"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 this platform can offer really significant potential to deliver on the ambitions of the EU Green Deal and indeed the EU Recovery Plan."

- John Bell, Director, Healthy Planet, European Commission

"We see the potential from the nature-based economy to up-skill our workers, generate new sources of employment and attract investment from companies with a green corporate agenda."

- Hazel Chu, Lord Mayor of Dublin

The private sector can play a key role in the nature-based economy. There was a high level of interest in the ‘Adopt-a-Park’ scheme from Nicosia (CY) where local businesses are investing in small local parks as part of their corporate social responsibility (CSR) programmes. We also heard from multiple nature-based enterprises who are supplying high quality nature-based solutions to both cities and the private sector. Engage with them through the Enterprise Platform!

Community engagement is key “If we take a place based approach with a nature-based solutions lens, we can look at actions that do no harm or are a positive action for social cohesion, health & well-being, environment, economy & biodiversity all at the same time. If an action has a negative impact on one of these areas then it is not a nature-based solution and is also not a place-based approach”.

- Gillian Dick, Glasgow

There was a high level of interest in the success of the NBS cluster in Malaga. In Brazil, for example, an NBS cluster is starting to shape up as well. What is the potential of an NBS cluster for the ignition of the nature-based economy? How can a cluster be developed? Learn more about it and exchange with speakers on our next webinar...

Missed the webinar? Listen to the full recording here. You can find more information and resources on nature-based enterprises here. This webinar was organised by Connecting Nature and UrbanByNature.