



NATURANCE

Nature for insurance,
insurance for nature

(Grant Agreement 101060464)

***Deliverable D5.2 – Activity report I and
intermediate impact assessment***

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

Version 2.0 | March 2024

HORIZON-MISS-2021-CLIMA-02-05 - Local engagement of citizens in the
co-creation of societal transformational change for climate resilience



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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
KN	Knowledge Network
LSE	London School of Economics and Political Science
MOOC	Massive Open Online Courses
NbS	Nature-based Solutions
NBIS	Nature-based Insurance and investment Solutions
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 I and Intermediate Impact Assessment" reviews and updates the previous "Plan for Exploitation & Dissemination of the Project Results" (also known as PEDR, D5.1), which was delivered in M6. This document is the first of two updates that will be published during the project's lifespan. It 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 second Activity Report will be delivered in M30. 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 PEDR, this first 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 18 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 encouraging trajectory of the project is evidenced by a comparison of the actual progress with predefined Key Performance Indicators (KPIs) for Work Package 5 (WP5). Several KPIs, such as event attendance and the dissemination of video interviews and webinars, are on the verge of being completely met. The progression of other activities is on track, consistent with the expectations for Month 18. In summation, even though some planned activities are yet to commence or 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 first 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 & 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, NATURANCE 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.



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 style="font-size: small;">NATURANCE Deliverable D5.1</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 style="text-align: center;">1</p> <p style="font-size: x-small;">This project has received funding from the European Union's Horizon Europe Research and Innovation Actions under grant agreement No 101093921</p> <p style="font-size: x-small;">NATURANCE Deliverable D5.1</p>	 <p>Milestone Title</p> <p>Authors:</p> <hr/> <p style="font-size: x-small;">Funded by the European Union</p> <p style="font-size: x-small;">This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101093921. 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 (CINEA). 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 4.3](#).

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 (**WP5**) 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



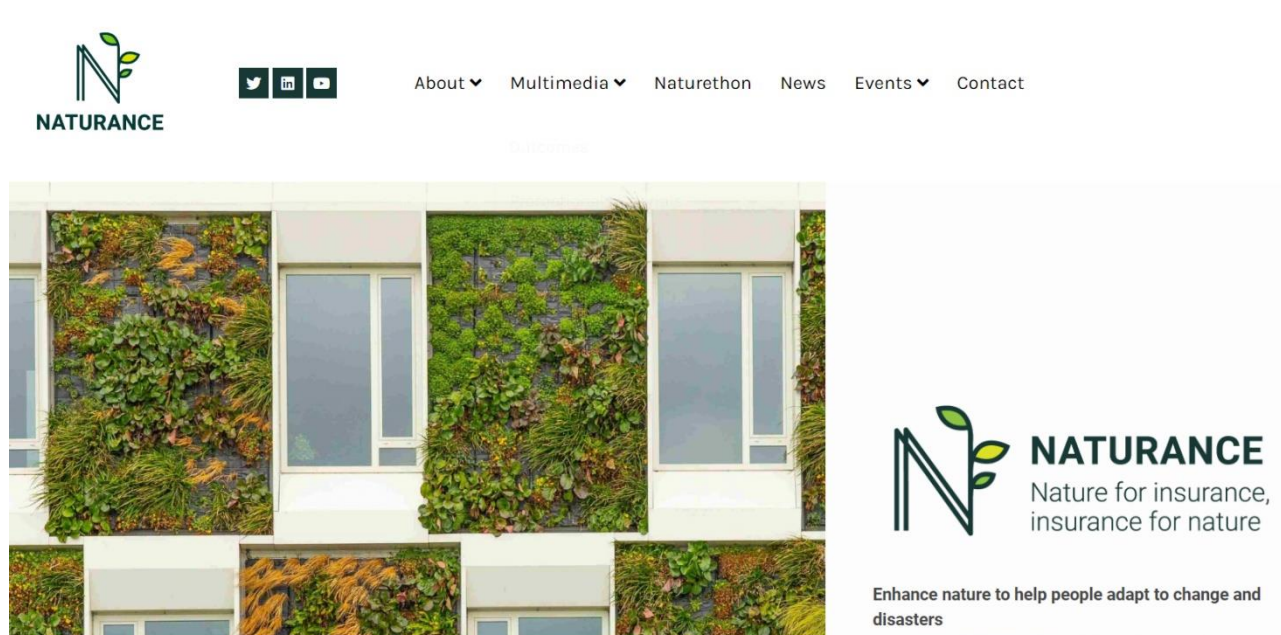
Insurance and Occupational Pensions Authority, EC Platform on Sustainable Finance on Sustainable Finance (PSF), national government ministries, etc.

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 engaged 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.

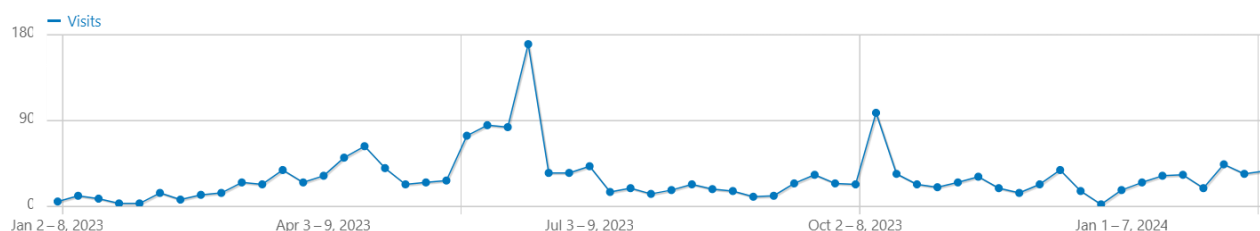
3.3 Website

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.



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. The number of pages doubled in the following months. The multimedia archive and the network calendar (see descriptions below) are the most relevant changes introduced on the website after its launch, respectively in M9 and M16.

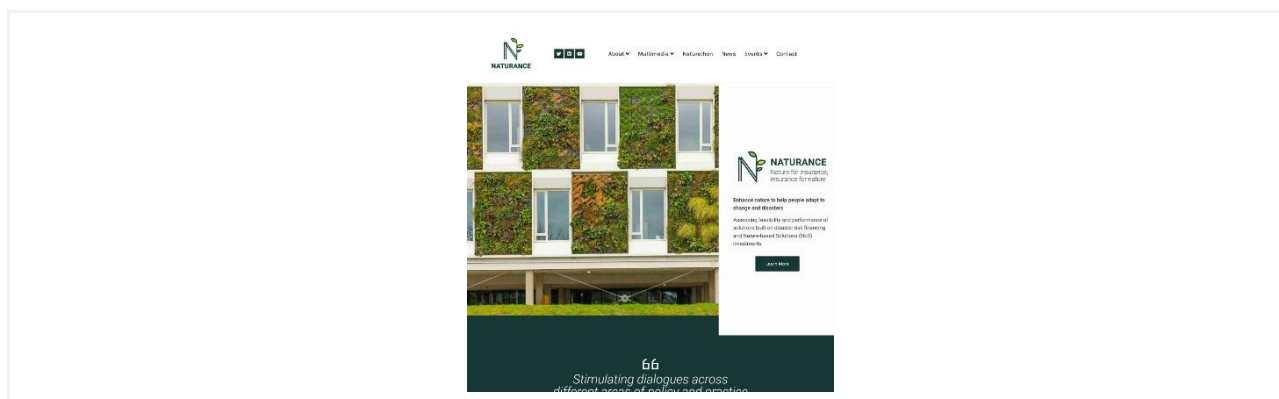
Metrics from January 2023 to February 2024 reveal that the websites had **1823 visits**, with an average engagement time of 2m and 53 sec. The trend of visits reflects the most intense period of the project activities: in April, June, and October the NATURANCE consortium organised and/or participated in several events. Accordingly, the most visited section of the website, second to the homepage (34% of the pageviews), is the events calendar (12%).



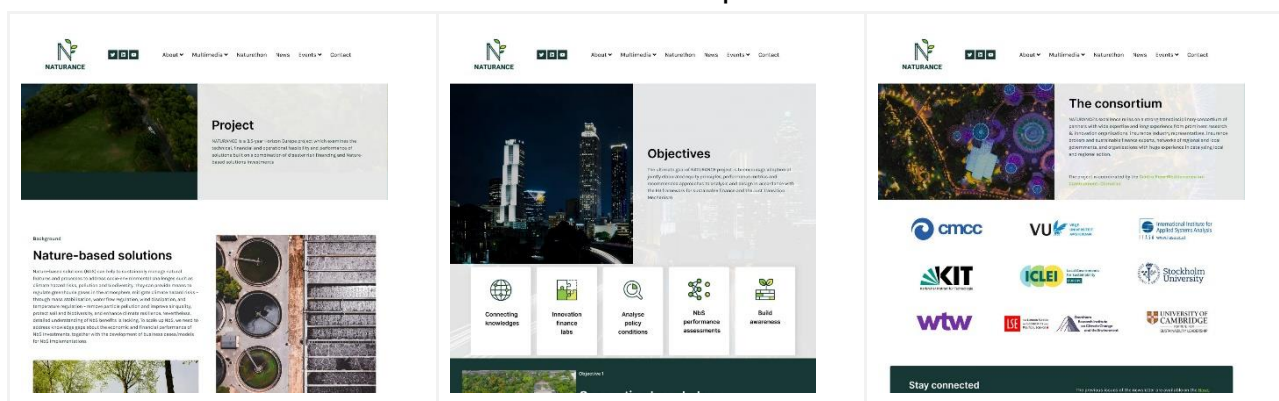
In terms of users by location, Italy (26%) and the United Kingdom (13%) were the most represented countries, followed by Germany (8%), the United States (7%) and Austria (4%). Direct entry (60%) was the main channel from which people accessed the website, followed by search engines (23%) and social networks (9%, most of them landing from the LinkedIn platform). As of February 2024, the website includes these sections:



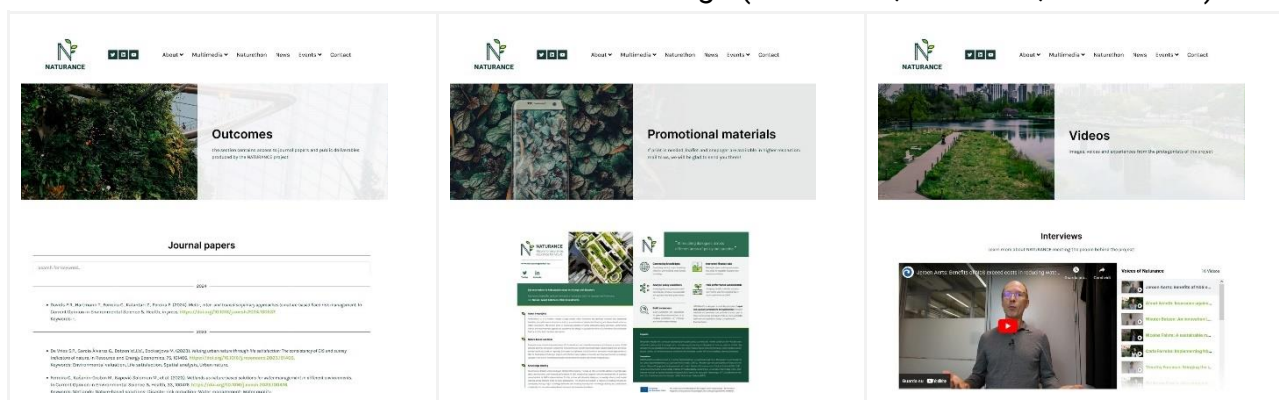
- **Homepage:** Brief introduction of the project and its goal of promoting adoption of jointly elaborated equity principles, performance metrics and recommended approaches to analysis and design, in accordance with the EU framework for sustainable finance and the Just Transition Mechanism.



- **About us:** The section includes three subpages; the first one explains the structure of the project and the benefits of NbS; the second lists the project’s main objectives; the third one describes the consortium composition.

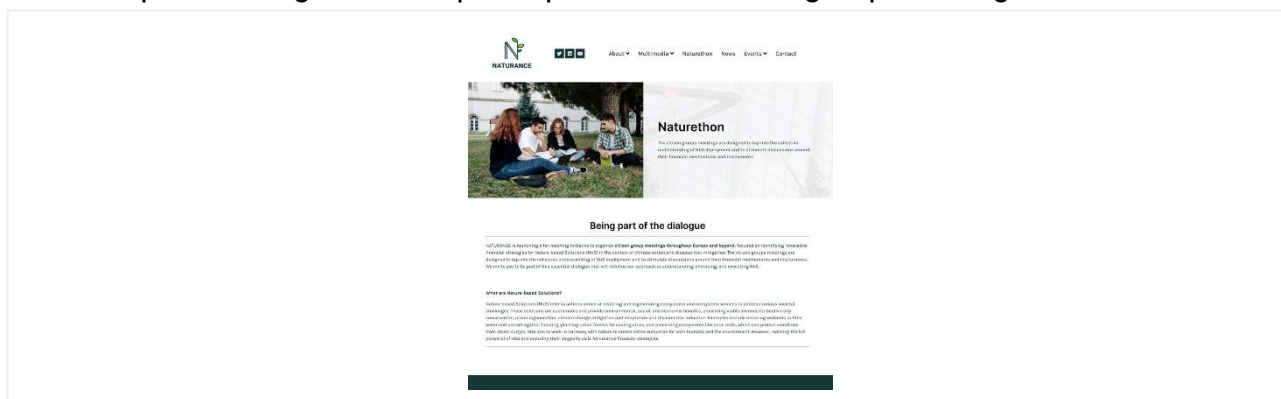


- **Multimedia:** A repository of multimedia resources. This section includes three subpages; the first one (“Outcomes”) provides access to journal papers and public deliverables published by the consortium; the second one (“Promotional materials”) collects all the outreach products of the project; the third one (“Videos”) serves an archive of NATURANCE activities recordings (interviews, webinars, webstivals).

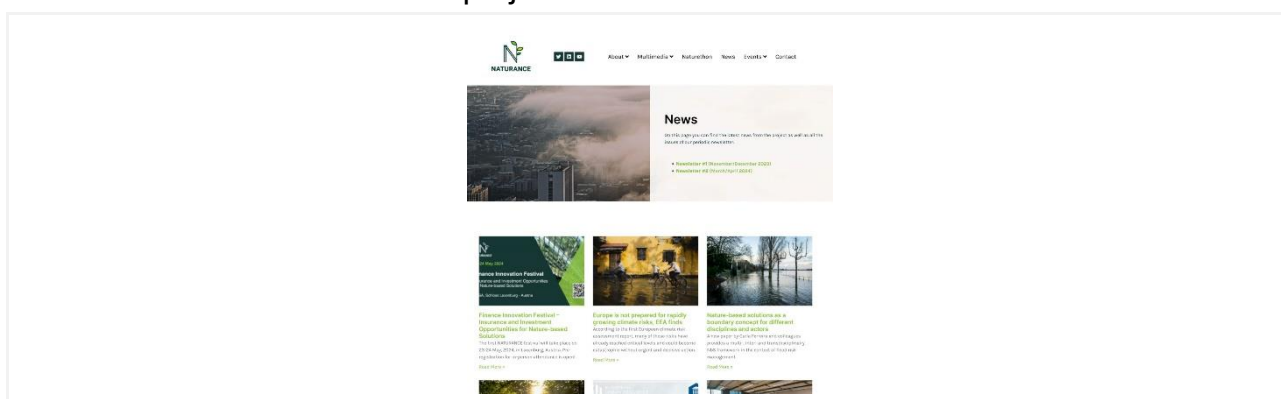




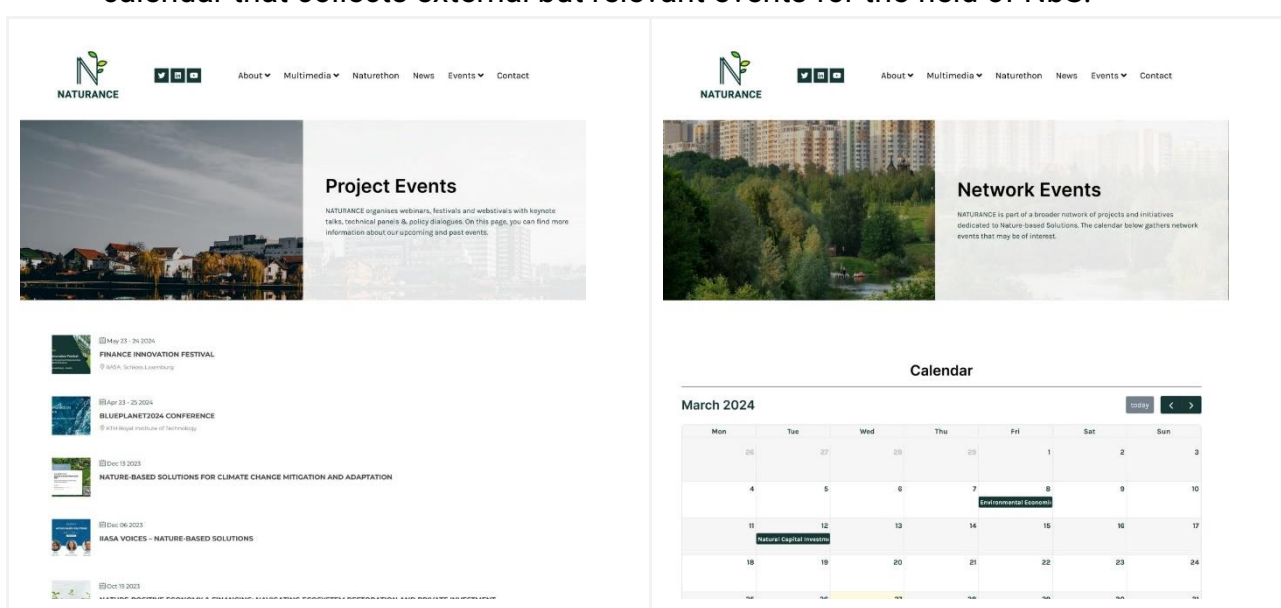
- **Naturethon:** This section collects all the information and the outreach materials required to organise and participate in the citizen group meetings.



- **News:** This section displays the latest news and updates from the project. The section also includes the project’s newsletters archive.

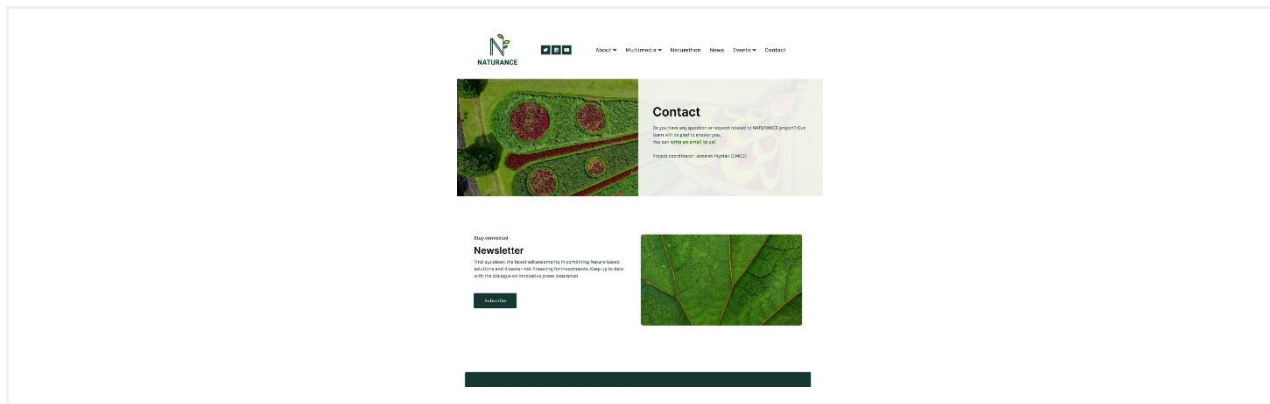


- **Events:** The section includes two subpages. The first one lists the initiatives organised by the NATURANCE consortium, while the second one is a network calendar that collects external but relevant events for the field of NbS.





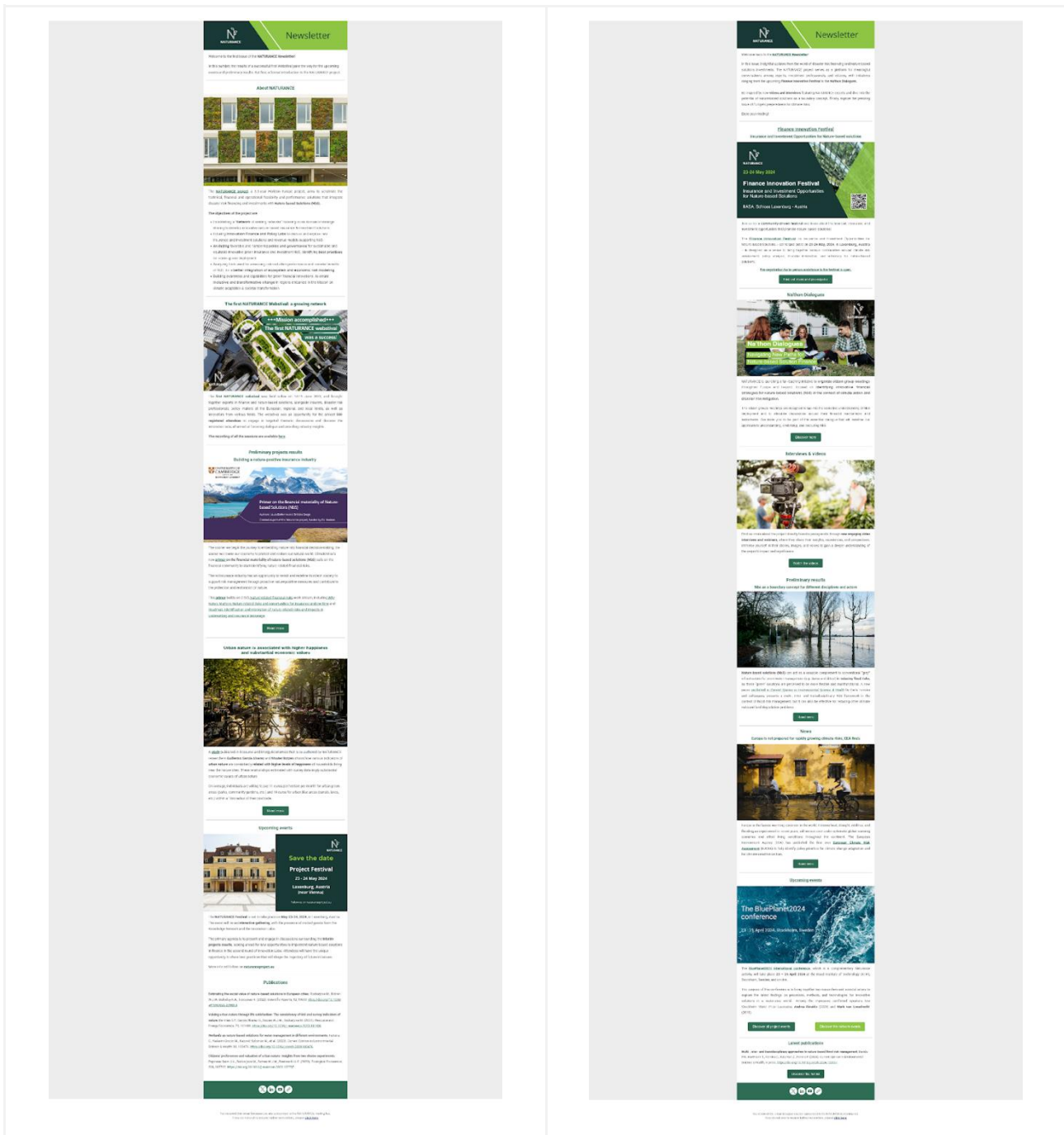
- **Contact:** A page with contact information to reach out to the project's team for further information or queries.



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.

3.4 Newsletters

At least 6 electronic newsletters will be issued during the project lifespan to inform and report about NATURANCE's latest activities, including relevant news and outcomes. 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. The first issue of the newsletter was sent at the beginning of December 2023 and collected the first-year project's results, publications, outcomes, and a follow-up for the first project webstival. The second issue was sent in March 2024 to support the promotion of the first in-person project festival and the launch of the citizen group meetings. As of February 2024, the newsletter counted 205 subscribers and the first issue achieved an open rate of 56%. All the past newsletter issues are available [on the project website](#), in the "News" section.



3.5 Social media

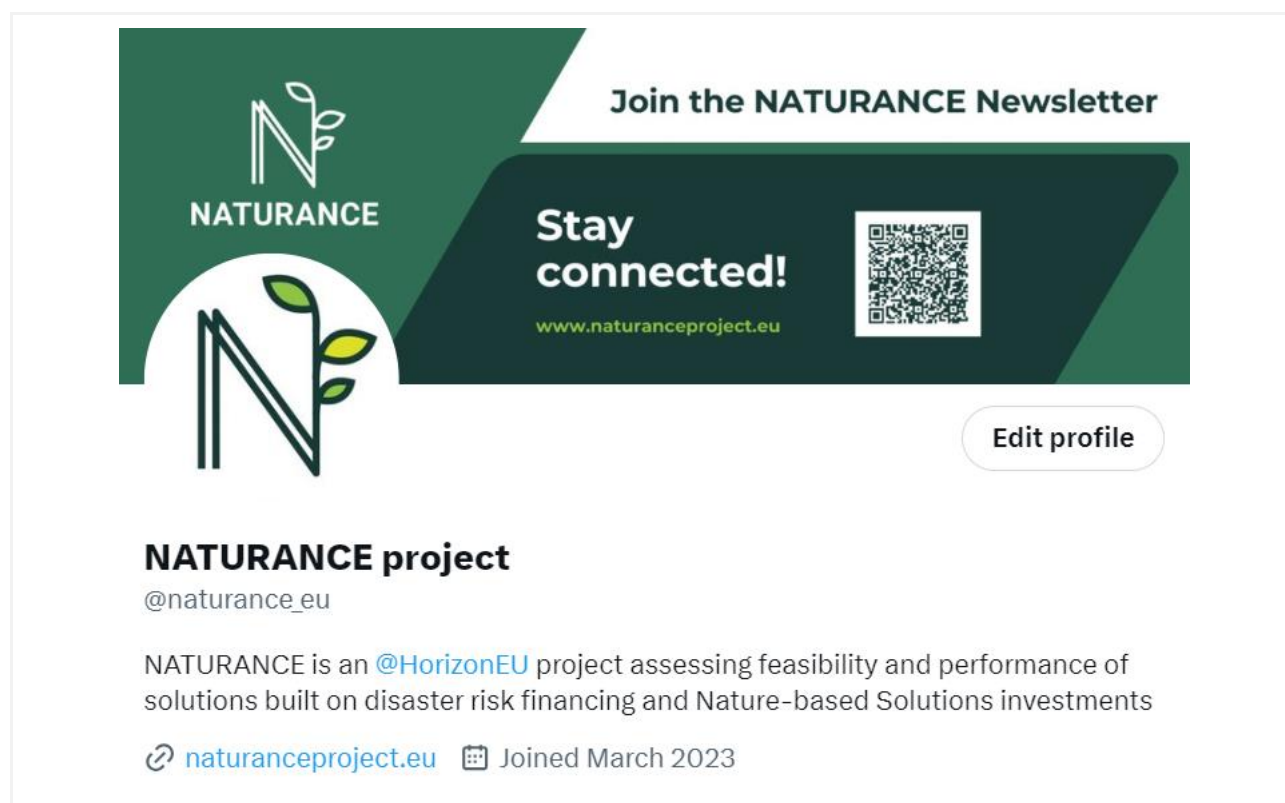
Social media are valuable channels to reach a wider community, raise awareness and increase project visibility, broadening the target audiences and making scientific outcomes accessible to the general public in clear language. The choice of social media channels must be mindful of the growing number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

NATURANCE has identified three relevant social media channels (X/Twitter, YouTube, and LinkedIn) and created dedicated accounts to reach a wider audience and increase awareness of the project. The project accounts are used regularly to post updates, news, and content to engage and inform followers.

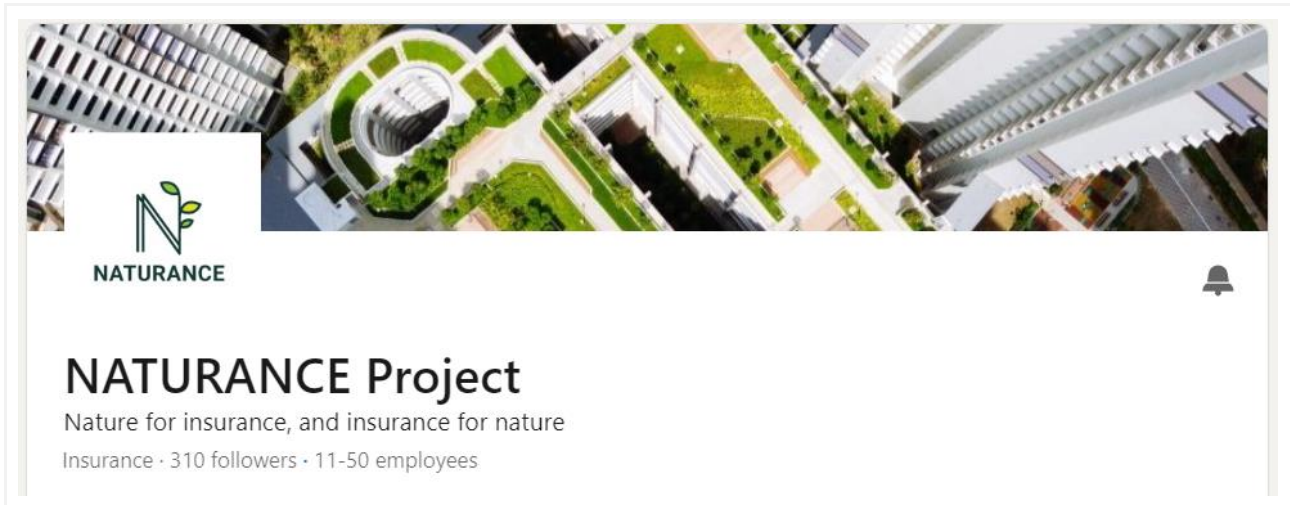
X/TWITTER. The [@naturance_eu](https://twitter.com/naturance_eu) account was launched in March 2023; as of February 2024, it counts ~200 followers and 50 tweets. X, commonly referred to by its former name Twitter, can be used for fast-paced communication, ensuring posts are timely and relevant, and for engaging directly with the audience. The target audiences reached through X/Twitter include: 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 make use of specific hashtags such as #naturance, #naturancefestival, #nbs, #naturebasedsolution, #disasterriskreduction.



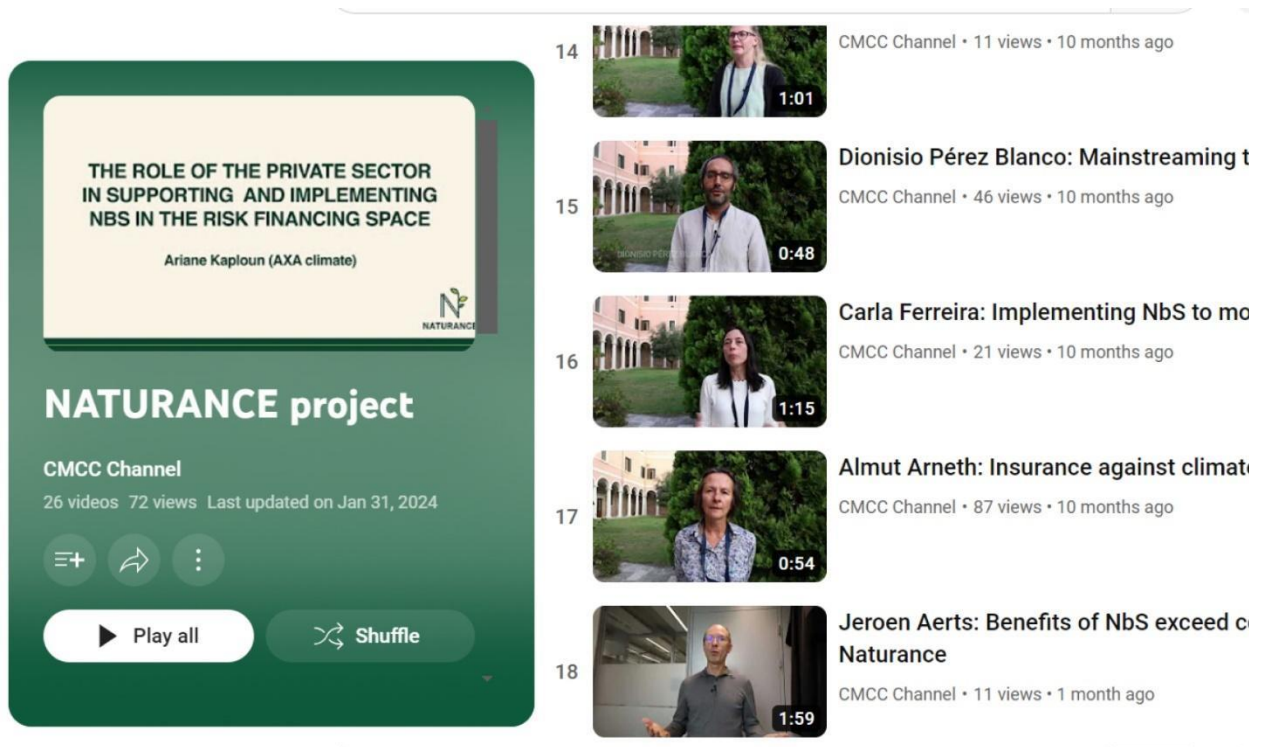
LINKEDIN. The [@naturance-project](https://www.linkedin.com/company/naturance-project) account was launched in March 2023; as of February 2024, it counts ~300 followers and 50 posts. LinkedIn is used primarily for professional relations. The NATURANCE public page aims to engage external audiences, give more



visibility to the project, and broaden its network and reach, showcasing the project's outputs.



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 M18, the NATURANCE playlist collects 26 videos. More details are available in the [section 4.7](#).





3.6 Promotional materials

All the promotional materials were developed by CMCC in line with the NATURANCE visual identity. Aside from the most traditional formats – brochures and one-pager – custom visuals are regularly created to be used on digital channels to efficiently promote the project activities and events (social cards, banners, digital agendas, save the dates etc.).



3.7 Videos

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 (“Multimedia/Videos” section) and on the [YouTube playlist](#), constituting a digital library.

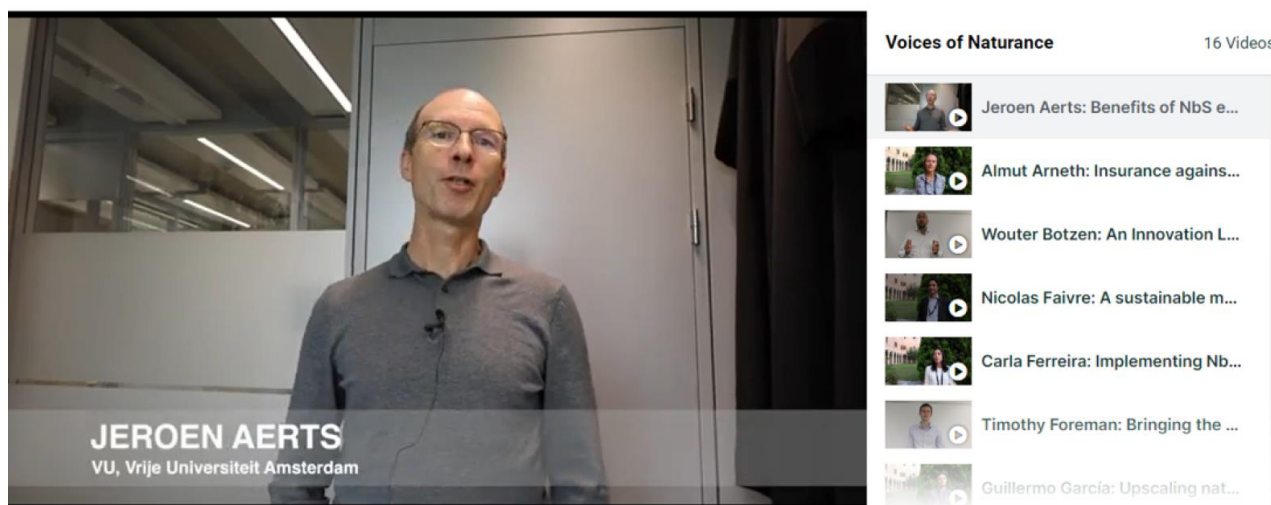
- **Video interviews** to experts in Nature-based Solutions have been recorded during the project’s main events, such as the kick-off meeting. The series, named “Voices of NATURANCE”, highlights past and ongoing research and innovation conducted and proposed by the knowledge networks and the NATURANCE 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. As of February 2024, the series includes 16 episodes and has cumulatively reached over 500 views.

Interviews

Learn more about NATURANCE meeting the people behind the project!



- Three **Innovation Lab videos** (~4 minutes) will be developed by M18 to be shown during the first project festival (23-24 of May 2024). These videos will 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 will 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.
- The **keynote speeches** and the **inspirational talks** organised during project events (webstival, general assembly) were recorded and uploaded on the NATURANCE playlist to be shared on social media. As of February 2024, the series included 5 recordings and has cumulatively reached 200 views.



Title	Talk	Speaker
Nature and insurance recent trends and developments	Keynote	Swenja Surminski (Grantham Research Institute, LSE and Marsh McLennan)
The role of the private sector in supporting and implementing NbS in the risk financing space	Keynote	Ariane Kaploun (AXA Climate)
On assessing co-benefits of NbS	Inspirational	Marija Bočkarjova (University of Twente)
Insurability changing climate	Inspirational	Vylon Ooms (Dutch Association of Insurers)
Financing strategies and business models for urban NbS	Inspirational	Helen Toxopeus (Utrecht University)

3.8 Events

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

3.8.1 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 on-site festivals.

- 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 (138 on the first day and 70 on the second day). The event brought together experts in finance and nature-based solutions, alongside insurers, disaster risk professionals, policy-makers at the European, regional, and local levels, as well as innovators from various fields. Through the combination of plenary and parallel sessions, attendees were engaged in targeted thematic discussions, interactive workshops, and presentations of innovative solutions, all aimed at fostering dialogue and providing industry insights. A collection of the webstival materials, including a detailed agenda and video recordings is available on the NATURANCE website in the “Videos” and “Project events” sections.



- The **first NATURANCE festival**, entitled “Finance Innovation Festival, Insurance and Investment Opportunities for Nature-based Solutions” will be hosted by IIASA at its headquarter in Laxenburg (near Vienna) on the 23rd and 24th of May 2024. The festival is intended as a venue to bring together various communities around climate risk assessment, policy analysis, financial innovation, and advocacy for NbS. The format includes a plenty of different sessions: leading experts will deliver **inspirational keynotes**, setting the stage with valuable insights into current initiatives and inspiring community discussions during the Festival; the **panel and pitch presentation** session will feature expert panels discussing various aspects of innovation finance for NbS, including current trends, challenges, and opportunities in financing such projects; the **World Café** interactive sessions provide a participatory format for attendees to engage in in-depth discussions and collaborative brainstorming; **roundtables** with different themes related to innovation finance for NbS will facilitate exchanges of ideas, insights, and experiences, guided by facilitators to ensure a dynamic and productive exchange of knowledge and perspectives, fostering networking and collaborations among participants; the **Outdoor Discussions Session**, set in the Laxenburg Castle garden, fosters informal discussions, networking, and idea-sharing. Attendees will explore and complement ideas for the next round of community innovation labs for nature-based investment and insurance solutions. The festival is



supported by tailored campaigns of promotion on social networks and by the development of dedicated outreach products (e.g. booklet, factsheets, visuals). Moreover, it has already been promoted through websites and newsletters of the consortium partners as well as the channels of knowledge networks (Climate-ADAPT, MIP4Adapt, Disaster Risk Management Knowledge Centre, Nature Network, Oppla, PEDRR). The deliverable D5.3 will report the outcomes in detail.

3.8.2 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 KNs. Among others, in March 2023 NATURANCE organised a global webinar in collaboration with the PEDRR partnership, for which more than 2,000 attendees registered.

Date	Title	(Co-)Organiser	Speaker
30/3/23	A New Global Biodiversity Framework for Disaster and Climate Resilience	PEDRR	J. Mysiak (CMCC)
4/5/23	Principles, Challenges, Opportunities and Lessons in Integrated Water Resource Assessment and Modelling	FEEM	J. Mysiak (CMCC)
6/12/23	IIASA Voices – Nature-based Solution	IIASA	J. Martin, J. Linnerooth-Bayer (IIASA)



13/12/23	Nature-based solutions for climate change mitigation and adaptation	Instituto Politécnico de Coimbra/SU	Z. Kalantari (SU), C. Ferreira
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3.8.3 Technical expert workshops

The participation to 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.

Date and place	Title	Organiser	Speaker	Participants
28/10/22 Venice (Italy)	Gli effetti dei cambiamenti climatici in Italia: strategie di adattamento e ruolo delle imprese assicurative.	Bank of Italy	J. Mysiak (keynote)	40 (90)
14/11/22 Delft (Netherlands)	Insuring the Dutch Delta: Climate Adaptation, Insurance and the Future of Risk Sharing in the Netherlands	KN Dutch Association for Insurers	W. Botzen	70
13/9/23 Bonn (Germany)	5th PEDRR Network science-policy workshop	PEDRR - Partnership for Environment and Disaster Risk Reduction	J. Mysiak	50
16/1/24 Utrecht (Netherlands)	Winter School for Regional Development Agencies	OECD/EURADA	W. Botzen (keynote)	



3.8.4 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 March 2024:

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



3.8.5 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.

- 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 was delivered 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.

The BluePlanet2024 international conference, a NATURANCE-associated event, is scheduled for 23 – 25 April 2024 at the Royal Institute of Technology (KTH) in Stockholm, Sweden, and will be available online. The conference aims to convene leading researchers and societal stakeholders to discuss recent advancements in processes, methods, and technologies for pioneering solutions in a water-wise world.

3.8.6 Naturethon

Naturethons, or in short form “Na’thon”, are initiatives designed to tap into the collective understanding of NbS deployment and to stimulate discussions around their financial mechanisms and instruments. These citizen groups meetings are inspired by the idea of the Climathon, which refers to hackathon-style events that focus on generating innovative solutions for climate-related challenges. Similarly, Naturethon events are devised as



intensive, collaborative sessions that bring together citizens, experts, policymakers, and entrepreneurs to tackle the financing of nature-based solutions (NbS). The term embraces the spirit of proactive engagement, innovation, and financial strategizing towards a greener and more resilient future. Two Naturethons will be organised in collaboration with the EU Climate Pact Ambassadors and EU Solidarity Corps. An opening webinar in April will forerun the first of these initiatives, which will be officially launched during the first NATURANCE festival (23-24 of May 2024) while the second one is planned in M40. The deliverable D5.3 will report in detail the outcomes of the first Naturethon.

3.9 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 list below includes the consortium publications updated to February 2024:

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

3.10 Compendium of NBIS solutions and guiding design principles

The Task 5.3 “Compendium of NBIS solutions and guiding design principles” will summarise the key findings from WP2-WP5; this activity is led by LSE. The Compendium of NBIS and best practices (D5.4) 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 Design principles & metrics (D5.5) will summarise the NbS opportunities for risk transfer & investment (D2.4) and Integrate NbS in insurance schemes with improved models (D4.3). It 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.

4 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 should 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.

4.1 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 the [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	300 recipients



A series of 20-24 webinars 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	80+ participants (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	30 participants (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	300 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

4.2 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 the 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 18 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 attendance to the first webstival 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 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 intermediate goals reached in orange. The target audience (numbers) refer to the numbered target groups described in the [section 3.2](#).

As shown in the table, some of the KPIs for the full implementation of the plan are close to being fully reached, such as the participants to events and the recording and sharing of video interviews and webinars. The development of other activities appears aligned with the outlook for M18.

In conclusion, considering that some of the activities foreseen in the plan have not started yet, or are in a preliminary development phase, the results are promising and are paving the way for a full implementation of the plan.

Communication and dissemination activities/packages	Target groups	Objectives	KPI (as 3/2024)
Professional and web-accessible website with clear visual	All	Inform, share	300 visitors (average/month) – >2.400 views (total)
Continuous social media campaigns, 6 newsletters , 2-3 short videos , project brochure and press releases	All	Inform	300 recipients – newsletter – 2 issues (422 recipients); 476 followers +100 posts SN
A series of 20-24 webinars showcasing the innovative insurance and investments solutions and real-world experience	All	Inform, share, engage	60 participants (average/webinar) – 16 video interviews (500 views), 5 pre-recorded webinars (200 views), 4 webinars
4 festivals & webstivals combining keynote talks, technical panels, workshops, break-out discussions, & policy dialogues	All	All objectives	80+ participants (average/event) – 1 event (208 participants)
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	30 participants (average/event) – 4 events (+160 participants), + 5 sessions during major conferences



6 Lunch-break seminars/webinars for EC services , major organisation & business leader initiatives	5, 7, 8	Inform, share, engage	30 participants (average/event) – TBD
Online citizen forum on NbS/NBIS, organised with the Climate Pact Ambassadors	3, 4	Inform, engage	300 participants – TBD
2 Training and capacity development events and material	2-5	Share, empower	50 participants – TBD
6 Technical, innovation and policy briefs and demos	1-2, 5-8	Share, empower	300 recipients – TBD
10 Open access scientific articles in peer reviewed journals	1, 6	Share	75% in Q1 journals – 5 (100% Q1)

4.3 Outlooks

In the coming months, Work Package 5 (WP5) will focus its energies on organizing the project's inaugural in-person festival on the 23rd and 24th of May 2024, alongside the rollout of the first Naturethon spanning April to September 2024. These initiatives fall under Task 5.2 and will be bolstered by targeted promotional campaigns on social media, complemented by the creation of specialized outreach materials such as booklets, factsheets, and visuals.

The festival presents an opportunity for the WP5 team to capture interviews with prominent experts and record key sessions, thereby expanding the project's digital repository. Concurrently, the roadmap for the first Naturethon (M5.2) will include a series of webinars that allow citizens to interact with leading Nature-based Solutions (NbS) experts. These webinars are designed to stimulate public inquiry, navigate through challenges, and provide guidance on active participation and advocacy for NbS within local communities.

Given its novel approach, the results from the initial Naturethon will undergo a meticulous evaluation to refine the framework for the subsequent one (M30). In addition to these highlighted events, WP5 will persist in hosting community webinars, thus broadening and maintaining the project's digital library.

5 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.