

Awakening Sleeping Beauties: How Art Strengthens the Impact of Investments in Nature-Based Solutions

Green Week partner event (online)

3 June 2026, 10:00-11:30

How can art contribute to making investing in nature not only effective, but also beautiful, meaningful and sustainable? Organised in the framework of the Sleeping Beauty EU project, this webinar will explore the role of artistic and cultural practices in public engagement and in supporting the long-term integration of nature-based solutions (NbS) in cities and communities.

Across Europe, nature-based solutions are increasingly recognised for their contribution to biodiversity, resilience, and well-being. Yet their long-term success also depends on the translation of financial investment (for NbS) into lived, valued and cared-for spaces. Spaces that allow people to connect, care and recognise their value in everyday life. Therefore, investing in nature is not only a question of funding infrastructure; it is also a question of investing in social meaning, cultural value and collective stewardship.

In this context, art can play a key role: it can reveal the beauty of nature-based transformation, make complex environmental challenges tangible and emotional and open new spaces for dialogue between citizens, practitioners, researchers and public authorities. Building on Sleeping Beauty's vision of awakening the beauty of neglected spaces, the debate will examine beauty not as an ornament, but as a driver of attachment, participation and shared ownership.

Over 1h30, the webinar will bring together speakers from public authorities, creative practitioners and architects, as well as organisations working at the intersection of art, innovation and ecological transition. By connecting practice, reflection and exchange, it aims to inspire a broader conversation on how art can help nature-based solutions become not only sustainable and inclusive, but also beautiful in ways that foster long-term public engagement and lasting transformation.

This event is addressed to local and regional public authorities, urban planners, architects, landscape designers, creative practitioners, researchers, civil society organisations interested in nature-based solutions

and public engagement. To encourage active participation, the session will combine speakers’ contributions with interactive formats such as live polls, moderated audience Q&A, and chat-based exchanges. These moments will enable participants to share experiences, react to the discussion, and contribute their own perspectives on how art can support the meaningful, beautiful and lasting integration of NbS.

Preliminary agenda

AGENDA		
10:00-10:10	Introduction	Sleeping Beauty project coordinator (AIT)
10:10-10:25	Sleeping Beauty at the intersection of art, innovation, and ecological transition	Dowel Innovation
10:25-10:40	Arts & NbS - why is it important to invest in them?	Sleeping Beauty Pilot Site (TBC)
10:40-11:25	Joint discussion and collective reflection (panel) – How can art foster collective stewardship and support the long-term integration of NbS?	<p>Moderated exchange with:</p> <ul style="list-style-type: none"> • Non-a architects, Sleeping Beauty partner • NEB partner organisation (name TBC) • Art institution (name TBC) <p>Interaction with the audience through live polls, moderated Q&A, etc.</p>
11:25-11:30	Key takeaways and closing	AIT