



NATURANCE

Nature for insurance,
insurance for nature

(Grant Agreement 101060464)

***Deliverable D5.3 – Activity report II and
intermediate impact assessment***

***WP5 – Impact – exploitation, dissemination,
communication & engagement***

Version 2.0 | 31 March 2025

HORIZON-CL6-2021-BIODIV-01-06 - Nature-based solutions, prevention
and reduction of risks and the insurance sector



Disclaimer

The content of this deliverable reflects the authors' views. The European Commission is not liable for any use that may be made of the information contained.

Copyright message

NATURANCE is a Horizon Europe Project supported by the European Commission under contract No. 101060464. All contents of this report are reserved by default and may not be disclosed to third parties without the written consent of the NATURANCE partners, except as mandated by the European Commission contract, for reviewing and dissemination purposes. All trademarks and other rights on third party products mentioned in this document are acknowledged and owned by the respective holders.

The information contained in this document represents the views of NATURANCE members as of the date they are published. The NATURANCE consortium does not guarantee that any information contained herein is error-free, or up to date, nor makes warranties, express, implied, or statutory, by publishing this document.



Document information

Deliverable Title	Activity report II and intermediate impact assessment
Brief Description	Activity report II and intermediate impact assessment
WP number	WP5
Lead Beneficiary	CMCC
Author(s)	Davide Michielin, Nicoletta Boi
Deliverable Due Date	31/03/2025
Actual Delivery Date	01/04/2025
Nature of the Deliverable	R – Report
Dissemination Level	PU - Public

Document history

Date	Ver.	Contributors	Comment
31/01/2025	0.1	D. Michielin (CMCC)	Outline of the content
28/02/2025	1.0	N. Boi, M. Küçük, D. Michielin (CMCC)	First draft
14/03/2025	1.1	M. Herlitz, C. Calderaro (CMCC)	Content checked
21/03/2025	1.2	T. Foreman (IIASA)	Review
31/03/2025	2.0	D. Michielin (CMCC)	Final



Table of Contents

Abbreviations and acronyms	6
Executive Summary	7
1 Introduction	1
1.1 Internal communication	3
1.2 Gender-inclusive issues	3
2 Visual Identity	5
2.1 Outreach products	7
3 Plan for exploitation & dissemination of the project results	7
3.1 Objectives of dissemination, exploitation, and communication	7
3.2 Target groups	9
3.3 Exploitation strategy	10
3.3.1 Compendium of NBIS and best practices	11
3.3.2 Design principles and performance metrics	12
3.3.3 Research and innovation results	12
3.3.4 Legacy	12
4 Channels	13
4.1 Website	13
4.2 Newsletters	19
4.3 Social media	21
4.3.1 LinkedIn	21
4.3.2 YouTube	23
4.3.3 X/Twitter	23
5 Videos and podcasts	24
5.1 Video interviews	25
5.2 Innovation Lab videos	25
5.3 Talks	26
5.4 Podcasts	26
6 Events	27
6.1 Festivals and webstivals	27
6.1.1 Webstival 2023	27
6.1.2 Festival 2024	28
6.1.3 Webstival 2025	29
6.2 Webinars	30
6.3 Technical expert workshops	32
6.3.1 Can insurance support NbS for wildfire risk management?	32
6.3.2 Roundtable on parametric insurance for ecosystems and associated livelihoods	32



6.3.3 Regional Dialogue on Nature-Based Insurance Solutions	33
6.3.4 Other workshops	33
6.4 Contributions to major conferences	34
6.5 Other events	35
7 Scientific publications	37
8 Briefings	38
9 Naturethon	39
9.1 Description	39
9.2 Promotion	41
9.3 Results	44
9.4 Naturethon+	47
10 Impact Assessment	50
10.1 Key Performance Indicators	50
10.2 Evaluation	51
10.3 Outlook	53



Abbreviations and acronyms

CISL	University of Cambridge Institute for Sustainability Leadership
CMCC	Euro-Mediterranean Centre on Climate Change
DRR	Disaster Risk Reduction
EBDR	European Bank for Reconstruction and Development
EIB	European Investment Bank
EIOPA	European Insurance and Occupational Pensions Authority
ICLEI	Local Governments for Sustainability
IIASA	International Institute for Applied Systems Analysis
KER	Key Exploitable Result
KN	Knowledge Network
KPI	Key Performance Indicator
LSE	London School of Economics and Political Science
NbS	Nature-based Solutions
NBIS	Nature-based Insurance and investment Solutions
NCs	Naturethon Champions
OECD	Organisation for Economic Co-operation and Development
PEDR	Plan for Exploitation and Dissemination of the project Results
PEDRR	Partnership for Environment and Disaster Risk Reduction
SU	Stockholm University
UNECE	United Nations Economic Commission for Europe
WP	Work Package



Executive Summary

The "Activity Report II and Intermediate Impact Assessment" reviews and updates the "Plan for Exploitation & Dissemination of the Project Results" (also known as PEDR, D5.1), which was delivered in M6. It comes after the first update, titled "Activity Report I and Intermediate Impact Assessment" (D5.2) that was published in M18.

The report tracks the activities carried out, checks their effectiveness in relation to the project's objectives, and ensures that the planned actions are responsive to new opportunities and potential challenges that may have arisen. The revised plan includes updates on activities that have already been carried out, provides more detailed information about upcoming activities, and offers a preliminary evaluation of their impact. Like the previous documents, this second Activity Report also defines channels, tools, and methodologies for action, considering the needs of and differences among the diverse target groups.

The evaluation of the first 30 months of the project is quite positive. Outreach efforts have effectively augmented the consortium's endeavour to interlink substantial knowledge networks, promote interdisciplinary knowledge exchange, and advance a shared platform for pioneering nature-based insurance and investment strategies. Notably, events have played a crucial role in disseminating information about the project's initiatives, capitalizing on its results, and cultivating a broader community. By organizing and participating in a diverse array of events—including festivals, webinars, technical workshops, and international conferences—the NATURANCE consortium has successfully engaged with a significant portion of its target audience.

The positive trajectory of the project is evidenced by a comparison of the actual progress with predefined Key Performance Indicators (KPIs) for Work Package 5 (WP5). More than half of the KPIs, such as website views, event attendance, and the dissemination of video interviews and webinars, were already completely met. Even though most of those are expected to be delivered after the M30, some activities have already taken place. The progression of other activities is on track, consistent with the expectations for Month 30. In summation, even though a few planned activities are still in the initial stages of development, the outcomes to date are promising. They lay a solid foundation for the comprehensive execution of the planned activities.



1 Introduction

NATURANCE is a Horizon Europe Coordination and Supporting Action (CSA). Work Package 5 (WP5), titled "Impact – Exploitation, Dissemination, Communication & Engagement," is dedicated to maximizing the project's reach and impact. It covers a range of activities designed to enhance the visibility and application of the project's outcomes. The aim is to ensure that the benefits of the project extend beyond its conclusion, fostering long-term engagement and utilization of its results. This package actively pursues the dissemination of knowledge, strategic communication with stakeholders, and the engagement of the community to ensure the project's enduring legacy.

The present document is the second update of the PEDR that included detailed actions planned in relation to:

- A web-accessible website with a clear visual identity as a storefront for all updates, key and up-to-date information, as well as products and events by the project;
- Communication activities such as social media campaigns, newsletters, videos, project brochures and press releases;
- Various events organised in different contexts and for different target audiences. These events include webinars showcasing the innovative insurance and investment solutions and real-world experiences; festivals and webstivals combining keynote talks, technical panels, workshops, break-out discussions, & policy dialogues; technical workshops and conferences (sessions) during major scientific and policy events, business fairs or as standalone events; lunch-break seminars/webinars for EC services, major organisation & business leader initiatives;
- Online citizen forum on NbS/NBIS, organised with the Climate Pact Ambassadors;
- Training and capacity development events and materials;
- Open access scientific articles in peer-reviewed journals.

The PEDR outlined the specific activities planned and developed by NATURANCE partners, their purposes, and a detailed timeline to ensure effective dissemination of the results and their exploitation, even after the project's conclusion. The PEDR also defined the channels, tools, and methodologies for the dissemination actions, considering the needs of and differences among the diverse target groups.

Dissemination and exploitation are clearly defined by Horizon Europe guidelines and the Grant Agreement.

- **Dissemination** is defined in the Grant Agreement as "the public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium." It means that it is aimed at peers, usually academia and research actors working in the area of the proposed project, but also to all the target audiences that "can learn from the results: authorities, industry, policymakers, sectors of interest, civil society".



- **Exploitation**, as it is stated in the Grant Agreement, refers to “the use of results in further research and innovation activities other than those covered by the action concerned, including, among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.” In this case, the target audiences include all those that can make good use of the results, such as sectors of interest, authorities, and civil society.

To achieve its aims in terms of dissemination and exploitation, the PEDR foresaw the development and application of a series of tools and activities designed to:

- inform and raise awareness about the project and its results;
- contribute to establishing a “network of networks” in the field of innovative nature-based insurance & investment solutions;
- engage relevant stakeholder and strategic target audiences;
- activate the dialogue between stakeholders and the scientific community to define, promote, and implement a fruitful exchange of information and data based on the most advanced scientific knowledge;
- support interaction among the different players and actors;
- maximise the impact of the project and support the availability of the project results.

To ensure the success of the PEDR, a range of strategies has been developed to reach different stakeholders, including the general public, policymakers, industry experts, and academics. The selection of communication channels and tools has been based on the specific goals of the project, and their use has been strategically planned to maximize their impact. The activities covered in the PEDR include events, publishing activities, and innovative engagement tools, among others.

In addition to dissemination, the PEDR also highlighted the importance of exploitation, which entails actively promoting the uptake of project results by key stakeholders to ensure their effective use. The plan provided a detailed roadmap for this process, including strategies for engaging with stakeholders, building networks, and developing targeted materials. Through the PEDR, the Consortium aims to ensure that the results of the project are widely disseminated, and their value is fully realized beyond the project lifespan.

The official language of the project is English, which is used for all communications, both internal and external. Accordingly, the project website and posts on social media are in English, except when partners specifically request otherwise. When local translations are required, partners are responsible for managing these communications, using editable templates to ensure accuracy and consistency in the desired language. Partners provide participants with understandable information on the project activities, voluntary consent forms in a language (preferably their native) and terms fully understandable to them, using either paper copies or online copies on EUSurvey by providing information on the data processing.



1.1 Internal communication

Internal communication is essential to collect, define, and agree on content produced from all partners. Internal communication within NATURANCE project is also important for ensuring that all project partners are aligned and work together towards the same goals. Effective internal communication helps to avoid misunderstandings, redundancies, and duplication of work, and promotes coordination and collaboration among the project partners.

One of the most important aspects of internal communication is establishing clear and consistent lines of communication between all project partners. This includes periodic project meetings, conference calls, and emails, as well as the use of project management tools such as shared calendars, task lists, and progress reports. These tools can help keep everyone informed about project progress, deadlines, and priorities. The internal project meetings are covered by the WP on coordination and management.

We have established a project communication platform to facilitate ongoing communication among the project partners. This platform can be used to share project updates, documents, and data, as well as to facilitate discussions and collaboration on specific project tasks and objectives. The platform for information exchange is Google Drive, where there is a shared space and calendar where all partners are invited to independently upload their own events that will be then shared within the network, on social media and website, and upload useful information that will be used for official communications and communication materials.

Effective internal communication also requires a commitment to transparency and openness among project partners. This means sharing information, data, and feedback openly and honestly, and being willing to listen to and incorporate input and suggestions from all project partners. By fostering a culture of transparency and open communication, project partners can work together more effectively and achieve better outcomes for the project as a whole.

1.2 Gender-inclusive issues

A key challenge in addressing gender issues in project dissemination and communication is the persistence of societal gender stereotypes and biases. These biases can influence the language, visuals, and messaging, inadvertently reinforcing gender stereotypes. To counteract this, NATURANCE adopts the "gendered innovation" approach, as defined by the European Commission. This involves integrating sex and gender perspectives into knowledge generation, strategy development, and guideline formulation while considering the varying impacts of actions on different population groups, including both men and women. To ensure inclusivity in dissemination and communication activities, we have established a dedicated action plan outlining key procedures to address potential gender-related issues.



Specifically, we focus on:

- **Gender-neutral and gender-sensitive wording:**

We apply gender-inclusive language in all communication and dissemination efforts, ensuring that messages are structured to minimize bias and avoid favoring any particular sex or social gender.

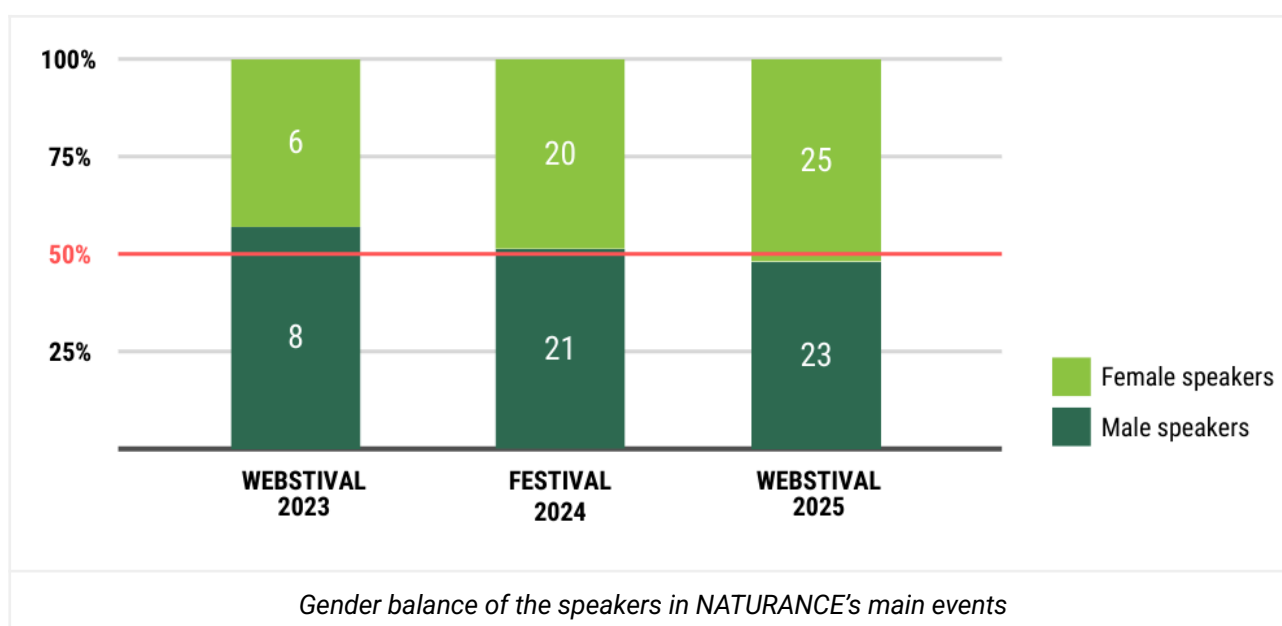
- **Gender-sensitive data reporting:**

Informative data is presented in a way that is mindful of gender considerations, ensuring balanced representation and inclusivity.

- **Gender-neutral imagery:**

Since visuals can be more impactful than words, we carefully select engaging images—especially for communication purposes. Our materials feature diverse individuals in various settings, avoiding visuals that reinforce gender stereotypes.

Only after meeting both of these criteria can the dissemination and communication processes proceed. Regarding the events, the consortium established the rule to organise panels and webinars with 50-50 gender balance, building several sessions around women keynote speakers.



Finally, the consortium released [a video-interview with Nidhi Nagabhatla](#), senior research Fellow and Cluster Coordinator: Climate Change and Natural Resources program at UNU CRIS, focused on integrating gender and social inclusion in Nature-based Solutions.



2 Visual Identity

The visual identity references for the NATURANCE project include the following elements:

- **Logo:** A unique, easily recognisable, and memorable logo that represents the project's goals and values. The design combines elements from finance (stock chart) as well as from nature (leaves) shaping the first letter of the name of the project.






- **Colour palette:** A consistent colour palette, that plays around nature tones, represents the brand, and creates visual coherence across all communications.

#183936	#8ec544	#2f6d54	#eaea2a

- **Typography:** A clear and readable typography that is easy to use and consistent across all materials. The principal font on the branding is Roboto, which can be found on the google-fonts webpage. This ensures the correct display on the web pages and different applications.
- **Brand Guidelines:** A set of guidelines outlining the use of the logo, colour palette, typography, and imagery in all communications. The manual is available to all partners in the project Drive;
- **Templates:** NATURANCE templates were defined according to the visual identity of the project to reinforce the brand. Some of the templates, like presentations and posters, are produced both for internal and external use, while some templates are for reporting and internal use, like minutes template, deliverable and milestone templates, and report template;



 <p>NATURANCE</p>	<p>Presentation title</p> <p>subtitle</p> <p>Name, affiliation</p> <p>Hosting Institution City, xx Month xxx</p>
<p>NATURANCE Deliverable D5.1</p>  <p>NATURANCE Nature for insurance, insurance for nature</p> <p>(Grant Agreement 101060464)</p> <p>Deliverable D5.1 - Plan for exploitation & dissemination of the project results</p> <p>WPs – Impact - exploitation, dissemination, communication & engagement</p> <p>Version 0.0.1 March 2023</p> <p>HORIZON-CL6-2021-BIODIV-01-06 - Nature-based solutions, prevention and reduction of risks and the insurance sector</p> <p>1</p> <p>This project has received funding from the European Union's Horizon Europe Research and Innovation Actions under grant agreement No 101060464</p> <p>NATURANCE Deliverable D5.1</p>	 <p>NATURANCE Nature for insurance, insurance for nature</p> <p>Milestone Title</p> <p>Authors:</p> <p>Funded by the European Union</p> <p>This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101060464. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CIEEA). Neither the European Union nor the granting authority can be held responsible for them.</p>

- **Website design:** A website design that uses the visual identity and reinforces the brand, making it easy for users to access information and resources. More details are available in [section 4.1](#).



2.1 Outreach products

All the outreach materials were developed by CMCC in line with the NATURANCE visual identity. Aside from the most traditional products – leaflet, poster and one-pager, freely downloadable from the [Project section](#) of the website – custom visuals are regularly created to be used on digital channels to efficiently promote the project activities and events (event booklets, digital agendas, social cards, banners, etc.). Additionally, in 2024 NATURANCE and PIISA jointly worked on a [5-page NBS Info Card](#) to be published on websites and social media of both projects.



3 Plan for exploitation & dissemination of the project results

3.1 Objectives of dissemination, exploitation, and communication

Core objectives of the project strategy to maximise the impacts include:

- **Inform:** reach out to society as a whole, raise awareness of how nature-based insurance and investment solutions contribute to resilience building and nature restoration targets of the EU environmental and social strategies (e.g. EU Biodiversity Strategy);



- **Share knowledge:** foster use of knowledge and results to accelerate the adoption of innovative finance instruments and cross-fertilise bottom-up policy processes across adaptation, disaster risk reduction, and nature protection;
- **Engage:** consult and involve knowledge networks, business and policy partners through co-design and co-production of knowledge and solutions, and sustainable business (model) innovations and involvement in the selection of proposals for innovation labs during three innovation competitions organised by NATURANCE;
- **Collaborate:** stimulate cooperative dialogues, mutual learning and transfer of knowledge, and promote partnerships across research & innovation, policy, and practice;
- **Empower:** build capabilities through training and peer learning, assist local and regional governments in conducting their own review and design of green finance strategies, and matchmaking of knowledge providers (research and business innovators) and seekers (from policy and practice), including through the three innovation competitions hosted during the project;
- **Exploit:** make users able to use the project results in further research activities other than those covered by the concerned project, such as developing, creating, manufacturing, and marketing a product or process, creating and providing a service, or in standardisation activities.

The PEDR builds upon a collective analysis, SMART (specific, measurable, assigned, realistic and timely) strategy, professional design, and standards (e.g. policy imprinting, media analysis). The applied principles include:

- *Storytelling.* A storytelling approach connects the content to the target audience's own experience and core values, creating empathy and understanding. Using insights from environmental psychology, we emphasise individual and collective perspectives on how resilience is built using NbS, green reforms perceived, and barriers overcome.
- *Diversified content and form.* We diversify the content and form for specific audiences, such as senior level officials, technical experts, citizens, and civil society groups. We combine narratives with graphical and technical supplements. The place-differentiated context addresses concerns experienced in different contexts.
- *Inspiration.* Focus is placed on solutions and opportunities for social and green innovation rather than on problems and data. Conveying inspirational practice examples from across the globe, we stimulate peer learning, knowledge transfer, and people's agency.
- *Co-design.* Some dissemination and communication products are co-developed with knowledge networks to amplify the impact and target audiences, which these products are meant for. We put emphasis on inspiring the target audiences to become active participants in searching for innovative investment solutions to climate risks in their environment.



- *Leveraging on the strengths of the engaged knowledge networks.* We work with and across the knowledge networks, building upon their communication channels as levers and multipliers of our outreach capacity.

3.2 Target groups

The communication plan is structured to address a wide range of target audience groups (TAGs):

1. **Knowledge networks** across thematic areas: (i) NbS, (ii) sustainable insurance and investments, (iii) climate & disaster risk assessment, and (iv) alliances of local/regional governments, etc.; we have identified and engaged about 20 KNs in close coordination with and in support of WP1;
2. **Local, regional and national governments, authorities** dealing with climate action, DRR (focal points and platforms), regional & urban planning & natural resource management (e.g. river basin district authorities), etc., including the regional authorities and innovative ecosystems from selected EU-funded NbS, as well as EC Mission Adaptation projects, to bridge and bring NbS closer to the work of climate change adaptation audiences;
3. **Citizens and local communities, citizen assemblies**, local action groups and stewardship partnerships across Europe;
4. **Civil society organisations**, NGOs, including European Solidarity Corps, youth organisations, etc.;
5. **Private sector, business and investors alliances**, entrepreneurs, risk knowledge brokers and model vendors;
6. **Research and innovation organisation and academia**, and their research projects;
7. **UN/global agencies** (e.g. UNEP Finance Initiative, UNECE) and other international organisations (e.g. OECD, Taskforce on Nature-related Financial Disclosures);
8. **EU and national governance & funding bodies**, including EC services, Committee of Regions, European Environment Agency, European Investment Bank, European Insurance and Occupational Pensions Authority, EC Platform on Sustainable Finance on Sustainable Finance (PSF), national government ministries, etc.

Effective communication with the target groups can be critical to the success of projects related to nature-based solutions. Effective communication can be achieved by:

- **Understanding their objectives:** Before approaching the target groups, it is essential to research their objectives and priorities. We tailored our communication to align with their objectives and demonstrate how the NATURANCE project can support their goals.
- **Using clear and concise language:** When communicating with the target groups, it is important to use clear and concise language. We avoid using technical jargon or



acronyms that may not be familiar to the audience. We use simple language and provide clear explanations to ensure that the message is understood.

- **Providing evidence-based information:** It is essential to provide evidence-based information to demonstrate the effectiveness of the project. We use data, case studies, and other relevant information to support your arguments and demonstrate the impact of the NATURANCE project.
- **Establishing relationships:** Building relationships with key contacts within the target groups can be challenging in ensuring effective communication. We attend relevant events and meetings, and engage with them on social media platforms to establish these relationships.
- **Highlighting the benefits:** When communicating with target groups, it is important to highlight the benefits of the NATURANCE project. This includes environmental, social, and economic benefits obtained from nature-based investment and insurance solutions.
- **Being proactive:** We are proactive in our communication. We keep the audience updated on our project progress and be responsive to their requests for information. By being proactive, we hope to build a positive relationship and ensure that the NATURANCE project is seen as a valuable asset.

3.3 Exploitation strategy

Exploitation transforms results into outcomes and eventually creates impact. This is only possible by the development of an exploitation strategy and with the support of all consortium partners involved to further exploit it during the different stages of the project. Together, they work to unlock the full potential of the results. The main objective of NATURANCE's exploitation strategy is to strengthen and amplify the impact of Key Exploitable Results (KERs) generated within the project.

The consortium has designed tailored pathways for a range of exploitable results to ensure these are used for policymaking implementation of innovative NBIS, and as a basis for other value-added products and services, commercial or not.

Key Exploitable Results	Due date	Pathways	Purpose
<i>Compendium of NBIS and best practices (D5.4)</i>	M42	Portals Oppla, Climate Adapt, EC and UN summits' submissions Guidance & training developed by partners KNs, HE Missions and others Copernicus Academy, UCPM, EEA.	Inspiring and empowering communities and regions across Europe and beyond to utilize NbS in their efforts to adapt and reduce climate risks in systematic, smart and transformative ways.
<i>Drivers, enablers and barriers (D3.1)</i>	M14		
<i>Transformative policy change (D3.3)</i>	M39		
<i>Equitable business models (D3.2)</i>	M36		



Training & capacity building (D2.5)	M36		
Design principles & metrics (D5.5)	M42	Standardisation of practices, TEG monitoring and evaluation EEA, UNECE SDG & SFDRR indicators UNDRR.	Coherent and transparent frame of reference for design and use of NBIS. Insurers and investors.
Models' integration (D4.2)	M30		
Score cards for NBIS innovations (D2.1- D2.3)	M20	Developed by WP2 the scorecards will be distributed across networks and used in industry and practitioner training.	Learning lessons, scaling existing approaches and implementing new mechanisms to strengthen NbS utilization.
	M30		
	M39		
NbS opportunities for risk transfer & investment (D2.4)	M40		
Integrating NbS in insurance (D4.3)	M39		
Performance assessment (D4.1)	M12	Open access (data & articles) publishing Catastrophe modellers and model vendors, KNs.	Trust in NbS market solutions, research and innovation priorities.
Models integration (D4.2)	M30		
Legacy and performance (D6.6)	M42	KNs strategies and communications.	Future cooperation across KNs.

Key Exploitable Results and how these will be exploited and by whom according to the grant agreement. The green background indicates those already delivered (up to 02/2025).

For convenience, KERs were organised in four main clusters, according to their purpose and recipients:

3.3.1 Compendium of NBIS and best practices

The compendium of nature-based insurance and investment solutions (NBIS) and best practices (D5.4, due M42) will be based on the NBIS scorecards and results of the WP2 labs, covering a range of insurance and investment instruments based on NbS, and examples from their implementation. The compendium will summarise the results of the inventories and desk reviews, as well as the results of the innovation labs. It will be produced in a compact booklet form (.pdf) and as a searchable database, stored on or interlined with the OPPLA and Climate ADAPT portals and other repositories. The compendium will be shared across the knowledge networks and constitute a joint contribution of all participating partners and networks to major international events and initiatives such as UN Climate Change Conference, the UN Global Platform for Disaster Risk Reduction and UN Biodiversity summit in 2025-2026. It will include a citizen summary, a fact sheet for each insurance/investment instrument covered, explanation of business models, and



examples of application. The activity is led by LSE and belongs to Task 5.3 that will summarise the key findings from WP2-WP5.

3.3.2 Design principles and performance metrics

Design principles and performance metrics (D5.5, due M42) will be jointly produced, as technical briefs, and consulted with the knowledge networks and the EC sustainable finance experts. These technical, procedural, performance-related principles and metrics will summarise the NbS opportunities for risk transfer and investment (D2.4) and integrate NbS in insurance schemes with improved models (D4.3). Principles and metrics will contain a guide on how to design, implement and capture the value generated by NbS, as well as remaining knowledge gaps and priorities for further research; will represent a broad and bottom-up consensus of good practice and recommended approach to analysis, i.e. agreed pre-standards. The consortium will follow the workshop agreement procedure of the European Committee for Standardisation (CEN) which stimulates consensus-based specifications produced in an open workshop environment and open to all actors. The activity is led by LSE and belongs to Task 5.3 that will summarise the key findings from WP2-WP5.

3.3.3 Research and innovation results

Exploitable research and innovation results, co-authored by networks' experts and published in open journals and through briefs and score-cards, are:

- Critical review and performance assessments of NbS/NBIS across various types, hazards & geographies (D4.1);
- Risk and ecosystem models' integration - gaps, opportunities, and research priorities (D4.2);
- Analysis of policy & governance related drivers, enablers, and barriers to adoption of NbS and NBIS (D3.1);
- Transformative policy directions and governance reforms for green urban and rural regeneration (D3.3);
- Score-cards of existing and proposed NBIS developed by WP2 (D2.1-2.3)

Through the dissemination and communication strategies outlined below, these results will inform policy and business innovation, as well as ongoing and future research, including the twin projects identified in the call as the key areas of future collaboration, as well policy and business innovation.

3.3.4 Legacy

As a part of the legacy and sustained exploitation of the project, we will develop and implement a strategy for continued collaboration across the knowledge networks. This may include innovative ways of mutual learning and sharing of knowledge, joint voluntary commitments to deliver on European and international policy

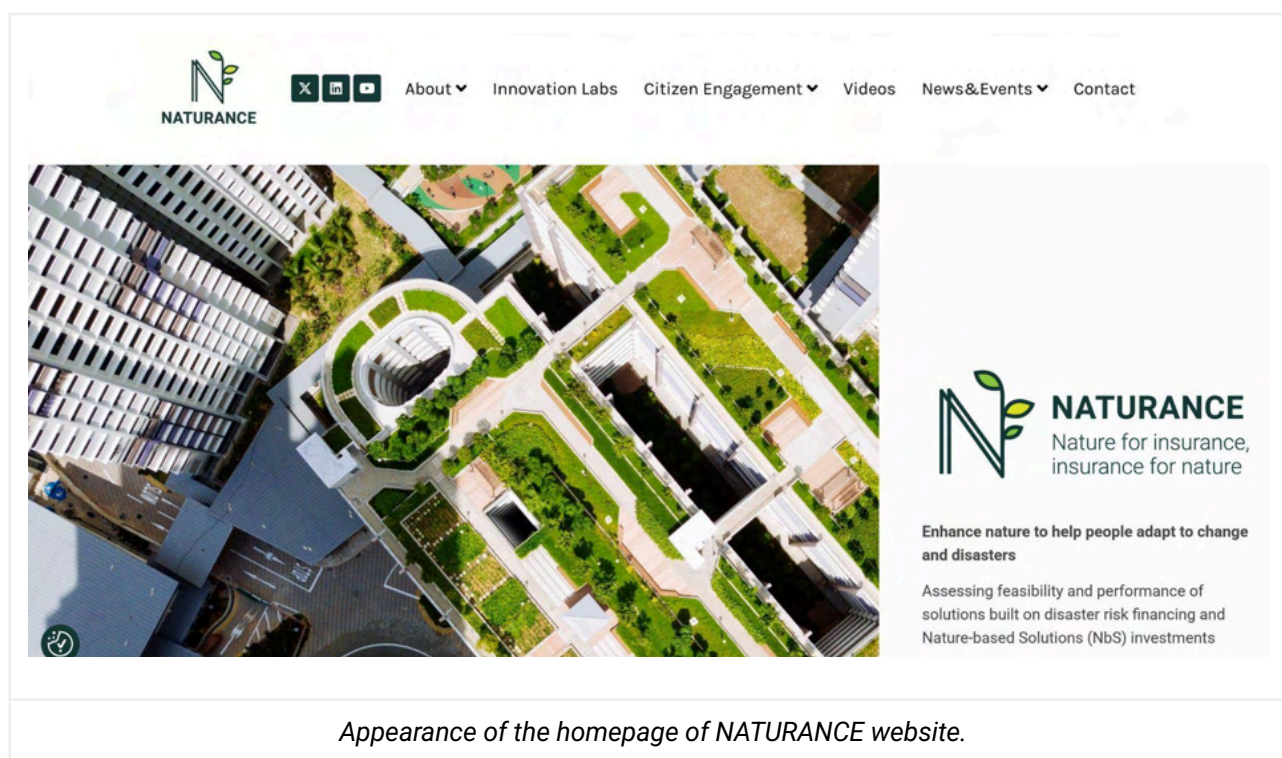


objectives, initiatives for education and capabilities enhancement, and improved coordination and cohesion across the networks. In a broader context, our method of cross-network collaboration builds on the “network-of-networks” (NoN) approach to science-policy interface. While widely seen as critically important for transformation and innovation there are only few empirical studies assessing how NoN help existing networks to act more effectively at the boundary of science and policy. NATURANCE will share learnings on the process of building NoN in order to help foster this type of engagement in other areas of societal importance including the just transition to a net zero economy. Throughout the project, we will continuously assess the societal impact of the joint activities and therefore collect an empirical base which will contribute to the NoN discourse.

4 Channels

4.1 Website

The website (www.naturanceproject.eu) serves as an informative platform with concise information about project activities, a repository of dissemination products, and a forum staging inspiring practice examples, interviews, users’ feedback and stories, technical briefs, interactive demos, and news. The website is a dynamic and constantly evolving environment as the project activities grow; it is optimised for search engines, ensuring that it is easily discoverable by interested parties.



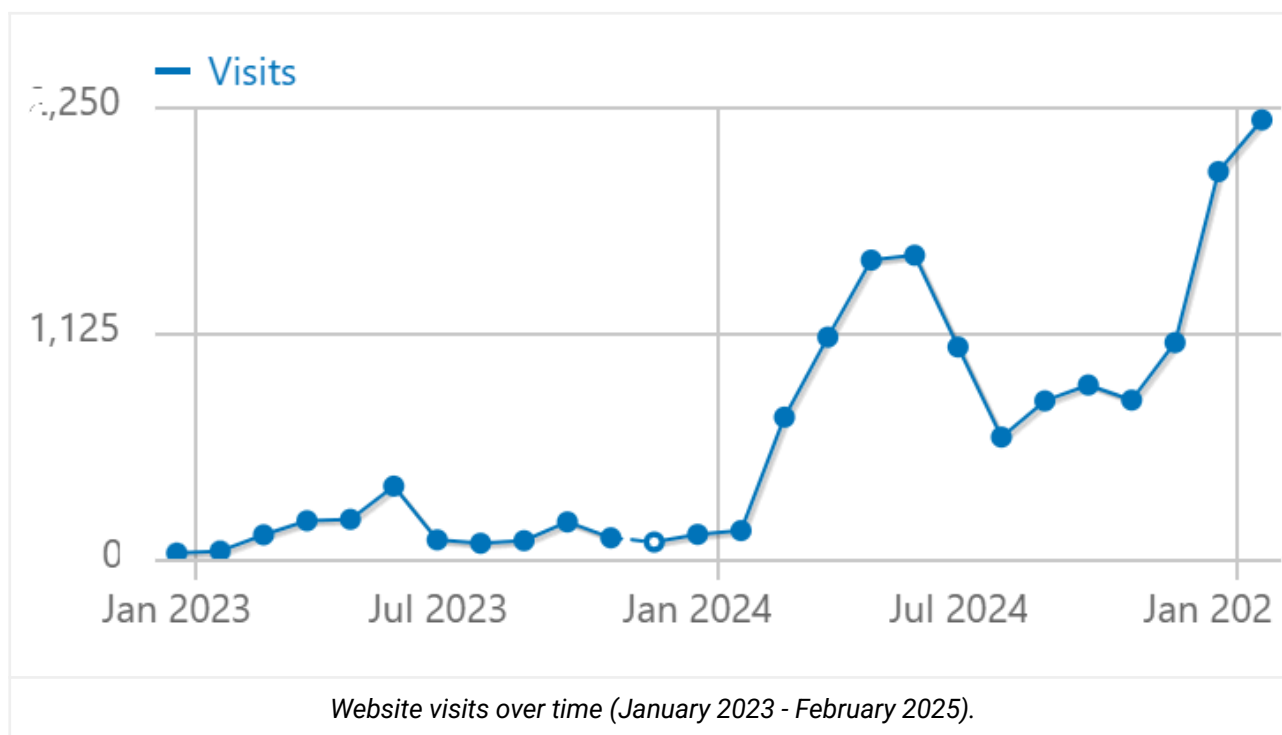
Appearance of the homepage of NATURANCE website.

The website has a visually appealing and user-friendly design, with a responsive layout that can adapt to different screen sizes. The development took place during M3 and is

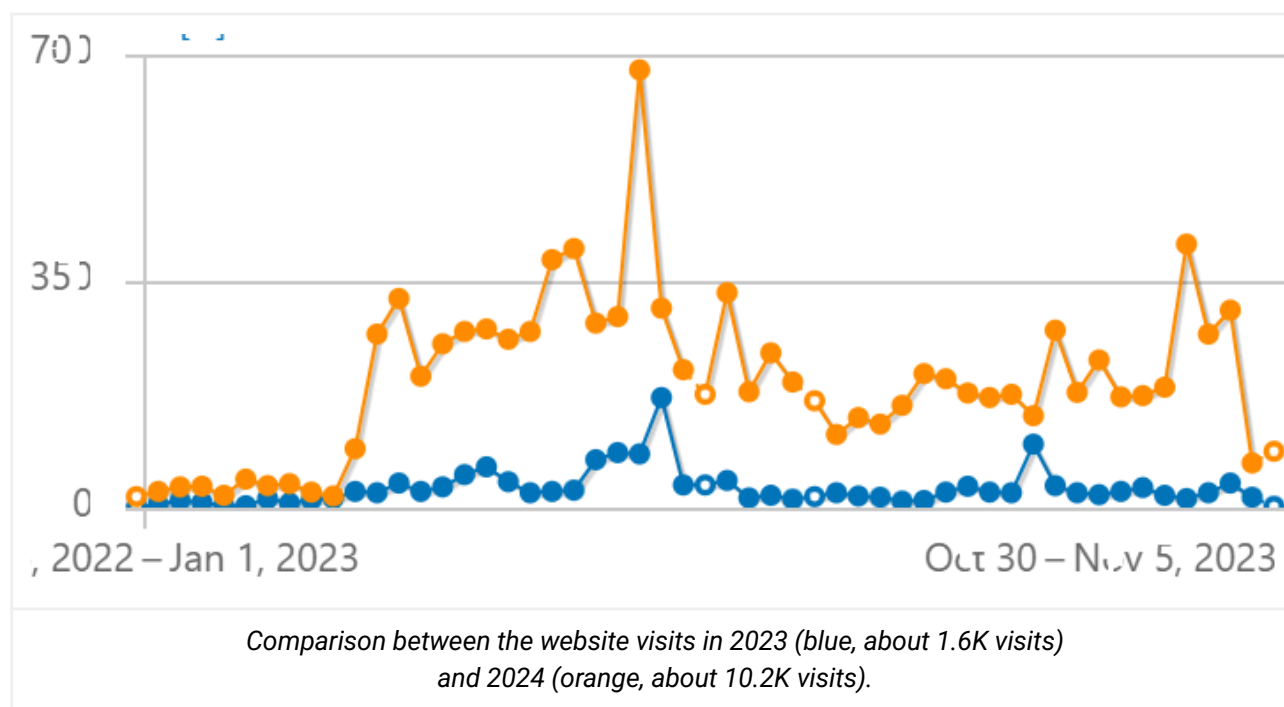


updated continuously. In its beta version, the website counted five pages, plus the homepage, but the number of pages doubled in the following months. As a consequence, since its launch, the website has received two major updates to better adapt to the growth of the project. The most recent took place in M27 and included the rearrangement of the structure according to two main target audiences which are practitioners and citizens. The development of new content reflected this philosophy: the Innovation Labs page and the citizen engagement sections are the most relevant changes introduced in 2024.

Metrics from January 2023 to February 2025 reveal that the websites had about 16K visits, with 33K pageviews and over 26K unique pageviews. The average engagement time is 2m and 45 seconds. Direct entry (58%) is the main channel from which people accessed the website, followed by search engines (23%) and other websites (11%). People who landed on the website from social networks, most of them coming from the LinkedIn platform, only count for 8% of the total. The poor contribution of social media is partially explained by the preference of people to visit the NATURANCE website on a desktop (82%) rather than a smartphone (18%).



The trend of visits reflects the timing of the main events and activities of the NATURANCE consortium: virtual and in-person festivals took place in June 2023, May 2024, and February 2025 whereas the first round of the project's citizen engagement initiative (Naturethon, see section 6) kept the views up from June to September 2024). The comparison between 2023 and 2024 visits illustrates the growth of the website that, in December 2024, reached the KPI set at the end of the project.

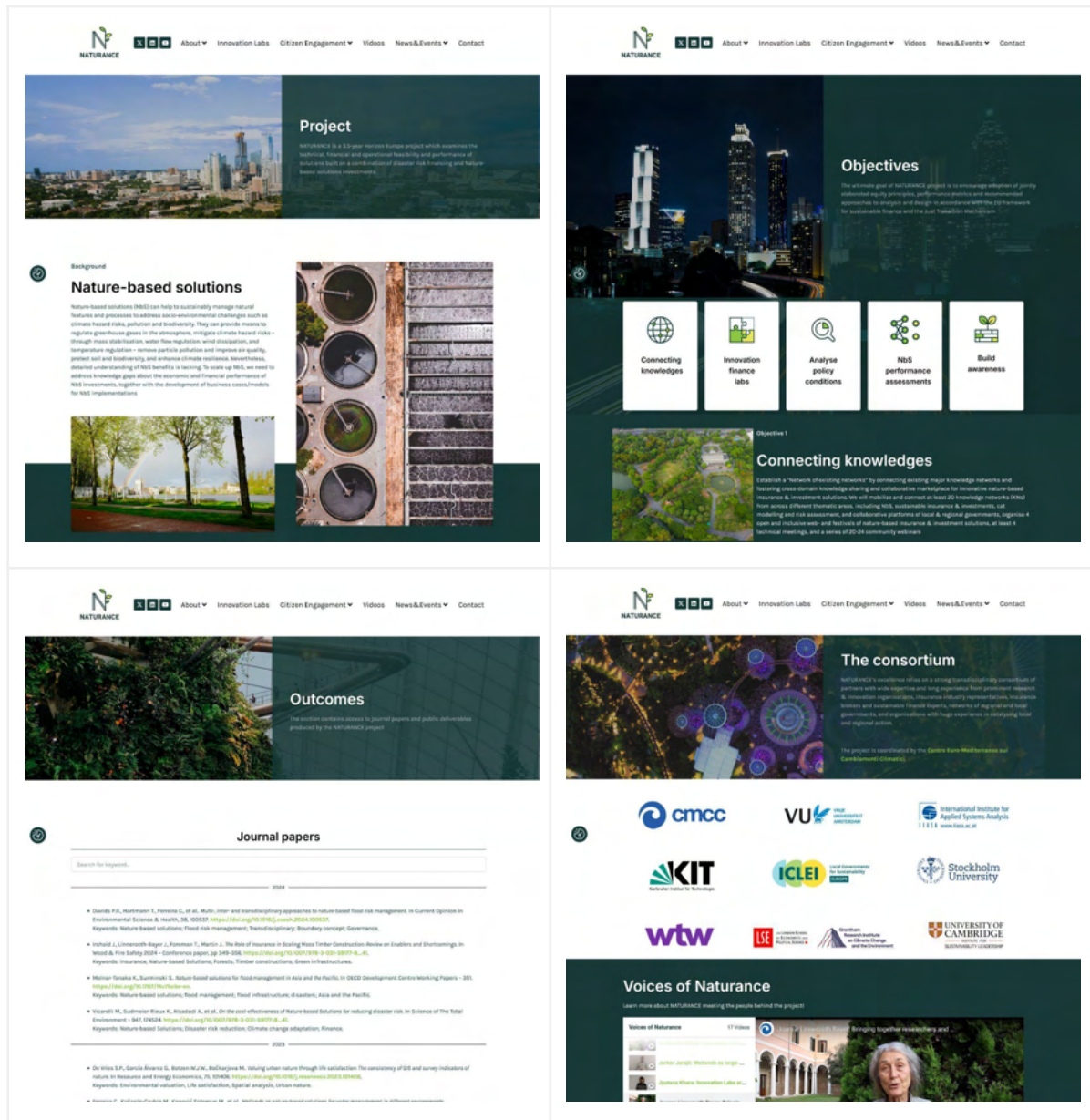


The most visited section of the website, second to the homepage (25% of the pageviews), is the event cluster (23%), towed by the items of the three main events. Naturethon cluster accounts for about 15% of the total of the visits.

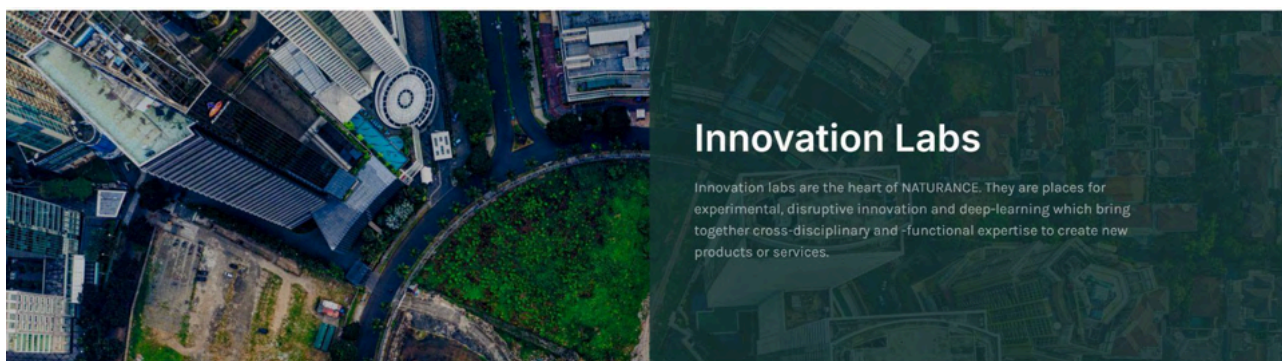
In terms of users by location, the website was visited from 145 distinct countries. Most of them belong to Europe (71%), followed by North America (14%), Asia (8%), Africa, South America (2% both) and Oceania (1%). Italy (22%) and the United States (13%) were the most represented countries, followed by the United Kingdom (8%), Germany (7%), and Austria (5%).

As of February 2025, the website includes these sections:

- **Homepage:** The homepage includes a brief introduction of the project and its objectives. The most recent news and events of the project are shown in the bottom part.
- **About:** The section includes four subpages; the first one (About) explains the structure of the project and the benefits of NbS; the second (Objectives) lists the project's main objectives; the third one (Outcomes) is a repository of project's deliverables and scientific papers; the forth subpage (Partners) describes the consortium composition. The page includes a series of 17 video interviews with the partners explaining their role in the project.



- **Innovation Labs:** the page collects the main outcomes of the Innovations Labs held in 2024. Illustrated videos and posters were produced, specifically, to best valorise the activities of each laboratory as part of the exploitation strategy.



Innovation Labs

Innovation labs are the heart of NATURANCE. They are places for experimental, disruptive innovation and deep-learning which bring together cross-disciplinary and -functional expertise to create new products or services.



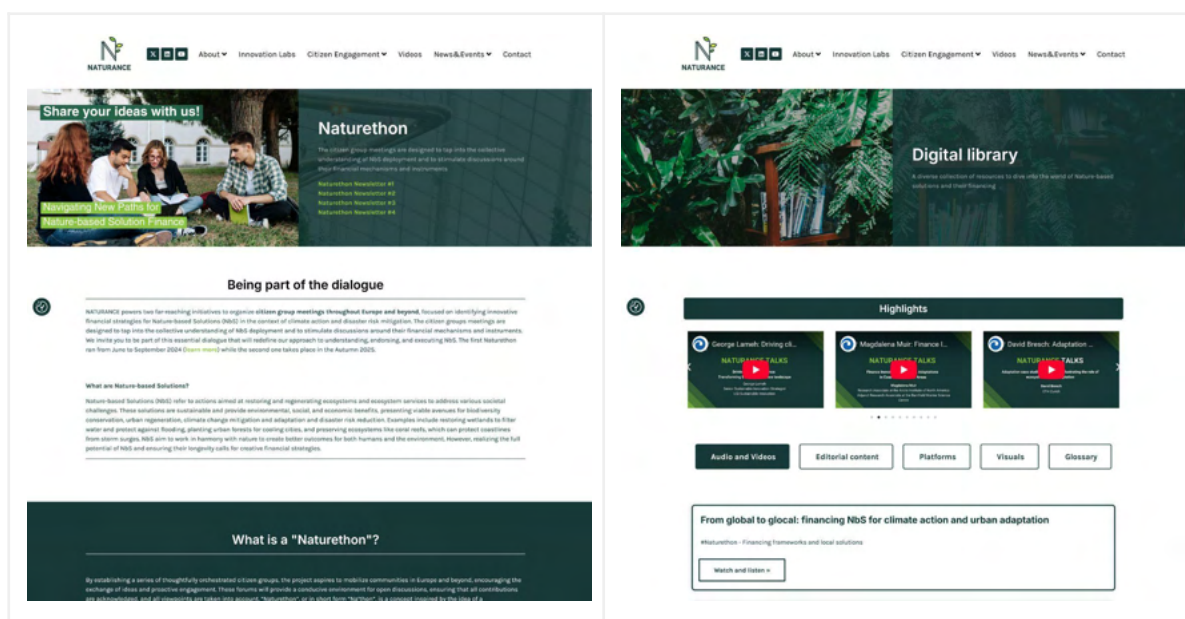
Methods to quantify flood risk reduction and co-benefits of NbS in the Netherlands

The devastating floods in Limburg (the Netherlands) Germany, and Belgium in July 2021 underscored the urgency of enhancing flood management strategies. This Innovation Lab is dedicated to collaboratively designing improved methods for assessing risk reduction and co-benefits of Nature-Based Solutions (NbS) in mitigating flood risks in the province of Limburg.

Researchers of the Vrije Universiteit Amsterdam engaged Knowledge Network (KN) representatives and relevant stakeholders, including Dutch insurers and local governments, to identify and enhance the

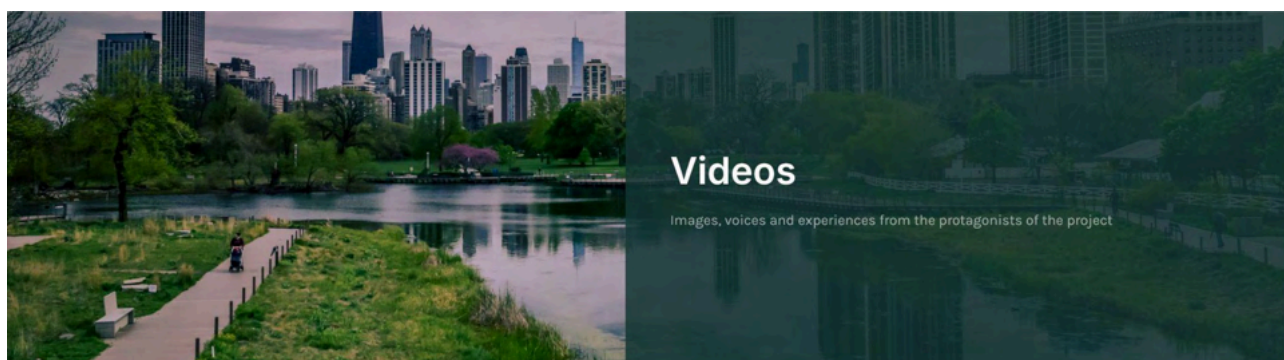


- Citizen Engagement:** This section includes two subpages. The first one (Naturethon) collects all the information to participate in the citizen group meetings promoted by the project as well as the updates on its progress; the second one ([Digital Library](#)) is an archive not limited to the contents produced by the consortium but it also includes several media, visuals, platforms, scientific publications considered relevant to engage citizens in NbS deployment.

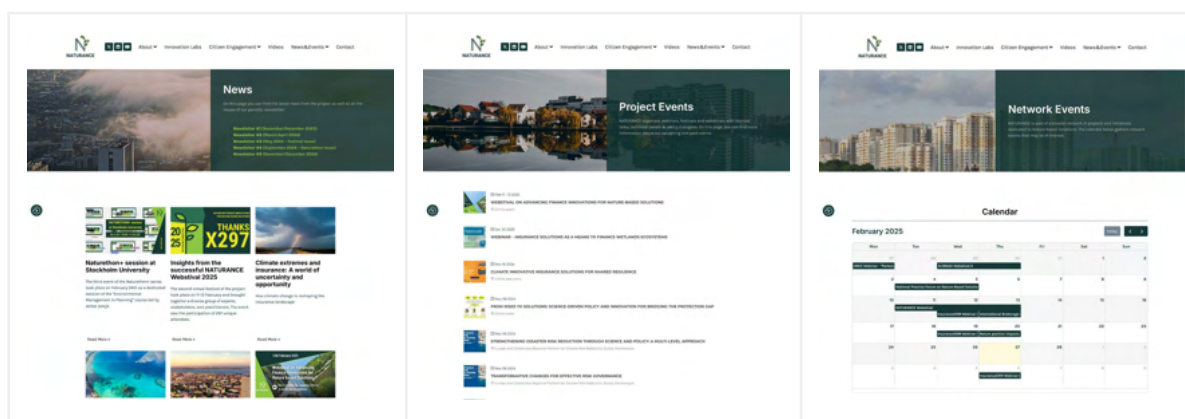




- **Videos:** The page collects most of the recordings of NATURANCE activities. Videos are arranged into the page according to their type: events, pre-recorded presentations, live webinars. As of the 28th of February, the page includes 45 videos.

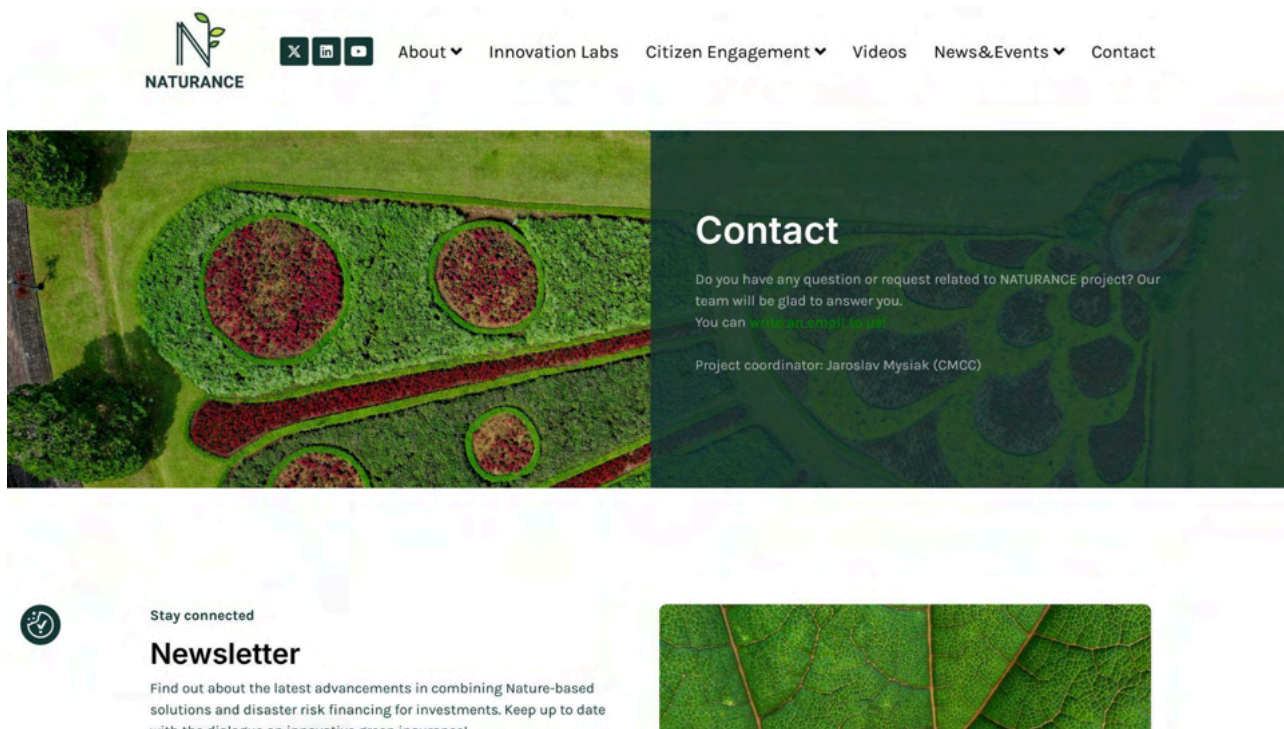


- **News&Events:** The section includes three subpages. The News section displays the latest news, paper briefings and other updates from the project. As of the 28th of February, the page includes 78 news articles. The most read news has been the paper briefing "[On the cost-effectiveness of Nature-based Solutions for reducing disaster risk](#)" (17/7/2024) with over 500 views. The section also includes the project's newsletters archive. The second section lists the initiatives organised by the NATURANCE consortium, while the third one is a network calendar that collects external but relevant events for the field of NbS.





- **Contact:** A page with contact information to reach out to the project's team for further information or queries. Additionally, the page includes the invitation to subscribe to the project' newsletter.



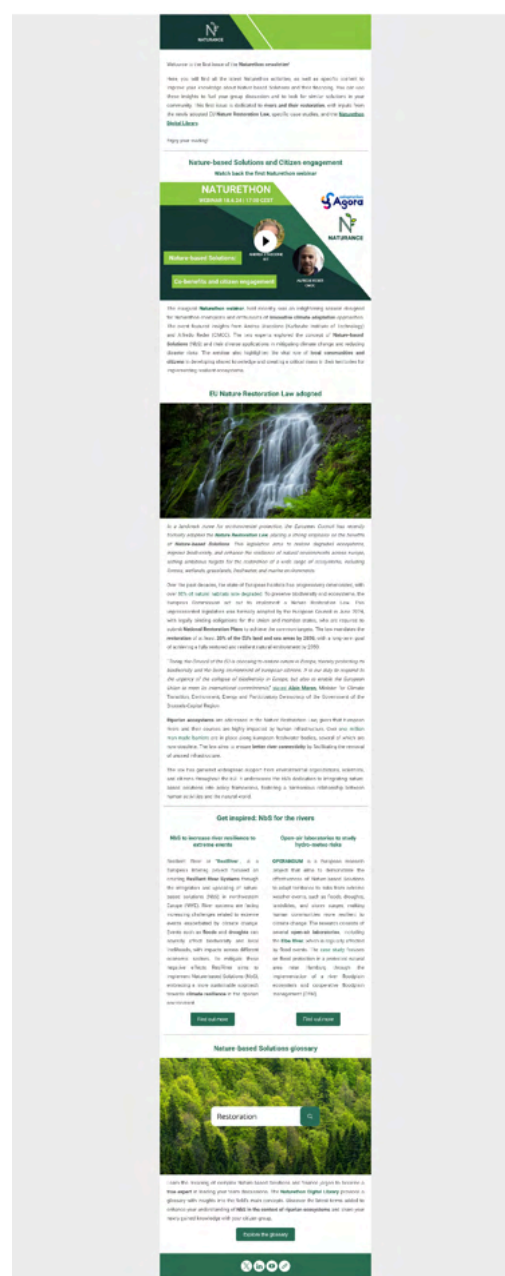
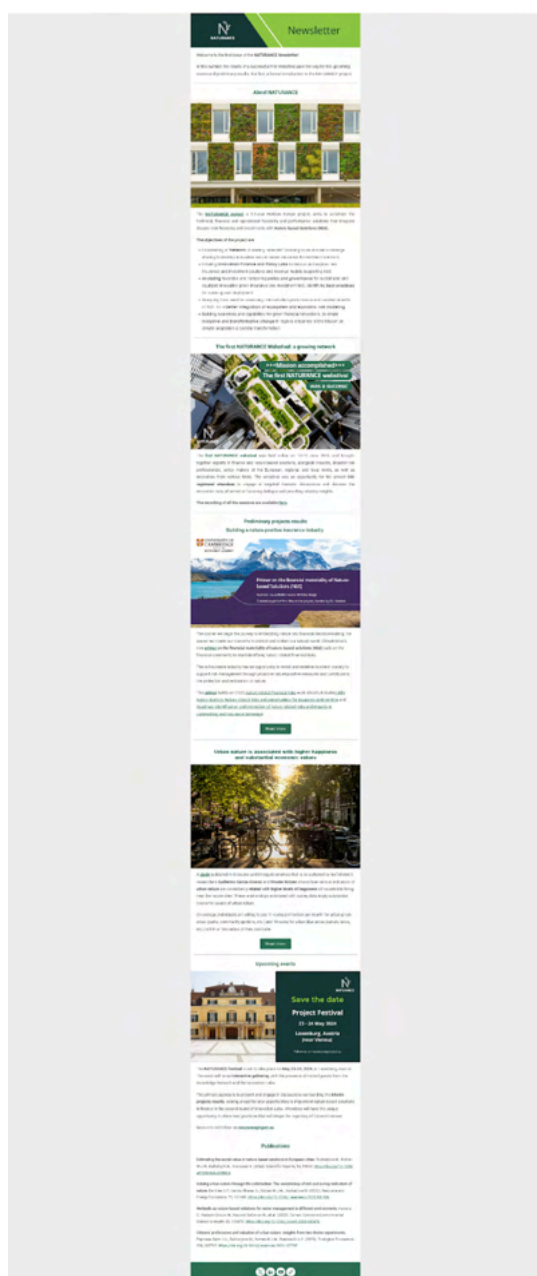
Finally, the footer, present on all pages of the website, contains official and formal information including the EU emblem, the acknowledgement of the funding programme with a disclaimer, the Privacy Policy, Legal Notice, and links to social media.

4.2 Newsletters

The newsletter aims to engage the community involved in nature-based investment and insurance solutions, promote the project's achievements, and foster a sense of belonging among subscribers. As of February 2025, the newsletter counted 401 subscribers. Nine newsletters have been issued so far to inform and report about NATURANCE's activities. Two yearly issues ([December 2023](#) and [December 2024](#)) summarized the most relevant news, events and goals of the project. A third issue was sent in [March 2024](#) to announce the first in-person project festival and lay the ground for the launch of the citizen engagement initiative (Naturethon). Two issues were published concurrently to special events: the first in-person festival ([May 2024](#)) and the conclusion of the first Naturethon round ([September 2024](#)). As a part of the engagement strategy, four dedicated issues were sent to the Naturethon participants in July ([first](#) and [second](#) issues) and September 2024 ([third](#) and [fourth](#) issues).



	Issues								
	#1	#2	#3	#NH1	#NH2	#NH3	#4	#NH4	#5
Recipients	201	222	230	16	17	22	356	357	382
Open Rate	61%	58%	56%	56%	65%	46%	61%	44%	50%



The two kinds of newsletters produced by the WP5: the project's newsletter (left) and the Naturethron newsletter (right).



4.3 Social media

Social media are valuable channels to reach a wider community, raise awareness and increase project visibility, broadening the target audiences and making scientific outcomes accessible to the general public in clear language. The choice of social media channels must be mindful of the growing number of platforms and their evolution, to correctly position the project.

Each platform caters to specific audiences with suitable tones and formats. To harness their potential, their use should be differentiated based on the communication topics and objectives. In 2022, NATURANCE partners identified three relevant social media channels (X/Twitter, YouTube, and LinkedIn) and created dedicated accounts to reach a wider audience and increase project awareness. The project accounts have been used regularly to post updates, news, and content to engage and inform followers according to an editorial calendar based on the website publications.

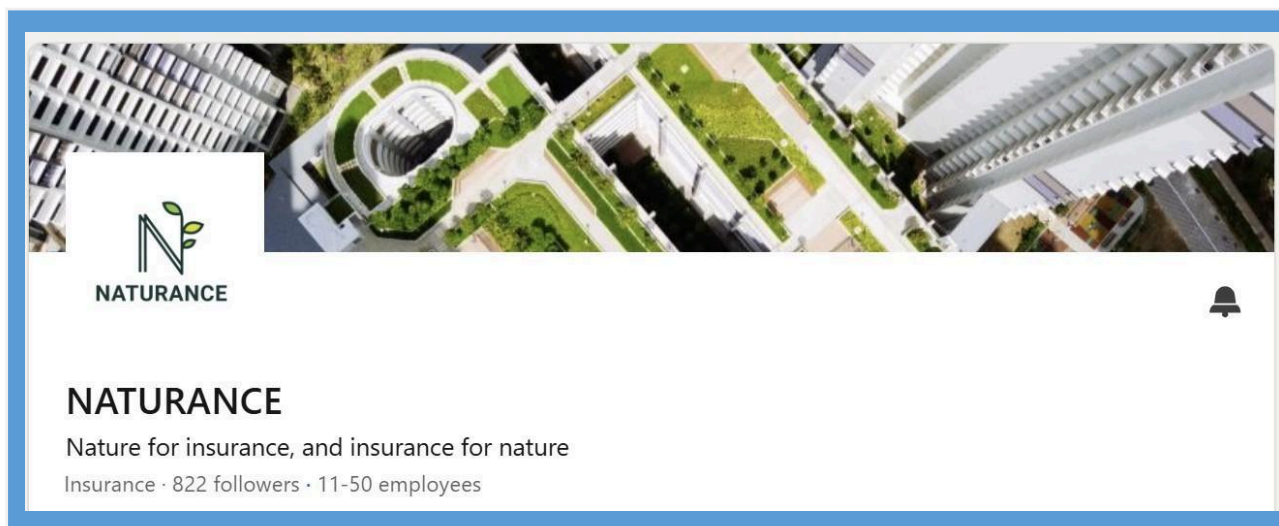
However, the equity and reputation of the X/Twitter platform have utterly collapsed over the past two years following the new owner's vision. There have also been reports suggesting that Elon Musk, the owner of X/Twitter, might consider pulling it completely from Europe because of EU regulation. Moreover, from February 2023, X/Twitter stopped providing free access to its Application Programming Interfaces, making most of the metrics of regular accounts unreachable. For these reasons, the consortium decided to no longer post on the platform as of 1 January 2025.

Alternative platforms have been gaining in popularity, but have not seen the majority of the research, scientific, and climate community shift yet. Among the most popular alternatives to X/Twitter, both Bluesky and Threads seem interesting. In particular, Bluesky is growing fast, mainly due to the migrations of dissatisfied users from other platforms. However, its networking and recommendation tools remain rudimentary, which could make it harder for professional communities like NATURANCE to access and engage. Moreover, Bluesky still has somewhat more limited features but this may change as the platform evolves.

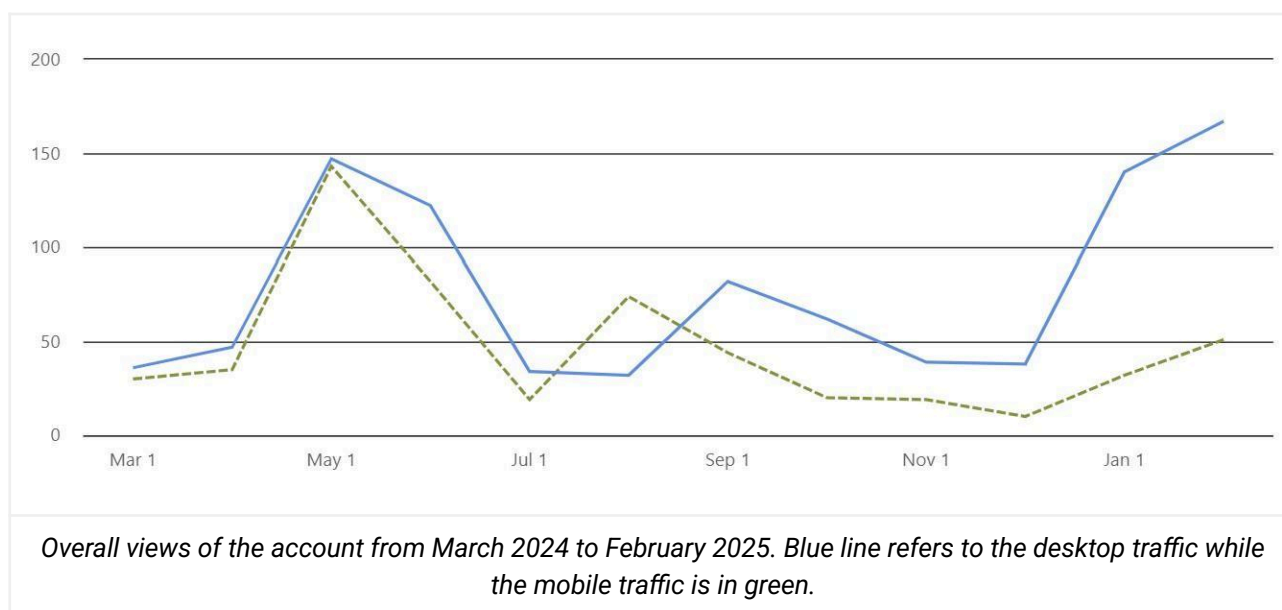
As Bluesky is still new, and there is very little experience and feedback, we believe it is premature to launch a NATURANCE account. We have seen how Mastodon peaked and then crashed, there is no saying what could come of Bluesky. Furthermore, it's difficult to base any sort of measurable KPI on this social network, and therefore for the project, and/or implement an effective strategy that would justify NATURANCE's presence and use of resources.

4.3.1 LinkedIn

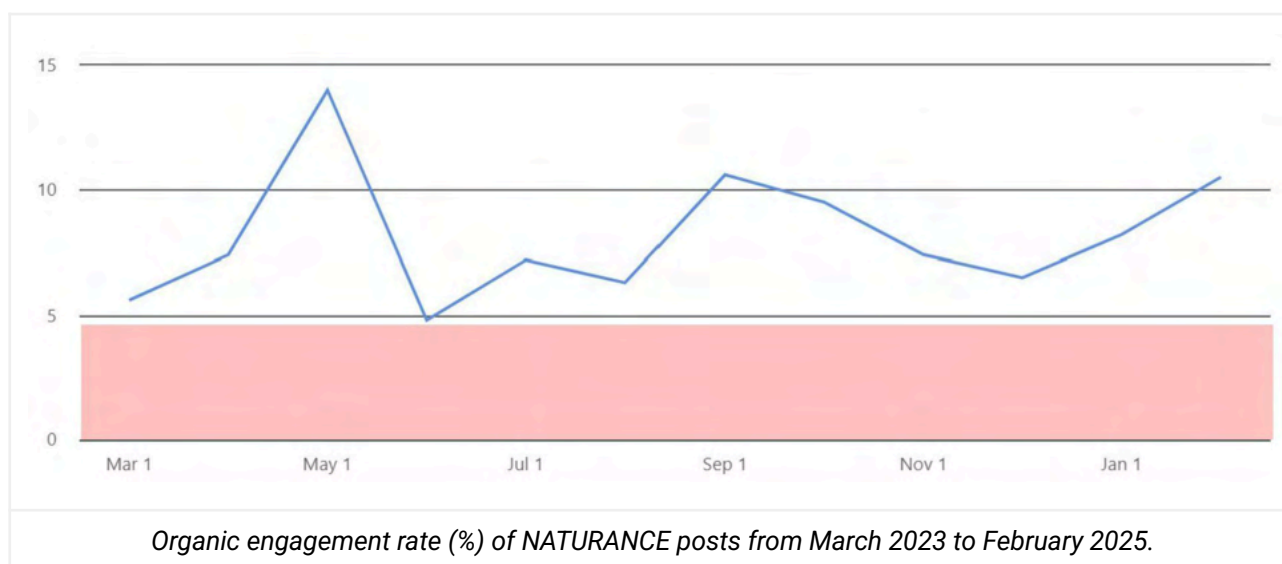
The [@naturance-project](#) account was launched in March 2023 to be the flagship social network of the project. LinkedIn is used primarily for professional relations. The NATURANCE public page aims to engage external audiences, give more visibility to the project, and broaden its network and reach, showcasing the project's outputs.



From March 2024 to February 2025 the LinkedIn account gained 522 new followers reaching 815 in total. 188 posts were published that reached over 1.5K views and about 700 unique visitors. Desktop traffic (900+ views) almost doubles the mobile usage (500+ views). Most of the people joined it in conjunction with the project's main events and the first Naturethon round. NATURANCE followers mainly belong to Research (15%), Business Development (10%), and Education (8%) sectors.

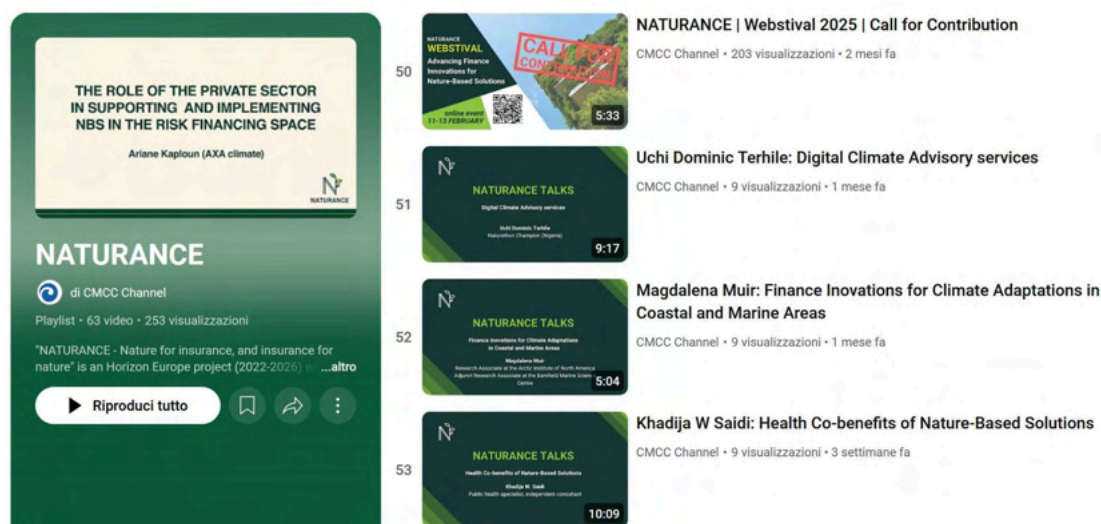


The overall engagement rate of the posts published on the NATURANCE account regularly surpassed the [worldwide platform average](#) of 4.8%.



4.3.2 YouTube

A [YouTube playlist](#) was created on the CMCC channel to upload the recordings of project's events and other valuable video content. The choice of creating a project playlist, rather than a project channel, was made to leverage the traffic from the consolidated partner channel. As of the 28th of February, the NATURANCE playlist has 63 videos and 2.9K views. Besides [the call for content tutorial](#) for the second webstival (over 200 views), the most watched video is the recording of the webinar "[Nature-based Solutions: co-benefits and citizen engagement](#)" with over 150 views. More details are available in [section 5.7](#).

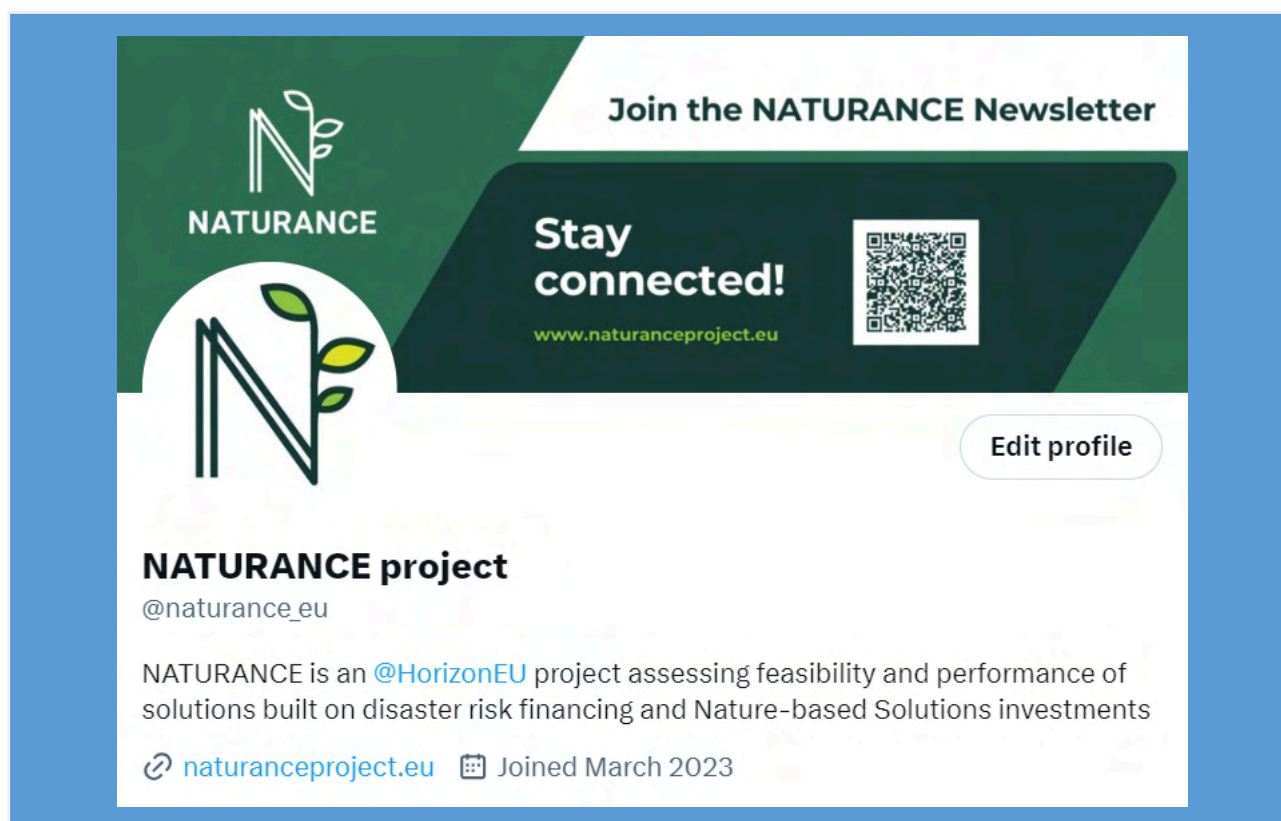


4.3.3 X/Twitter

The [@naturance_eu](#) account was launched in March 2023 but is no longer updated since January 2025. As of December 2024, it counted 258 followers and 142 tweets. X,



commonly referred to by its former name Twitter, can be used for fast-paced communication, ensuring posts are timely and relevant, and for engaging directly with the audience. The target audiences reached through X/Twitter included: NbS stakeholders, finance and investment consultants, the scientific community, public and private organisations, the media, and the general public. A link to the X/Twitter account is included on the project website homepage. The project X/Twitter posts made use of specific hashtags such as #nurance, #nurancefestival, #nbs, #naturebasedsolution, #disasteriskreduction.



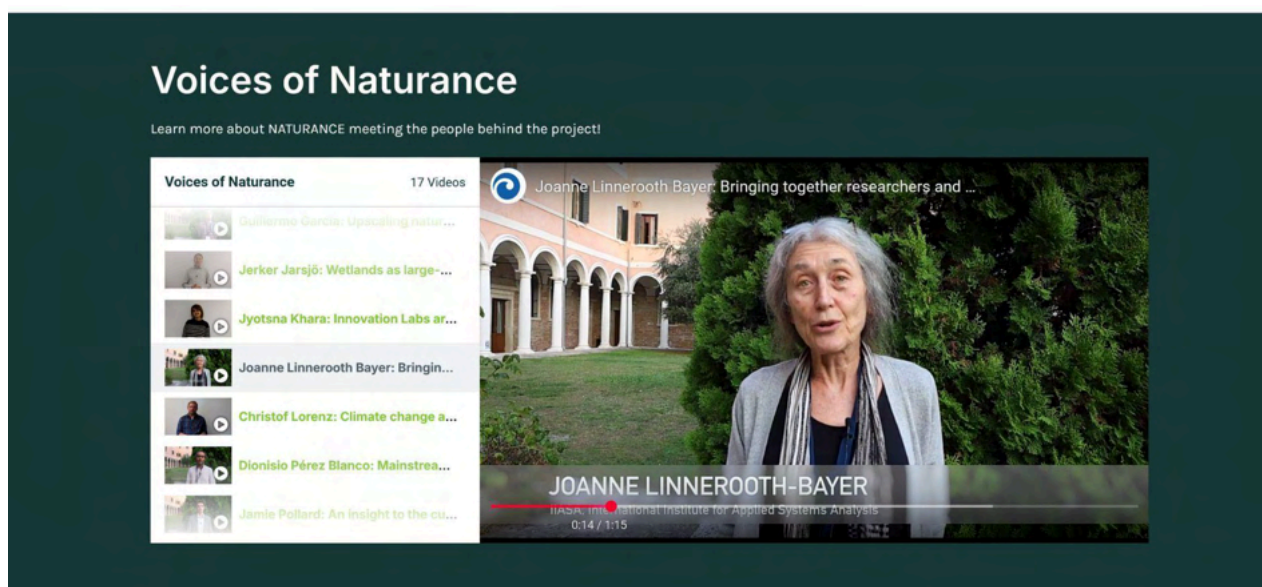
5 Videos and podcasts

Videos can engage large audiences, inform, and educate on project objectives and results. Messages conveyed through videos are more engaging and lead to a higher retention rate. Moreover, videos can explain the project's progress in a simple and appealing language, featuring researchers and the project's voices. Different video formats are used to target different audiences through different channels or to tackle different topics related to the project. All the videos are available both on the website and the [YouTube playlist](#).



5.1 Video interviews

Video interviews with experts in Nature-based Solutions have been recorded during the project's kick-off meeting and general assemblies. The series, named “Voices of NATURANCE”, highlights past and ongoing research and innovation conducted and proposed by the knowledge networks and the NATURANCE consortium, supporting partners to stimulate common understanding and mutual learning. The series includes short videos (~2 minutes long) with a common layout, developed in appropriate format and length to be shared monthly on social media. The interviewees are members of the NATURANCE consortium, as well as external experts. These videos are dedicated to the general public, media and stakeholders and are available on the [Partners](#) section of the website. As of February 2025, the series “Voices of NATURANCE” includes 17 episodes which cumulatively reached over 800 views. Additionally, five video interviews were taken during the first project festival. These videos have cumulatively reached about 200 views and are available on the [Videos](#) section of the website.



5.2 Innovation Lab videos

Three Innovation Lab videos (~4 minutes) were developed as part of the exploitation strategy to be shown during the first project festival. These videos sum up the work carried out by the first three NATURANCE Innovation Labs (WP2), describing the context, issues, selected NbS, activities, and methods. The videos alternate interviews of each Innovation Lab leader with video-scribing sections. The NATURANCE Innovation Labs are built around a set of thematic business case assessments, bringing together cross-disciplinary and functional expertise to create new products or services. The format gives participants the freedom to challenge dominant or business-as-usual approaches, and to innovate new pathways for societal transformation. These videos have cumulatively reached over 100 views and are available on the [Innovation Labs](#) section of the website.



5.3 Talks

NATURANCE Talks (~10 minutes) were recorded to support the promotion of the 2024 festival and the 2025 webstival. As of February 2025, the NATURANCE playlist hosts 13 recorded speeches which have cumulatively reached over 600 views and are available on the [Videos](#) section of the website.

Title	Event	Speaker
Adaptation case studies worldwide - Illustrating the role of ecosystem-based adaptation	2024 Festival	David Bresch (ETH Zürich)
Robust modelling and economics of natural flood management to support green finance	2024 Festival	Barry Hankin (JBA Consulting)
Reducing risks at the core to address the insurance protection gap in Europe	2024 Festival	Marie Scholer (EIOPA)
Project origination for NbS: The Nature For Catchments Launchramp	2024 Festival	Amanda Radstake and Juraj Jurík (GIB Foundation)
EU Policy context for NBS Investment	2024 Festival	Fleur van Ooststroom-Brummel (European Commission)
Innovation at the Biodiversity Science-Policy interface: Eklipse	2024 Festival	Marie Vandewalle (UFZ)
On the cost-effectiveness of Nature-based Solutions for reducing disaster risk	2024 Festival	Marta Vicarelli (UMass Amherst)
Digital Climate Advisory Services	2025 Webstival	Terhile Dominic Uchi (2024 Naturethon Champion)
Finance Innovations for Climate Adaptations in Coastal and Marine Areas	2025 Webstival	Magdalena Muir (Arctic Institute of North America)
Health Co-benefits of Nature-based Solutions	2025 Webstival	Khadija Saidi (Independent Health consultant)
Nature-based Education for endangered species conservation	2025 Webstival	Li Zeng (Dawn of Future)
Driving climate resilience, transforming Europe's insurance landscape	2025 Webstival	George Lameh (LGI Sustainable Innovation)
Financing Nature-based Solutions	2025 Webstival	Tasmim Anwar (Ramboll)

5.4 Podcasts

In 2024, Laura Pirazán Palomar (ICLEI Europe) participated as a speaker in the second episode of the [podcast series “Insuring tomorrow’s world”](#) of the SOTERIA project, giving insight from NATURANCE experience. Additionally, the consortium is about to record its own series. These 5-10 minute episodes will be held in a conversational style to introduce listeners to project topics and encourage them to dive deeper into the many resources



created by NATURANCE. So far, the WP5 pinpointed 7 key topics: transformative adaptation and nature-based solutions; Europe's insurance protection gap; benefits and co-benefits of nature-based solutions; where to invest in nature; equity implications of investing in nature; the cost-effectiveness of nature-based solutions; nature-based solutions for flood management; engaging citizens in nature-based solutions. All the episodes will be released by 2025.

6 Events

The NATURANCE consortium organises events in different formats, both online and in-person, in collaboration with and adding value to existing initiatives.

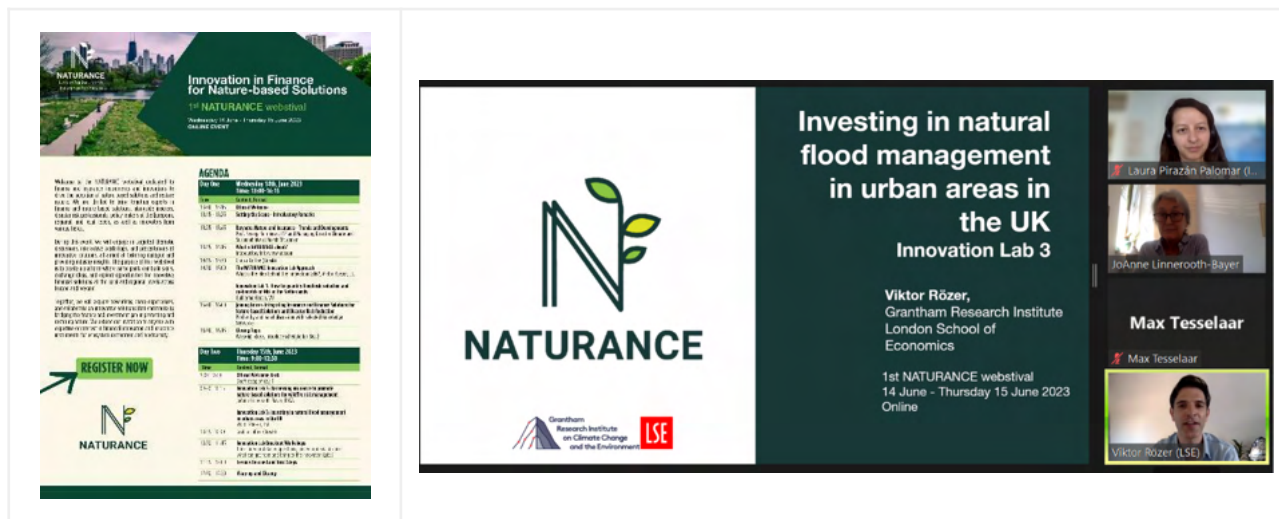
6.1 Festivals and webstivals

On-site festivals and virtual festivals (webstivals) dedicated to nature-based investment and insurance solutions aim to showcase and promote innovative solutions that address environmental and societal challenges. These events provide a platform for networking, learning, and exchanging knowledge among stakeholders, including researchers, practitioners, policymakers, and businesses. The events are structured around different themes and topics related to nature-based solutions and include various formats, such as expert talks, workshops, interactive sessions, and virtual exhibitions. The goals are to foster collaboration, inspire new ideas and partnerships, and raise awareness about the potential of nature-based solutions for creating sustainable and resilient societies.

Festivals and webstivals bring together knowledge networks and key organisations from the NbS, DRR and insurance financing arenas. Depending on the virtual or onsite setting, opportunities are explored to organise the events back-to-back policy and industry gatherings and meetings. Depending on the framing and opportunities to inform policymakers as well as target audiences, the fest- or webstivals include different, where possible, interactive formats such as high-level science-policy sessions, inspirational keynotes, technical debates, on the ground experiences for (successful) NbS and NBIS application and insights where and how NbS impact positively on citizens' lives. These activities include two webstivals and likewise in-person festivals.

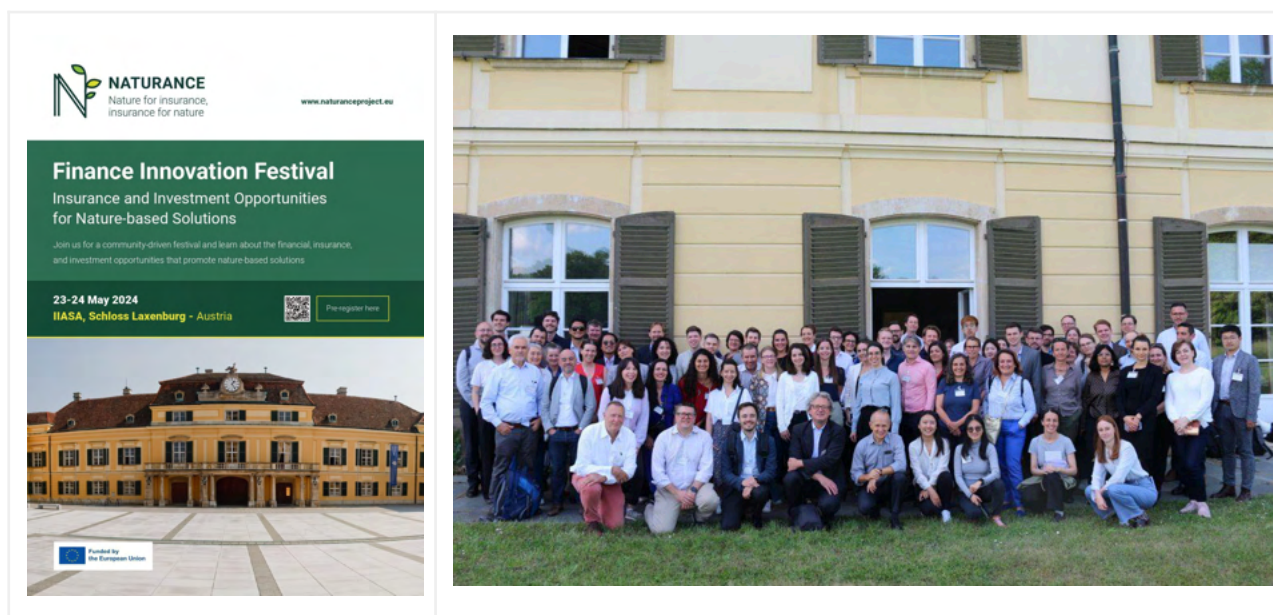
6.1.1 Webstival 2023

The first NATURANCE webstival, entitled "Innovation in Finance for Nature-based Solutions" was held online on the 14th and the 15th of June 2023 and counted for ~500 registered participants and 208 unique users. The [Deliverable D1.1](#) reports the outcomes in detail. The event was coordinated by ICLEI Europe, CMCC and project partners and promoted through websites and newsletters of the consortium partners as well as the channels of knowledge networks (Climate-ADAPT, MIP4Adapt, Nature Network, Oppla, PEDRR). A collection of the webstival contents, including a digital agenda and video recordings is available on the NATURANCE website (section [Videos](#) and the [event item](#)).



6.1.2 Festival 2024

The first NATURANCE festival, entitled “Finance Innovation Festival - Insurance and Investment Opportunities for Nature-based Solutions” took place on 23rd and 24th of May 2024 in Laxenburg, Austria, near Vienna, organized by IIASA in collaboration with CMCC and ICLEI Europe. 126 people attended the event, 89 in person and 37 via streaming. The [Deliverable D1.2](#) reports the outcomes in detail. The festival was supported by tailored campaigns of promotion on social networks and by the development of dedicated outreach products (e.g. booklet, video presentations, visuals). Additionally, the consortium launched a call for content to shape an inspiring experience for all participants. Blogs and pre-recorded presentations were uploaded on the NATURANCE website and shared on social media to promote the event. Moreover, the festival was promoted through websites and newsletters of the consortium partners as well as the channels of knowledge networks (Climate-ADAPT, MIP4Adapt, Nature Network, Oppla, PEDRR). The recordings of the sessions as well as a collection of the contents, including booklet, digital agenda, pictures, and video recordings are available on the NATURANCE website (section [Videos](#) and the [event item](#)).



6.1.3 Webstival 2025

The second NATURANCE webstival, entitled “Advancing Finance Innovations for Nature-based Solutions” was held online on the 11th and the 13th of February 2025 and counted about 600 registered participants and 297 unique users. The event was coordinated by ICLEI Europe, CMCC and project partners. The Deliverable D1.3 will report the outcomes in detail. The webstival was supported by tailored campaigns of promotion on social networks and by the development of dedicated outreach products (e.g. booklet, video presentations, visuals). Additionally, the consortium launched a call for content to shape an inspiring experience for all participants. Blogs and pre-recorded presentations were uploaded on the NATURANCE website and shared on social media to promote the event. Moreover, the webstival was promoted through websites and newsletters of the consortium partners as well as the channels of knowledge networks (Climate-ADAPT, MIP4Adapt, Nature Network, Oppla, PEDRR). The recordings of the sessions as well as a collection of the contents, including booklet, digital agenda, pictures, and video recordings are available on the NATURANCE website (section [Videos](#) and the [event page](#)).



6.2 Webinars

The consortium organised and co-organised a series of webinars and lunch-break seminars showcasing the solutions and real-world experience from across the Knowledge Networks. Additionally, 7 keynote speeches and inspirational talks organised during the project's general assemblies were recorded and uploaded on the YouTube playlist to be shared on social media.

#	Date	Title	(Co-) Organiser	Attendees
1	30/3/23	A New Global Biodiversity Framework for Disaster and Climate Resilience	PEDRR	2.226
2	04/5/23	Principles, Challenges, Opportunities and Lessons in Integrated Water Resource Assessment and Modelling	FEEM	~30
3	21/9/23	The role of the private sector in supporting and implementing NbS in the risk financing space	PIISA	24
4	21/9/23	Nature and insurance recent trends and developments	-	24
5	22/9/23	On assessing co-benefits of Nature-based Solutions	-	19
6	22/9/23	Insurability changing climate	-	19
7	22/9/23	Financing strategies and business models for urban NbS	-	19
8	6/12/23	IIASA Voices – Nature-based Solution	IIASA	137
9	13/12/23	Nature-based solutions for climate change mitigation and adaptation	Instituto Politécnico	~30



			de Coimbra, SU	
10	29/4/24	Challenges, barriers, and opportunities to reduce insurance protection gap and accelerate adaptation and resilience building	PIISA	104
11	30/4/24	Actuarial risk modelling – state-of-the-art & innovation potential	PIISA	64
12	16/5/24	Gross ecosystem product assessment in the Apennines of Emilia-Romagna (private event)	ARCADIA	62
13	29/5/24	Nature-based Solutions for integrated wildfire risk management	Firelogue, CTFC	48
14	18/6/24	Nature-based Solutions: co-benefits and citizen engagement	Adaptation AGORA	105
15	11/7/24	Nature and insurance: what is their relation and how can we harness its potential?	PIISA	66
16	17/9/24	From global to glocal: financing NbS for climate action and urban adaptation	Invest4Nature	82
17	8/10/24	Climate change and weather extremes in the Alps	-	23
18	8/10/24	Forest and Climate Extremes	-	23
19	14/10/24	Advances in Systematic Loss Collection and EEA indicator on losses from weather- and climate-related extremes	CMCC, EEA, MYRIAD-EU, ETC-CA	~200
20	23/10/24	Online Training Course on Nature-based Infrastructure – Session 5: Financing Analysis and Financing Solutions for NBI	IISD, WTW	136
21	6/11/24	Nature-Based Insurance Solutions, Engaging Private Finance for Ecosystem Restoration	EFDRR	n.a. (pre-recorded)
22	6/11/24	Transformative Changes for Effective Risk Governance	EFDRR	67
23	6/11/24	Strengthening Disaster Risk Reduction through Science and Policy: A Multi-Level Approach	EFDRR	n.a.
24	8/11/24	From Risks to Solutions: Science-Driven Policy and Innovation for Bridging the Protection Gap	SOTERIA, PIISA	25
25	11/12/24	UNDRR World Tsunami Awareness Day with Early Warning for All initiative	E-STAG, UNDRR	~20
26	30/1/25	Insurance solutions as a means to finance wetlands ecosystems	Wetlands International	64
27	5/3/25	UMass Sustainable Solutions Lectures #1	UMass	~70
28	6/3/25	UMass Sustainable Solutions Lectures #2	UMass	~100
29	26/3/25	Harnessing BNG to amplify urban flood risk management	IES, EPIC, FWR	~150



Two additional episodes of the series “UMass Sustainable Solutions Lectures” are already planned on 9/4/2025 (speaker: Timon McPhearson, professor of urban ecology and director of the Urban Systems Lab at the New School) and 12/5/2025 (speaker: Daniela Rizzi, senior expert for nature-based solutions, green infrastructure and biodiversity at ICLEI Europe).

6.3 Technical expert workshops

The participation in the technical expert workshops is limited to specialists and focused on key policy, governance, evidence, and methods topics of relevance. These workshops bring together stakeholders, experts, and practitioners to share knowledge and best practices on the planning, design, implementation, and evaluation of investment & insurance instruments for nature-based solutions. The workshops provide an opportunity to exchange experiences and innovative ideas on the use of nature-based insurance solutions to address various environmental and societal challenges, such as climate change risks and urbanisation. The main goals are to promote the development and implementation of nature-based solutions, enhance the capacity and expertise of stakeholders, and foster collaboration among different sectors and actors involved in nature-based investment solutions.

Technical workshops also aim to support the development of policies and strategies that promote the use of nature-based solutions as a cost-effective and sustainable alternative to conventional approaches. Three technical workshops have been held since the first reporting of activities. These are presented below in chronological order.

6.3.1 Can insurance support NbS for wildfire risk management?

This first technical workshop focused on exploring how EU and national insurance regulations can facilitate the adoption of NbS for wildfire risk, aiming to produce an expert endorsed commentary piece. This discussion marked an important step in integrating nature-based solutions into the insurance sector, paving the way for future regulatory adaptations that align risk financing with climate resilience and disaster prevention strategies. More information is available in Deliverable [D1.2 “Reports on Network Activities incl. Impact & Policy Messages - II”](#).

6.3.2 Roundtable on parametric insurance for ecosystems and associated livelihoods

The round table discussion centred on the topic of parametric insurance for ecosystems and associated livelihoods. This session aimed to take stock of existing parametric programmes and those under conceptual development. It provided an opportunity for experts to engage in meaningful dialogue, exchange knowledge, and explore collaborative pathways for advancing parametric insurance solutions for ecosystem protection. More information is available in Deliverable [D1.2 “Reports on Network Activities incl. Impact & Policy Messages - II”](#).



6.3.3 Regional Dialogue on Nature-Based Insurance Solutions

The third technical workshop took place in Munich, Germany, on October 7, 2024. This workshop was designed to strengthen collaboration between stakeholders working on nature-based insurance solutions (NBIS). This workshop marked another significant step in advancing the dialogue on NbS within the insurance and investment sectors, fostering collaboration between KNs and strengthening the foundation for future actions in the NATURANCE project. More information is available in the Deliverable [D1.3 - “Reports on Network Activities incl. Impact & Policy Messages - III”](#).

6.3.4 Other workshops

The consortium organised two additional workshops focused on the development of new innovation labs:

- On July 9, 2024, a 4 hours workshop titled “Parametric Insurance Solutions to Close the Protection Gap” was conducted in collaboration with CLIMAXPO and ASPECT projects in Venice (Italy). The workshop aimed to explore the role of parametric insurance in addressing climate-related financial risks, with a focus on recent developments, new climate knowledge products, and opportunities for collaboration. There were 8 participants.
- On September 24, 2024, a 4 hours workshop titled “Insurance in the context of NbS” was held in Brussels. The event took place during the NetworkNature Task Force Clustering Event that lasted for an entire day. There were 9 participants for the workshop.

Additionally, the consortium partners participated, as speaker or keynote, in several other workshops:

- The Bank of Italy conducted a workshop in Venice (Italy) on the 28th October 2022 titled “Gli effetti dei cambiamenti climatici in Italia: strategie di adattamento e ruolo delle imprese assicurative”. The keynote speaker was Jaroslav Mysiak. Total number of attendees was 40.
- The KN Dutch Association for Insurers conducted a workshop on the 14th November 2022 in Delft (Netherlands) titled “Insuring the Dutch Delta: Climate Adaptation, Insurance and the Future of Risk Sharing in the Netherlands”. The keynote speaker was W. Botzen. Total number of attendees was 70.
- The Partnership for Environment and Disaster Risk Reduction (PEDRR) conducted a workshop on the 13th September 2023 in Bonn (Germany) titled “5th PEDRR Network Science-Policy Workshop”. The keynote speaker was Jaroslav Mysiak. Total number of attendees was 50.
- The OECD/EURADA conducted a workshop/held a winter school on the 16th January 2024 in Utrecht (Netherlands) titled “Winter School for Regional Development Agencies”. The keynote speaker was Wouter Botzen.



- On 18 November, 2024, Jerker Jarsjö (SU) gave a presentation during the workshop "How can flood protection be combined with measures for good water status?" arranged by the County of Västmanland (Sweden). Total number of attendees was 35.
- On December 5, 2024 Corinne Martin (CISL) participated in a workshop on water-related risks to financial systems in Paris. Total number of attendees was 30, including central banks, water experts, economists, and commercial financial institutions.

6.4 Contributions to major conferences

In addition to the events organised by the project, NATURANCE partners participate in sessions, side-events, and targeted contributions to major conferences. The list below includes the consortium activities updated to February 2025:

#	Date and place	Presentation/Session	Event
1	6/10/22 Florence (Italy)	Equitable wildfire risk-sharing (roundtable)	«Fire Ecology across Boundaries: Connecting Science and Management» conference
2	1/12/22 Florianópolis (Brasil)	Nature-based wildfire risk management: what role for insurance?	Understanding Risk Global Forum 2022
3	27/4/23 Vienna (Austria)	Nature-based solutions for wildfire risk management: the role of insurance	European Geophysical Union Annual Conference 2023 (EGU 2023)
4	7/6/23 London (UK)	Showcasing NATURANCE at an industry event	Climate Risk and Sustainability in Re/Insurance Europe 2023
5	19-21/6/23 Dublin (Eire)	Joint conference session with other EU Projects	European Conference on Climate Change Adaptation "Actionable Knowledge for a Climate Resilient Europe" (ECCA 2023)
6	23/6/23 New York (USA)	New Data and Methods in Modelling Sea-Level Rise-Related Adaptation and Migration Decisions	2023 Managed Retreat conference
7	30/6/23 Limassol (Cyprus)	Valuing Urban Nature through Life Satisfaction	EAERE 2023
8	19/10/23 Cascais (Portugal)	Nature-Positive Economy & Financing: Navigating Ecosystem Restoration and Private Investment	EURESFO 2023
9	11/3/24 Venice (Italy)	Climate risk insurance gap and innovation potential (world café session)	Climateurope2 Festival



10	10/7/24 online	Strengthening the Industry's Climate Capabilities	Climate Change Summit 2024
11	14/6/24 online	Understand risk creation and perpetuation in the contemporary risk landscape: systemic, cascading and complex risks and Address inequalities, injustices, marginalization and vulnerabilities	3rd UNDRR Global Meeting of R-STAGs
12	19/9/24 online	Addressing the protection gap in climate adaptation and resilience	Climateurope2 Webstival
13	25/9/24 Brussels (Belgium)	Busting myths: People with nature	NetworkNature Annual Conference
14	1-3/10/24 Aalborg (Denmark)	Stand on biodiversity and nature-based solutions projects	European Conference on Sustainable Cities and Towns
15	10/10/24 Vienna (Austria)	Revealing synergies: CERIS and E-STAG joint Roadmap of Actions for a stronger implementation of the Sendai Framework	Disaster Research Days 2024
16	25-28/10/24 Cali (Colombia)	- Strengthening the Financial and Business Cases: Operationalising Private Commercial Nature Finance. - Integrating Risk Assessment and Insurance Coverage with Nature-Based Solutions for Cities and Regions.	COP16 (2 side events)
17	6/11/2024 Budva (Montenegro)	1) Nature-Based Insurance Solutions - Engaging Private Finance for Ecosystem Restoration 2) Transformative Changes for Effective Risk Governance 3) Strengthening Disaster Risk Reduction through Science and Policy: A Multi-Level Approach	Europe and Central Asia Regional Platform for Disaster Risk Reduction 2024 (3 sessions)
18	16/11/24 Baku (Azerbaijan)	Climate Innovative Insurance Solutions for Shared Resilience	COP29 (side event)

6.5 Other events

Consortium partners presented in several external conferences, workshops and webinars dedicated to climate risk assessment and adaptation. These initiatives reached a diversified audience that includes actuaries, insurers, bankers, and researchers. The list below includes a selection of the most relevant events:




- VU-IVM showcased its Innovation Lab in a webinar focused on flood risk adaptation in Limburg, the Netherlands, drawing an audience of 100 insurers. This event was orchestrated by the KN Dutch Association of Insurers.
- VU-IVM conducted a webinar, initiated by the Belgium Central Bank, where they discussed climate risk insurance and adaptation strategies with 100 bankers.
- VU-IVM also delivered insights on climate change research pertinent to the insurance sector at a conference held by Achmea Holding N.V., which was attended by 150 actuaries.
- LSE presented NATURANCE at a webinar hosted by the investment bank Jefferies for their clients, focusing on flood risk management and innovative approaches (Nov 2023).
- CISL represented the project at several CLIMATEWISE network events (including workshops, steering groups, and management committees), reaching about 80 participants in total.
- SU gave a presentation at the Swedish University of Agricultural Sciences in Uppsala, Sweden, at the Multifunctional Wetland Workshop, highlighting the role of wetlands in Nature-based Solutions (NbS).
- SU gave a talk on wetlands as flow buffers during the EU LIFE-Goodstream project's final conference.
- SU delivered a lecture to farmers who have constructed wetlands on their land, detailing the function and management of these wetlands in the context of their use as NbS.
- On March 11, 2024, Guillermo García (IVM) gave a poster presentation titled "The Economic Benefits of Nature-based Solutions for Climate Risk: A Meta-Analysis" at the Envecom 2024 conference at the Royal Society, London (the United Kingdom).
- The BluePlanet2024 international conference, a NATURANCE-associated event, took place on 23 – 25 April 2024 at the Royal Institute of Technology (KTH) in Stockholm, Sweden. The conference convened leading researchers and societal stakeholders to discuss recent advancements in processes, methods, and technologies for pioneering solutions in a water-wise world.
- On June 13, 2024, Guillermo García (IVM) gave a presentation titled "Assessing the economic (co-) benefits of NbS" at the 3rd international conference "Natural Hazards and Risks in a Changing World" in Amsterdam (the Netherlands).
- On October 23, 2024, Jamie Pollard (WTW) presented the Naturance project during session 5 of the Online Training Course on Nature-based Infrastructure "Financing Analysis and Financing Solutions for NBI" held by the International Institute for Sustainable Development. Pollard's speech focused on how insurance can be used to facilitate financial flows towards NBI.
- On November 8, 2024, Jerker Jarsjö (SU) participated in the seminar "Nature-based Solutions, wetlands and disaster risk financing" at the Royal Institute of Technology (KTH), Stockholm, Sweden, with 17 members of the [Satori network](#).



- On November 20-21, 2024, Andrea Staccione (KIT) gave a poster presentation of the project at the NbS Italy Hub Annual Meeting in Palermo (Italy).
- On December 4, 2024, Jerker Jarsjö (SU) gave the talk “The role of groundwater in wetland protection against flooding and drought” at the SGU Groundwater days conference in Uppsala (Sweden). Total number of attendees was 330.
- On December 7, 2024, Jaroslav Mysiak and Gea Grassi (CMCC) participated in the hackathon “Hack for Climate Justice” in Padua, Italy, as ambassadors of the Naturethon initiative. The event was the final one of the “Changemakers for Climate Justice” project.
- On February 26, 2025, JoAnne Linnerooth-Bayer (IIASA) gave a talk titled “Insurance to Support NBS: Opportunities and Challenges”.
- On March 6, 2025, Wouter Botzen (IVM) gave a talk on climate change adaptation at the Climate change conference by the Dutch Association of Insurers in The Hague (the Netherlands).
- On March 26, 2025, Wouter Botzen (IVM) participated in a roundtable on climate risk and adaptation hosted at the Dutch Parliament in The Hague (the Netherlands).

7 Scientific publications

Public project reports and publications in peer-reviewed journals disseminate key project findings. Scientific articles based on the results across WP1-WP4 are published as open access, whenever possible (gold open access), or in a self-archiving mode (green open access) on partner websites and research collaboration platforms. Papers are mentioned in the acknowledgements of the NATURANCE project name, as well as obtained funding from the European Union (EU)/Horizon Europe (including grant number). [The Outcomes section](#) of the website collects all the scientific papers published so far. If available, the briefing of a publication can be reached clicking the  icon besides its DOI.

The list below includes the consortium publications updated to February 2025:

- Vicarelli M., Sudmeier-Rieux K., Alsadadi A., et al. (2024). *On the cost-effectiveness of Nature-based Solutions for reducing disaster risk*. In *Science of The Total Environment* – 947, 174524. (https://doi.org/10.1007/978-3-031-59177-8_41)
- Irshaid J., Linnerooth-Bayer J., Foreman T., Martin J.. (2024) *The Role of Insurance in Scaling Mass Timber Construction: Review on Enablers and Shortcomings*. In *Wood & Fire Safety 2024 – Conference paper*, pp 349–356. (https://doi.org/10.1007/978-3-031-59177-8_41)
- Molnar-Tanaka K., Surminski S. (2024). *Nature-based solutions for flood management in Asia and the Pacific*. In *OECD Development Centre Working Papers* – 351. (<https://doi.org/10.1787/f4c7bcbe-en>).
- Davids P.R., Hartmann T., Ferreira C., Kalantari Z., Pereira P. (2024). *Multi-, inter- and transdisciplinary approaches to nature-based flood risk management*. In *Current*



- Opinion in Environmental Science & Health, 38, 100537.
(<https://doi.org/10.1016/j.coesh.2024.100537>)
- De Vries S.P., García Álvarez G., Botzen W.J.W., Bockarjova M. (2023). *Valuing urban nature through life satisfaction: The consistency of GIS and survey indicators of nature*. In Resource and Energy Economics, 75, 101406.
(<https://doi.org/10.1016/j.reseneeco.2023.101406>)
 - Deltenre L., Seega N. (2023). *Primer on the financial materiality of Nature-based Solutions (NbS)*. In University of Cambridge Institute for Sustainability Leadership.
(<https://www.cisl.cam.ac.uk/news-and-resources/publications/primer-financial-materiality-nature-based-solutions-nbs>).
 - Ferreira C., Kašanin-Grubin M., Kapović Solomun M., et al. (2023). *Wetlands as nature-based solutions for water management in different environments*. In Current Opinion in Environmental Science & Health, 33, 100476.
(<https://doi.org/10.1016/j.coesh.2023.100476>).
 - Papineau Salm J.A., Bočkarjova M., Botzen W.J.W., Runhaar H.A.C. (2023). *Citizens' preferences and valuation of urban nature: Insights from two choice experiments*. In Ecological Economics, 208, 107797
(<https://doi.org/10.1016/j.ecolecon.2023.107797>).
 - Bockarjova M., Botzen W.J.W., Bulkeley H.A., Toxopeus H. (2022). *Estimating the social value of nature-based solutions in European cities*. In Scientific Reports, 12, 19833 (<https://doi.org/10.1038/s41598-022-23983-3>).

Moreover, the consortium registered the protocol for the systematic literature review held in the D4.1 "Methods for assessing risk reduction and co-benefits by nature-based solutions" in the repository of the Open Science Framework. The protocol focuses on studies, methods, and metrics available for assessing the risk reduction potential and co-benefits associated with nature-based solutions.

- Staccione A., García Álvarez G., Tesselaar M., Arneth A., and Botzen W. (2023). *Stock taking: methods for assessing risk reduction and co-benefits by nature-based solutions*. In OSF Registries (<https://doi.org/10.17605/OSF.IO/FUT97>).

8 Briefings


As part of the exploitation strategy, the consortium will produce 6 technical, innovation and policy briefs and interactive demos tailored to specific audiences and target groups. These results will inform policy and business innovation as well as ongoing and future research, including the twin projects identified in the call as the key areas of future collaboration, as well policy and business innovation.

Up to February 2025, findings of the Innovation Lab "Investing in natural flood management in urban areas in the UK", which ran from February to May 2024, have been



resumed in the policy briefing authored by Maeve Sherry (London School of Economics) and Jonathan Kassian (Flood Re). The report, titled "[Harnessing England's Biodiversity Net Gain legislation to amplify urban flood risk management](#)" was published in November 2024. It is included in the [Innovation Labs](#) section of the website.

The report "[Scaling finance for nature: Barrier breakdown](#)", published by the University of Cambridge - Institute for Sustainability Leadership (CISL), includes the outcomes of the second Innovation Lab jointly organised by NATURANCE and A-Track projects in March 2024. Currently, the WP5 is working closely with the WP3 to draft a technical briefing of the Deliverable [D3.1 "Governance/policy enablers/barriers for scaling NbS"](#).

Paper briefings of the most relevant scientific articles published by the consortium were published on the website and shared on social media. The briefing of a publication can be reached clicking the  icon besides its DOI in [the Outcomes section](#). Noteworthy, the most read news of the website has been, actually, a paper briefing: "[On the cost-effectiveness of Nature-based Solutions for reducing disaster risk](#)" (17/7/2024) with over 500 views.

9 Naturethon

Community engagement is one of the primary objectives of the NATURANCE project. This goal aligns closely with the framework of the EU Missions and the Horizon Europe research program for the 2021–2027 period, which emphasizes citizen involvement as a key element in advancing and implementing EU project strategies and actions. By establishing a series of thoughtfully orchestrated citizen groups, the NATURANCE project aspires to tap into the collective understanding of NbS deployment and to stimulate discussions around their financial mechanisms and instruments in the context of climate action and disaster risk mitigation. NATURANCE powers two far-reaching initiatives to organize citizen group meetings throughout Europe and beyond. The first round was held in May-September 2024 while the second one will take place in September-December 2025.

9.1 Description

The concept of the so-called "Naturethon" initiative is rooted in previous successful citizen engagement initiatives, such as the [EU Conference on the Future of Europe](#). In order to effectively implement the initiative, the WP5 designed the framework taking into account the "[Code of Practice on citizen engagement for knowledge valorisation](#)" recommended by the European Commission. Through Naturethon, citizens and non-experts are invited to exchange ideas, supported by the Naturethon team through scientific knowledge sharing and dialogues with experts. The initiative's target group includes students with diverse backgrounds, young professionals and innovators. Participants are individuals interested in issues regarding local adaptation to climate-related risks who enjoy purposeful dialogue and exchange of views.

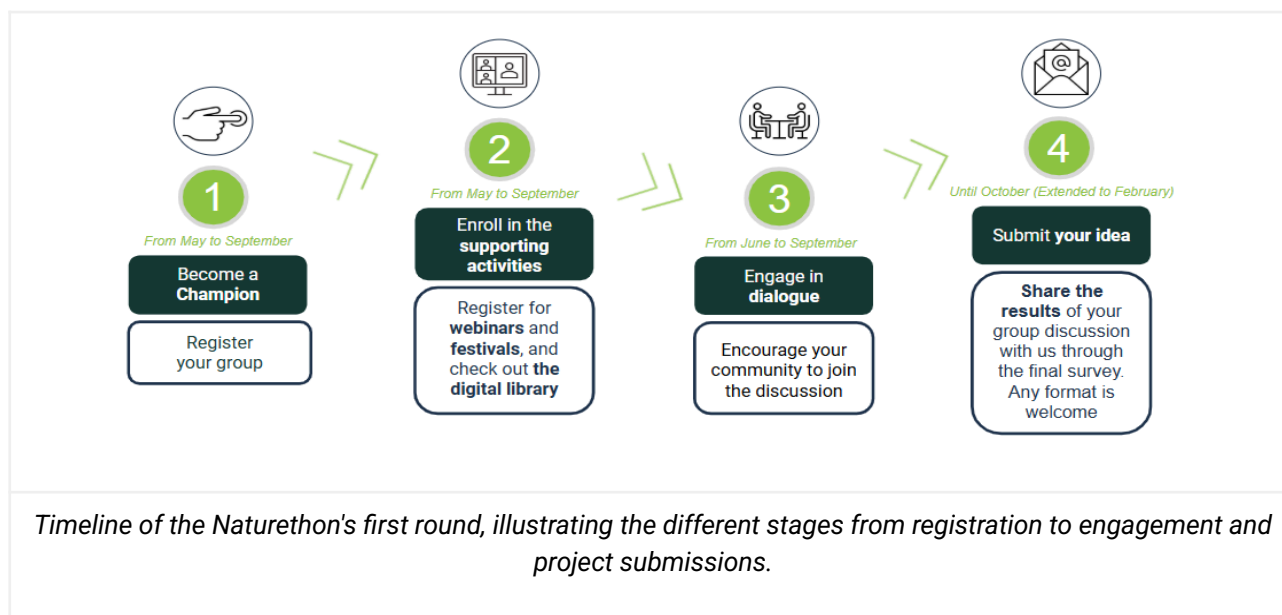


Groups are formed spontaneously by citizens who learn about the initiatives through various communication and outreach channels. Registration was essential to collect group information and contact details, ensuring that participants stayed informed and engaged throughout the process by receiving periodic updates in the form of newsletters. Once a team is formed, following the guidelines provided on the [Naturethon webpage](#), they are asked to designate a group leader who will serve as the primary point of contact.

Group leaders, or “Naturethon Champions” (hereafter NCs), serve as contact points between participants and the Naturethon team and are responsible for coordinating their group. They are citizens who inform, inspire, and guide their communities to take part in the public dialogue on adaptation. NCs are encouraged to facilitate informal and open discussions among their peers. These forums provide a conducive environment for exploring NbS and assessing their applicability to disaster risk reduction and climate change adaptation within specific local contexts while encompassing a large variety of viewpoints and perspectives. After registering, NCs and participants were invited to enroll in supporting activities.

To assist the work of NCs, an online [Digital Library](#) collects a wide range of multimedia resources that delve into the concept of NbS and its various applications, including editorial content, videos, podcasts, factsheets, NbS platforms, and a glossary. By the end of the first Naturethon initiative, the platform had collected over 80 NbS-related items. Additionally, participants can acquire specific knowledge and skills by joining NATURANCE events and a [dedicated webinar series](#). The [Deliverable D1.3](#) includes further details. During the first round of the initiative, these included three Naturethon webinars held between June and September 2024. The webinars covered topics such as co-benefits and citizen engagement, green infrastructure and insurance, financing NbS for climate action and urban adaptation. They headlined prominent speakers from research institutes, as well as EU Climate Pact Ambassadors. A periodic newsletter, consisting of four issues during the initiative's first round, features articles, videos, reports, and inspiring stories, keeping citizens engaged throughout the process. Each issue presents case studies from various frontier environments for NbS application, with a focus on rivers, agricultural land, coasts, and cities in the first four issues. The newsletter also shares the latest news in the field of NbS and insurance, keeping participants up to date with the most recent research and policy.

With the knowledge and insights facilitated by the project and gained from the newsletters, digital library, and events, NCs and groups are equipped to better delineate their NbS projects aimed at tackling specific climate change impacts and share them with the Naturethon team in their preferred formats, such as drawings, videos, and written descriptions. All the submissions were carefully evaluated by the Naturethon team, supported by NATURANCE researchers, to identify the best collective local projects.



9.2 Promotion

Since NbS present a wide array of potential applications, and contextually a large and varied pool of potential users, the initiative's promotion strategy has been designed to be versatile, flexible and tailored to its two main audiences, the general public and university students/young professionals.

- Two outreach products were developed to be printed and shared in various locations, including research institutes, educational facilities, and international project gatherings. Posters of the initiative were affixed by the consortium partners on notice boards in their own offices, as well as in partner institutions' facilities. Naturethon materials were also displayed at the Salone del Gusto (held in Turin, Italy, on 26-30 September) and at the European Conference on Sustainable Cities and Towns (held in Aalborg, Denmark, on 1-3 October).



Naturethon's poster affixed on the notice board of the Venice International University (left); Naturethon materials displayed at the European Conference on Sustainable Cities and Towns (right).

- A printable **booklet** was uploaded [on the project's website](#), as well as in the [communication toolkit](#) that was shared within the consortium, with other EU projects, and with European Climate Pact Ambassadors. Besides the poster and the booklet, the kit includes a **presentation** of the initiative and **visual cards** to be shared on social media. Additionally, an **invitation email** template was made available to partners, Pact Ambassadors, and other EU projects, both in Italian (as requested by one of the Pact Ambassadors) and English to engage their respective networks.

Besides the printable materials, most of the dissemination activities took place in digital environments. Three main channels were chosen to reach the target audiences: social media, newsletters, and already existing NbS platforms. Additionally, several 1-to-1 conversations took place to actively engage potential amplifying entities (such as other EU projects, EU Climate Pact Ambassadors, and civil society organizations).

- A substantial **social media campaign** was carried out on the project's accounts (LinkedIn and X/Twitter) for the whole lifespan of the initiative (June-September). The weekly planning of posting aimed to engage and ideally expand the NATURANCE community by actively recruiting Naturethon participants. Dedicated



hashtags (#naturethon, #naturebasedsolution #citizenengagement, #climateaction) and tags to other EU projects and Climate Pact Ambassadors increased the impact of the initiative's dissemination. Twelve projects focused on Nature-based Solutions, climate adaptation and/or citizen engagement (from around 30 that were contacted) and Pact Ambassadors shared Naturethon posts and/or published original content related to the initiative.

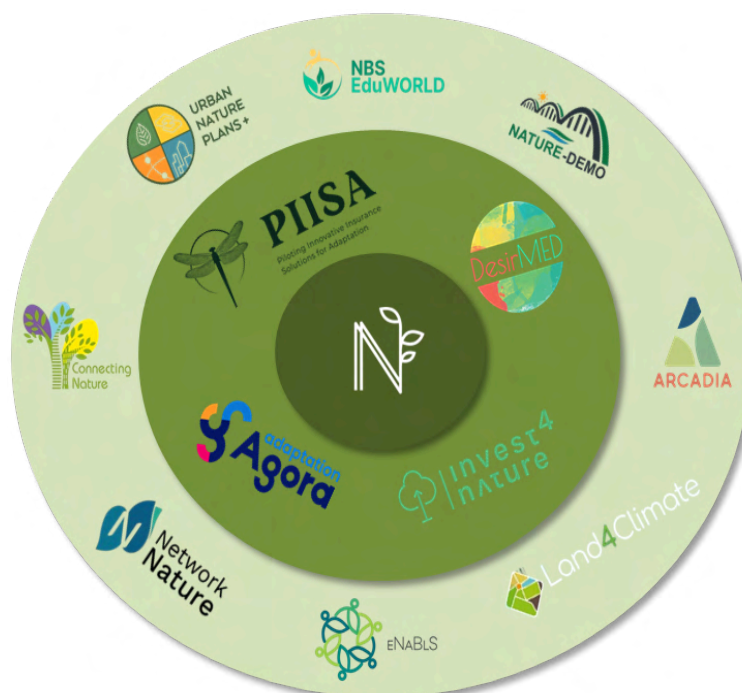


Chart of the engagement of HE projects in the Naturethon. Those who actively participated in the initiative (co-organisation of webinars, proposals submission) are placed in the inner ring while the others who shared the initiative are in the outer ring.

Additionally, selected posts showcasing Naturethon activities were published in targeted LinkedIn groups, such as the NIVA (*Naturbaserte og blågrønne løsninger*) private group. The editorial plan includes a series of registration calls, NbS-related news updates, webinars promotions, external events announcements, and digital library content.

- Moreover, the dissemination strategy included the promotion of the initiative through **targeted newsletters**, such as *Making Cities Resilient 2030* by UNDRR, the *Mission Implementation Platform for Climate Adaptation* newsletter, as well as consortium partners' and sister-projects' newsletters. A rough estimate of the total audience reached through this channel exceeds 25,000 recipients.



- Moreover, the initiative was shared on **platforms** that collect NbS and aggregate climate adaptation initiatives, such as the [EU Mission Adaptation Community](#) on Futurium, [Oppla knowledge marketplace](#), [Climate-ADAPT](#) website, and the [NBS Italy Hub](#). Additionally, a Naturethon description was sent to the [European Citizen Science Association \(ECSA\)](#) to be included in the European database of citizen science initiatives.
- Several **bilateral meetings** were held to present Naturethon's strategy, structure, and objectives, as well as to foster collaboration with other Horizon Europe projects for participation and/or dissemination through their networks (Adaptation AGORA, Arcadia, Enabls, DesirMED, Invest4Nature, PIISA). Additionally, Silvia Anna Ainio (Belgium) and Marina Kovari (Italy) promoted the initiative within their Climate Pact Ambassadors community and with their personal networks which include, among others, very active groups such as the Global Shapers and Legambiente, the largest environmental association in Italy.

9.3 Results

The call for registration began in May 2024, after the first round of Naturethon was launched during the NATURANCE Finance Innovation Festival. Registration remained open until September 2024 to ensure the initiative's maximum reach. The audience reached by the dissemination activities, roughly estimated at over 30K people, paved the way to reach the expected target for the groups registered to the initiative and the webinar attendees. The interest in the initiative is confirmed by the traffic of the NATURANCE website which received 4,325 visits during the the first Naturethon call (May 24 - September 30). About two-thirds of the total (2,811 visits) came from Naturethon sections (Participate, Digital Library, Naturethon events). The increase in website visits, attributable to the promotion of Naturethon activities and the new digital library, was also beneficial to the NATURANCE project's overall communication targets.

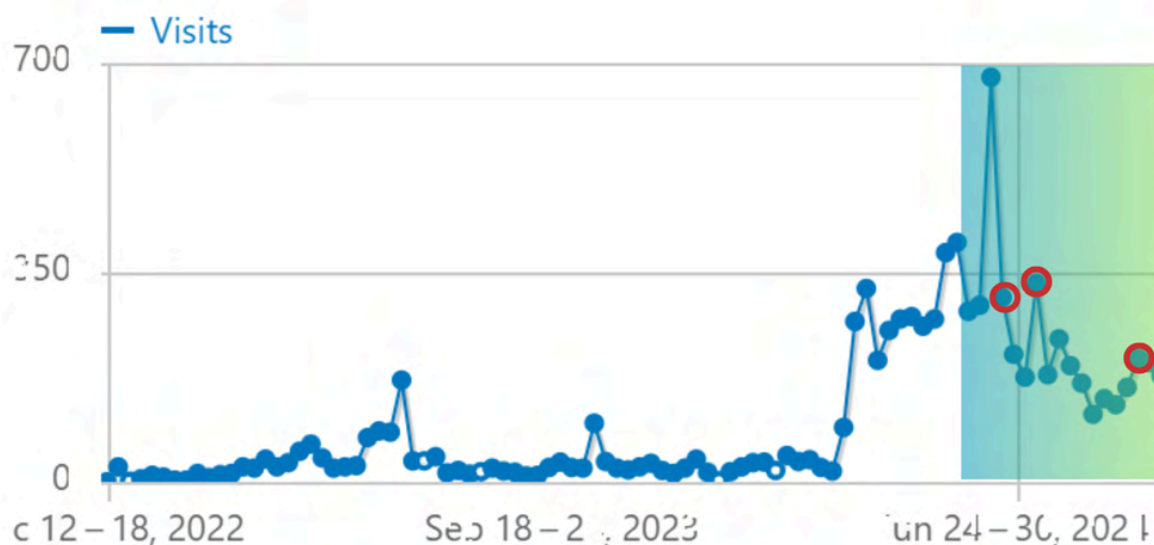


Chart of the website's visits (December 2022 - September 2024). The green shadow highlights the run of the Naturethon initiative (June-September 2024) while the red dots the three webinars.

By the end of September 2024, 22 groups had registered, including 303 people, covering Ethiopia, France, Iran, Italy, Nigeria, Portugal, Slovakia, South Africa, and Spain. Project proposals came from ten different groups, covering 5 European countries (France, Italy, Portugal, Slovakia, and Spain), 3 African countries (Ethiopia, Nigeria, and South Africa), and one Middle Eastern country; for a total of 116 participants.

The groups that submitted a project proposal were formed by an average of 12 participants, with a minimum of 3 and a maximum of 49 participants. Eight groups had equal to or more than 50% female members, highlighting the initiative's commitment to promoting gender diversity and inclusion in participation. The percentage of participants under the age of thirty, who contributed to the submitted project proposal was 40%, while 60% of participants were over thirty.

The groups discussed potential local Nature-based Solutions applied to different contexts, such as agriculture, coastal, and urban environments, while some of the projects considered more than one of these contexts. Different proposals considered more than one benefit; some of the submissions not only were able to suggest additional advantages but several, pointing out solutions that could include citizen engagement, social improvement, and economical benefits. All the submissions have significantly considered social issues and questioned themselves on how to improve their community with their work.



The Naturethon committee, including six experts with different backgrounds (economists, architects, environmental scientists, and communicators), evaluated the proposals submitted in terms of feasibility, innovation, and creativity. The committee found that four proposals in particular stood out amongst the rest:

- **Green Laboratory for the estimation of the effectivity of the NbS (Slovakia)**

This group of Slovak students and experts is working on the realization of two green roofs (one of which will be experimenting with new techniques in terms of choosing the type of plants and soil) and three green walls in Bratislava. The project puts specialist research at the service of the community by experimenting with structures that can improve the quality of life in Bratislava.

- **Regenerative agriculture and food security (Nigeria)**

The submission reflects on the use of regenerative agriculture, particularly on the benefits of nitrogen-fixing crops, such as legumes, in crop rotations. When planted, these crops naturally enhance soil fertility by converting atmospheric nitrogen into a form that plants can use. This project suggests replacing or minimizing the need for synthetic fertilizers, bringing not only environmental benefits, but also economic advantages for the farmers, who can rely on more sustainable yields and lower production costs.

- **Green Infrastructures for water management in Valencia (Spain)**

The project focuses on three urban consequences of climate change in Valencia: the recurrent droughts and growing water scarcity, the frequent urban flooding, and the urban heat. To deal with this, the group proposes the integration of green infrastructure strategically implemented to capture, manage, and reuse rainwater such as green roofs, permeable pavements, and rain gardens. These structures not only will provide environmental benefits like flood reduction and aquifer recharge, but also social benefits like the improvement of the quality of life in the city and the promotion of knowledge on the matter of NbS through the engagement of the University of Valencia.

- **Os rapazes de mathos' (Portugal)**

The project focuses on Matosinhos Beach, which is ruined by a concrete walkway that makes storm water drainage and storm recovery more difficult. The group suggests replacing the walkway with a system of dunes and gangways to reduce the coastal erosion and to improve the landscape. The team suggests financing the project by imposing a tourist tax, to reduce the weight of the cost on the local community.

All the groups received a participation certificate but, additionally, the four selected proposals were rewarded with the [planting of a tree in honor of the group](#), a personalized water bottle for each member, and the invitation to be showcased at the second NATURANCE Webstival. A representative of each group [shared a few highlights](#) from the



submission to the attendees, which include professionals working on NbS and finance from across Europe and globally.



Farmers of the "Regenerative agriculture and food security" group celebrate the 2024 Naturethon Award.

9.4 Naturethon+

An additional series of in-person and online events have been scheduled after the end of the first round to foster engagement. Along with the outcomes of the Naturethon sessions in the second webstival of the project, these meetings fed a second batch of submissions. As of February 2025, the Naturethon+ increased the participation in the initiative with other 16 groups and 119 participants.

- The first of these "Naturethon+" events consisted of co-organising the "**Hack for Climate Justice**" hackathon, which took place on December 7, 2024, in Padua. The event, part of the "[Changemakers in Action](#)" project, aimed to analyze the Sustainable Energy and Climate Action Plan (SECAP) of the participants' municipalities. It was organized by EuCliPa, Indire, CESVI, and CMCC, combining complementary expertise to promote climate justice and sustainable solutions. The program included a welcome session, group activities, and a final evaluation of the proposals. The 5-hour event promoted collaboration and innovation, raising awareness of the importance of climate justice and sustainability.



Participants, subdivided into five groups, were invited to propose NbS for climate adaptation, by developing creative, innovative, and feasible solutions, which were presented and evaluated by a jury. The hackathon involved 28 participants aged 20 to 35 from across Italy. Among the working groups, the one focused on the municipality of Piazzola sul Brenta received a special mention by Jaroslav Mysiak, NATURANCE coordinator. Without a SECAP, the municipality focuses on measures to combat drought and manage water resources. Proposals include: water storage and release basins for industrial areas, integrated with solar panels to reduce evaporation; establishment of a plain forest and wetland areas along the Ostiglia-Trevigiano corridor; improvement of the water quality through phytoremediation. The project aligns with regional funding and the Brenta River Contract, including a renewable energy community and a biodiversity oasis.

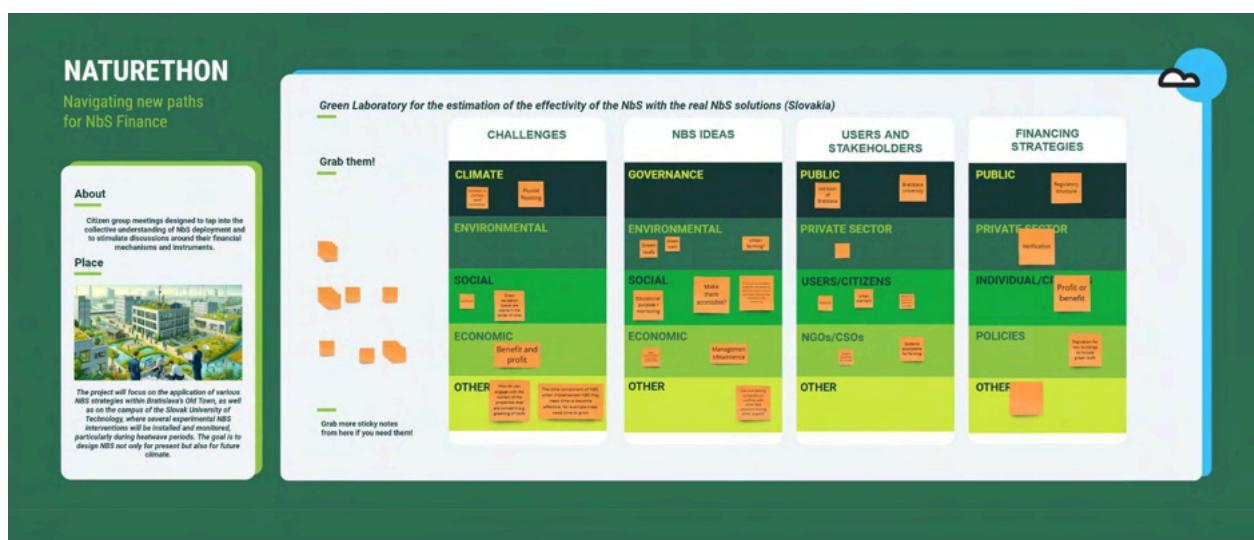


Group picture of the hackathon "Changemakers in Action" held on December 7, 2024, in Padua, Italy.

- The **second project's webstival** (11-13 February 2025) hosted two Naturethon sessions. In the first one, after the 2024 Champions gave their presentations, the audience was divided into three breakout rooms to participate in a live laboratory. Three of the awarded proposals were taken as cases of study to actively engage 62 participants, stimulating the discussion on challenges, stakeholders, alternative



measures to be deployed, and financing strategies through the filling of a board of a digital collaboration platform. At the end of this 1-hour session, a representative of each group wrapped up the findings in the plenary room of the webstival. The recording of the breakout rooms, as well as the wrap-up are available on the [Video section](#) of the website. In the second session, part of the knowledge marketplace, experts selected through the webstival's call for content gave a speech showcasing four already in-place projects focused on stakeholder engagement in the deployment of NbS. This session fostered cross-sector collaboration and networking among about 60 attendees.



Example of the digital board used during Naturethon+ events.

- A blend event took place on **February 24, 2025** both in person and online. Twenty-nine MSc-level students participated in a dedicated session of the “Environmental Management in Planning” course led by Jerker Jarsjö – professor of Hydrology at Stockholm University and member of the Naturance project. After a short overview of the importance of citizen engagement in the Nature-based Solutions deployment, the Naturethon team facilitated the discussion among the eight student groups in completing a realistic environmental planning project. Groups were invited to fill in the board of a digital collaboration platform with specific tasks. The subject of each project was relatively open. Students could choose among different environmental management issues and aspects (biodiversity, water, climate, nature-based solutions, energy planning, etc.) and various spatial and temporal scales. At the end of the course, students will submit the final paper version both for grading and for the Naturethon initiative.



10 Impact Assessment

A spreadsheet file has been prepared by CMCC to register all communication and dissemination activities done by partners during the project execution. Project partners are asked to report their activities regularly. The file is available on the project Drive and contains the type of activity, a short description, the target audience, date and location, the partners involved, and the number of people reached. The file also contains a sheet for reporting on project publications, indicating the type of publication, authors, title, journal name, volume and pages, status of the publication, and publication identifier. This file has been created to collect all relevant information required for reporting needs as indicated in EU Funding and Tenders portal.

10.1 Key Performance Indicators

The following KPIs, primarily defined in the Grant Agreement and successively reviewed in the D5.1, help to assess the effectiveness of the communication and events campaign and identify opportunities for improvement. The target audience (numbers) refer to the numbered target groups described in [section 3.2](#).

Communication and dissemination activities/packages	Target groups	Objectives	KPI
Professional and web-accessible website with clear visual	All	Inform, share	300 visitors (average/month)
Continuous social media campaigns, 6 newsletters , 2-3 short videos , project brochure and press releases	All	Inform	500 recipients
A series of 20-24 webinars or podcast episodes showcasing the innovative insurance and investments solutions and real-world experience	All	Inform, share, engage	60 participants (average/webinar)
4 festivals & webstivals combining keynote talks, technical panels, workshops, break-out discussions, & policy dialogues	All	All objectives	400 participants (or 100 average/event)
4 Technical workshops and 6 conference (sessions) during major policy/science events, business fairs or as standalone events	1, 4-8	Inform, share, engage, collaborate	100 participants (or 30 average/event)
6 Lunch-break seminars/webinars for EC services , major organisation & business leader initiatives	5, 7, 8	Inform, share, engage	30 participants (average/event)
Online citizen forum on NbS/NBIS, organised with the Climate Pact Ambassadors	3, 4	Inform, engage	500 participants
2 Training and capacity development events and material	2-5	Share, empower	50 participants
6 Technical, innovation and policy briefs and demos	1-2, 5-8	Share, empower	300 recipients
10 Open access scientific articles in peer reviewed journals	1, 6	Share	75% in Q1 journals



10.2 Evaluation

Communication, dissemination, and exploitation play a pivotal role in maximising the scientific, economic, and societal impact of NATURANCE project. The outreach activities pursued by WP5 have supported and enhanced the efforts of the consortium in connecting existing major knowledge networks, fostering cross domain knowledge, and sharing collaborative marketplace for innovative nature-based insurance and investment solutions. Activating various communication channels, events, and publishing activities, as well as employing innovative engagement tools, has been essential to engage a broad range of stakeholders and audiences, and successfully achieve its specific goals and strategies.

Overall, the evaluation of the first 30 months of the project is positive. In particular, the events have been fundamental to promote the project work, leverage on its outcomes and build a wider community. The increased attendance to the second webstival compared to the first one showed great interest towards the project and was an excellent opportunity to enhance interaction across the networks. The organisation and/or participation in different types of events - such as webinars, technical workshops, and international conferences – allowed NATURANCE consortium to reach most of the target audience of the project. The technical workshops have been successful in the way that deeply knowledgeable stakeholders participate in open discussions. The organizers of these workshops have found that a smaller number of participants is conducive to open and productive discussions.

The positive trend is confirmed by assessing the work done against the KPIs defined for the evaluation of the performance of the activities carried out under the WP5. The table with updated figures is included below, with the KPIs that have already been met in green. Yellow background indicates the activities that partially reached the target.


As shown in the table, more than half of the KPIs for the full implementation of the plan were already reached and/or exceeded, such as the participants to events and the recording, the website views, and sharing of video interviews and webinars. The development of the rest of the other activities appears aligned with the outlook for M30.

CD activities/packages	Progress	Details
• 1 website with clear visual		16.000 views (total)
• social media campaigns	ongoing	850+ followers, 250+ posts
• 6 newsletters		9 issues, 401 subscribers
• 3 short videos		3 illustrated videos (ILabs)
• project brochure		1 leaflet + 1 onepager
• press releases	ongoing	1 pr (webstival 2023)
• 24 webinars/podcasts/interviews		65 content, 3.8K participants
• webinars	ongoing	29
• video-interviews	ongoing	22
• pre-recorded talks	ongoing	13



podcasts	ongoing				1
• 2 webstivals					2 events, 500+ participants
• 2 festivals	Feb 2026				1 event, 90+ participants
• 4 technical workshops					3 major events, 39 participants
• 6 sessions during major events					18 sessions
• Online citizen forums					26 groups, 235 participants
Naturethon I					10 groups, 116 participants
Naturethon+	ongoing				16 groups, 119 participants
Naturethon II	Sep 2025				TBD
• 6 lunch-break seminars/webinars					TBD - first one in July 2025
• 2 training events					TBD
• 6 technical, innovation, policy briefs					2 policy briefs
• 10 OA articles in PR journals					6 articles, 100% in Q1 journals

Regarding the exploitation plan, even though most of the project's KERs are expected to be delivered after the M30, some activities have already taken place:

- Three illustrated videos were developed to exploit the outcomes of the first bunch of the Innovation Labs. These videos are available on the [Innovation Labs](#) section of the website and are shown during the project's main events. The videos were shared on social media too. Additionally, posters of the three Innovation Labs were displayed during the first NATURANCE's festival.
- Findings of the Innovation Lab "Investing in natural flood management in urban areas in the UK", which ran from February to May 2024, have been resumed in the policy briefing authored by Maeve Sherry (LSE) and Jonathan Kassian (Flood Re). The report, titled "[Harnessing England's Biodiversity Net Gain legislation to amplify urban flood risk management](#)" was published in November 2024. Jonathan Kassian and Swenja Surminski (LSE) presented the main outcomes of the report in [a webinar](#) held on 26/3/25.
- WP5 is working closely with WP3 to draft a technical briefing of the D3.1 "Governance/policy enablers/barriers for scaling NbS".
- Paper briefings of the most relevant scientific articles published by the consortium were published on the website and shared on social media. The briefing of a publication can be reached clicking the  icon besides its DOI in [the Outcomes section](#). Noteworthy, the most read news of the website has been, actually, a paper briefing: "[On the cost-effectiveness of Nature-based Solutions for reducing disaster risk](#)" (17/7/2024) with over 500 views.
- Two scientific articles based on the D4.1 "Methods for assessing risk reduction and co-benefits by nature-based solutions" were submitted to open-access journals.



The participation in the Naturethon initiative deserves a separate mention. Even though its dissemination exceeded the initial expectations (22 groups and 303 participants), only 10 groups submitted a proposal despite multiple follow-ups (116 participants). The gap between these two phases is a well-known obstacle in these kinds of initiatives since online engagement and contribution is more challenging than passive participation. Since the discrepancy was noticed from the first weeks of the launch, the Naturethon team asked experts from the European Citizen Science Association to review the structure of the initiative to improve recruitment (July 2024).

According to Simona Cerrato, community and communication expert at ECSA, the initiative had a good potential relying on the already established knowledge networks of the NATURANCE project, strengthened by an external, pervasive, and well-targeted, dissemination campaign. However, the goal of the initiative should be defined more clearly. Moreover, Cerrato suggested holding the second call of the initiative in the Autumn or Spring seasons to more efficiently reach the students. Finally, she suggested coupling the online activities with a few in-person meetings to foster engagement, especially in local communities.

Regarding the expert's last remark, a series of in-person meetings and/or other events linked to wider initiatives was scheduled after the end of the first round to foster engagement. As of February 2025, these Naturethon+ events increased the participation in the initiative with other 16 groups and 119 participants. The other inputs provided will be taken into account for the organization of the initiative's second round. In particular, the initiative's focus should be on engaging more people with a basic understanding of NbS, since most of the participants from the first round described themselves as "very knowledgeable" on the topic.

10.3 Outlook

In the coming months, WP5 efforts will be oriented in three directions: supporting the other work packages in the exploitation of the project's results; completing the residual communication and dissemination activities; and engaging more citizens in the Naturethon initiative.

Since most of the Key Exploitation Results are expected to be delivered after the M30, the last year of the project will be crucial in the exploitation of the project's results. The WP5 will work closely with WP2-WP4 to maximise the project's impact through tailor-made communication, dissemination and exploitation activities, making the results known, accessible and used.

Regarding the events, the WP5 will collaborate with the WP1 in the organisation of a series of lunch break seminars for various EC services, major organisation & business leader initiatives (the first one to be held by July 2025), training sessions, and above all, of the second and final event of the project that is the second festival in Brussels (February 2026). These initiatives will be bolstered by targeted promotional campaigns on social



media, complemented by the creation of specialized outreach materials such as booklets, factsheets, and visuals. As for the first festival, this second in-person event offers an opportunity for the WP5 team to capture interviews with prominent experts and record key sessions, thereby expanding the project's digital repository.

Coming to the citizen engagement initiative, the WP5 will organise the second Naturethon (September to December 2025); the roadmap for the second round (M5.3) will include a series of webinars that allow citizens to interact with leading NbS experts. Moreover, considering the eager participation in the Naturethon+ activities, more in-person events will be organised in synergies with other EU funded projects, associations, and institutes. In addition to these highlighted events, WP5 will persist in broadening and maintaining the project's digital library - that has an endless potential for content sharing even beyond the project's lifespan - and hosting community webinars and podcasts.