

Urban Agenda for the EU - Sustainable Use of Land - **Draft Action 8**

Fields marked with * are mandatory.

Draft Action 8: AWARENESS RAISING IN THE AREAS OF NBS AND SUSTAINABLE USE OF LAND (URBAN SPRAWL)



BOTTLENECKS

Working with nature and ensuring the sustainable use of land can pave the way towards a more resource efficient, competitive and greener economy, help stimulate new jobs and economic growth, and create compact, liveable and inclusive European cities for everyone. NBS offers tremendous opportunities to use urban land sustainably and strengthen community cohesion. However, NBS is a relatively new concept and knowledge amongst broad society as to what NBS is, is still quite limited. Raising awareness is a challenge for all EU Member States, as often the timescale and efforts necessary for sustainable innovation are underestimated by citizens and local authorities.

The language effect brings some obstacles, as the NBS concept is not yet understood and applied universally. Scientists recognize the need to simplify the language and pervade the numerous interest groups. To some extent, this leads to civil society having limited engagement in the sustainable use of

land (SUL) and NBS initiatives and the knowledge of the positive effects they bring is not widely available. There also may be low appreciation and acceptance of the measures adopted for sustainable urban development amongst the general public. There is the recognised need for communicating the challenges of the use of land in urban and peri-urban areas. A particular focus on urban sprawl is requested because of the lack of awareness-raising activities regarding urban sprawl and its negative consequences and the need to evaluate the financial costs of it for private and public sectors. Indeed, so far, there has been no willingness to promote urban sprawl mitigation and the issues related to it, such as the hidden costs of it.

OBJECTIVE

The Partnership has identified the following objectives to tackle the unequal knowledge distribution in the area of NBS:

Mapping of the activities of the 7 lighthouse projects (European Commission SMART AND SUSTAINABLE CITIES, H2020-SCC-2016-2017) and identification of relevant activities beyond the individual projects;

Simplifying language and recommendations for the different stakeholders by standardising the vocabulary.

Improve cities' communication strategies, by engaging existing organisations and media in disseminating knowledge and communicating the benefits of NBS in urban areas;

Engage with European organisations in existing NBS related projects, events and advocacy platforms for addressing relevant target groups.

The action also proposes, additionally, to create and use of visual instruments to highlight the challenges urban sprawl causes and its real, though hidden, costs.

OUTPUT

- Engage with the EU H2020 project cluster on NBS and integrate awareness raising and educational practices of the established SCC02 2016/2017 projects;
- Engage the scientific community on NBS with communication experts and high-skilled professionals to standardise the vocabulary on the topic; the creation of a booklet;
- Engage creative advertising companies which have already developed green communication strategies, and develop a social media campaign to target citizen groups (possibly during the European Green Week event);
- Engage a group of story-tellers on the European level (supranational level), train and prepare them for advocacy, communication and European leadership on NBS

NOTE: The actions are open for Public Feedback until Wednesday, 19 September 2018. The individual contributions to this Public Feedback will not be published on the Internet. You will be able to choose between providing your personal details or submitting your contribution anonymously. The results of the Public Feedback will be taken into consideration by the members of the Partnership for the preparation of the final version of the Action Plan and presented on DG meeting on Urban Matters in end-2018. Replies may preferably be submitted in English.

Read the [full draft Action Plan](#) for more detailed descriptions of all ten draft actions of the Sustainable Use of Land and Nature-Based Solutions Partnership.

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1. On a scale of 1 to 5 (with 1 being the weakest and 5 the strongest), to what extent do you find this issue crucial and why?

	1- Weakest	2- Weak	3- Regular	4- Strong	5- Strongest	N /A
* To what extent do you find this issue crucial?	<input type="radio"/>					

1.a. Please briefly justify your choice

*** 2. Based on your experience, do you believe that this action would contribute to addressing the abovementioned bottlenecks?**

- Mostly yes
- Partially yes
- No
- I do not know

2.a. Please briefly justify your choice

*** 3. How do you think the bottleneck presented above could be better solved?**

3.a. Which other actions do you think could tackle the above-mentioned bottleneck? Please briefly indicate which actors should be involved in its implementation.

*** 4. Are you aware of initiatives or documentation developed at international, EU, national, regional or local level that could be relevant for this action?**

- Yes
- No

4.a. If yes, thank you for providing relevant details

Respondent's profile

* 1.a. Which country are you from?

- | | | |
|--------------------------------------|-----------------------------------|--|
| <input type="radio"/> Austria | <input type="radio"/> Germany | <input type="radio"/> Poland |
| <input type="radio"/> Belgium | <input type="radio"/> Greece | <input type="radio"/> Portugal |
| <input type="radio"/> Bulgaria | <input type="radio"/> Hungary | <input type="radio"/> Romania |
| <input type="radio"/> Croatia | <input type="radio"/> Ireland | <input type="radio"/> Slovak Republic |
| <input type="radio"/> Cyprus | <input type="radio"/> Italy | <input type="radio"/> Slovenia |
| <input type="radio"/> Czech Republic | <input type="radio"/> Latvia | <input type="radio"/> Spain |
| <input type="radio"/> Denmark | <input type="radio"/> Lithuania | <input type="radio"/> Sweden |
| <input type="radio"/> Estonia | <input type="radio"/> Luxembourg | <input type="radio"/> United Kingdom |
| <input type="radio"/> Finland | <input type="radio"/> Malta | <input type="radio"/> Other (Please specify) |
| <input type="radio"/> France | <input type="radio"/> Netherlands | |

Please specify

* 2. Are you a public, private or non-governmental organisation?

- Public
- Private
- NGO
- Other

Please specify

* Please specify the level of your public organisation:

- Local
- Regional
- National
- EU
- International

* 2.b. In which country is your organisation based?

- | | | |
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| <input type="radio"/> Belgium | <input type="radio"/> Greece | <input type="radio"/> Portugal |
| <input type="radio"/> Bulgaria | <input type="radio"/> Hungary | <input type="radio"/> Romania |
| <input type="radio"/> Croatia | <input type="radio"/> Ireland | <input type="radio"/> Slovak Republic |
| <input type="radio"/> Cyprus | <input type="radio"/> Italy | <input type="radio"/> Slovenia |
| <input type="radio"/> Czech Republic | <input type="radio"/> Latvia | <input type="radio"/> Spain |
| <input type="radio"/> Denmark | <input type="radio"/> Lithuania | <input type="radio"/> Sweden |
| <input type="radio"/> Estonia | <input type="radio"/> Luxembourg | <input type="radio"/> United Kingdom |
| <input type="radio"/> Finland | <input type="radio"/> Malta | <input type="radio"/> Other (Please specify) |

- France Netherlands

Please specify

3. Name, surname and position of the respondent

4. Name of the institution

5. Email

* How did you learn about the Public Feedback?

- Via Futurium
 Via the Urban Agenda for the EU newsletter
 Via Twitter
 Through a member of your network
 Other (Please specify)

Please specify

Thank you for participating in the Public Feedback! **More information:**

Read the [full draft Action Plan](#) and contribute to other actions of the Sustainable Use of Land and Nature-Based Solutions Partnership.

- [Draft Action 1](#): INCLUDING LAND TAKE IN IMPACT ASSESSMENT PROCEDURES
- [Draft Action 2](#): FINANCING MODELS FOR BROWNFIELD DEVELOPMENT
- [Draft Action 3](#): IDENTIFYING AND MANAGING UNDER-USED LAND
- [Draft Action 4](#): INDICATORS OF LAND TAKE
- [Draft Action 5](#): PROMOTING FUA COOPERATION AS A TOOL TO MITIGATE URBAN SPRAWL
- [Draft Action 6](#): BETTER REGULATION TO BOOST NBS AT EUROPEAN, NATIONAL AND LOCAL LEVELS
- [Draft Action 7.1](#): BETTER FINANCING ON NATURE-BASED SOLUTIONS - PREPARE AN NBS FUNDING GUIDE TO ASSIST CITIES IN ACCESSING FUNDING FOR NBS PROJECTS
- [Draft Action 7.2](#): BETTER FINANCING ON NATURE-BASED SOLUTIONS - OVERCOMING THE BIAS FOR EXISTING SOLUTIONS THROUGH NBS FINANCIAL INCENTIVES MAINSTREAMING

- [Draft Action 9](#): DEVELOPING COMMON STANDARDS AND INDICATORS - AGREEING ON COMMON TARGETS AND INDICATORS FOR NATURE-BASED SOLUTIONS, URBAN GREEN STRUCTURE, BIODIVERSITY AND ECOSYSTEM SERVICES IN CITIES

[About the Public Feedback - Disclaimer](#)