

ECONomy (EU Green Week 2026 Seminar)

- 11th of June 2026 from 9:00 to 12:30 -

Duration: Half-day seminar (approx. 3.5–4 hours)

Format: Hybrid (in-person + online participation)

09:00 – 09:15 | Welcome & Opening Remarks

- Introduction to the seminar theme and objectives
- Context within EU Green Week 2026
- Speaker: Event host / EU representative

09:15 – 09:40 | Opening Keynote: Nature as Economic Infrastructure

- The economic case for investing in biodiversity and ecosystem services
- Links to EU policy frameworks and green transition goals

09:40 – 10:30 | Panel 1: Financing Nature – Unlocking Investment

- Perspectives from finance, EU institutions, and private sector
- Topics: green bonds, blended finance, risk-sharing mechanisms
- Moderated discussion

10:30 – 10:45 | Q&A Session

10:45 – 11:00 | Coffee Break & Networking

11:00 – 11:40 | Case Studies: Nature-Based Solutions in Action

- 3 short presentations (10–12 minutes each):
 - Urban ecosystem restoration
 - Sustainable agriculture / regenerative practices
 - Corporate investment in biodiversity
- Focus on measurable economic and environmental outcomes

11:40 – 12:20 | Panel 2: From Policy to Practice

- How to integrate biodiversity into economic decision-making
- Barriers, incentives, and policy tools
- Interactive discussion with audience input

12:20 – 12:35 | Interactive Session: Audience Poll & Reflections

- Live polling (for online and in-person participants)
- Sharing key insights and priorities

12:35 – 12:50 | Closing Keynote: Scaling the ECONomy of Nature

- Vision for future investments and partnerships
- Call to action

12:50 – 13:00 | Closing Remarks & Next Steps

- Summary of key takeaways
- Opportunities for continued engagement