

# Nature-based solutions for a positive economy

## Unleashing Economic Potential for Climate Resilience in Europe

RESIST Media briefing II

Wednesday, 29 May

9:00 – 10:30

Online via Zoom

Europe stands at a critical juncture where it must harness its natural resources and strategic initiatives to not only mitigate climate change but also bolster economic prosperity. Nature-based solutions (NBS) offer a multifaceted approach that not only addresses environmental concerns but also drives economic prosperity and enhances societal well-being.

RESIST proposes a media briefing focusing on the economic aspect of NBS as a compelling angle to attract public and private funding for regional climate adaptation efforts. NBS has a vital role in the shift towards a nature-positive economy and nature-based enterprises (NBE) have an increasingly important role in delivering solutions. The session's objective is to highlight the key economic rationale for investing in NBS as a cost-effective and sustainable approach to climate adaptation.

Throughout this briefing, we will explore the transformative potential of nature-based solutions, examining how they can pave the way for a resilient, sustainable economy in Europe. We will highlight the role of collaboration between policymakers, industry leaders, and civil society in driving forward this agenda.

Journalists will have the opportunity to deepen their knowledge of NBS and its positive economic and societal impact, all exploring stories that portray the economic dimension of NBS in Europe related to the economic dimensions of NBS, including business innovation, financial incentives, and market trends. The briefing will provide access to experts, case studies, and data to support in-depth reporting on the topic. RESIST will encourage journalists to investigate further the economic opportunities and implications of NBS in their reporting.

### **Agenda**

**9:00 - 9:05 AM – Welcome Remarks**

**Vilija Balionyte-Merle**, RESIST Project Coordinator

**9:05 - 9:35 AM – Economics of nature-based solutions. Economic recovery potential of investments in nature.**

- **9:05 - 9:15 AM The EU jargon on NBS in a nutshell**

**Julie Delcroix**, Climate Neutral Cities advisor, ERRIN

Julie is an environmental scientist with extensive experience in the European policy sphere. Before her current role at ERRIN, Julie served as a Policy Officer on Biodiversity and Nature-Based Solutions at the Directorate General of Research and Innovation in the European Commission.

- **9:15 - 9:25 AM Business and market opportunities for NBS**

**Siobhán McQuaid**, co-founder and director, Horizon Nua

Siobhán is the research lead on the nature-positive economy at Trinity Business School. She leads the European Commission (EC) Taskforce strategy and actions on the vital role of nature-based enterprises in the nature-positive economy and is the lead author of the EC publication [The Vital Role of Nature-based Solutions in the Nature Positive Economy](#).

- **9:25 - 9:35 AM Cost-benefit and positive economic impact of NBS**

**Carmen Antuña**, Senior Scientist, VTT and Regions4Climate Project Coordinator

Carmen is a senior researcher specializing in the evaluation of interconnected social-ecological-technological challenges, as well as the selection and design of Nature-Based Solutions (NBS) and hybrid blue-green-grey infrastructure. She currently leads the coordination of the [Regions4Climate Project](#), which is a sister initiative of RESIST under the EU Mission Adaptation to Climate Change. The project aims to develop and demonstrate a socially just transition to climate resilience through collaborative efforts.

**9:35 - 10:00 AM**

Presentation of successful case studies of NBS from RESIS Project:

- **9:35 – 9:45 Southwest Finland** highlighting the stakeholders' engagement

**Nora Fagerholm**, Associate Professor, University of Turku (Finland)

Nora is leading the Sustainable Landscape Systems Research Group at the University of Turku in **Southwest Finland** and is a researcher within the RESIST Project on a participatory approach, citizen engagement, and participation in the NBS planning process and what benefits it has to the process.

- **9:45 – 9:55 Normandy (France)**, sharing their experience on NBS cost-benefit analysis

**Camille Simon**, Project Manager, Conservatoire du littoral



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- **9:55 – 10:05 Extremadura (Spain)** on sustainable value chains / business models

**Fernando Pulido**, Professor at the University of Extremadura (Spain)

Fernando Pulido is Full Professor at the University of Extremadura and coordinator of MOSAICO initiative, a cluster of projects (starting in 2016) aimed to fight megafires through participatory approaches developed with local landscape managers in Spain and a growing number of European countries.

**10:05 - 10:30 AM**

Q&A with journalists.

### Media contacts

**RESIST Coordinator**

Vilija Balionyte-Merle

Project Coordinator | SINTEF



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