

# ZUKUNFTSTAG

INNOVATIONS- UND WIRTSCHAFTSREGION SÜD

**#bettertogether**



# Investing in Nature: The Economic Case for Nature-Based Solutions



invest<sup>4</sup>  
nature



Funded by  
the European Union

## Promoting investments in Nature-based Solutions and accelerating market uptake

by gaining a better understanding of the economic performance of NbS, considering  
climate mitigation and risk reduction

- *Horizon Europe funded project*
- *July 2022 – June 2026*
- *15 partners from 11 countries*
- *5 Living Labs with NBS cases from Austria, Norway, Portugal, Denmark, and Poland*

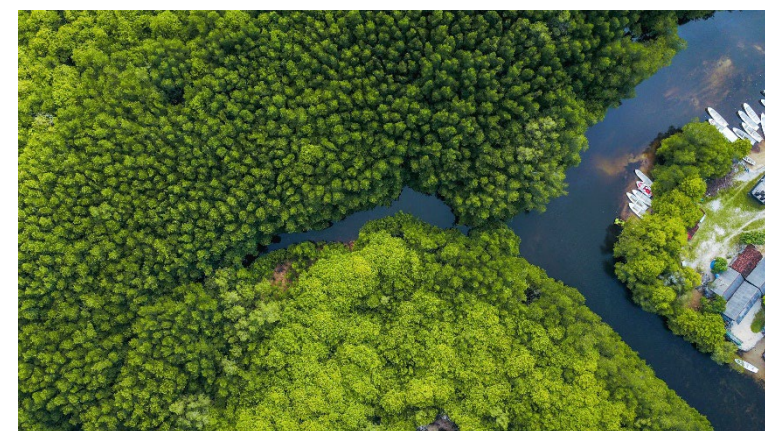




***Nature-based solutions are actions that are inspired and supported by nature, which are cost-effective, simultaneously provide environmental, social and economic benefits.***



***They target major challenges like climate change, disaster risk reduction, food and water security, biodiversity loss and human health, and are critical to sustainable economic development.***





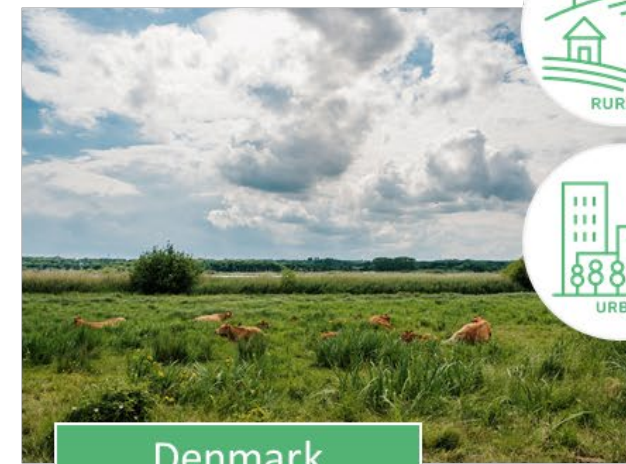
# Invest4Nature Living Labs



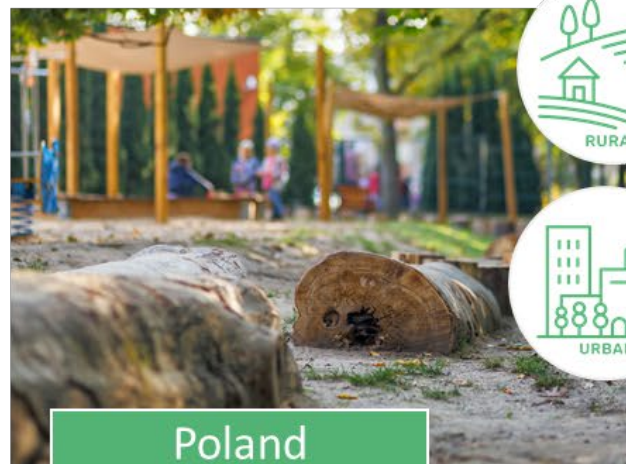
Norway



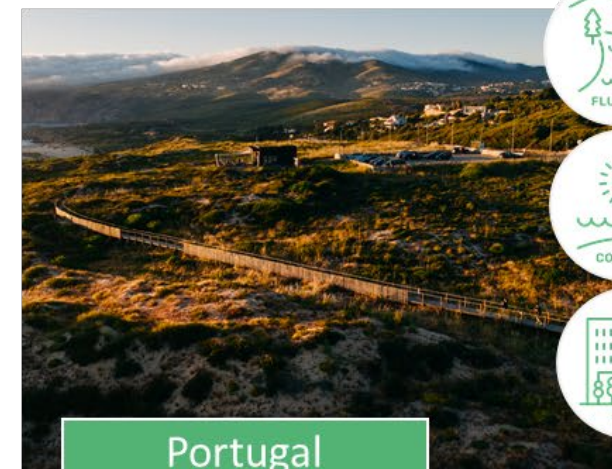
Austria



Denmark



Poland



Portugal

## The challenge

**Climate change threatens earth's biodiversity and human wellbeing.  
Nature-based solutions are a powerful measure to address this problem**

However...

- Most NbS are ***publicly funded***
- Full economic and societal benefits of NBS are ***not well understood***
- Many NBS initiatives are implemented in ***small scale pilot projects***



*To develop a deeper understanding of how **NbS perform economically and financially**, facilitating the measurement of monetary and non-monetary benefits*

## 4 phases of the project

➤ **Study and conceptual phase**  
to develop framework and methodologies for valuing NbS costs and benefits

➤ **Understanding stakeholder need and co-creating solutions** with Invest4Nature's Living Labs

➤ **Empower stakeholders and assist the creation of NbS markets** through development of datasets, toolboxes, financing models, policy frameworks,

➤ **Outreach** to catalyse impact creation through solutions developed by reaching interested stakeholders

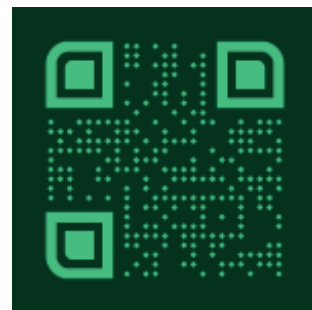


# LIVING LAB TYROL





***Thank you for your attention!***



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