessions Area)

Parallel interactive workshops led by the communities of the Connecting Nature Enterprise Platform

### Workshop 1 Green Buildings: Public sector and nature-based enterprises (NBEs) – A match made in heaven for greening up our cities?

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. This session will hear from both sides: city officials will describe their struggles to find the right NBE and from practitioners who have successfully negotiated public sector hurdles to deliver nature-based solutions. Join us for a lively exchange on how to enhance NBE visibility in multi-level government institutions.

**Chair:** Jonathan Müller, Helix Pflanzensysteme GmbH, Ambassador for Green Buildings Community

**Panellists:** To be confirmed

### Workshop 2 Water Management: Success stories between NBEs and the public sector - showcasing good practice on NBS for water management

In this workshop, we will hear from three outstanding nature-based enterprises that have successfully implemented nature-based solutions for water management in close collaboration with the public sector. If you are interested in learning about evidence-based practice (e.g. sustainable urban drainage systems, floating gardens, etc.), we have set up an exciting panel of experts to share their projects and experiences with you.

**Chairs:** Ms. Antonia Lorenzo CEO, BIOAZUL SL; Mr. Gerardo González Project Manager, BIOAZUL SL; Community Ambassador for NBS for Water Management

**Panellists:**

### Workshop 3 Sustainable Agriculture & Food Chain: Investing in the future of food through NBS

Why are urban sustainable food systems more important than ever? Who are the pioneers in this field? What positive impacts can we expect if we apply integrated approaches to create sustainable food systems? How can we achieve COP26 objectives and targets? Join us for a lively panel discussion with experts in sustainable agriculture and food from across Europe.

**Chair:** Valeria Stacchini, Metropolitan City of Bologna; Ambassador for Sustainable Agriculture and Food Community

**Panellists:** Alexander Peterson (Glasgow City Council); Marcelline Bonneau, (Resilia Solutions); Sara Roversi -(Future Food Institute); Suhana Elisabeth Reddy (EdiCitNet)

#### Workshop 4 Cultural and Creative Sector: Exploring the connections between Cultural and Creative Sectors and Nature Based Solutions.

##### Co łączy kulturę i sektor kreatywny z naturą?

This session will examine the impact of the creative and cultural sector including enterprises (artists, designers, etc); NGO's and community led initiatives on how we as consumers interact, think about, use and value nature. The city of Poznan is a leader in engaging with creatives to develop nature-based solutions and nature-based activities for the city's citizens. Meet some of the innovative creative organisations Kontener Art and Szeląg as well as Pracownia Boruja. Hear how they have helped transform Poznan's riverbanks and public spaces. (The workshop will be in Polish with English translation).

**Chair:** Agnieszka Osipiuk, Poznan City Hall

**Panellists:** Zbigniew Łowżył, Municipal Beach/Kontener Art&Szeląg; Marta Kaźmierska Poznań City Hall; Agnieszka Zdunek, Pracownia Boruja

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11.15 – 11.45

#### Networking and Expo Booths

Random virtual networking – fun, informative and informal – who knows who you might meet? Jump in and give it a try!

Meet our exhibitors at their virtual booths. Schedule one-to-one meetings, follow up on interesting topics you've heard at the workshop. Exhibitor details to be released shortly.

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11.45 – 12.45

#### Communities of Practice II

(Sessions Area)

Parallel interactive workshops led by the communities of the Connecting Nature Enterprise Platform

#### Workshop 5 Health & Well-being: Nature based solutions for optimising community mental health and social well-being during and beyond COVID-19

Due to the detrimental impact of the COVID-19 pandemic on individuals and communities, health systems have become overwhelmed. There is renewed interest in how we can use nature for mental health and social wellbeing in innovative ways for the benefit of human and planetary health. New forms of thinking are required to enable human society and the natural world to flourish in the aftermath of the pandemic. In this session we hear from experts about how nature-based solutions, Green Exercise, Forest Bathing and Forest Therapy, can offer mental health and well-being.

**Chair:** Shirley Gleeson, Ecowellness Consulting; Ambassador for NBS for Health and Well-Being Community

**Panellists:** Dr Katarzyna Simonienko, *Psychiatrist, Forest Therapy Centre, Poland*; Dr Pamela Fuhrmann, Co-Founder, Conscious Leadership Institute & Anima Mundi Project, U.S and Netherlands; Dr Miles Richardson, Head of Psychology, University of Derby, UK; Diarmuid McAree, Member of the UNECE/ILO Team of Specialists on Green Jobs in the Forest Sector and Director of Crann - Trees for Ireland

#### Workshop 6: Sustainable Forestry

Details to be announced

Workshop 7: Re-wilding the city. New approaches to land use and urban planning/  
Ponowne ożywienie miasta. Nowe podejście do użytkowania gruntów i planowania  
miejskiego

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. The pandemic has led to an increased demand from our city’s citizens for wild, natural spaces in their cities as they turned to nature and increasingly sought outdoor spaces during lockdowns. While the benefits of having wild spaces in our cities are recognised, city departments have to weigh up multiple challenges to protect these green spaces from development. Join us as we debate the value of unused spaces in our cities. (This workshop will be in Polish with English translation.)

**Chair:** Dominika Dymek, Poznan City Hall

**Panellists:** Kasper Jakubowski - Dzieci w Naturę (Children in Nature); Iwona Zwierzchowska and Piotr Lupa - Adam Mickiewicz University (AMU)

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13.00 – 14.00

Communities of Practice III

(Sessions Area)

Parallel interactive workshops led by the communities of the Connecting Nature Enterprise Platform

Workshop 8 NBS for Smart Tech: Community Podcast: Live! Pioneers in Tech-Driven Water Management

Nature and technology: friends or enemies? Join us for this live recording for the **NBS for Smart Tech Community Podcast** where we’ll explore how to apply smart technologies to one of the most undervalued nature-based solutions: water management.

This session will discuss the application of data modelling, IoT sensors, and decision support tool kits with [Viridian Logic](#), and [Ghaemesh Digital Wetland](#), three pioneers in tech-driven water management.

**Chair:** Nadina Galle, Ecological Engineer and Entrepreneur; Ambassador for NBS for SmartTech Community

**Panellists:** Angus Middleton, Viridian Logic; Tamás Gabor Palfy, Ghaemesh Digital Wetland

Workshop 9 Urban Landscapes: Nature-based solutions: A systemic approach towards urban landscape - from disrupting towards harmony.

We invite you to join us in our discussion which looks beyond nature-based solutions not just as once off interventions but as interconnected systems that contribute to the wellbeing of people and the planet. As we work in harmony with nature, we debate the merits of working in multidisciplinary teams and consider the impact of decisions we make as practitioners around the source and journey of natural resources used in our cities Urban Landscapes.

**Chair:** Roisin Byrne, RBLA Landscape Architects; Community Ambassador for the NBS in Urban Landscapes.

**Panellists:** Barbara Goličnik Marušić, Head of Research, UIRS; Patrick Mc Cabe, Founder-director of REDscape Landscape and Urbanism; Nataša Atanasova, Assoc. Prof. at the Faculty of Civil and Geodetic Engineering, University of Ljubljana; Damjan Marušić, Director & Head of Development at DIPSTOR Ltd.; Gillian Dick, Manager of Spatial Planning, Glasgow City Council

Workshop 10: Sustainable Tourism

Details to be announced

Workshop 11 Community Engagement: Building back better – placing communities at the heart of the post pandemic recovery.

Details to be announced.

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14.00 – 14.30

Networking and Expo Booths

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14.30 – 16.00

(Main Stage)

Policy Dialogue: Realising the potential of the nature-based economy

As Europe works towards the ambitions of the Green Deal, in this session a high-level panel of policymakers debate the findings and recommendations of a new White Paper on the Nature-Based Economy. Aimed at policy makers and practitioners, this session will identify key policy areas for action to realise the potential of nature as an engine for sustainable economic and jobs growth.

**Chair:** Siobhan McQuaid, Coordinator of Connecting Nature, Trinity College Dublin & Chair of EC Nature-based Economy Working Group

**Panellists:** Rafal Trzaskowski, Mayor of Warsaw and Committee of the Regions rapporteur on the EU Climate Pact; Jacek Jaśkowiak, Mayor of Poznan; Alice Charles, City Lead, World Economic Forum; Antonia Lorenzo, CEO of Bioazul (Spain); Oliver Hillel, Secretariat of the Convention on Biological Diversity (Canada); Suzanne Formanek, Grunstattgrau.

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16.00 – 16.30

(Main Stage)

Pitch your nature-based enterprise!

A selection of nature-based enterprises from the Connecting Nature Enterprise Platform will be invited to present a 3 minute pitch on their innovative nature-based products and services. Enter [here](#).

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16.30 – 16.45

(Main Stage)

Day 1 Wrap Up and Day 2 Preview

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**All times in CEST**      **Growing the Nature-Based Economy**

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09.45 – 10.00  
(Main Stage)

Welcome

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10.00 – 11.30  
(Main Stage)

**Naturalne place zabaw w przestrzeni publicznej/ Natural Playgrounds in Public Space**

Rozpoczęcie pilotażowych szkoleń w zakresie wdrażania rozwiązań opartych na przyrodzie w mieście, w oparciu o poznański przykład - naturalne place zabaw. Uczestnicy będą mieli okazję dowiedzieć się o roli naturalnych placów zabaw i korzyściach z wprowadzenia tego rozwiązania do miasta. Warsztaty będą zawierały praktyczne informacje dla przedsiębiorców, takich jak architekci krajobrazu i producenci wyposażenia ogrodów i placów zabaw oraz dla instytucji odpowiedzialnych za przestrzeń publiczną lub prywatną, w której można tworzyć naturalne place zabaw.

Launch of a pilot training programme on the implementation of nature-based solutions in the city, based on the Poznan example of natural playgrounds. Participants will have the opportunity to learn about the role of natural playgrounds and the benefits of introducing this solution to the city. The workshop will provide practical information on nature-based approaches for entrepreneurs, such as landscape architects and manufacturers of garden and playground equipment, and for institutions responsible for public or private spaces where natural playgrounds can be created. (The workshop will be in Polish with English translation)

**Trainer:** Anna Komorowska, pracownia k., landscape architects, author of concepts of natural playground

10.00 - 11.30  
(Sessions Area)

**Horizon Europe Funding calls for NBS**

In this session we identify key funding topics related to nature-based solutions in the first calls of Horizon Europe and we hear some advice from NCPs on tips for succeeding in the increasingly competitive funding space. In the break out rooms we focus on 3 topics of interest in 2022 calls and we invite organisations to contribute potential ideas to how these topics could be addressed.

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11.30 – 12.00

**Networking and Expo Booths**

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12.00 – 13.00

**Capacity Building Sessions I (in parallel)**

(Sessions Area)

**Session1: Including NBS in public tenders: FAQ for NBEs and public authorities**

This session will provide tools and guidance for the inclusion of NBS in public tenders. With the help of experts representing both the NBE and the public authority perspective, we will share key definitions and resources on the topics, and provide answers to key questions related to the inclusion of NBS in public tenders through an interactive Q&A. This session will be relevant for both NBEs looking to access the public market for NBS and public authority representatives looking to procure NBS.

**Chair:** Elsa Durieux, ICLEI

**Panellists:** Hans Mueller; Managing Director, Helix Pflanzensysteme (Germany); Lene Mayor, City of Frederiksberg (Denmark)

### Session 2: The Importance of Intellectual Property (IP) for SME's

This session, delivered by the IPR Helpdesk of the European Commission, will focus 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 useful institutions to provide assistance on IP will all be addressed in this informative session.

**Facilitators:** Michele Dubbini, Senior IP Advisor European IP Helpdesk, Claire Fritz, Senior Project Manager European IP Helpdesk

### Session 3: Financing NBS and NBEs

Historically nature-based solutions have largely been financed by the public sector. However, interest is increasing from the private sector and investors. In this workshop we look at some nature-based solution projects that provide a clear return-on-investment for investors. However not all nature-based solutions are sufficiently large-scale or have a clear return-on-investment business model. In this panel we also look at alternative community financing options such as crowdfunding platforms which have been used successfully to secure community financing for projects in public spaces such as community gardens. We also look at corporate social responsibility (CSR) funding of local nature-based solutions projects.

**Chair:** Siobhan McQuaid

**Panellists:** Daan Groot, Naturesquared; Alina Lueckl - Joanneum Institute (ReGreen H2020 project)

### Session 4: Powerful evidence for nature-based solutions: identifying opportunities for NBS impact assessment

Impact assessment provides the evidence base for nature-based design in cities, and contributes to attracting investors and raising citizen awareness on their benefits. However, cities often need support in setting up a robust impact evaluation framework, choosing appropriate indicators, collecting relevant data and organizing it to inform decision-making. We will share the lessons learned and gaps identified in developing and implementing impact assessment plans in Connecting Nature, with inspiring examples from the cities of Glasgow, Poznan and A Coruña, and discuss adaptations to contexts outside of the EU. Each of the exposed gaps will be an opportunity for Nature-based enterprises to identify business opportunities, helping cities measure the NBS impact and increase the evidence collected from other urban interventions.

**Chair:** Adina Dumitru, University of A Coruña

**Panellists:** David Tomé Lourido (University of A Coruña); City of Poznan and AMU; Antonio Prieto (A Coruña); Mamuka Gvilava (GeoGraphic); Nadina Galle (Internet of Nature); Gillian Dick and Rania Sermpenzi (Glasgow City Council)

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13.00 – 13.30

### Networking and Expo Booths

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### Session 5: Growing your nature-based enterprise

As awareness and demand for nature-based solutions continues to increase, Connecting Nature research has shown tremendous potential for nature-based enterprises to grow - increasing their impact on the environment, society and the economy. But how can nature-based enterprises increase their impact? While some may be interested in scaling their business rapidly through impact investment, others are more interested in alternative growth models such as partnership, co-operative or franchise models. In this session we look at alternative models for growth and impact and what supports are available to nature-based enterprises interested in increasing their impact.

**Chair:** Siobhan McQuaid, Connecting Nature, Trinity College Dublin

**Panellists:** Mathieu Grosjean, Steinbeis Europa Zentrum (Network Nature H2020 project); Joanne Schante, LGI Consulting

### Session 6: Turning Over a New Leaf: Using Arts-Based Approaches to transform Nature-Based Solutions

This session is for those interested in learning about how arts-based approaches and engagement can help guide the design and delivery of nature-based solutions.

**Chair:** Dimitra Xidou

**Panellists:** Paulina Georgiou – EM|Path; Antiono Prieto and Maria Gonzalez - A Coruña (Spain)

### Session 7: Zysk i odpowiedzialność - znalezienie równowagi w gospodarce opartej na naturze/ Profit and responsibility - striking the right balance in the nature-based economy

Jak przedsiębiorstwa działające w oparciu o naturę mogą rozwijać się w sposób rentowny bez naruszania swoich zasad? W jaki sposób miasta mogą wspierać gospodarkę opartą na naturze, a jednocześnie muszą zapewnić opłacalność i zwrot z inwestycji, nie narażając się na zarzut "greenwashingu"? W jaki sposób sektor korporacyjny może odegrać swoją rolę we wspieraniu gospodarki opartej na naturze? Dołącz do nas, aby przedyskutować kwestie zrównoważonego rozwoju, odpowiedzialności i wzrostu gospodarczego...

How can nature-based enterprises grow profitably without compromising their principles? How can cities support the nature-based economy while still having to ensure value for money and return on investment without being accused of "greenwashing"? How can the corporate sector play its part in supporting the nature-based economy? Join us as we debate the issues of sustainability, responsibility, and economic growth... (The workshop will be in Polish with English translation)

**Chair:** To be confirmed

**Panellist:** to be confirmed

### Session 8: How to unlock nature-based solutions implementation in Brazil: discussing public procurement of NBS with cities and enterprises

Through UrbanByNature's Brazilian hub, the social and environmental value of nature-based solutions is increasingly recognised in Brazil. Brazilian cities are including the term in their planning documents. However, local governments still face challenges in delivering these solutions, and in particular using public procurement to implement NBS projects. This session aims at promoting a conversation between Brazilian cities and nature-based enterprises around the challenges related to public procurement of NBS in Brazil, aiming at providing participants with a better understanding of the topic. At the end of the session, we will make



a collective reflection on how public procurement of NBS can improve its implementation capacity in cities and help develop corresponding future markets.

**Chairs:** Daniela Rizzi, ICLEI Europe and Victor Ferraz ICLEI SAMS

**Panellists:** Representative of the City of Belo Horizonte, Representative of the City of Londrina, Adriana Sandré and Riciane Pombo, Guajava (Nature-based Enterprise); Larissa Heinisch, ICLEI SAMS (Terms of Reference); Elsa Dureiux, ICLEI Europe (Public procurement specialist)

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14.30 – 15.00      Pitch your nature-based enterprise!  
(Main Stage)

A selection of nature-based enterprises from the Connecting Nature Enterprise Platform will be invited to present a 3 minute pitch on their innovative nature-based products and services. Enter [here](#).

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15.00 – 15.30      Closing Remarks  
(Main Stage)

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15.30 – 16.00      Expo Booths and One to One Meetings

Registration is now open: [naturebasedenterprise.eu](https://naturebasedenterprise.eu)



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