



Workshop 3.2

Accelerating innovation and start-ups in the nature-based economy

'The Recovery Plan and the wall of investment which is coming – the largest since the Marshall Plan – will be looking for new ways in which business and economic opportunities can respond to setting out what the economy and society of the future can be - in new businesses, value chains, innovations and platforms.

The nature-based enterprises which feature on the Connecting Nature Enterprise platform can offer really significant potential to deliver on the ambitions of the EU Green Deal and indeed the EU Recovery Plan."

Bringing
cities to life,
Bringing life
into cities.

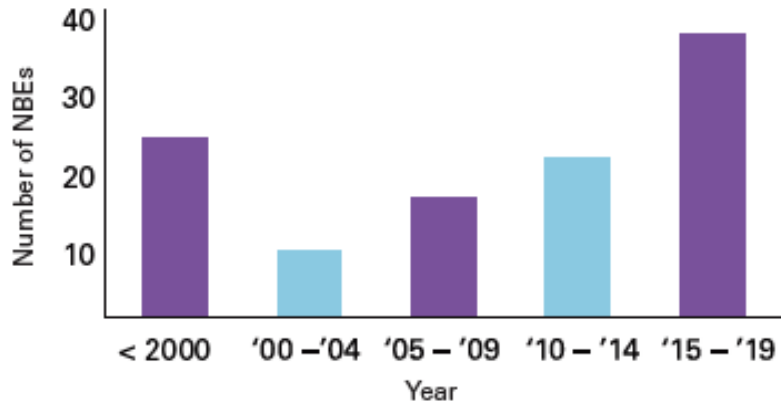
John Bell, Director, Healthy Planet, European Commission (2020)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730222



Supply increasing to meet Demand



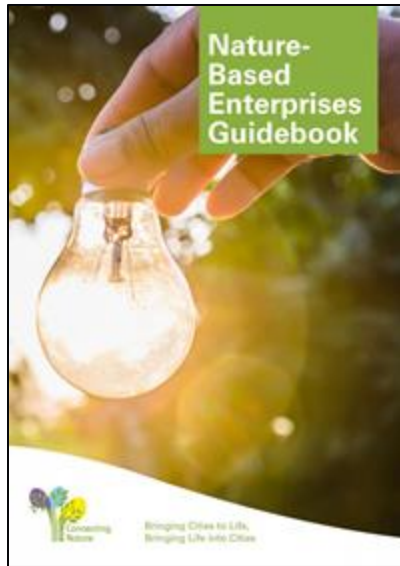
The number of nature-based enterprises is increasing year on year in response to demand for nature-based solutions
(Source: Connecting Nature research, 2020)

- Demand for nature-based solutions is increasing as concept has become mainstreamed (EC, UN, IUCN).
- More recently seeing increased demand for nature-based solutions in the private sector – natural capital approaches
- Recent reports (UnaLab, 2020) have shown that **finding skilled and experienced suppliers is a major roadblock** in the wider uptake of nature-based solutions in cities.
- Nature-based enterprises can help to meet this challenge. They support cities, private sector and third sector organisations in the planning, delivery and management of nature-based solutions.

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What is a nature-based enterprise?

Nature-based enterprises (NBEs) use nature as a core element of their product/service offering.

- Nature may be used directly by growing, harnessing, harvesting or restoring natural resources in a sustainable way e.g. green buildings, ecosystem restoration
- Nature may be used indirectly by contributing to the planning, delivery or stewardship of sustainable nature-based solutions e.g. landscape architects, smart tech

NBE support climate change and biodiversity policy, and generate benefits for local economies, communities and the wider environment.

<https://www.naturebasedenterprise.eu/>



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Connecting
Nature

Welcome to
the Connecting Nature
Enterprise Platform

Sign up now

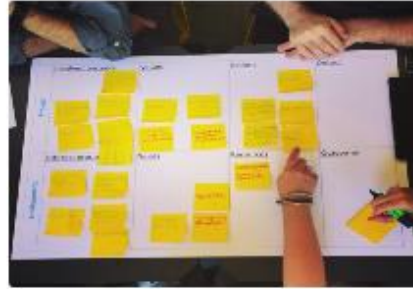


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Our Communities



Community Engagement



Nature-Based Organisations



NBS for Green Buildings



NBS for Health and Wellbeing



NBS for Public and Urban Spaces



NBS for Water Management



Smart Technologies for NBS



Sustainable Agriculture & Food
Chain



Sustainable Forestry



Stine Casparij Kondrup, Greencubator (Denmark)

Stuart Connop, ARENA Incubator (England)

Colm O'Driscoll, ECOSTAR (Italy)

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