# Connecting Nature Enterprise Summit
## 29-30 June 2021

# Event Programme
29-30 June 2021

#connectingnaturesummit

Connecting Nature

POZnan

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The Summit is hosted by Miasto Poznan - Poznan City hall and organised by the Connecting Nature Enterprise Platform:
**www.naturebasedenterprise.eu**

# Programme Overview

Connecting Nature Enterprise Summit
29-30 June 2021

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

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|---|---|
| 09.00 – 09.30 | **Platform Orientation** |
| 09.30 – 10.15 | **Welcome – the Nature-based Economy in Poland and Europe**<br>■ Jacek Jaśkowiak, Mayor of Poznań<br>■ Francisco De la Torre, Mayor of Malaga<br>■ John Bell, Director Healthy Planet, European Commission<br>■ Agnieszka Osipiuk, Poznan City Hall<br>■ Esmee Kooijman, Trinity College Dublin<br>■ Chair: Marcus Collier, Connecting Nature High Level Advisory Board |
| 10.15 – 11.15 | **Communities of Practice I (in parallel)**<br>■ Smart Tech<br>■ Water Management<br>■ Sustainable Agriculture<br>■ Cultural/Creative Sector |
| 11.15 – 11.45 | **Networking and Expo Booths I** |
| 11.45 – 12.45 | **Communities of Practice II (in parallel)**<br>■ Health & Wellbeing<br>■ Sustainable Forestry<br>■ Urban Planning (Rewilding) |
| 12.45 – 13.00 | **Break** |
| 13.00 – 14.00 | **Communities of Practice III (in parallel)**<br>■ Green Buildings<br>■ Urban Planning / Landscape Architecture<br>■ Sustainable Tourism<br>■ Community Engagement |
| 14.00 – 14.30 | **Networking and Expo Booths II** |
| 14.30 – 16.00 | **Policy Dialogue: Realising the potential of the nature-based economy**<br>■ Leonore Gewessler, Austrian Federal Minister for Climate protection, Environment, Energy, mobility, Innovation and technology<br>■ Jacek Jaśkowiak, Mayor of Poznań<br>■ Rafał Trzaskowski, Mayor of Warsaw and Committee of the Regions rapporteur on the EU Climate Pact<br>■ Philippe Tulkens, Deputy Head of Unit, DG Research, European Commission<br>■ Oliver Hillel, Secretariat of the Convention on Biological Diversity (UN)<br>■ Aurélie Tailleur, ADEME, French Environment Agency<br>■ Antonia Lorenzo, CEO of Bioazul;<br>■ Chair: Siobhan McQuaid, Coordinator of Connecting Nature |
| 16.00 – 16.30 | **Pitch your Nature-Based Enterprise!** |
| 16.30 – 16.45 | **Wrap up of Day 1 and Day 2 Preview** |
| 16.45 – 17.30 | **Networking and Expo Booths III** |

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

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|---|---|---|
| 09.45 – 10.00 | **Welcome** | |
| 10.00 – 11.30 | **Naturalne place zabaw w przestrzeni publicznej / Natural Playgrounds in Public Space** | **Horizon Europe Brokerage Event – Funding Calls for Nature-Based Solutions** |
| 11.30 – 12.00 | **Networking and Expo Booths IV** | |
| 12.00 – 13.00 | **Capacity Building Sessions I (in parallel)**<br>■ Including NBS in public tenders: FAQ for NBEs and public authorities<br>■ The Importance of IP for SMEs<br>■ Powerful Evidence for NBS: identifying opportunities for NBS impact assessment<br>■ Financing NBS and NBEs | |
| 13.00 – 13.30 | **Networking and Expo Booths V** | |
| 13.30 – 14.30 | **Capacity Building Sessions II (in parallel)**<br>■ Growing your Nature-Based Enterprise<br>■ Turning Over a New Leaf: Using Arts -Based Approaches to transform Nature-Based Solutions<br>■ Zysk i odpowiedzialność – zachowanie równowagi w gospodarce opartej na przyrodzie / Profit and social responsibility – striking the right balance in the nature-based economy.<br>■ How to unlock nature-based solutions implementation in Brazil? | |
| 14.30 – 15.00 | **Pitch Your Nature-Based Enterprise!** | |
| 15.00 – 15.30 | **Closing Remarks**<br>■ Deputy Mayor Mariusz Wiśniewski, City of Poznan,<br>■ Deputy Mayor Toon Vandeurzen, City of Genk. | |
| 15.30 – 16.00 | **Expo Booths VI and One-to-One Meetings** | |

Connecting Nature Enterprise Summit
29-30 June 2021

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# Day 1

# 29 June 2021

**All times in CEST**

## Building Back Better with Nature

**09.30 – 10.15**
*Main Stage*

### Welcome - the Nature-based economy in Poland and Europe

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.

**Speakers:** Jacek Jaśkowiak, Mayor of Poznan, Francisco De la Torre, Mayor of Malaga, John Bell, Director Healthy Planet, European Commission, Agnieszka Osipiuk, Poznan City Hall and Esmee Kooijman, Trinity College Dublin
**Chair:** Marcus Collier, Chair of the High Level Advisory Board, Connecting Nature (Trinity College Dublin)

**10.15 – 11.15**
*Sessions Area*

### Communities of Practice 1

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

#### Workshop 1 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 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:** Alenka Mubi Zalaznik, Limnos Company for Applied Ecology Ltd, Slovenia; Kamil Zaremba President of Foundation Board, Fundacja OnWater.pl, Poland; Mercedes Pérez Villalón CEO, GCMP Paisajes Resilientes, Spain

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Registration is now open: connectingnature.eu

Connecting Nature Enterprise Summit
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# Day 1

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**All times in CEST**

## Building Back Better with Nature

**10.15 – 11.15**

### 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); NGOs 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, concepts and venues KontenerArt and Szeląg, Poznań Design Festiwal and Pracownia Boruja. Hear how they have helped transform Poznan's riverbanks and public spaces, temporarily and in the longer term. (The workshop will be in Polish with English translation).

Podczas sesji opowiemy o oddziaływaniu sektora kreatywnego i kultury na styl życia mieszkańców miast i wsi oraz na popularność rozwiązań opartych na przyrodzie. Porozmawiamy, o tym jak my jako konsumenci współdziałamy, myślimy, wykorzystujemy i cenimy przyrodę...i jak można rozwijać działalność kreatywną i edukacyjną w powiązaniu z przyrodą. Zaprezentujemy innowacyjne miejsca i koncepcje - KontenerArt i Szeląg, Poznań Design Festiwal oraz Pracownię Boruja. Posłuchaj jak przekształcano brzegi Warty i przestrzenie publiczne dzięki kulturze, zarówno tymczasowo, jak i w dłuższej perspektywie. (Warsztaty będą prowadzone w języku polskim z tłumaczeniem na język angielski).

**Chair:** Agnieszka Osipiuk, Poznan City Hall
**Panellists:** Anna Nycz, Municipal Beach/Kontener Art and; Ogród Szeląg; Marta Kaźmierska Poznań City Hall; Andżelika Jabłońska, Dyrektorka Poznań Design Festiwal; Agnieszka Zdunek, Pracownia Boruja

**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.

Connecting Nature

# Day 1 — 29 June 2021

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

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**11.45 – 12.45**
*Sessions Area*

## Communities of Practice II

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 and Nádúr Centre for Integrative Forest Therapy; 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

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**11.45 – 12.45**

### Workshop 6 — Sustainable Forestry: valuing forests as solutions

Forests are at the same time suffering from the climate crisis and one of the most powerful allies we have to build resilient spaces and communities. To do that, it is crucial to support the adoption of sustainable forest management and guarantee healthy forests and ecosystem services. How can we pursue these goals and finance sustainable forest management? We will present two innovative ways for valuing forests by attracting investment while maintaining sustainable forest management principles, focusing specifically on the developments in the field of certification, promotion and marketing of ecosystem services. Join our open session if you are interested in the challenges of innovating the forestry sector and share your thoughts with us!

**Chair:** Colm O'Driscoll (Etifor | Valuing Nature, Padova University spin-off)
**Panelists:** Alex Pra (Etifor | Valuing Nature and FSC ES expert); Jacopo Giacomoni (WOWnature®)

# Day 1 — 29 June 2021

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## Building Back Better with Nature

### 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.)

Sesja poświęcona będzie tematowi nieużytków miejskich i zachowaniu takich przestrzeni w mieście, traktowane również jako bezpośrednia odpowiedź na działania dotyczące łagodzenia zmian klimatycznych oraz wspierania i ochrony bioróżnorodności w miastach. Czas pandemii pokazał, że wielu mieszkańców miasta chętnie poszukiwało i korzystało z takich „dzikich", naturalnych terenów, a popyt na nieużytkowane przestrzenie wciąż wzrasta. Podczas sesji nie tylko zaprezentowane zostaną funkcje i korzyści z ochrony oraz pozostawiania nieużytków miejskich, a także liczne wyzwania, jakie stoją przed władzami miasta, by takie tereny pozostały niezagospodarowane. Zapraszamy do dyskusji nad wartościami miejskich nieużytków w przestrzeni miast (sesja będzie prowadzona w języku polskim, z tłumaczeniem na język angielski).

**Chair:** Dominika Dymek, Poznan City Hall
**Panellists:** Katarzyna Derda, Miejska Pracownia Urbanistyczna, Poznań (Municipal Planning Office, Poznań); Kasper Jakubowski, Dzieci w Naturę (Children in Nature); Iwona Zwierzchowska and Piotr Lupa, Adam Mickiewicz University (AMU); Agata Kierzkowska, Poznańskie Centrum Dziedzictwa (Poznań Heritage Centre)

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**13.00 – 14.00**
*Sessions Area*

## Communities of Practice III

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

### Workshop 8 — 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:** Susanne Formanek, Grünstattgrau; Lara-Maria Mohr, City of Frankfurt; Hanna Gammon, Junglefy Australia

# Day 1 — 29 June 2021

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

**13.00 – 14.00**

## 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.

**Co -Chairs:** Roisin Byrne, RBLA Landscape Architects; Community Ambassador for the NBS in Urban Landscapes, Manca Dremel, UIRS
**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: Boosting Biodiversity via Sustainable Accommodation: Lessons from Industry Leaders on Incorporating Nature-Based Solutions in Tourism Accommodations

In this session, industry leaders within the luxury hospitality sector will share their accommodations' sustainability journeys, innovative projects on the horizon and future aspirations in seamlessly integrating nature-based solutions into operations to enhance the guest experience while boosting the health of biodiversity.

**Chair:** Ally Dragozet, CEO Sea Going Green; Community Ambassador for NBS for Sustainable Tourism
**Panellists:** Pascal Lesimanuaja, Sales & Marketing Manager, Hotel Jakarta Amsterdam; Louis Thompson, CEO, Nomadic Resorts

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

In this session, our panel will discuss their work in engaging communities to meet our global challenges. We have experienced unprecedented times in these past 18 months - and whilst much of it has been devastating for individuals and communities, people have rallied to the multiple unforeseen challenges in inspiring and creative ways. We have therefore all witnessed with a clearer focus the power in our communities and the value in our neighbourhood spaces. The panel will share their diverse knowledge, experiences and innovations to support and grow meaningful community engagement and empowerment. We will discuss ways to harness community momentum to address the global challenges we all continue to face together.

**Chair:** Dr Paula Vandergert, EM|Path
**Panellists:** Agnieszka Dragon and Julia Krzywicka, Zasiej Foundation; Philip Crowe, Space Engagers and University College Dublin; Jesus Iglesias and Natascha Wahlberg, Social Climate; Susie Miller Oduniyi, Humorisk

Connecting Nature Enterprise Summit
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# Day 1

# 29 June 2021

**All times in CEST**

## Building Back Better with Nature

**14.00 – 14.30**

### 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.

**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 draft 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.

**Introduction:** Leonore Gewessler, Austrian Federal Minister for Climate protection, Environment, Energy, mobility, Innovation and technology

Panellists:

- Jacek Jaśkowiak, Mayor of Poznań
- Rafał Trzaskowski, Mayor of Warsaw and Committee of the Regions rapporteur on the EU Climate Pact
- Philippe Tulkens, Deputy Head of Unit, DG Research, European Commission
- Alice Charles, City Lead, World Economic Forum
- Oliver Hillel, Secretariat of the Convention on Biological Diversity (UN)
- Aurélie Tailleur, ADEME, French Environment Agency
- Antonia Lorenzo, CEO of Bioazul

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

**16.00 – 16.30**
*Main Stage*

### Pitch your nature–based enterprise!

Come and see the best and brightest of our nature-based enterprises. In this session a selection of innovative 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 to the cities, business and investors attending this event.

**16.30 – 16.45**
*Main Stage*

### Day 1 Wrap Up and Day 2 Preview

Connecting Nature

# Day 2 — 30 June 2021

**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

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**10.00 - 11.30**
*Sessions Area*

## Horizon Europe Brokerage Event – Funding Calls for Nature-Based Solutions

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 experts on tips for succeeding in the increasingly competitive funding space. We focus on topics of interest in 2022 calls and we invite organisations to contribute potential ideas to how the following call topics could be addressed:

- HORIZON-CL5-2022-D1-02-05: Let nature help do the job: Rewilding landscapes for carbon sequestration, climate adaptation and biodiversity support.
- HORIZON-CL6-2022-COMMUNITIES-02-02 Developing nature-based therapy for health and well-being.
- HORIZON-CL6-2022-COMMUNITIES-01-05: Assessing the socio-politics of nature-based solutions for more inclusive and resilient communities.

**Panellists:** Tiago Freitas, Policy Officer NBS, European Commission, Dr Emma Siddall, Research Office, Trinity College Dublin
**Session Facilitators:** Dr Stuart Connop University of East London; Dr Adina Dumitru, University of A Coruña; Marleen Lodder, DRIFT Institute, Erasmus University Rotterdam
**Chair:** Siobhan McQuaid, Trinity College Dublin

Anybody wishing to pitch ideas for one of the calls mentioned above, please contact info@connectingnature.eu

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**11.30 – 12.00**

## 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.

# Day 2 — 30 June 2021

**All times in CEST** — **Growing the nature-based economy**

**12.00 – 13.00**
*Sessions Area*

## Capacity Building Sessions I (in parallel)

### Session 1 — 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:** Prof. Mary-Lee Rhodes, Trinity College Dublin
**Panellists:** Daan Groot, Naturesquared; Alina Lueckl, Joanneum Institute (ReGreen H2020 project); Ian Goodman, MyParkScotland (crowdfunding platform); Eleftherios Loizou, 'Adopt a Park' Nicosia, Matthew Davies, Mossy Earth.

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**All times in CEST** — **Growing the nature-based economy**

**12.00 – 13.00**
*Sessions Area*

## Capacity Building Sessions I (in parallel)

### 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; Iwona Zwierzchowska, AMU; Antonio Prieto, City of A Coruña; Mamuka Gvilava, GeoGraphic; Shushanik Asmaryan, CENS; Gillian Dick and Rania Sermpezi, Glasgow City Council

**13.00 – 13.30**

## 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.

**13.30 – 14.30**
*Sessions Area*

## Capacity Building Session II

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

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:** Matthieu Grosjean, Steinbeis 2i GmbH (Network Nature H2020 project); Joanne Schante, LGI Consulting; Colm O'Driscoll, Fledge investment in ECOSTAR nature-based accelerator (Italy); Shirley Gleeson, Ecowellness Consulting and Nádúr Centre for Integrative Forest Therapy; Stephan Kampelmann, Sonian Wood Coop.

### 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 Xidous (TCD)
**Panellists:** Paulina Georgiou (UEL); Eleni Makkelidou (Nicosia); Eleana Chrysanthou (Artist; Nicosia); Antonio Prieto (A Coruña); Maria Mercedes Gonzalez Vasquez (A Coruña); Yolanda Castano (Artist; A Coruña); Iria Fafian (Artist; A Coruña)

# Day 2

# 30 June 2021

**All times in CEST**

## Growing the nature-based economy

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

W opinii wielu osób stosowanie rozwiązań opartych na przyrodzie wiąże się z wysokimi kosztami oraz specjalistycznymi technologiami. Praktyki stosowane w miastach i wśród przedsiębiorców pokazują jednak, że nie zawsze jest to zgodne z rzeczywistością. Często szybki zysk czy pozorna oszczędność mogą przynieść negatywne skutki w perspektywie długoterminowej. Czy drzewa mogą świadczyć usługi dla mieszkańców miast? Czy realizacja inwestycji drogowej może jednocześnie sprzyjać rozwojowi miejskiej zieleni? Czy deweloperzy mogą wpływać na podnoszenie społecznej świadomości na temat roli NBS? Dołącz do nas, aby przedyskutować kwestie zrównoważonego rozwoju, odpowiedzialności za naturę w miastach i zysku, jaki może przynieść stosowanie rozwiązań opartych na przyrodzie.

In general opinion the Nature-based solutions are expensive and require specific high-technologies. However, practices implemented in cities and by entrepreneurs prove that the reality is quite different. It often happens that quick profit and apparent saving can bring negative consequences in the long-term perspective. Can trees provide specific services to city dwellers? Is it possible that road investments contribute to the increase of cities' greenery? Can housing developers increase social awareness on the importance of NBS? Join us as we debate the issues of sustainability, responsibility for nature in cities and economic profit that using nature based solutions can bring. (The workshop will be in Polish with English translation).

**Chair:** Krzysztof Mączkowski, Analityk Środowiskowy/ Koordynator ds. Miejskiego Planu Adaptacji Zmian Klimatu (Environmental Analyst/ Coordinator of Adaptation Plan to Climate Change for Poznań)
**Panellist:** Justyna Glusman, Urząd Miasta Warszawy (City of Warsaw / Warsaw City Hall), Piotr Libicki, Zarząd Dróg Miejskich w Poznaniu (Poznań Road Management Board); Katarzyna Podlewska Urząd Miasta Poznania (Department of Urban Planning and Architecture, Poznań City Hall); Sławomir Mila, Polski Związek Firm Deweloperskich (Polish Association of Developers).

### 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)

# Day 2 — 30 June 2021

**All times in CEST**

## Growing the nature-based economy

**14.30 – 15.00**
*Main Stage*

### Pitch your nature–based enterprise!

Come and see the best and brightest of our nature-based enterprises. In this session a selection of innovative 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 to the cities, business and investors attending this event.

**15.00 – 15.30**
*Main Stage*

### Closing Remarks

As we bid farewell to the Enterprise Summit from Poznan, we reflect on the outcomes of the Summit and how the exchanges during debates and discussions have stimulated and contributed towards furthering knowledge and insights into the nature-based economy. We turn our attention to the final of the 3 Connecting Nature Summits, to be hosted by city partner Genk (Belgium) in April 2022 and welcome the city's Deputy Mayor to present the Summit theme and overview.

Speakers: Deputy Mayor Mariusz Wiśniewski, City of Poznan, Deputy Mayor Toon Vandeurzen, City of Genk.

**15.30 – 16.00**

### Expo Booths and One to One Meetings