

## Press Release

### New European project Invest4Nature to boost investments in nature-based solutions

*15 European organisations meet in Graz and partner up to build a market for nature-based solutions*



*Picture of the Invest4Nature consortium at the Kick-off meeting, 10<sup>th</sup> October 2022*

**Graz, 11/10/2022** - The 15 European partners of the new EU-funded project Invest4Nature met on October 10-12 2022 for the project's kick-off event in Graz. Over the course of 4 years, 15 partners will contribute to a better understanding of the economic and financial performance of nature-based solutions. The improved understanding is needed to promote upscaling, to attract investments in the measures and to serve as a basis for the development of a market to enable a broad deployment of nature-based solutions.

The world is experiencing a severe climate and biodiversity crisis. The EU's strategy to tackle this crisis – the Green Deal - considers nature-based solutions as a key measure. Therefore, it supports projects that contribute its further development. The environmental, social and economic benefits of the solutions are manifold: from the mitigation and adaptation to climate change (including the reduction of urban heat island effects and flood mitigation) to the increased well-being for citizens. However, these benefits are not yet fully understood and there is currently no standard method to calculate the economic and financial benefits of such nature-based solutions e.g. in the reduction of climate risks which are important for financial stakeholders such as investors and insurances.

**Invest4Nature** will:

- Create an evaluation framework of nature-based solutions to allows the valuation of risks reductions by NBS as well as sound cost-benefit analyses and the development of business models,
- Provide evidence on the benefits NBS in in coastal, urban, rural and mountainous scenarios by evaluating 5 existing cases in Norway, Denmark, Poland, Austria and Portugal which will serve as Living Labs,

- Develop a Decision Support System (DSS) and a communication toolbox for nature-based solutions to meet the needs of investors.

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**“There can be no investments without reliable data and concrete figures. We’re excited to fill this gap with Invest4Nature and the fruitful kick-off meeting here in Graz showed that we can create a powerful “meta-level boost” for the broad implementation of nature-based solutions.”**

**-Andreas Türk, Joanneum Research, Coordinator of Invest4Nature**

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Invest4Nature (full name: Promoting investments in NBS and accelerating market uptake by gaining a better understanding of the economic performance of NBS, considering climate mitigation and risk reduction) combines the expertise of 15 organisations from 11 European countries, including universities, research organisations, NGOs, SMEs and municipalities. For further information, visit the Invest4Nature twitter channel via [@Invest4N](#), the LinkedIn channel via [@Invest4Nature](#), and the official project website [www.invest4nature.eu](http://www.invest4nature.eu).

**The Invest4Nature consortium consists of the following members:**

JOANNEUM RESEARCH FORSCHUNGSGESELLSCHAFT MBH, AUSTRIA  
STEINBEIS 2I GMBH, GERMANY  
NORSK INSTITUTT FOR VANNFORSKNING, NORWAY  
HORIZON NUA INNOVATION, IRELAND  
AARHUS UNIVERSITET, DENMARK  
CLIMATE ALLIANCE - KLIMA-BUENDNIS – ALIANZA DEL CLIMA e.V., GERMANY  
OPPLA EEIG, NETHERLANDS  
ENGINEERING - INGEGNERIA INFORMATICA SPA, ITALY  
EMAC EMPRESA MUNICIPAL DE AMBIENTE DE CASCAIS EM SA, PORTUGAL  
MELOMYS ADVISORY, LATVIA  
FONDAZIONE CENTRO EURO-MEDITERRANEO SUI CAMBIAMENTI CLIMATICI, ITALY  
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