



NATURVATION  
cities - nature - innovation

Mainstreaming Urban Nature-Based Solutions

## Engage insurance sector

The insurance industry has been sharing expertise to guide other stakeholders to undertake effective risk reduction and prevention activities. Nature-based solutions can be positioned as a risk mitigation strategy in this context, by building expertise among risk management professionals about these solutions and awareness among infrastructure owners about exposure to climate risk. Insurance firms hold a significant amount of data and provide intelligence about localised damage costs to support climate-resilient solutions. In Sweden and the Netherlands, insurance firms and industry associations representing the majority of the insurance market undertook municipal and household surveys to assess the implementation of climate resilience measures. In addition to developing insurance products for homeowners, companies offer risk assessment services for industrial and commercial clients.



In the Netherlands, the firm Achmea insures about 70 percent of municipalities and spearheads efforts that promote nature-based solutions. Through its climate risk data tool, BlueLabel, the company uses its claim data to inform homeowners and municipalities of the climate risk of a specific house or geographic area. This helps signal vulnerability to extreme weather and design effective interventions, increasing the value and potential of nature-based solutions. Motivated by rising claims for water damage in its portfolio, the company's subsidiary, Interpolis, ran a national marketing campaign to stimulate green roofs. The company collaborates with a green roof firm to offer a standard low price, making the process easier and financially accessible for homeowners.



# Mainstreaming Nature Based Solutions

## Promising Pathways for Sustainability Goals



### Climate Change

With the race to reach 'net zero' targets and build back resilience, nature-based solutions are increasingly seen as a critical tool for responding to climate change. Whether by cooling cities and reducing energy demand or providing new ways of managing flooding, nature-based solutions are gaining support globally. We identify four pathways through which mainstreaming is taking place: recognising their potential as a climate solution; investing to reduce climate risk; integrating climate action with other sustainability goals; and learning through practical experience on the ground.

### Biodiversity

As the world seeks to develop a transformative agenda for biodiversity over the next decade, we explore how mainstreaming nature-based solutions can enable cities to conserve, restore and thrive with nature. Four pathways are identified based on regulating for 'no net loss' of biodiversity, developing co-governance arrangements for public-private finance, integrating biodiversity with existing sustainability priorities, and integrating biodiversity into urban development and the built environment.

### Social Inclusion

Nature-based solutions such as new parks, rooftop gardens, and tree-lined streets play an important role in improving wellbeing and enhancing community spaces. However, the potential for gentrification and displacement of lower income groups means that these solutions must actively foster social inclusion and tackle inequalities. We identify three pathways that strengthen social inclusion: broadening community participation, securing genuine political commitment and policies that support social inclusion, and pursuing social inclusion measures as a way of achieving health and wellbeing.

### Economic Regeneration

Nature-based solutions can create economic regeneration through increasing economic activity and employment and by improving the quality of life. Nature-based solutions both directly contribute to economic vitality and well-being, and leverage new forms of economic activity in cities that generate opportunities. Mainstreaming for economic regeneration takes place through developing partnerships for investment, increasing our knowledge of their economic value, seizing opportunities emerging from other sustainability initiatives, and stimulating market demand for nature-based solutions.

### Sustainable Development Goals

To achieve the SDGs, urban development must prepare for growing populations while also creating sustainable and inclusive cities. Nature-based solutions can address a range of sustainability goals from climate resilience to health to economic development. For example, green space provides cooling, reduces pollutants, and encourages physical activity. Pathways that engage urban nature-based solutions to address SDGs include: involving diverse actors, strengthening local engagement, addressing multiple sustainability objectives simultaneously, establishing institutional arrangements that integrate sustainable development, and monitoring and assessing sustainable urban transformation.