

NATURETHON

SEEDS OF CHANGE – CITIZENS
GROWING NATURE-BASED FUTURE

2025

Prepared by:

SORAYA **MELINATO**
DAVIDE **MICHIELIN**
TIBERIO **MONETA**
ANDREA **STACCIONE**



www.naturanceproject.eu



naturethon@naturanceproject.eu

*[THE EURO-MEDITERRANEAN CENTER
ON CLIMATE CHANGE]*





WHAT IS NATURETHON?

The **NATURANCE** project powers far-reaching initiatives to organize citizen group meetings throughout Europe and beyond, focused on identifying innovative financial strategies for Nature-based Solutions (NBS) in the context of climate action and disaster risk mitigation. Through the **Naturethon** initiative, citizens and non-experts are invited to exchange ideas, supported by the NATURANCE team.

The 2025 round will include three online training events in October and November. Get inspired by **high-profile talks**, engage in the **discussion with experts**, and fill in the board of a digital **collaboration platform** with specific tasks. Between sessions, participants will be provided with valuable insights to support independent work within their communities.

With the knowledge and insights gained from the training sessions, participants will be guided by facilitators in the design, implementation, and deployment of NBS in their local area, helping shape the vision of a greener, more resilient, and more inclusive future. **Ready to get involved?**

Mobilizing public and citizen engagement is essential for inclusive practices toward social change, fostering a sense of empowerment and creating conditions of full transparency, accountability, and trust.

According to the EC definition, NBS are “solutions to societal challenges that are inspired and supported by nature, which are cost-effective, simultaneously provide environmental, social and economic benefits and help build resilience”.

HOW TO PARTICIPATE?

Naturethon welcomes groups and individuals who are interested in local adaptation to climate-related risks and enjoy engaging in purposeful dialogue and exchanging ideas. Join the conversation that will redefine how NBS are understood, adopted, and brought to life in your communities!

1

SUBSCRIBE TO THE NATURETHON NEWSLETTER

Stay up to date with event invitations, resources, and support throughout the citizen engagement process. Sign up now!

2

ENROLL IN THE SUPPORTING ACTIVITIES

From October to November, leading experts in NBS will host a series of online sessions featuring knowledge sharing and training opportunities through a collaborative online platform. Register your group to track your progress.

3

ENGAGE IN DIALOGUE WITHIN YOUR GROUP

With the knowledge and insights gained from the training sessions and newsletter updates, your group will be well-prepared to actively contribute to the deployment of NBS in your local area.

4

SHARE YOUR IDEAS WITH US

Choose your preferred format—text, drawing, video, or any creative medium. Every way of expressing your imagined solution is welcome and valued.





REVIEW AND AWARD

The Naturethon team will review all the ideas, giving back operative feedbacks to shape feasible and meaningful actions. All groups receive a **participation certificate**. In addition, the winning proposals are honored with the planting of a tree in the group's name in collaboration with **Treedom**, and a NATURANCE water bottle for each member.

Moreover, representatives of the three proposals that stand out for innovation, feasibility, and social and environmental impact will be hosted by the project at the upcoming **Finance Innovation Festival** in Brussels (February 3-5, 2026). There, they will have the opportunity to present the key highlights of their submission to an audience of international professionals. This will provide valuable feedback and suggestions for further improvement.

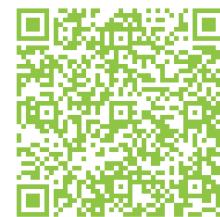
HINTS & TIPS

- *Encourage your friends, colleagues, and community members to join the discussions and explore opportunities to make a difference right in your local area.*
- *Not part of a group? No worries! You can always join others, and individual participation is also welcome. However, are you sure no one around you would be interested in improving your local context?*
- *Focus your idea on specific environmental challenges, identifying clear and actionable Nature-based Solutions.*
- *Make use of the resources and expertise available in the project's Digital Library to develop tailored solutions and explore opportunities for collaboration within your community.*

TIMELINE



WEBSITE



NEWSLETTER



DIGITAL LIBRARY

ABOUT NATURANCE

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

