



INVESTING
in our countryside
EU Green Week > 31 May 2016

INVITATION



‘Making money through landscape restoration’ How nature-based solutions can make the countryside thrive

Facilitated by the [Belgian Biodiversity Platform](#)

New time! Tuesday 31 May 2016 / 09:30-14:00

Belgian Science Policy Office, Avenue Louise 231, B-1050 Brussels

This day of the [2016 EU Green Week](#) focuses on the theme ‘investing in the countryside’.

With this event, [IUCN](#) aims to highlight opportunities for investing in the restoration of ecosystems and developing new partnerships for action in Europe. The session will showcase the multiple benefits of nature-based solutions and demonstrate how ecosystems provide the foundation for a sustainable economy and human well-being.

Healthy ecosystems are the foundation of a sustainable economy and the well-being of society and business. Ecosystem restoration presents great untapped potential for Europe’s future development and better understanding is needed of how people and economies depend on nature.

Join a diverse audience, including representatives from EU institutions, NGOs and investors, national and sub-national governments, the scientific community and the business sector, taking part in this exchange on how nature-based solutions can make the countryside thrive.

Please register via the following [link](#)

Programme

09.00 – 09.30 Registration

09.30 – 09.40 Welcome and opening by **Luc Bas, Director of the IUCN European Regional Office**

09.40 – 10.20 Ten-minute keynote presentations:

The economic and social benefits of protected areas and their surroundings in Catalonia. **Marta Subirà Roca, Secretary for Environment and Sustainability, Ministry of Territory and Sustainability of Catalonia**

4 returns: a holistic framework to restore degraded landscapes with business cases. **Willem Ferwerda, CEO at Commonland**

Investing in the wild? **Ilko Bosman, Enterprise Director at Rewilding Europe**

Natural capital, solutions for a changing world. **Jonathan Hughes, CEO at the Scottish Wildlife Trust**

10.20 – 10:50 Panel discussion with the speakers, led by **Joop Hazenberg**, EU Communications Officer at the IUCN European Regional Office

10.50 – 11:10 Break

11.10 – 12:30 Break-out sessions – please indicate your preference upon registration

1. Ministry of Territory and Sustainability of Catalonia

In this break-out session attention will be given to how regional governments can effectively achieve their commitments towards nature conservation while involving and benefitting people. The Government of Catalonia will showcase two ongoing initiatives: 1) Land stewardship as an innovative strategy for landscape and biodiversity conservation in both public and private areas. Public funding is provided to land stewardship NGOs to strengthen the restoration of habitats in the countryside and to conserve its values and resources; 2) The Green Infrastructure Programme aims to improve ecological connectivity and reconnect fragmented natural areas within the wider countryside through habitat restoration.

2. Commonland

Commonland's goal is to realize large-scale landscape restoration with local farmers, land-users and experts, based on sustainable business cases. Our mission is to contribute to a large-scale landscape restoration industry, aligned with international policies and guidelines. Based on the 4 returns approach of inspirational, social, natural and financial returns per hectare. Commonland will share lessons on the restoration of degraded ecosystems and the multiple returns this generates. The focus of the break-out session will be on how the 4 returns model is applied in Spain and what lessons are learned that should have an impact on the European Agricultural Policy.

3. Rewilding Europe

This session will be dedicated to the unique combination of nature, ecosystem restoration and entrepreneurship, in order to create a new perspective for areas in Europe that face land abandonment and economic deprivation. Essential in the model of Rewilding Europe is to create opportunities for investment in nature, which are often considered a major risk for private investors. This requires entrepreneurial thinking and an eye for the value of natural capital, not only by the business community but in particular by local communities, local and regional governments and investors.

4. Scottish Wildlife Trust

Governments around the world recognise the vital importance of our peatlands as part of efforts to tackle climate change, water management and biodiversity conservation. The Peatland Code is a mechanism by which businesses can help fund peatland restoration projects. The Peatland Code should provide much needed funds to these communities in return for carbon, water and biodiversity benefits.

12.30 – 13:00 Plenary feedback from break-out sessions and reflections by **Eva Mayerhofer, Lead Environment and Biodiversity Specialist Environment, Climate and Social Office, European Investment Bank**

Closing remarks

13:00 – 14:00 Lunch