



E | T | I | F | O | R  
v a l u i n g n a t u r e

Padova  
University  
Spin-off



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA

# Science and Education for Society Working Group's 2021 Erasmus+ Project Development Workshop: Successful Case Studies Green4C and Uforest

Padua, 07° December 2021



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Etifor | Valuing Nature



A CHANGE  
OF GLOBAL  
DIRECTION  
IS NEEDED  
NOW



## WHY



Restoring the balance between  
people and nature



## HOW



Improving the value of nature  
through science, innovation, and  
governance

## WHAT



Supporting who wants to make  
sustainable choices and adopt  
innovative nature-based / solutions

# OUR APPROACH



## SCIENCE

1. Understand the problem through research & development.
2. International solution benchmarking.



## INNOVATION

3. Creativity, innovation and context-specific design.
4. Financial strategy and funding support.



## GOVERNANCE

5. Implementation through participation and good governance.
6. Smart communication and consultation.



# ETIFOR, PEOPLE

COMPETENT, INNOVATIVE, INTERNATIONAL,  
ADAPTABLE, PREJUDICES FREE





# Erasmus+ Knowledge Alliances projects tools;

Programme guide

Project handbook

Examples of previous project materials

(websites, EC website, YouTube webinars etc)



# Know the programme guide

## WHAT ARE THE AIMS AND PRIORITIES OF A KNOWLEDGE ALLIANCE?

Knowledge Alliances aim at strengthening Europe's innovation capacity and at fostering innovation in higher education, business and the broader socio-economic environment. They intend to achieve **one or more** of the following aims:

- develop new, innovative and multidisciplinary approaches to teaching and learning; - **LEARN**
- stimulate entrepreneurship and entrepreneurial skills of higher education teaching staff and company staff; - **GROW**
- facilitate the exchange, flow and co-creation of knowledge; **JOIN**

# Know the programme guide

The main attention is turned to projects that contribute to the modernisation of Europe's higher education systems as outlined in the 2017 EU Communication on the Renewed EU Agenda for Higher Education, namely:

- tackling future skills mismatches and promoting excellence in skills development;
- building inclusive and connected higher education systems;
- ensuring higher education institutions contribute to innovation;
- supporting effective and efficient higher education systems.

Additional emphasis is placed on making use of existing initiatives, and on the intelligent use of digital tools as recommended in the 2013 EU Communication on Opening Up Education<sup>16</sup>.

# Know the programme guide

The key features of Knowledge Alliances are:

- Innovation in higher education and innovation through higher education in enterprises and their socio-economic environment: **innovation is** considered as state-of-the-art project-specific and **related to the partnerships** context and **analysed needs**.
- Sustainability of university-business cooperation. A strong and committed partnership with a **balanced participation** from **enterprises and higher education institutions** are pivotal for the success of Knowledge Alliances. The role and contribution of **each participating organisation** and associate partner have to be **specific and complementary**.
- Impact going beyond the project's lifetime and beyond the organisations involved in the Alliance. It is expected that partnership and activities persist. For that, results/deliverables might not be stand-alone but be linked to/integrated into existing undertakings, schemes, projects, platforms, ventures etc. Changes in higher education institutions and enterprises have to be measurable. Results and solutions have to be transferable and accessible to a broader audience.



**ECOSTAR**  
NATURAL TALENTS



## MEGATRENDS

By 2050, **84% of the European population will live in urban areas**, while air pollution and climate change will continue to harm the health of European citizens. Despite minor improvements, pollution levels, and heatwaves, endanger the lives of young and elderly people.

Promoted by:

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## CHALLENGE 1

Many cities across the globe are setting challenging urban reforestation targets

**struggling with**

high related costs, the need for long-term citizen engagement and capacity of existing institutions to implement urban forestry (UF) solutions.

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## CHALLENGE 2

Demand for UF **practitioners** able to innovate will increase

But there is a

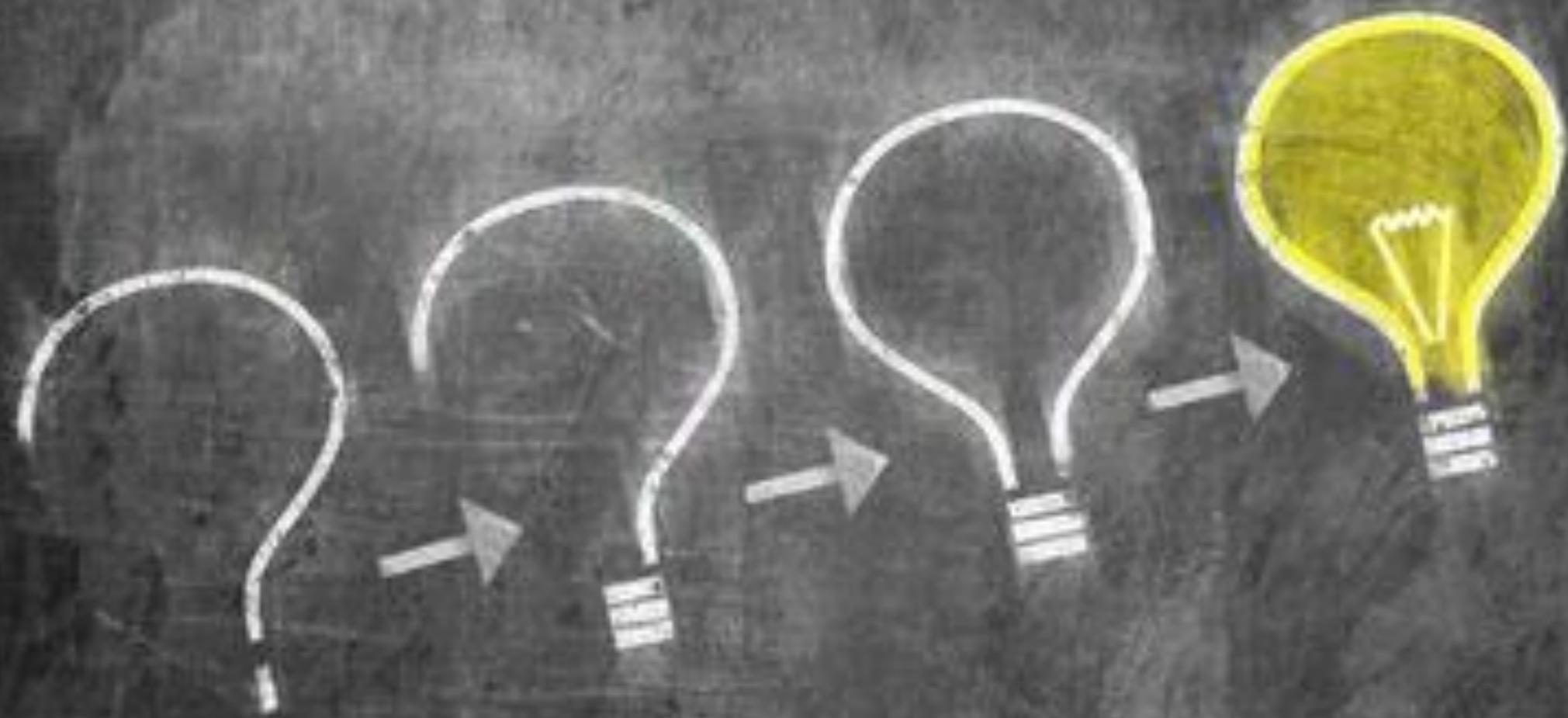
**Lack of** interdisciplinary training, and **failure** in engaging and supporting innovative public-private UF initiatives and trends.



## THE NEEDS

- **learn** from best practices, but also develop 'next practices'
- **Interdisciplinarity**
- **entrepreneurship** and soft skills
- Innovative **citizen engagement**
- **funding** cost effective solutions and able to adapt to specific local contexts.





**Solution?**

**Green4C** is a three-year project innovating and promoting nature-based health and social care through university business alliances.

## OUR SOLUTION

**Uforest** is a three-year Erasmus+ Knowledge Alliance project that **aims** to stimulate and grow **innovation capacity** among universities and businesses to increase the potential and application of Urban Forests (UF) around the world.



Promoted by:

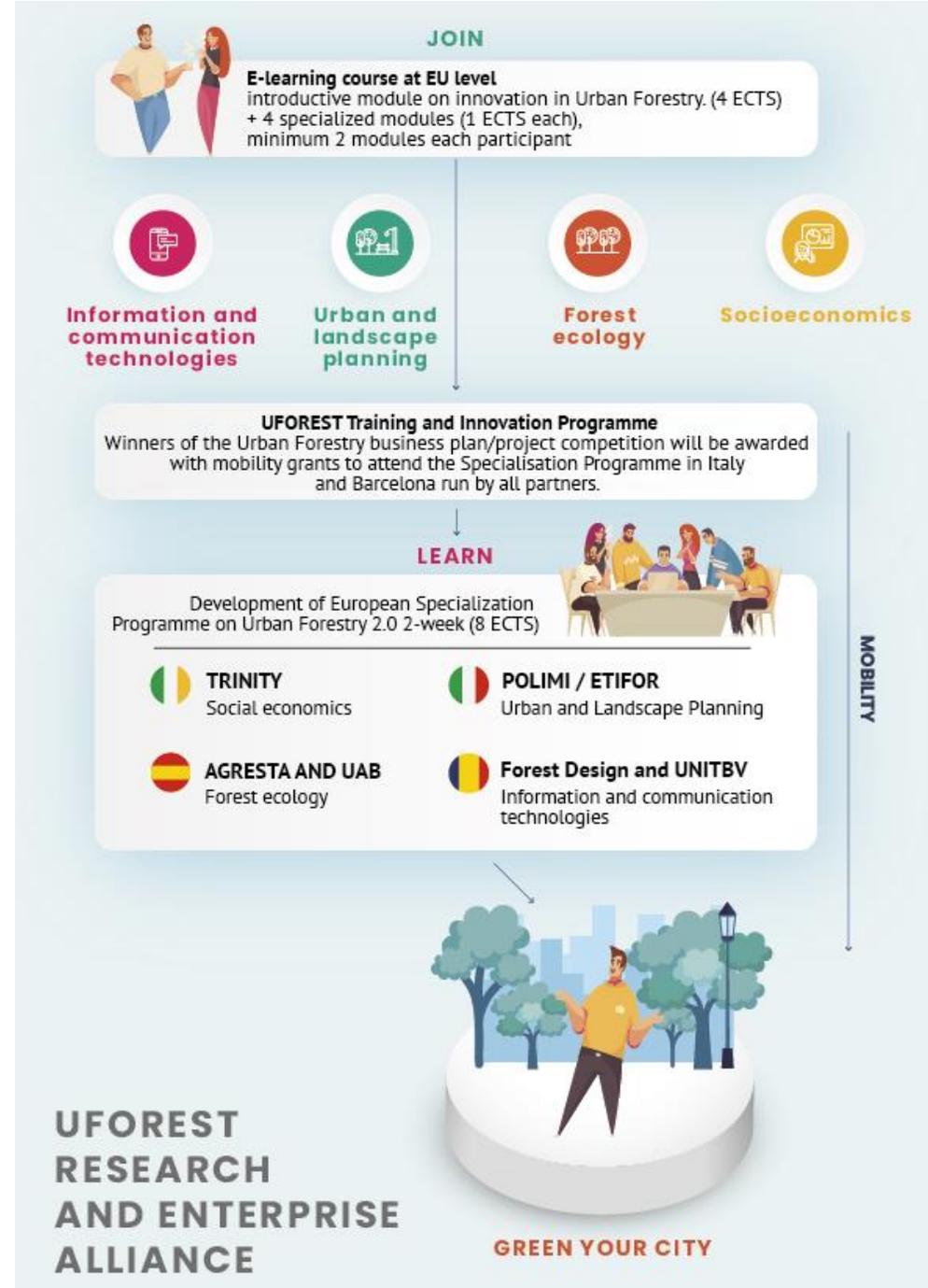
In partnership with:



## HOW WE DO IT

1. Creating a **strong university-business-local authorities' partnership** at the EU level in order to foster the knowledge triangle and facilitate the exchange among front runner researchers, businesses and city councils in UF **(JOIN)**
2. **Fostering the innovation capacity and entrepreneurial attitudes** in the field of urban planning and forest ecology university departments in Europe **(LEARN)**
3. **Increasing the capacity** of higher education institutions (researchers and students), start-ups (PhD graduates) and businesses/professionals (entrepreneurs) to support EU cities to achieve sustainability and UF targets **(Green your city)**

# Why is our approach innovative and successful?



## 3 key-fields of action:

- Partnership
- Training
- GreEntrepreneurship

# How Green4C works... in 3 simple steps





JOIN

	ACRONYM	NAME	COUNTRY	ORGANIZATION TYPE
 	ERSAF	Ente Regionale per i Servizi all'Agricoltura e alle Foreste	Italy	Coordinating
 	POLIMI	Politecnico di Milano	Italy	University
 	ETIFOR	ETIFOR	Italy	Business
 	EFI	European Forestry Institute	International	Research
 	UAB	Autonomous University of Barcelona	Spain	University
 	CREAF	Center of terrestrial ecology, territorial analysis and global change research	Spain	Research
 	AGRESTA	AGRESTA	Spain	Business
 	UB	Transylvania University of Brasov	Romania	University
 	FD	Forest Design	Romania	Business
 	TRINITY	Trinity College Dublin	Ireland	University
 	NBSI	Nature-Based Solutions Institute	Sweden	Business
 	GCW	Green City Watch	The Netherlands	Business

## ACRONYM

## NAME

## ORGANIZATION TYPE

	UNIPD	University of Padova	Research
	ETIFOR	ETIFOR	Business
	BFW	Austrian Research and Training Centre for Forests	Research
	EFI	European Forestry Institute	Research
	MP	Meath Partnership	Business
	UCD	University College Dublin	Research
	EV	Elevate	Business
	ISS	Center for Behavioral Sciences and Mental Health	Research
	FD	Forest Design	Business
	UB	Transylvania University of Brasov	Research
	SWR	Stichting Wageningen Research	Research
	UBC	University of British Columbia	Research



Co-funded by the  
Erasmus+ Programme  
of the European Union



## LEARN

### RESOURCES



- ▶ [REPORTS](#)
- ▶ [CASE STUDY FACTSHEETS](#)

### TRAININGS



- ▶ [E-LEARNING COURSE](#)

# GREEN YOUR CITY



Innovation Programme & Challenge



Urban Forestry Workshops



Urban Forest Planting Campaign





**GREEN IS CARING.  
BE PART OF A GREENER  
AND HEALTHIER FUTURE.**

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# THANK YOU

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