



Naturethon

Navigating New Paths for

Nature-Based Solution Finance





NATURANCE is launching a far-reaching initiative to organize **citizen group meetings throughout Europe and beyond**, focused on identifying innovative financial strategies for nature-based solutions (NbS) in the context of climate action and disaster risk mitigation. The citizen groups meetings are designed to tap into the collective understanding of NbS deployment and to stimulate discussions around their financial mechanisms and instruments. We invite you to be part of this essential dialogue that will redefine our approach to understanding, endorsing, and executing NbS.

What are Nature-based Solutions?

Nature-based Solutions (NbS) refer to actions aimed at restoring and regenerating ecosystems and ecosystem services to address various societal challenges. These solutions are sustainable and provide environmental, social, and economic benefits, presenting viable avenues for biodiversity conservation, urban regeneration, climate change mitigation and adaptation and disaster risk reduction. Examples include restoring wetlands to filter water and protect against flooding, planting urban forests for cooling cities, and preserving ecosystems like coral reefs, which can protect coastlines from storm surges. NbS aim to work in harmony with nature to create better outcomes for both humans and the environment. However, realizing the full potential of NbS and ensuring their longevity calls for creative financial strategies.

What is “Naturethon”?

By establishing a series of thoughtfully orchestrated citizen groups, the project aspires to mobilize communities in Europe and beyond, encouraging the exchange of ideas and proactive engagement. These forums will provide a conducive environment for open discussions, ensuring that all contributions are acknowledged, and all viewpoints are taken into account. “Naturethon”, or in short form “Na’thon”, is a concept inspired by the idea of a “climathon”, which refers to hackathon-style events that focus on generating innovative solutions for climate-related challenges. Similarly, Naturethon events are devised as intensive, collaborative sessions that bring together citizens, experts, policymakers, and entrepreneurs to tackle the financing of NbS. The term embraces the spirit of proactive engagement, innovation, and financial strategizing towards a greener and more resilient future.



How to participate ?

- 1 Become a champion and **register your group** or organization with our project. This will ensure you're on our radar for updates, resources, and support throughout the citizen engagement process.
- 2 **Enrol in the supporting activities.** After registration, take advantage of a series of supporting content and activities designed to enrich your understanding and involvement in NbS.
 - **Speak to our expert.** Participate in an exclusive series of webinars where you can engage with leading experts in NbS. This is your opportunity to ask questions, explore challenges, and seek advice on how to effectively contribute to and advocate for these solutions within your community;
 - **Listen to inspiring stories.** Access our digital library filled with inspiring stories, case studies, and talks. These resources are curated to provide practical insights into the successful implementation of NbS across different contexts and communities. They serve as a source of inspiration and a benchmark for what is possible;
 - **Register for the Festival of Innovative Nature-based Insurance and Investment Solutions.** This festival showcases innovative approaches, shares best practices, and celebrates achievements within the realm of nature-based solutions. It offers invaluable opportunities for networking, learning, and collaborative idea generation.
- 3 **Engage in dialogue** within your group or community. With the knowledge and insights facilitated by the project and gained from the webinars, digital library, and festival, your group will be well-prepared to actively participate in the deployment of NbS in your local area. Use the resources and expertise provided by the project to envision tailored, actionable solutions and collaborative opportunities for your community. Your initiatives should tackle specific environmental challenges, pinpointing actionable nature-based solutions. Encourage your friends, colleagues, and community members to join the discussions and look for opportunities to make a difference right around your corner.

- 4** **Share with us your ideas in your preferred format**, being that a drawing, a text, a video, any means to convey your imagined solution is appreciated. All the submissions will be collected in a comprehensive proceeding of the Naturethon and reviewed by experts; each group will receive a certificate of completion. The best inspiration solutions will be rewarded by: (1) NATURANCE recognitions and enrolling in our research and evidence seeking program, (2) inviting the representatives of the teams to high-level project gathering.

What is NATURANCE about?

NATURANCE is an EU-funded project (2022-2026) that assesses feasibility and performance of solutions built on disaster risk financing and Nature-based Solutions investments. NATURANCE connects existing major knowledge networks and fosters cross domain knowledge sharing and collaborative marketplace for innovative nature-based insurance and investment solutions. More information can be found on the website, and by following NATURANCE on Twitter or LinkedIn.

