





# Nature as a Strategic Asset: The Business Case for Water Resilience

*Amidst the EU's renewed focus on competitiveness, how to leverage nature capital and water resilience for growth and future-proof economy?*

-  **Date:** Tuesday 02 June 2025
-  **Time:** 11:00 – 12:30, followed by a light networking lunch
-  **Venue:** TBC
-  **Format:** in person

## Short description of the event

With the clear EU's focus on competitiveness, natural capital and water resilience are no longer just environmental goals—they are strategic assets for industrial security. Following the adoption of European Water Resilience Strategy in 2025, and as the European Commission prepares the revision of the Water Framework Directive (WFD), maintaining a robust regulatory foundation will be key to support a "water-smart" and future-proof economy.

This EU Green Week 2026 partner event brings together industry leaders, policymakers, and experts to explore the central question is: how can we leverage nature-based solutions (NbS) to drive growth and long-term resilience?

We will explore how nature-positive strategies and water stewardship can de-risk supply chains and leverage investments.

The discussion will also feed into NMWE's newly launched "Sources for Nature" project—a sectoral action in which IUCN biodiversity recommendations are operationalised to provide a roadmap for industries to integrate natural capital into their core business models.

## Draft program

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| 11:00 – 11:10 | Opening by the hosts  |
| 11:10 – 11:30 | Enabling regulatory framework for industry as nature and water stewards ( <i>EU institution representative, TBC</i> ) |
| 11:30 – 11:50 | Access to finance for nature and water management projects ( <i>speaker TBC</i> )                                     |
| 11:50 – 12:10 | Industry perspective: Nature as a strategic asset ( <i>speaker TBC</i> )  |
| 12:10 – 12:30 | Panel debate  |
| 12:30 – 13:45 | Conclusion and networking lunch   |