Effective Storytelling for Nature-based Solutions

Activity book

Connecting Nature

Bringing Cities to Life, Bringing Life into Cities

Acknowledgments

EFFECTIVE STORYTELLING FOR NATURE-BASED SOLUTIONS

What is in this activity book?

What is this activity book about?

We have created this activity book based on our experiences in **Connecting Nature** and those of the city partners involved in the project. It is meant to help Nature-based Solutions practitioners think about their narrative through a number of incremental learning team tasks. We explain why a clearly communicated narrative is essential and guide you through the process of creating yours. We have used examples from Connecting Nature and the experiences of illustrating a complex framework to be able to tell a story. We want to guide and inspire you to do the same.

Why have we created this activity book?

After a series of co-creation workshops to guide our pilot cities in the process of storytelling and creation of narratives, we decided to reflect on that experience and translate all lessons learnt into this activity book, including the importance of storytelling and the tips and tricks to doing so effectively. This document also aims to create a connection between the multiple guidebooks that have been produced as part of Connecting Nature. Please find a list of suggested guidebooks and tools at the end of this Activity book, with free access via Oppla. Each one is a useful guide on a particular aspect of the Connecting Nature framework, and here you can see how they can all come together to create a unique narrative for each Nature-based Solutions project.

Who is this activiy book for?

This activity book can be used by a range of audiences, including people of all ages, backgrounds and abilities, who are interested in Nature-based Solutions, to facilitate their storytelling process. It has so far been tested on professionals and teams involved in the Connecting Nature project as a communication and co-production tool to mainstream their Nature-based Solutions. As a tool, it aims to help work through the difficulties of creating powerful and impactful narratives based on first-hand experience, for a range of purposes, some of which will be discussed in later chapters. Moreover, we hope that this activity book will be useful as a reflexive activity for individuals and teams seeking to sort through piles of data and make decisions as to how and why to tell their story. While we wish that any resulting narratives will achieve their purpose to the fullest, we hope the journey will be as informative and enjoyable as the end result.

Some key terms:

Reflexivity is the practice of self-examination and self-evaluation throughout a given experience. The recording of feelings, emotions and reactions to events as they happen, leads to a more conscious analysis on one's self in the present, and is a source of important data on human relationships with the world. Some Connecting Nature tools that facilitate Reflexivity are: Reflexive Monitoring and the EM|Path Approach (formerly known as the Sarajevo Process). You can find both of these tools on the Oppla platform.

Co-production is a governance method which can be used by cities and other stakeholders when developing Nature-based Solutions in cities and for the good of cities. Not only does co-production foster collaboration and partnership but it stimulates learning among diverse actors – these actors could be civil servants, citizens, urban planners, entrepreneurs, architects, scientists or engineers, to name but a few. In a co-production model, they contribute to the design, implementation and management of Nature-based Solutions together.

(Source: Co-production Guidebook)

What is a Nature-based Solution?

The European Commission defines **Nature-based Solutions** (NBS) as solutions to societal change that are:

"inspired and supported by nature, which are cost effective, simultaneously provide environmental, social and economic benefits and help build resilience. Such solutions bring more and more diverse, nature and natural features and processes into cities, landscapes and seascapes, through locally adapted, resource-efficient and systemic interventions."

Nature-based Solutions benefit biodiversity and support the delivery of a range of ecosystem services.

What is the Connecting Nature Framework?

Designing and implementing Nature-based Solutions on a scale that delivers economic, environmental and social co-benefits, while also building resilience and benefiting biodiversity is complex with many different issues to consider.

In response to this uncertainty, Connecting Nature has developed a process tool to help cities and other organisations navigate the path towards implementation of Nature-based Solutions on a large scale: the Connecting Nature Framework. The Framework identifies three distinct phases of development for a Nature-based Solution: planning, delivery and stewardship.

Many questions arise and need answers.

What is the best solution for the area?

Who will manage it?

How will it be financed?

How to measure the economic, environmental and social impact?

Who needs to be involved in the planning, delivery and stewardship?

Will it support innovation and generate jobs?

How can we manage change?

Even identifying where to start can often be a challenge!

Throughout each phase there are seven separate elements that cities and other entities need to consider when shaping their individual Nature-based Solution: technical solutions, governance, impact assessment, finance, entrepreneurship, co-production and reflexive monitoring.

They may choose to start with any element of the Framework process and consider the others in the order that suits their context. What emerges from the Framework process is a comprehensive 360° overview of each stage of development of the Nature-based Solution.

PLANNING
NATURE-BASED SOLUTION *GOALS*

DELIVERY
NATURE-BASED SOLUTION

STEWARDSHIP
NATURE-BASED SOLUTION *IMPACT*

- TECHNICAL SOLUTIONS
- GOVERNANCE
- FINANCING AND BUSINESS MODELS
- NATURE-BASED ENTERPRISES
- CO-PRODUCTION
- REFLEXIVE MONITORING
- IMPACT ASSESSMENT

3. Our city partners

The Connecting Nature city partners have been central to the project. Each city's exemplar is a small, medium or large scale Nature-based Solution project in various stages of the implementation process. The Connecting Nature Framework has aimed at supporting the cities in implementing their own Nature-based Solutions. In this activity book, you will read about the experiences of three of our city partners:

Poznań

In Poznań, the exemplar is the out-scaling of pocket parks and urban gardens to improve equitable access to nature in very urbanised areas and those with higher population densities. The exemplar delivery has focused on a series of eco- and social-gardens at kindergartens across the city.

A Coruña

A Coruña's exemplar is the implementation of a city-wide Urban Garden network. The importance of the exemplar in the city includes economic, environmental and social benefits, aligning with the Spanish Urban Agenda and the UN Sustainable Development Goals

Sarajevo

The Sarajevo exemplar utilizes the Connecting Nature Framework to support the creation of an urban garden and sensory park within the Secondary Vocational Education and Training School which will have multifunctional purposes and will be open to all citizens, but it would be adjusted to special target groups. It is the joint work of the Sarajevo Economic Region Development Agency and the City of Sarajevo

A case study from Poznań

The design, implementation, operation and maintenance of Nature-based Solutions required the Poznań team to learn about and experiment with new planning approaches and methods. The created narrative tells the story of Poznań's Nature-based Solutions exemplar through the key Transformation points during and through Connecting Nature project (see Chapter 8 for more details on Transformation points). Poznań team used its own language and figures to create their own narrative – as an inspiration and showing the knowledge, experiences and lessons learnt.

The Poznań's narrative was created by the city for cities: for other city partners in Connecting Nature, for the future colleagues in City Hall's Departments who will continue to work on Nature-based Solutions projects, for people who are interested in innovative projects in the city, for new-joiners who would like to collaborate.

Poznań's work on the narrative and diagram allowed for an in-depth diagnosis and identification of the significant key transformation points that appeared during and through the Connecting Nature project, changing the manner of working among Poznań team.

It's almost three years of transformation and creating the story. The crucial moment for Poznań was to complete the Poznań Connecting Nature team and welcome new people on Connecting Nature board. Poznań's narrative is evolving all the time. Reflecting on key components of Framework, our narrative gives a full image of processes and actions in the city.

Another crucial transformation point was building the power of the narrative for direct relation with companies and other potential partners in introducing Nature-based Solutions to the city. The holistic approach to Nature-based Solutions storytelling, experienced in Connecting Nature partnership, enriched Poznań narrative and encouraged the use of new elements.

The Narrative is a brief and at the same time fundamental document, in which we have gathered our experience how, through the developed cooperation and financing mechanisms, we can provide fully-checked Nature-based Solutions products. Poznań Connecting Nature Narrative and Connecting Nature figure are significant tools to support us in looking for extra funds for implementation and in communicating with officials, councilors and mayors as well as for finding followers and contributors.

What do we mean when referring to a narrative?

A narrative is how you choose to tell the story of a certain thing. Every person can live through the same experience and end up with a very different description of it. A narrative is how you harness that lived experience into a form of communication, be it text, video or image.

> **Life only has narrative when we frame it and edit it and call it certain things**
>
> **Peter Landesman, Screenwriter**

The metaphor of the frame can be useful in framing a piece of reality in a way that makes narrative sense. Consider your retelling of an event, what do you include in your storytelling, what do you exclude, why do you exclude things?

Life itself as a lived experience is not a narrative, but we can make it into one by going through a storytelling process. Whatever you choose to frame becomes your narrative. A narrative or a story is therefore a matter of choice and intention, so think about the frame metaphor when telling your story. What do you want to include in that frame?

"The narrative allows us to tell, in a short and simple way, how the network of urban gardens is being developed in our city as a model for the implementation of Nature-based Solutions, and how the process of adapting the Connecting Nature Framework is taking place. It helps communicate what we are doing to different target audiences like citizens, colleagues, politicians, and representatives from other cities." Antonio Prieto, A Coruña Connecting Nature team

"Visually attractive Nature-based Solutions data and videos, have the potential of contribution to ESG (Environmental, Social and Governance) reports, and impact in thematic online events. This changed the way in which the Poznań team is formulating our Nature-based Solutions narrative and influenced its reach." Agnieszka Osipiuk, Poznań Connecting Nature team

Basic decision-making for your story

ideas

Language of story if (applicable):

Our story will be in the form of:

☐ Text ☐ Video

☐ Image ☐ A combination

☐ Website ☐ Presentation

☐ Other.............................

Select three key colours for the design:

1 _____
2 _____
3 _____

why these?

_____
_____
_____

Start with 5 Keywords for our work:

1 _____
2 _____
3 _____
4 _____
5 _____

What resources do we have available?

☐ Image ☐ Video ☐ Reports

☐ Media ☐ Other.............................

What resources do we need?

_____
_____
_____

Are there any terms we need to define?

_____
_____
_____
_____

How do we do this?

☐ graphically ☐ Textually

☐ Other.............................

Eye-Opener Workshop, Poznań

Storytelling is the skill of using data in a narrative form in order to pass on a message. Storytelling is used daily in casual and professional settings and has the ability of creating emotional connections with audiences. This chapter focuses on some of the key starting points for your storytelling journey.

Some things to keep in mind are:

- **There is physiological evidence** that indicates that the brain processes data better when it is presented in a story form. What this means is that the way you choose to share information has an impact on the way it is received and perceived.

- In terms of content, **stories also allow the creation of empathy through multiple stimuli such as language, colour, tone, etc**. By targeting the audience's relatability a connection is formed which triggers memory, interest and curiosity.

- **Think about multisensory and multimedia storytelling**. Storytelling is not always textual; visual storytelling for example, is a great method of communicating complex and large amounts of information in a small space. The use of graphics as a communications tool also recognises the brain's ability to interpret images faster than words. A clear diagram can carry large amounts of information without looking crowded or overwhelming as text often does, and the use of colours, shapes and pictures add to the sensory reception of the story.

Keep it short

People consume large amounts of text daily, so stories can be more effective when told in a few selected words, images or video format.

Linearity is clarity

Linearity has the ability of leading people from point a to point b in a clear manner. A linear story therefore helps the consumer understand the context of the narrative and process it into something that makes sense to them.

Memory

By understanding how memory works we can use it to our advantage. The research shows that a story is more easily embedded into memory than facts and figures.

A picture is a thousand words

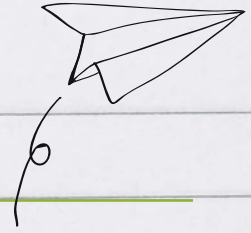Images are processed much faster than words, so where possible, images can be a large part of your storytelling.

Complexity

When working with complex concepts or acronyms, such as 'Nature-based Solutions', think about how these can be transmitted clearly.

Task:
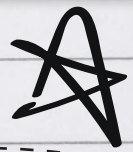
In one sentence, what is the story?

_____

who is the author of the story?

_____

who is the main audience?

_____

The next tasks will help you think through adjustments based on your story's audience

what are the aims of this story?
eg. to make civilians understand our project or to convince a funding body

who will benefit from this story?

why is this story important?

_____

_____

6. The power of a good narrative

To be able to write a impactful narrative, the author(s) must recognise that all narratives involve **power**. The author controls the beginning, middle and end of the narrative even when that end is an open-ended one, and this power can be used in different ways, for different reasons. In daily life, we come across multiple narratives that involve power. Here are some examples:

Entertainment

Films and books aim to draw the audience's engagement through their stories, but they do so through their narrative choices. These can be complex or simple storylines with equally complex or simple characters, but each scene or chapter is a conscious decision in creating an engaging narrative.

Business

The relationship between products and consumers is dictated by narratives. Advertisers often use stories to make products more desirable and techniques for doing so root their theory in psychology and linguistics to identify the effects of things like: uses of colour, text fonts, uses of language and tapping into memory and nostalgia, to name a few. All of these choices are created with a purpose, and thus hold immense power.

Politics

Politicians and the media often use language and terminologies that can create different perceptions of the same reality. These narratives have the power to shape and reshape historical facts as well as day-to-day happenings. This can be seen in the interpretations used in the news- in print or video form. The same story can be covered by multiple news outlets and have a very different impact, meaning, motive.

Task:

A powerful story

What achievements do we want from this story?	List of barriers	Tools
An example from Sarajevo.		
we want our story to empower our key stakeholders	we use complex language in our project that not everyone can understand	Elements of The EM|Path Approach such as Memory work can help break complex language barriers and make project objectives more clear to stakeholders

Urban Lab, Sarajevo

"Specific target groups are gathered around the Urban garden: children with disabilities, teachers and other staff from the School for children with disabilities, elderly people... So, we had to take specific approach to each of these target groups, and to adjust the story to their special needs and levels of understanding. Certain elements of **The EM|Path Approach** (formerly known as the Sarajevo Process) were very helpful in this task. For example, **Memory work**, part of the Sarajevo process, was perfect for elderly people from the Centre for healthy aging. They used their photos and their reflections on their photos when they were connected with nature, to inspire themselves and others for visioning of our Urban Garden of the future. This tool was very successful in our co-production and co-designing process, and it helped us get some great innovative ideas for the design of the Urban Garden."

Sarajevo Connecting Nature Team

7. Who is your audience?

This step is to get you thinking about who will be engaging with your story.
Depending on what you want to achieve with the use of your narrative, this will vary.

If you are looking to apply for funding, **your narrative could be targeting funding bodies including investors, government and/or international bodies**. If you are looking to promote your **Nature-based Solutions project** for community engagement, your audience could include citizens of all ages and backgrounds. If you want to encourage businesses to engage with your **Nature-based Solutions project**, you could be targeting professionals, local entrepreneurs and/or the wider business sector.

It is also important to think about whom the narrative is representing. Are you creating a narrative to tell the story of your **Nature-based Solutions project** from a city perspective, from the perspective of your smaller team of colleagues, or from that of the participants and collaborators? Who is being represented and spoken for is important when creating a narrative.
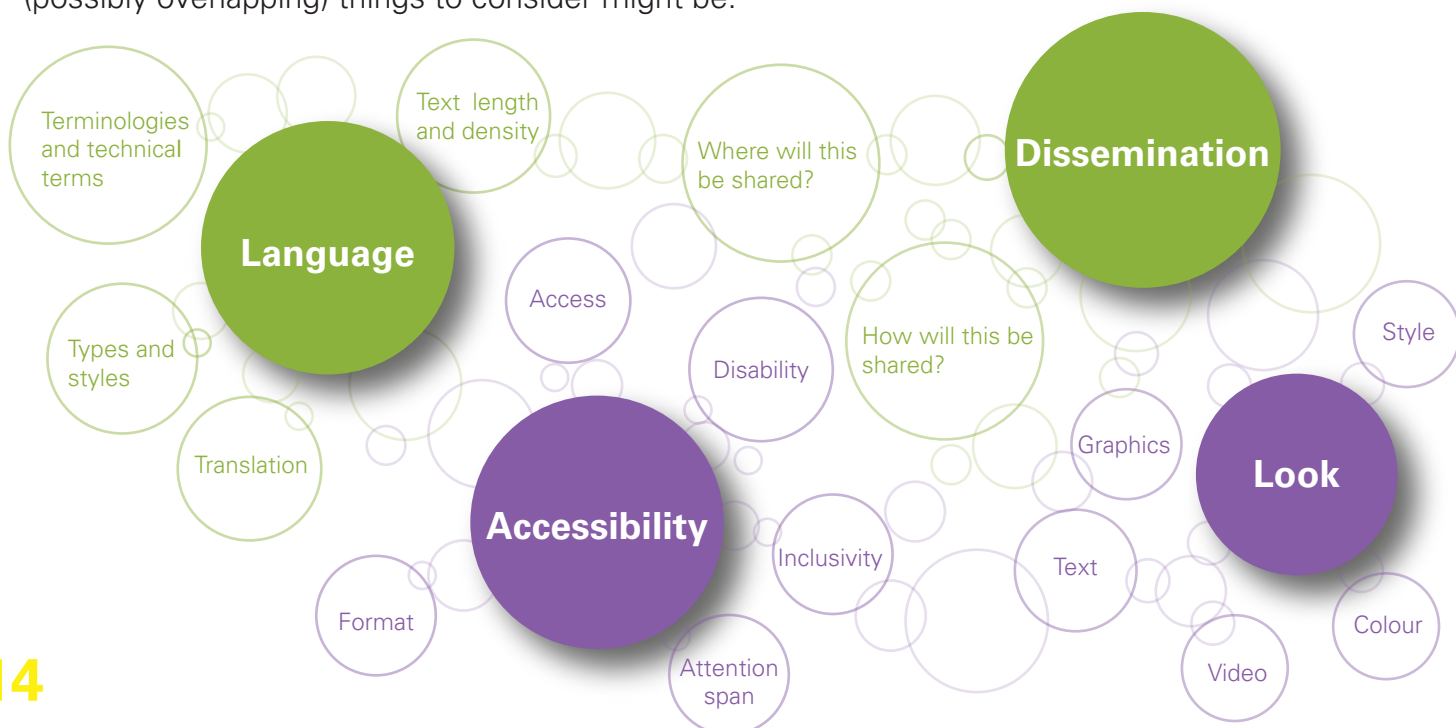
"The notion of "Nature – based Solutions" is quite difficult to adopt in daily language, especially when translated into Polish. It seems very scientific and brings to mind complicated solutions. It might discourage possible stakeholders who could be helpful in upscaling of the Nature-based Solutions – both decision-makers and regular citizens. The simple and professional narrative is important to familiarize people with this complicated definition – through interesting presentation of specific cases it helps them to understand how the Nature-based Solutions work, what benefits they bring and which natural phenomena they use or support. "

Natalia Madajczyk, Poznań Connecting Nature team

Depending on the audience, some
(possibly overlapping) things to consider might be:

Terminologies and technical terms

Text length and density

Where will this be shared?

Dissemination

Language

Access

Style

Types and styles

Disability

How will this be shared?

Graphics

Look

Translation

Accessibility

Inclusivity

Text

Format

Colour

Attention span

Video

Targeting an audience

Based on the considerations mentioned, for each potential consumer of the story make a list of things to consider.

List of key audiences

How do we get access to each audience?

What spaces are we targeting? Are they physical or virtual?

What resources are needed?

Do we have these? If not, how can we attain them?

Where to start?

Now that you have made some decisions about the purposes and look of your narrative, it is time to get started. In Connecting Nature we have suggested that Nature-based Solutions narratives begin by identifying the **Transformation points**.

What are Transformation points?

There are some points that make a story what it is, where something shifted that led the project down a specific path, for better or worse. These can be intentional or circumstantial. By identifying these impactful points withing your own story you can work on an engaging and impactful narrative.

For **Nature-based Solutions projects** these can be moments of change or learning that have shaped your exemplar. Try to identify these and note their time and effects. What did things look like before these points and how have things changed since? You can then reflect on how the opportunities for transformation were created.

Get started with a timeline

An easy way to get started is to visualise these moments on a timeline. Imagine your story as linear, with a beginning and end. For a clear story, the beginning must lead to the end, however open or closed that is.

Your linear story can then incorporate the points of transformation that will lead the audience through the development of the storyline and create empathetic connections. During these points, the audience will become more invested in your story and is more likely to have a connection to it.

Here is an example of a simple timeline that can incorporate past-present and future phases of a project. In Connecting Nature we have used Planning, Delivery and Stewardship to represent these phases.

Planning

Delivery

Stewardship

Examples of city experiences

Workshop for stakeholders mapping.

Engage stakeholders and select key actors for the exemplar planning, delivery and stewardship phases.

The EM|Path Approach

Art and nature helped the team to unlock a new perspective, utilise personal experiences and memories, approach the project and express it in a very fruitful way, thus contributing to the overall team tasks. After the three-day session, our team looked at the exemplar with a very different perspective.

New maintenance tender for the city's green areas.

It will include a separated lot for the maintenance of urban gardens, aimed at social integration enterprises.

Task:

- Use the template to identify your points of transformation.

- Use this opportunity to step back and celebrate your successes and learn from any mistakes in your journey.

- Evaluating progress within a project involves a reflection on the state of things before and after certain processes. This is great evidence that a project has been successful so think of any materials (for example documents or pictures you have) that can support these transformation points.

TRANSFORMATION POINTS	Reflect on the impact of this transformation point on your story
1. Add title of transformation point	Add description: Add estimated date: Linked to phase:
2. Add title of transformation point	Add description: Add estimated date: Linked to phase:
3. Add title of transformation point	Add description: Add estimated date: Linked to phase:

TRANSFORMATION POINTS

Reflect on the impact of this transformation point on your story

4. Add title of transformation point

Add description:

Add estimated date:

Linked to phase:

5. Add title of transformation point

Add description:

Add estimated date:

Linked to phase:

6. Add title of transformation point

Add description:

Add estimated date:

Linked to phase:

7. Add title of transformation point

Add description:

Add estimated date:

Linked to phase:

Here are some testimonials on the use of narratives from the Connecting Nature city partners

"We used the narrative to explain our project in an event organized by A Coruña City Council in collaboration with the National Point of the URBACT Program, in which decision makers, professionals from other municipal departments and stakeholders from various cities participated. With our narrative we felt that we could convey our information in a more accessible way. It was useful as a starting point to make new contacts and for networking with different stakeholders."

Antonio Prieto, A Coruña
Connecting Nature team

"The implementation of innovative Nature-based Solutions in the city was a big challenge for us, as well as raising awareness about benefits of such solutions for society and environment, especially among city hall officials, who mainly work in the content and procedures. We noticed that well-prepared narrative and Connecting Nature -figure addressed to outside enhances also interest of decision makers which make our regular work more visible also internally in our organization."

Agnieszka Dziubała, Poznań
Connecting Nature team

"Building unique narrative around the Sarajevo Urban Garden was easy on one hand, since this is the first urban garden in Sarajevo, so it gave us the space to design this narrative on an empty canvas using creative and innovative approach. On the other hand, this same advantage can be a challenge, because it is something new, and beside storytelling, we also need to educate and raise awareness about the whole concept."

Belma Pašić, Sarajevo Connecting Nature team

9. Using the Connecting Nature Framework to tell your story

During the Connecting Nature project, pilot cities have adopted the Connecting Nature Framework as a process tool to navigate the path through the implementation of Nature-based Solutions. Three different phases of development for Nature-based Solutions have been defined along this process, namely: planning, delivery and stewardship. Through each phase, there are seven separate elements that cities, as well as any other entities, need to consider in order to shape their exemplar:

Technical Solutions	Governance	Financing and business models	Nature-based Enterprises	Co-production	Reflexive Monitoring	Impact Assessment

With the purpose of comparing your reality, before and after the use of the Connecting Nature Framework, it is recommended to have your own narrative and the visuals to support it.

Visualisation of your narrative

Visuals play an essential role when it comes to supporting your work, your experiences, your story. The **Connecting Nature Framework** has been designed as a flexible tool which can be tailored and adapted to the circumstances of your context and exemplar. To do so, a simple methodology has been suggested using the Connecting Nature Framework standard figure as the baseline, but including the possibility of incorporating as many features as possible, so you can see your particular narrative reflected on the figure. Consequently there will not be two figures the same, as every person, team or entity will use the Connecting Nature Framework in a different manner and will follow a different process to develop their exemplar.

Steps to create your visuals

A. **Relevance of elements**. The first step to adapt the Connecting Nature Framework to your narrative is to think about the seven elements and how relevant they are to the development of your exemplar along the three phases. You can use a score table to assign a value from 1 to 3 to each element (I.e., 1= High, 2 = Medium, 3 = Low).

B. **Identification of trademarks**. Once you give a value to each element during the three phases, you could elaborate further on those elements that have or have had a major impact during your process. Therefore, along with the values assigned to each element, think about the significance of the elements for you. Now select just one or two elements, the most significant ones within your story. These will be your Trademarks, and will serve as supporting elements to elaborate your narrative providing more details on how you used these elements and how was the evolution during the three phases.

C. **Development of phases.** The last step is to consider in which phase of the Connecting Nature Framework your exemplar is and how developed the three phases are at the moment. Keep in mind that several phases could be simultaneously active. You can use a score table to assign a value from 1 to 3 to each element (I.e., 1= High, 2 = Medium, 3 = Low).

Task:

Use the template to assign a value (from 1 to 3) to the seven elements of the **Connecting Nature Framework**, describe your trademarks and indicate the degree of development of the three phases.

Score table for relevance of elements

ELEMENTS	PLANNING		DELIVERY		STEWARDSHIP	
	Reasoning	Score	Reasoning	Score	Reasoning	Score
Technical solutions		◯		◯		◯
Governance		◯		◯		◯
Financing & business models		◯		◯		◯
Entrepreneurship		◯		◯		◯
Co-production		◯		◯		◯
Reflexive monitoring		◯		◯		◯
Impact assessment		◯		◯		◯

Description of Trademarks elements during Planning, Delivery and Stewardship phase

	Trademark 1	Trademark 2
TRADEMARKS	Add element (e.g., Impact Assessment)	Add element (e.g., Governance)
PLANNING	Add description	Add description
DELIVERY	Add description	Add description
STEWARDSHIP	Add description	Add description

Score table for degree of development of phases

PHASES	REASONING	SCORE
PLANNING		
DELIVERY		
STEWARDSHIP		

In **Connecting Nature**, the practitioners working on **Nature-based Solutions** have used the Connecting Nature Framework to support their implementation. The Framework has been visualised to help tell the story of this process and cities have created their own Framework figure to support their narrative.

Following the previous chapters and the tasks included in this activity book, you have now all necessary components to create your own visual: **Transformation points, Trademarks, and relevance of Framework elements and phases.**

In this final chapter, you have the opportunity to incorporate these unique components into the **Connecting Nature Framework** and prepare your own figure based on your narrative.

How?

- You might start reflecting on the **degree of relevance each element had during the implementation process of your Nature-based Solution**. To do so, you can insert the corresponding value into the coloured bubbles within each phase. Remember you can elaborate on the elements (one or two elements only) that had a major impact during your narrative, these are your Trademarks.

- You can provide more details on how you used these elements, **which activities you carried out, how they evolved during the process, etc.** Please use the square boxes on top and bottom of the figure for this.

- In addition, you can reflect on the **degree of development of each phase** (i.e., Planning, Delivery and Stewardship) by adding the corresponding value. This will help your audience understand in which stage your Nature-based Solution whenever you are communicating your narrative.

- Finally, think about your **Transformation points** and try to locate them along the grey infinite loop in the figure. Depending on the phase in which the point of transformation took place, make a sign on the loop and write down a few notes (e.g., short description, date) to guide you through the narrative. The number of transformation points represented will depend on the Nature-based Solutions project and the individual using the Connecting Nature Framework, so it is really up to you. Don't forget to make the figure your own and feel free to integrate new components if you want, such as pictures, graphs or icons.

Examples of Connecting Nature Framework figures

City of A Coruña

Workshop on Business Model Canvas in A Coruña
To better understand how to finance our exemplar, not only relying on municipal funds (Nov. 2019)

Annual General Meeting in Malaga
1st presential meeting for our new CN team. It was really important to learn and put in practice new concepts, such as the CN Framework and the Reflexive Monitoring (Oct. 2019)

Connection with Employment department and URBACT RU:RBAN project
The Employment dpt. was involved in another EU project on urban gardens, working already with a group of stakeholders developing school gardens (Dec. 2019)

High level meeting with the City Councillors for Environment, Education, Employment and Tourism and Markets
This helped us secure political support to develop our exemplar and collaborate with the different departments (March 2020)
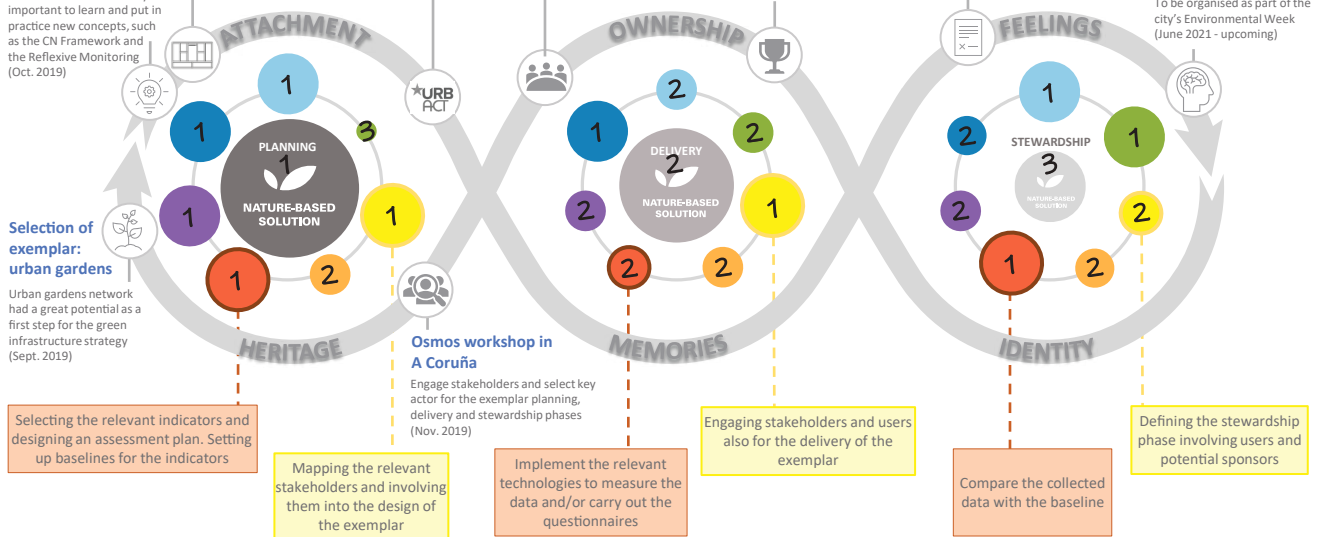
CN Exemplar awarded as National Best Practice
1st prize in the category of NBS, helpful to further secure political support and increase citizen awareness (May 2021)

New maintenance tender for the city's green areas including UG
With our inputs embedded for the green areas of the city, which will have a separated lot for the maintenance of urban gardens, aimed at social integration enterprises (May-April 2021)

Sarajevo process
To be organised as part of the city's Environmental Week (June 2021 - upcoming)

Selection of exemplar: urban gardens
Urban gardens network had a great potential as a first step for the green infrastructure strategy (Sept. 2019)

Osmos workshop in A Coruña
Engage stakeholders and select key actor for the exemplar planning, delivery and stewardship phases (Nov. 2019)

ATTACHMENT — OWNERSHIP — FEELINGS
PLANNING — DELIVERY — STEWARDSHIP
NATURE-BASED SOLUTION
HERITAGE — MEMORIES — IDENTITY

Selecting the relevant indicators and designing an assessment plan. Setting up baselines for the indicators

Mapping the relevant stakeholders and involving them into the design of the exemplar

Implement the relevant technologies to measure the data and/or carry out the questionnaires

Engaging stakeholders and users also for the delivery of the exemplar

Compare the collected data with the baseline

Defining the stewardship phase involving users and potential sponsors

City of Sarajevo

Detection of the ideas for the exemplar and its financing

Defining of the exemplar and support to idea
Defining the exemplar gave The Sarajevo team basis for further work (Feb. 2020)

Business Model Canvas
It helped us to define key elements for financing the exemplar (March 2020)

The Sarajevo process
Artistic based approach is tested in Sarajevo and will be used as a tool in the exemplar activities (March 2020)

Funding opportunities and financing of the exemplar

Story telling method
CN narrative will help The Sarajevo team to build a story about our exemplar and to promote it (ongoing)

Maintenance

PLANNING — DELIVERY — STEWARDSHIP
NATURE-BASED SOLUTION

Peer-to-peer sessions with Glasgow
Sharing experience and best practices helped The Sarajevo team in many learning questions (Nov. 2020 & April 2021)

Stakeholder mapping
Support by Osmos in stakeholder mapping provided The Sarajevo team wider picture in key actors for our exemplar (May 2021)

Indicator assessment training programme
We defined key indicators for our exemplar as important method for following our exemplar and measuring its benefits (Nov. 2020 - April 2021)

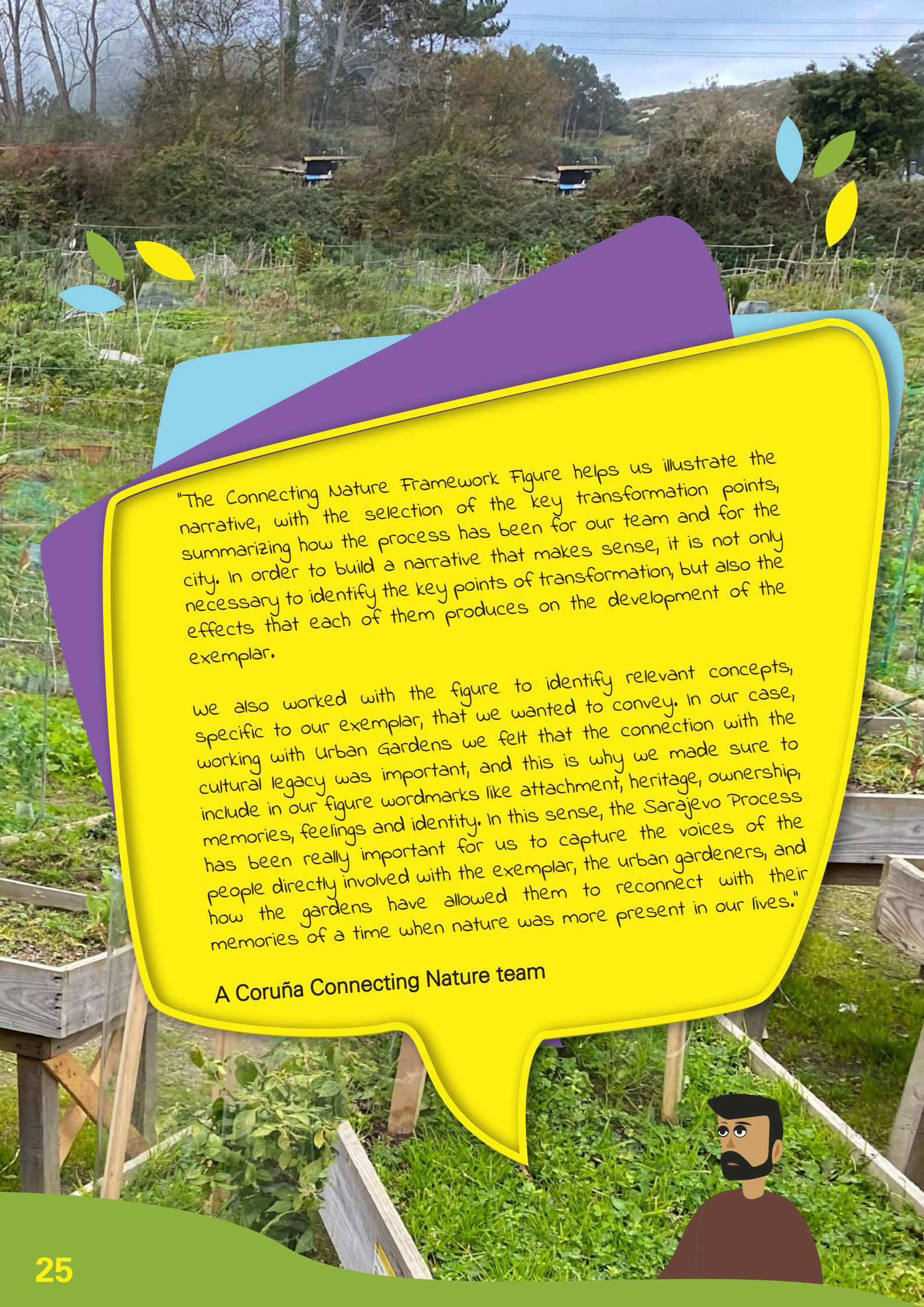Stakeholder needs and opportunities for cooperation

Capacity building of the team

Inputs for the exemplar

Good practices from partners in similar activities

Maintenance and involvement in planning and implementation of the activities related to the exemplar

Innovative practices

"The Connecting Nature Framework Figure helps us illustrate the narrative, with the selection of the key transformation points, summarizing how the process has been for our team and for the city. In order to build a narrative that makes sense, it is not only necessary to identify the key points of transformation, but also the effects that each of them produces on the development of the exemplar.

We also worked with the figure to identify relevant concepts, specific to our exemplar, that we wanted to convey. In our case, working with Urban Gardens we felt that the connection with the cultural legacy was important, and this is why we made sure to include in our figure wordmarks like attachment, heritage, ownership, memories, feelings and identity. In this sense, the Sarajevo Process has been really important for us to capture the voices of the people directly involved with the exemplar, the urban gardeners, and how the gardens have allowed them to reconnect with their memories of a time when nature was more present in our lives."

A Coruña Connecting Nature team

Using the tables and text you created in the previous sections, have a go at making your own Framework figure

Trademark 1:

Trademark 1:

Trademark 1:

STEWARDSHIP

DELIVERY

PLANNING

Trademark 2:
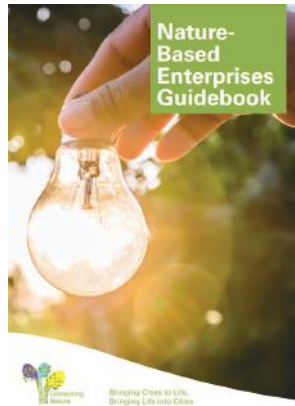
Trademark 2:

Trademark 2:

Tools and Resources

Connecting Nature has developed a range of publications and support tools that provide a state-of-the-art understanding of Nature-based Solutions, including the following guidebooks that can be found on the Oppla platform:
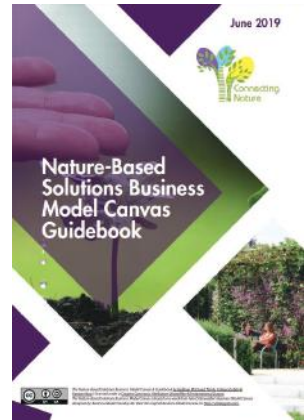
Connecting Nature Framework guidebook
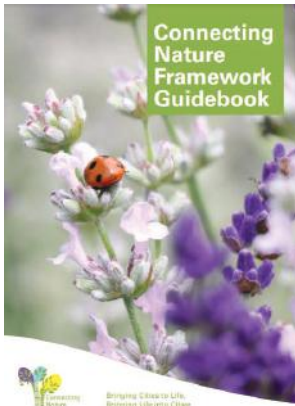
Nature-Based Enterprises guidebook

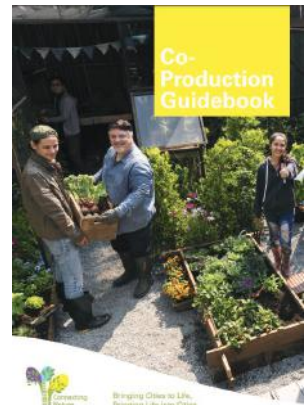
Nature-Based Solutions Business Model Canvas Guidebook
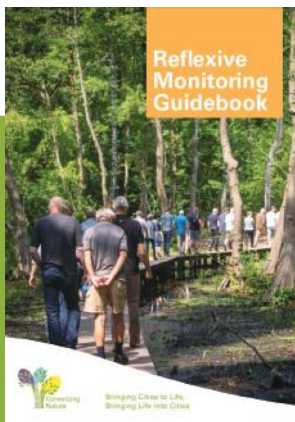

Governance guidebook
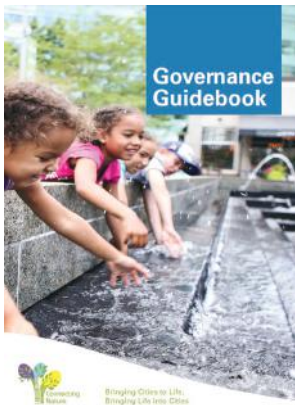
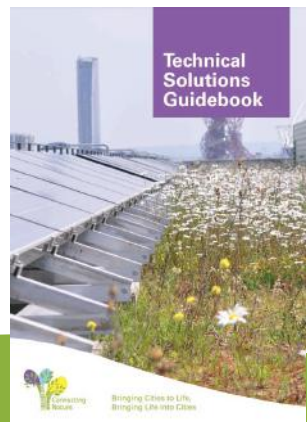**Finance and Business Models guidebook**
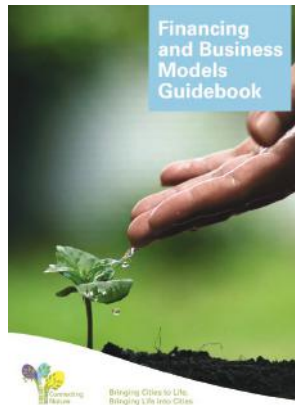
Co-Production guidebook

Reflexive Monitoring guidebook

Impact Assessment guidebook

Technical Solutions guidebook

Other tools to explore:

The EM|Path Approach (formerly known as the Sarajevo process)

Nature-Based Solutions (NBS) Business Model Canvas

Connecting Nature

**Bringing Cities to Life,
Bringing Life into Cities**