



# Nature-based solutions that restore biodiversity and enhance well-being in European cities

## Pitching Session

### Session hosts:



Melanie Gralow – Steinbeis Europa Zentrum (Germany)



Sandra Magro Ruiz – Creando Redes (Spain)





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## Short Intro – “Play Rules”

- **Each pitch 5 min**
- **Afterwards 2 min for questions from audience**
- Mute Policy: Please remain muted unless speaking to avoid background noise
- Questions/Answers in the chat – any time.
- Sessions will not be recorded
- Slides will be available here shortly: [Home / SustainableSolutionsMatch](#)



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## Short Intro - Thematic

## Nature Based Solutions

*A short definition*

“Solutions that are **inspired and supported by nature**, which are **cost-effective**, simultaneously provide **environmental, social and economic benefits** and help build resilience. [...]”

**European Commission**

Source: [Nature-based solutions - Research and innovation - European Commission](#)

## Short Intro - Thematic

### # NeedForAction...

Over **half of global GDP depends on nature** and the services it provides. **Construction, agriculture, food and health** sectors all highly depend on it



### WHY DO WE NEED TO ACT?



EU nature is in alarming decline, with **more than 80% of habitats in bad or poor conservation status. Peatlands, grasslands and dunes are worst affected.** Wetlands have shrunk by 50% in Western, Central and Eastern Europe since 1970



**Up to 70% of EU soils are in an unhealthy condition.** Severely eroded croplands are estimated to contribute to a loss in agricultural productivity of **EUR 1.25 billion** per year in the EU



In the past decade, **71% of fish and 60% of amphibian populations have suffered a decline**



**One in three bee and butterfly species in the EU are in decline, and one in ten such species on the verge of extinction**



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## Short Intro - Thematic

... # EUNatureRestorationRegulation ...

Entered into force  
August 2024

Cities and Municipalities get active 😊

**urban ecosystems** – no net loss of green urban space and tree cover by 2030, and a steady increase in their total area from 2030

Source: [https://environment.ec.europa.eu/topics/nature-and-biodiversity/nature-restoration-regulation\\_en](https://environment.ec.europa.eu/topics/nature-and-biodiversity/nature-restoration-regulation_en)



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## Short Intro - Thematic



... there's #MoreToACity



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## *What you can expect today*

- **7 Pitches** of sustainable solutions from SMEs across Europe (50 min)
  - **SmartSylvan UG** (Germany): CEO **Parisa Kloss**
  - **Ridaje** (Italy): Chairman **Lorenzo Di Ciaccio**
  - **Zoometrics** (Spain): COO & Founder **Diana Barrantes**
  - **ECOCEAN** (France): CEO & Founder **Gilles Lecaillon**
  - **Daphne Water Solutions** (UK): Co-founder & CEO **Luisa Orsini**
  - **green account GmbH** (Germany): Business Dev. Manager **Lars Basset**
  - **ForestValleyCare** (Denmark): Founder **Karina Skovdal Iversen**
- **Outro** (5 min)



# SmartSylvan

**Mobile Robotic Tree System  
as a Climate Technology Solution  
for Adaptive Microclimate Improvement**

Dr. Parisa Kloss, CEO & Founder



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## TEAM



**Dr. Parisa Kloss**  
CEO & Founder



**Gideon Klaerner**  
CPO & Co-Founder



**Thiemo Kloss**  
CCO & Co-Founder



**Dr. Jan-Holger Arndt**  
CLO & Finance Strategy



## SmartSylvan Demo Day

 21 March 2026

 Campus of the Fresenius  
University of Applied Sciences in Düsseldorf



[info@smartsylvan.de](mailto:info@smartsylvan.de)



[een.ec.europa.eu](http://een.ec.europa.eu)





## From homeless to urban gardening



**Ridaje**

Lorenzo Di Ciaccio

[info@ridaje.com](mailto:info@ridaje.com)

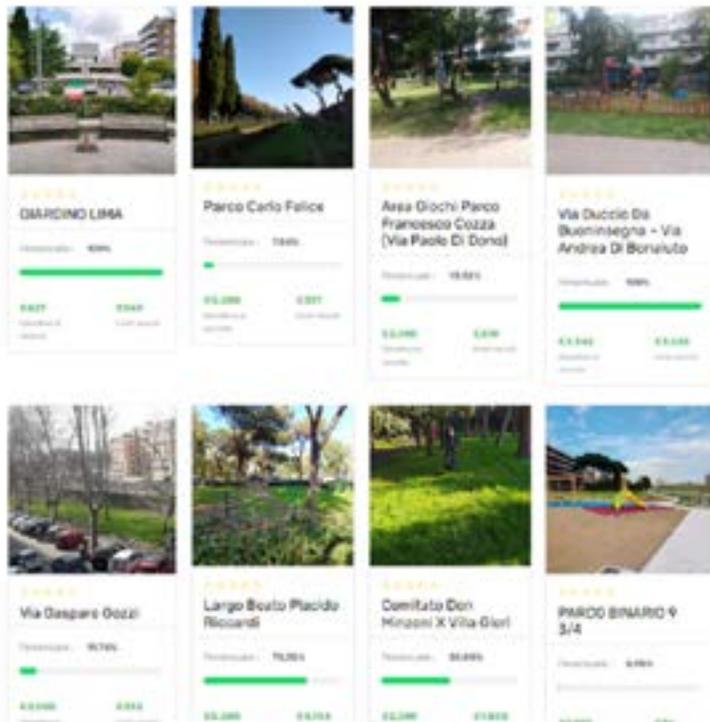
[www.ridaje.com](http://www.ridaje.com)

## SustainableSolutionsMa tch

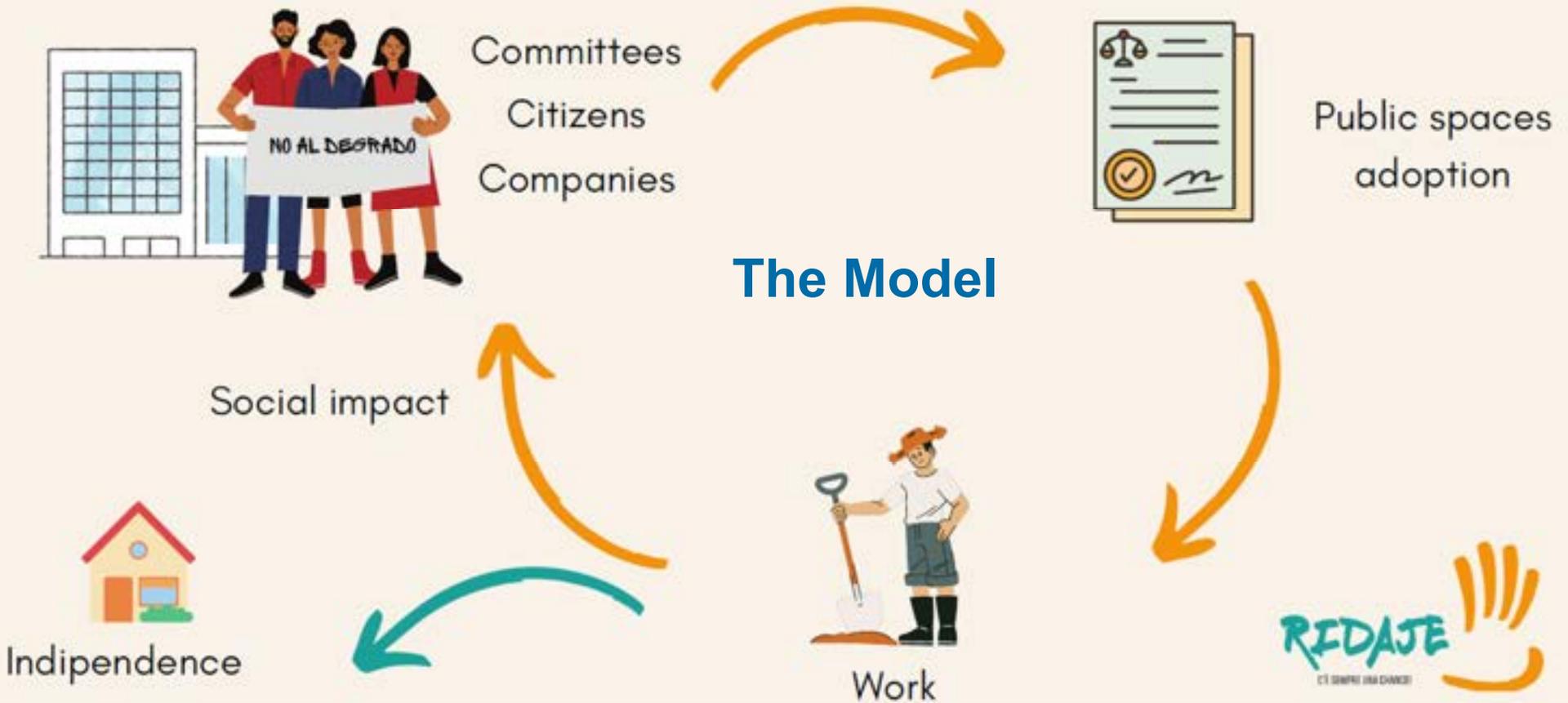
### **The sustainable solution for human and natural growth in urban centers.**

- *70.000 homeless people in Italy*
- *14.000 just in Rome alone*
- *Il 62% earn less than 400 euro*
- *15.000 euro per year is the cost for the society*

## Crowdfunding platform



- *Proprietary platform*
- *No collection fees*
- *19 Active Campaigns*
- *€ 25,000 Raised*



## Social Impact



Every 10 people trained

4 people **will be hired**

3 people that works **for at least 1 year**

1 people will be **reintegrated**



**8 People reintegrated in 18 months**

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tch



## Target audience

- *Homeless people, former prisoners will get a second chance*
- *Citizens will have a better green areas, playground or experience urban agriculture*
- *Corporate may have a chance to leave an impact on the local community*
- *City may create circular services integrated with social services*

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**Are you a ...**

- **Social Services** - *connect with the homeless population.*
- **City Agencies** - *Let's start an urban gardening project.*
- **Corporate Partners** - *Let's start an urban gardening project.*
- **Social enterprise** - *let's apply together to EU grants*

elp

# Book a meeting with: Ridaje

**Lorenzo Di Ciaccio**

[info@ridaje.com](mailto:info@ridaje.com)

[www.ridaje.com](http://www.ridaje.com)

[@ridajeroma](https://twitter.com/ridajeroma)



[een.ec.europa.eu](http://een.ec.europa.eu)





meow  
metrics®

ZOO  
metrics®

*Digital infrastructure for urban biodiversity  
governance*

Diana Barrantes  
Founder, COO



Sustainable Solutions  
Market



Sustainable Solutions Match



## Urban biodiversity is a growing priority for European cities.

However, many municipalities still manage complex environmental issues using fragmented tools, spreadsheets and informal coordination.

## Zoometrics develops digital infrastructure for urban biodiversity governance.

Our flagship product **Meow Metrics®** helps municipalities coordinate the ethical and data-driven management of community cat populations through collaborative workflows involving:

- municipalities
- veterinarians
- volunteers
- environmental service providers

The platform integrates **GIS data, biodiversity census tools, reporting systems and collaborative workflows**, allowing cities to transform fragmented practices into **structured and measurable public services**.





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## How the solution works

The system operates as a modular SaaS platform for municipalities, that enables cities to:

- Map and monitor urban animal populations
- Coordinate field interventions (sterilisation, health care, feeding control)
- Register incidents and biodiversity indicators
- Generate automatic reports for policy and funding programs
- Enable structured collaboration between citizens and institutions

Because of its modular architecture, the system can scale beyond urban animal management to support **broader biodiversity monitoring and ecosystem governance in cities.**





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## Differential value

Most existing solutions focus on **isolated tasks** such as veterinary records or basic tracking.

Zoometrics is different because it provides a **governance layer** for urban biodiversity management.

Key differentiators:

- Multi-stakeholder governance (cities, citizens, veterinarians)
- Geospatial and operational data integration
- Evidence-based policy support
- Interoperability with smart city systems

## Sustainable impact

The platform supports cities in:

- stabilising urban animal populations through ethical population control
- reducing environmental pressure on urban ecosystems
- improving public health and coexistence
- reducing inefficient field operations and administrative workload





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## Market/Target audience – Who can apply your solution?

**Municipalities and public authorities** responsible for:

- urban biodiversity
- public health
- animal welfare
- environmental governance

**Additional users include:**

- environmental service companies
- veterinary networks
- citizen volunteers, NGOs, associations and foundations

Zoometrics is designed for cities of different sizes, from small municipalities to large metropolitan areas. The solution can be adapted across European regulatory and governance contexts, supporting scalable nature-based urban policies.





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## Collaboration partners we

**seek** interested in collaborating with partners working on **nature-based solutions and urban sustainability**, including:

- cities interested in pilot deployments
- biodiversity monitoring technologies
- urban ecosystem restoration initiatives
- smart city and digital twin projects
- environmental service providers
- research institutions working on urban ecology
- Initiatives on biodiversity/nature credits

Zoometrics aims to become a digital infrastructure layer connecting biodiversity initiatives within citizens and cities.



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# Book a meeting with:

**Diana Barrantes**

Founder, COO

Zoometrics

[Diana.Barrantes@zoo-metrics.com](mailto:Diana.Barrantes@zoo-metrics.com)



[een.ec.europa.eu](https://een.ec.europa.eu)

**zoo metrics**®

smart metrics for smart cities





# Living Biofiltration at Scale: A Nature-Based Solution for safe water reuse and biodiversity protection

## Daphne Water Solutions (DWS)



Prof Luisa Orsini  
Founder and CEO

## The problem

**80% of treated water** still contains

- Pharmaceuticals
- Pesticides
- Forever chemicals

EU Regulations impose strict compliance

WATER SCARCITY  
=  
DEMANDS WATER REUSE

Existing solutions are costly  
and impactful

**69%**

of biodiversity has been eroded since 1970 due to pollution and environmental change

WWF Living Planet Report 2022

**3x**

as many people die from pollution than AIDS, malaria and tuberculosis combined

The Lancet Commission on pollution and health



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Regulatory compliance



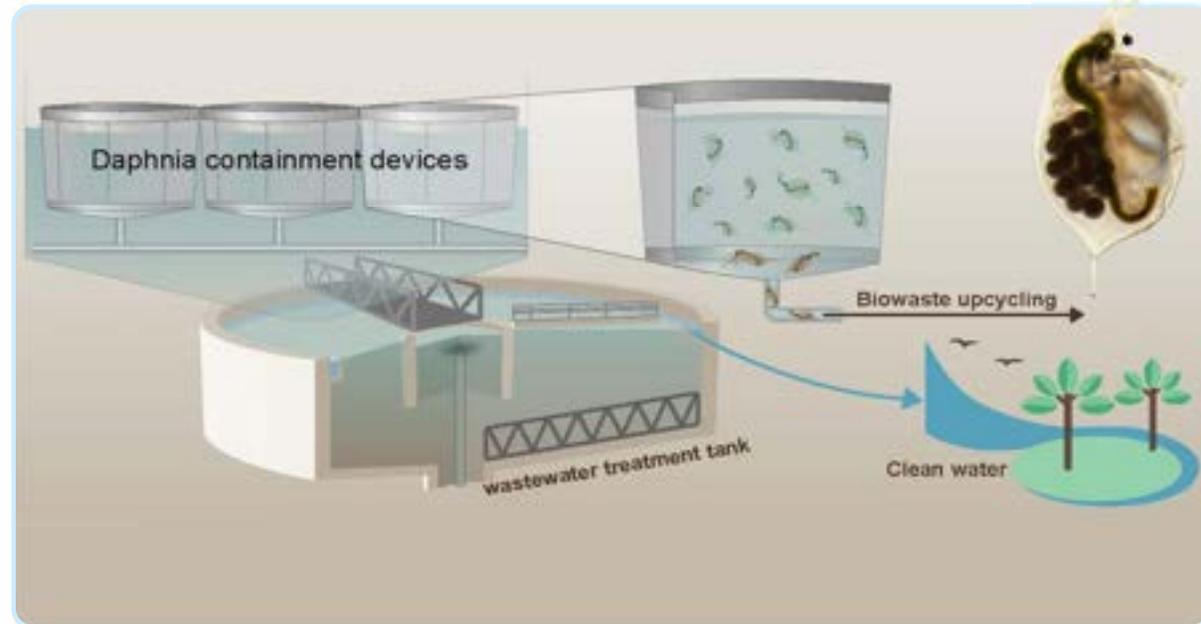
Affordable



Low infrastructure



Green (net-zero)



Proprietary *Daphnia* strains are introduced in containment devices



*Daphnia* filters out persistent chemicals



Water is ready for reuse



*Daphnia* sludge is treated for reuse

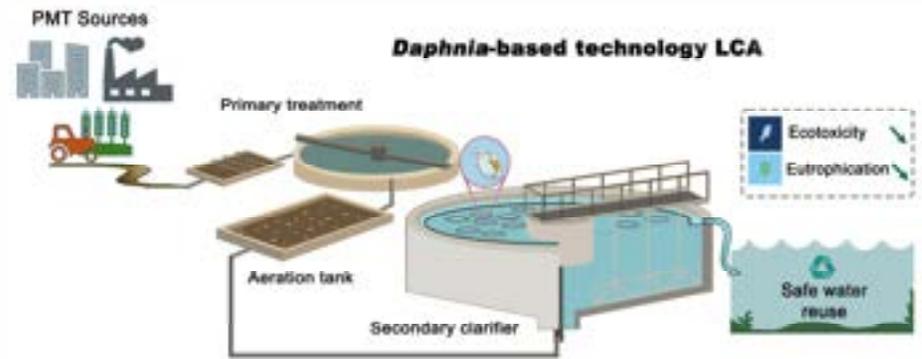
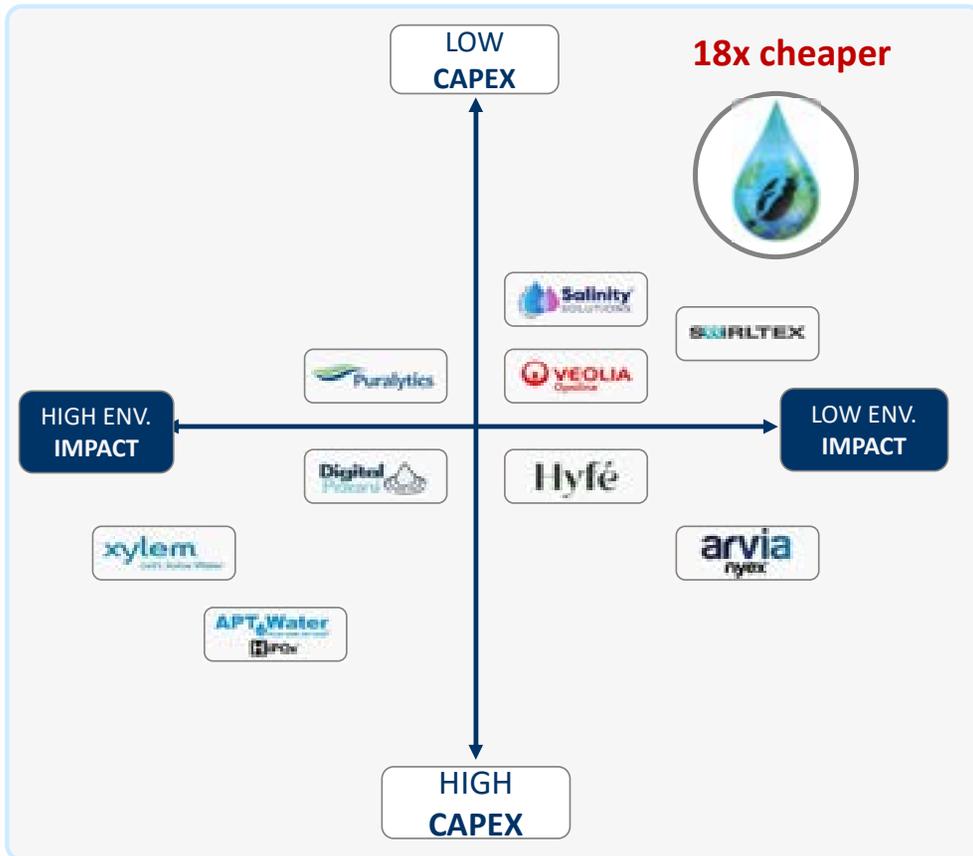
#CleanWater4All



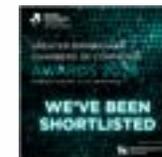
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# DWS - 18x cheaper and 98% lower carbon footprint



Wastewater technology using waterfleas can cut carbon emissions by almost 100%



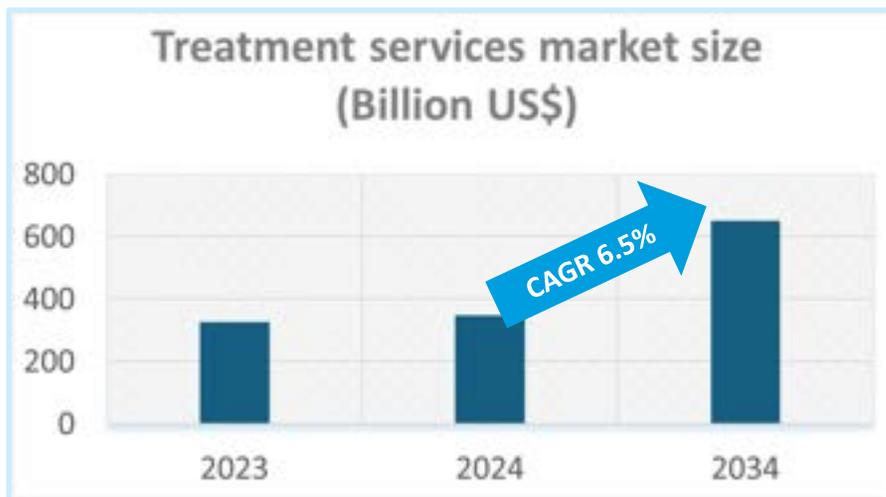


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# Global Wastewater Treatment Services Market Opportunity

**PRIMARY MARKET  
GLOBAL WWT MARKET  
>US\$ 652 BILLION BY 2034**



## Other markets expansion

- Drinking water
- Natural waters bioremediation
- Food and beverage industry
- Farm ponds
- Server cooling water
- PFAS contaminated sites



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## Sustainable and circular innovation needs

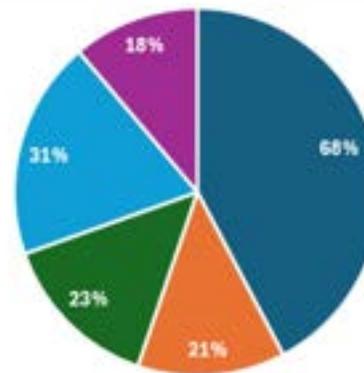
### Partnerships

- Customers
- Technology distributors
- Waste treatment partners
- **Investors**

**To date:** £300K in R&D through EU and UK grants,  
> £5M research

€1.5 M to **scale** toTRL8 derisked by an EIC Accelerator grant application

**Pre-money valuation: £15M**



### Use of Funds

- Technology Scale Up
- Pilots & Validation
- LCA & Impact Assessment
- Business Development & IP
- Governance & Financing Strategy



**Solution title**

**Ecological restoration of  
freshwater in urban areas**



**Company name: ECOCEAN**

**Gilles Lecaillon**

**Marine Biologist - CEO & founder**



**SustainableSolutionsMatch**

## Nature Positive Engineering

ECOCEAN is a European SME leader of ecological aquatic engineering with 25 years experience deploying scientifically validated **Nature Inclusive Solutions** within artificial infrastructure.

**+120 sites**

**+21 countries**

**2M€ income in 2025**

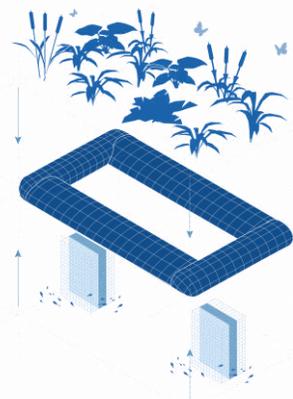


## *From grey infrastructure...*

## *...to green with floating wetlands*



Brussels port

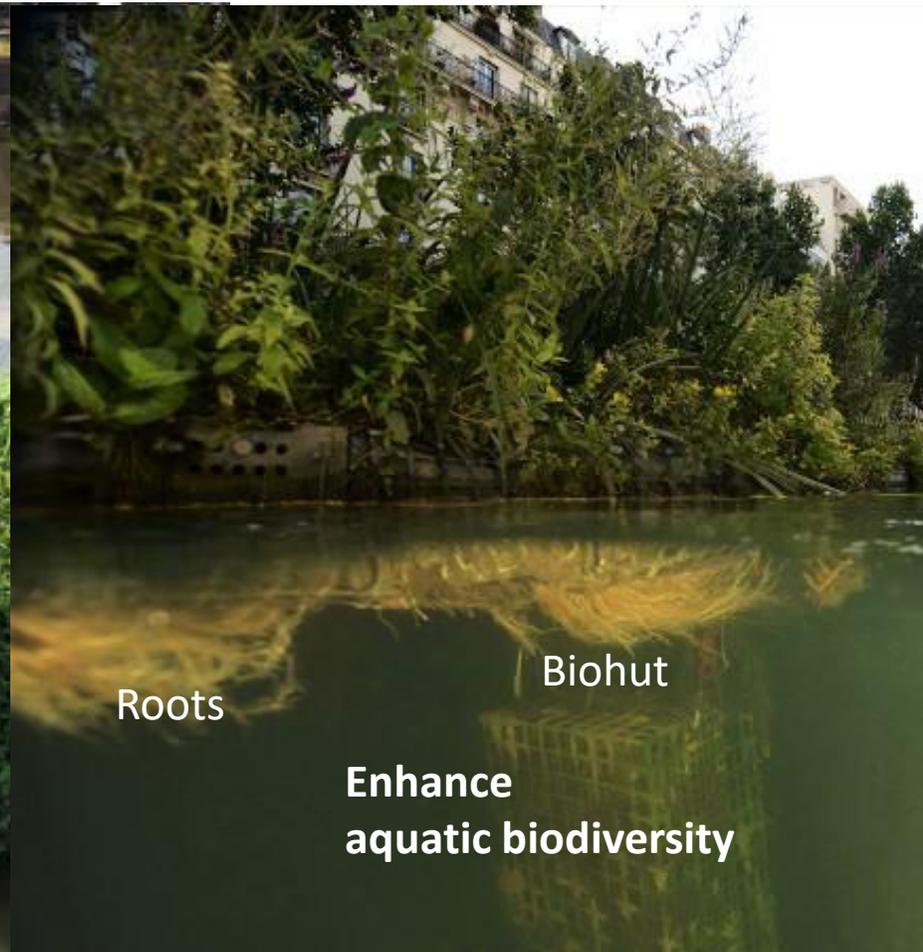


*Exclusive right*



Brussels port

## *Greening urban areas as well as aquatic ecosystem*



***About climate change:  
=> Keep green zone for birds, insects over the super dry season***



## Sustainable impacts

- *New dedicated habitats for both aquatic and terrestrial species*
- *Spawning area and shelter for Early Life History Stage => Nursery and feeding grounds*
- *Bird nesting*
- *Natural Phyto epuration*

**We fight against  
ARTIFICIALIZATION & CLIMATE CHANGE**

## What's next? 4500+ ports/marinas in Europe, 10.000+ cities with water

- *A motivated sales team to prospect and attract new customers !*
- *A country representative to scale-up our solutions in news territories !*
- *A stronger application of EU Biodiversity Strategy (eg: Nature Restoration Regulation, 2024)*

**For solution seekers, please contact us, we have a range of solutions for marine and continental water !**

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# Book a meeting with: ECOCEAN

**Gilles LECAILLON**

Founder and CEO

ECOCEAN

Gilles.lecaillon@ecocean.fr



[een.ec.europa.eu](http://een.ec.europa.eu)





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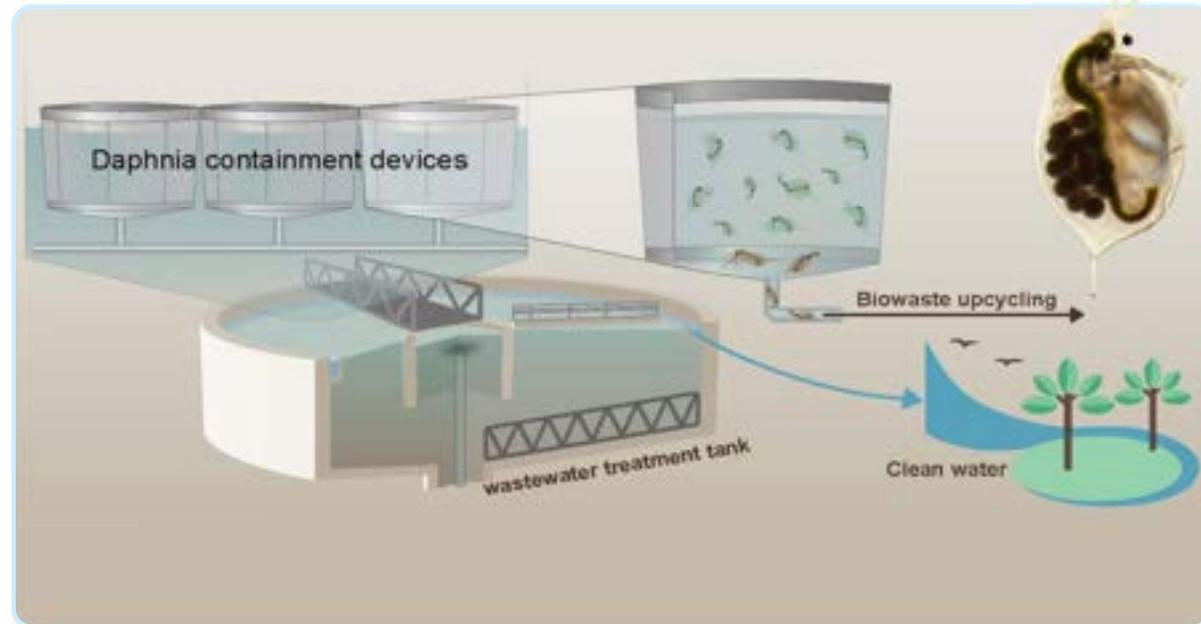
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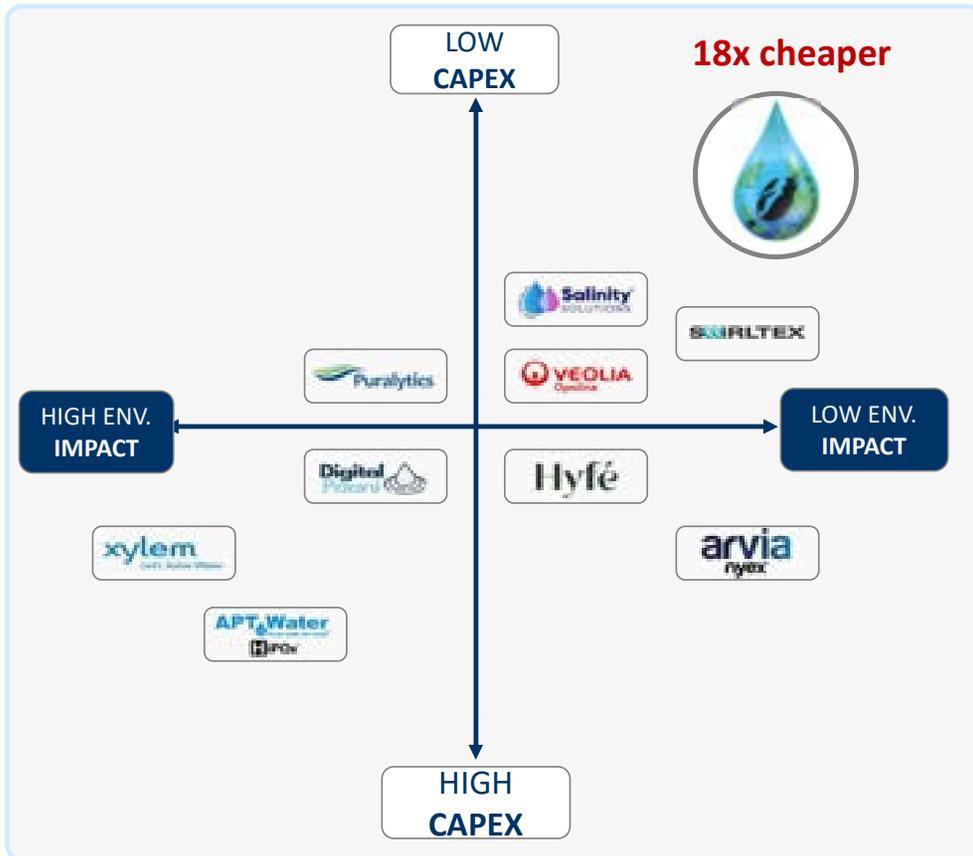
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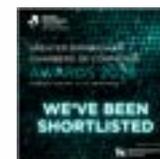
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Treatment services market size  
(Billion US\$)



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## Sustainable and circular innovation needs

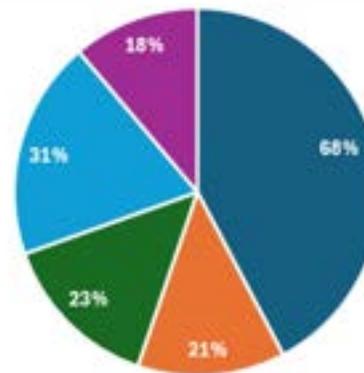
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# Book a meeting with: Daphne Water Solutions

**Prof Luisa Orsini**

Founder and CEO

Daphne Water Solutions ([www.dwsol.co.uk](http://www.dwsol.co.uk))

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[daphnewatersolutions@gmail.com](mailto:daphnewatersolutions@gmail.com)



<https://www.dwsol.co.uk/>



[een.ec.europa.eu](http://een.ec.europa.eu)





**Enabling Nature  
Restoration at scale**

**green account**

**green  
account**

## Restoring Europe's habitats, soil, and water - precise and effective



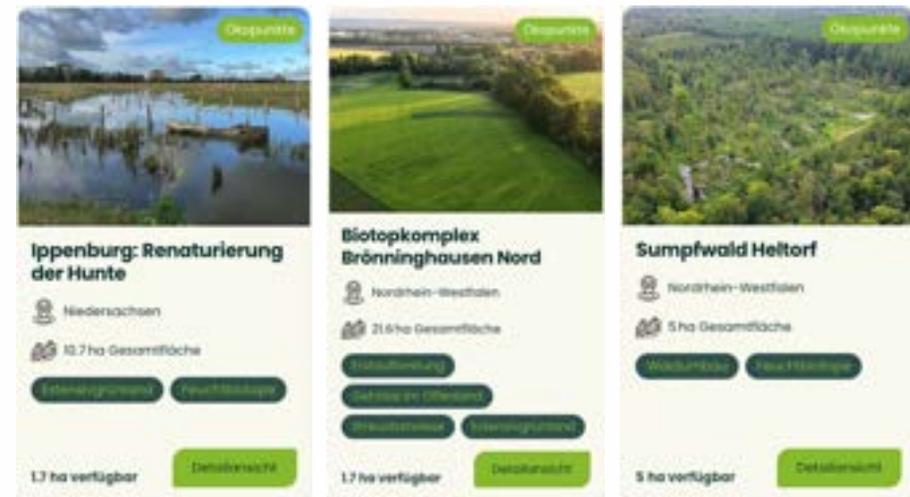
For the German market we work through an established market that is **effective, transparent** and **offers legal protections** - Our **question: *what would work in other markets?***

## How does the process work technologically?

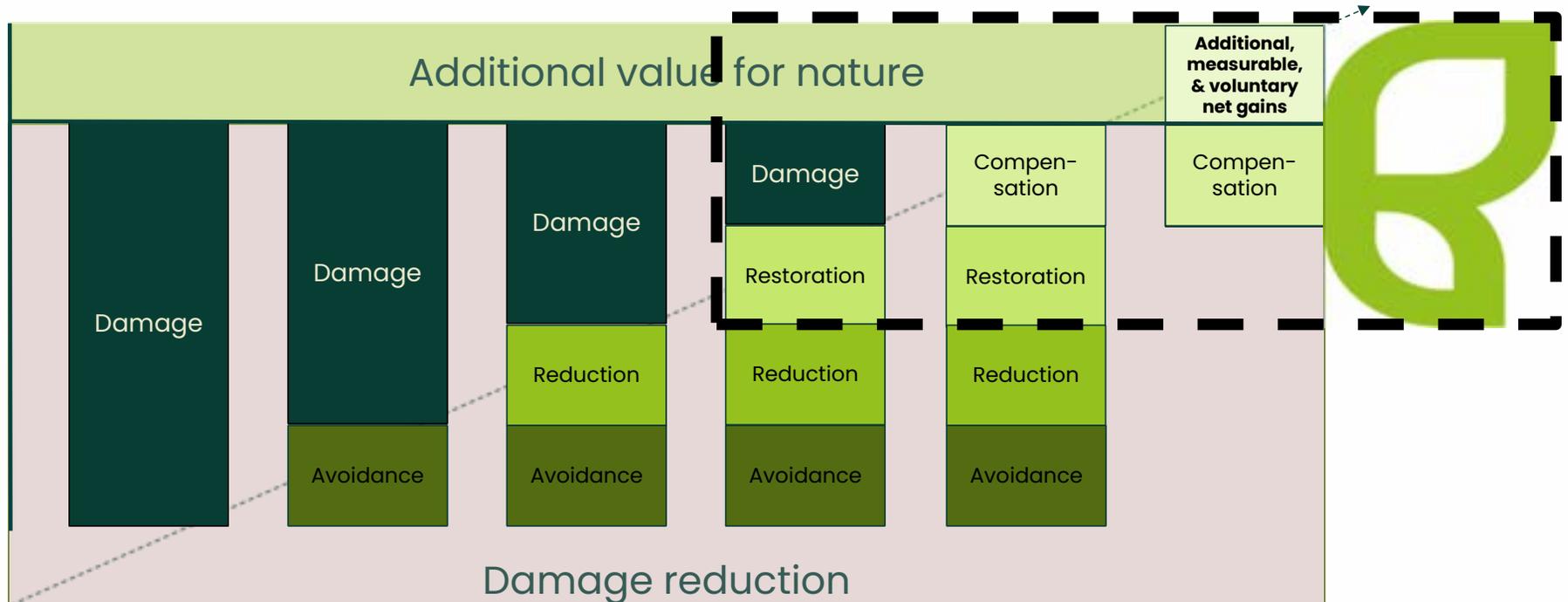
### The Backoffice



### The Front Office - our available offers

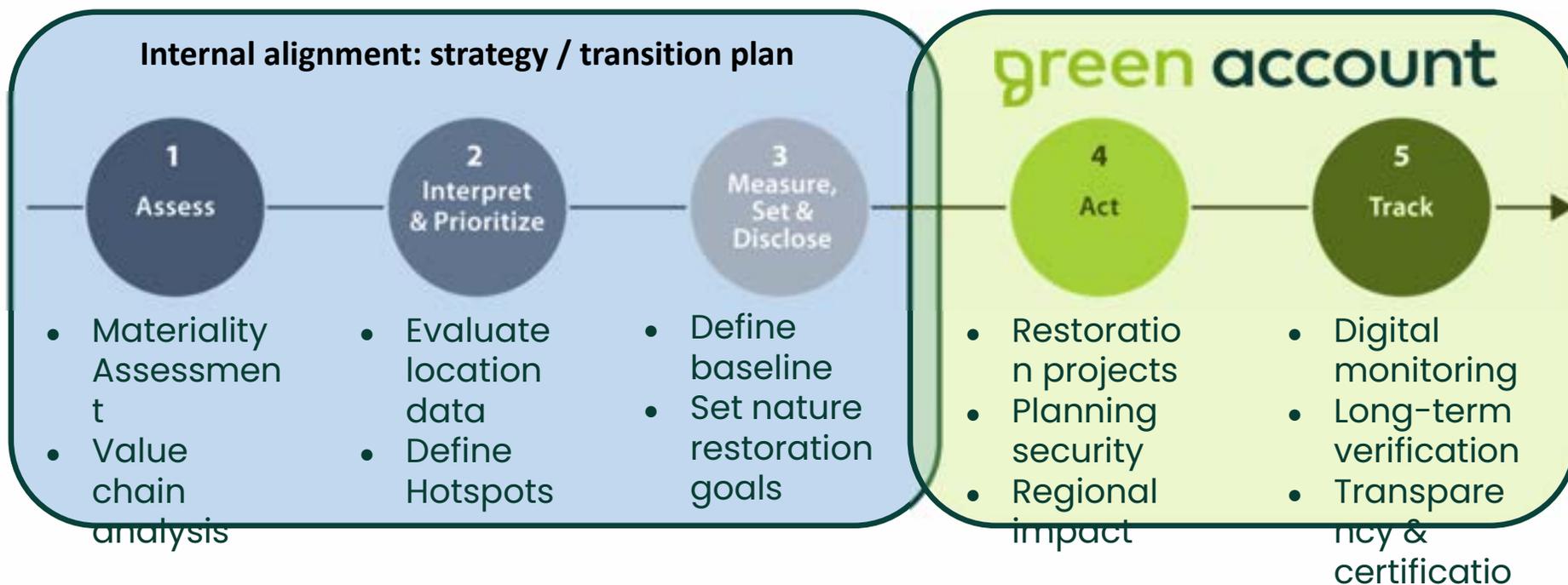


## Our sustainable impact - from reporting to action



## Market/Target audience – Who can apply your solution?

*Companies, Cities, Regions with climate / nature / biodiversity strategies.*





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## Sustainable and circular innovation needs good networks along the whole value chain.

- *What kind of cooperation partners would you like to connect to beyond finding new customers?*

Project Partners	Service Providers	Knowledge Exchange
<p><b>Landowners, Municipalities, NGOs</b> (with access to land)</p>	<p><b>Specialised Insurers</b> (focused on env. risk &amp; Lease Guarantee Insurance)</p> <p><b>MRV providers</b> (Remote sensing, AI-satellite imagery, and ground-truth tech firms)</p>	<p><b>Research institutes, ecologists, Reg. experts</b></p>

elp

# Book a meeting with: green account

[basset@greenaccount.com](mailto:basset@greenaccount.com)  
<https://www.greenaccount.com/>



[een.ec.europa.eu](mailto:een.ec.europa.eu)

green  
account



1:06:50

LIVE



## FOREST FIRE NEWS

Wildfires are spreading faster and hitting harder across Europe. Fire crews are overwhelmed, evacuations are rising, and critical ecosystems are at risk.

Experts agree: the fire season is longer, hotter, and more dangerous.

We can't wait for the flames to arrive.

We need action — now.

 [www.cnet.com/news](http://www.cnet.com/news)

**BREAKING NEWS**

**BREAKING NEWS**

**BREAKING NEWS**



The image is a full-page background with a monochromatic orange-red color scheme. At the top center, a bright, glowing sun or fire source is partially obscured by dark, wispy clouds. The sky is filled with a gradient of orange and red, with some faint, streak-like light trails. In the foreground, several tall, thin trees are silhouetted against the bright background. A chain-link fence runs across the middle ground, with some debris or fallen branches visible in the lower part of the frame. The overall atmosphere is one of intense heat and destruction.

# The Origin

TheFireWall is built on three key principles

- 1 Low water usage
- 2 Minimal manpower
- 3 Maximum safety for first responders

And it's protecting what matters most:

People and communities  
Critical infrastructure  
Nature, animals and biodiversity

# Setup & funktion

- how it works

The Fire  
**Wall** 



## Our team



Karina Skovdal  
**Founder**



Kristian Lyhmann Iversen  
**CEO & CO-Founder**



Ivan Christiansens  
**CTO & CO-Founder**



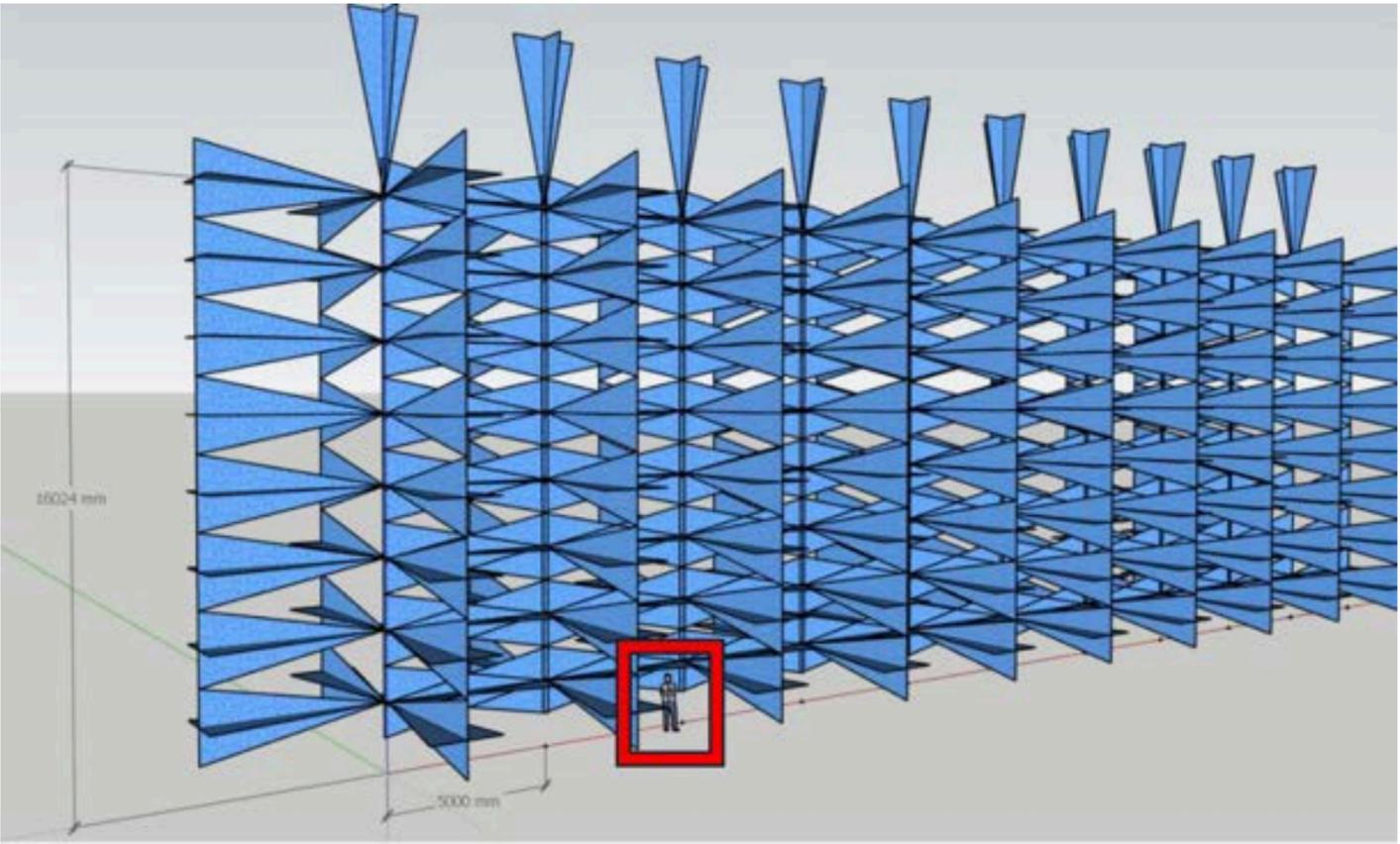
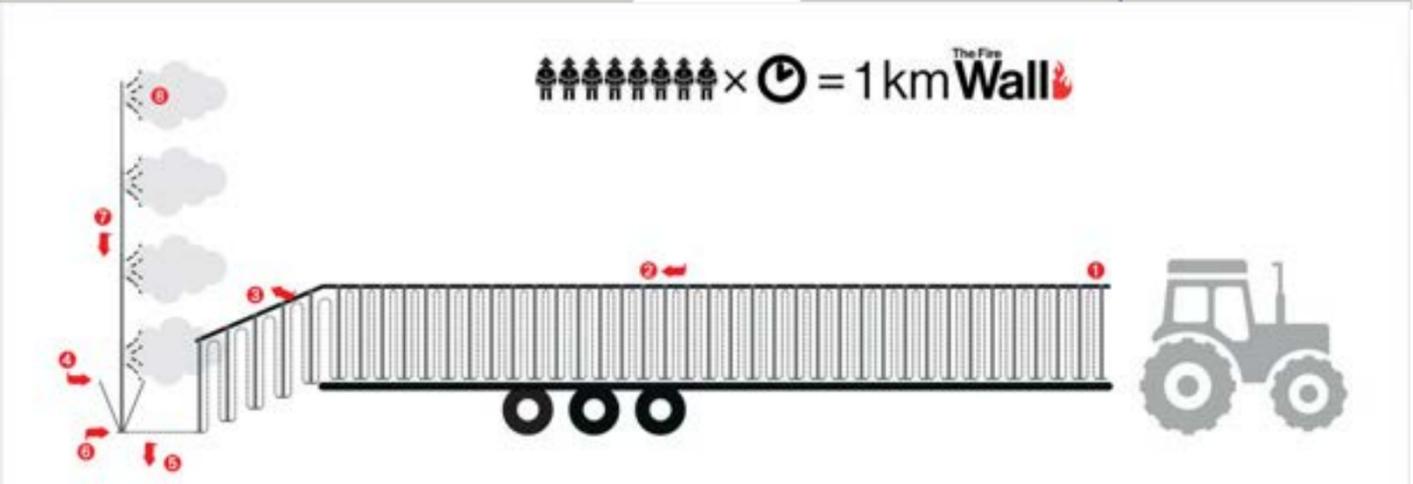
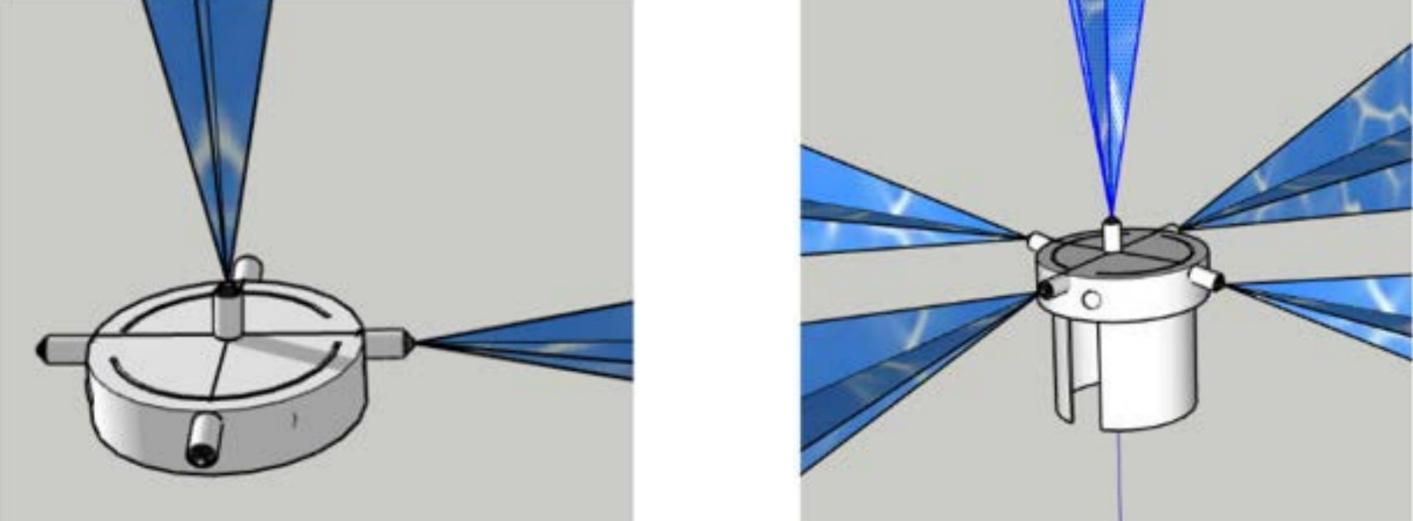
Mikkel Ploug  
**Buisness Development**

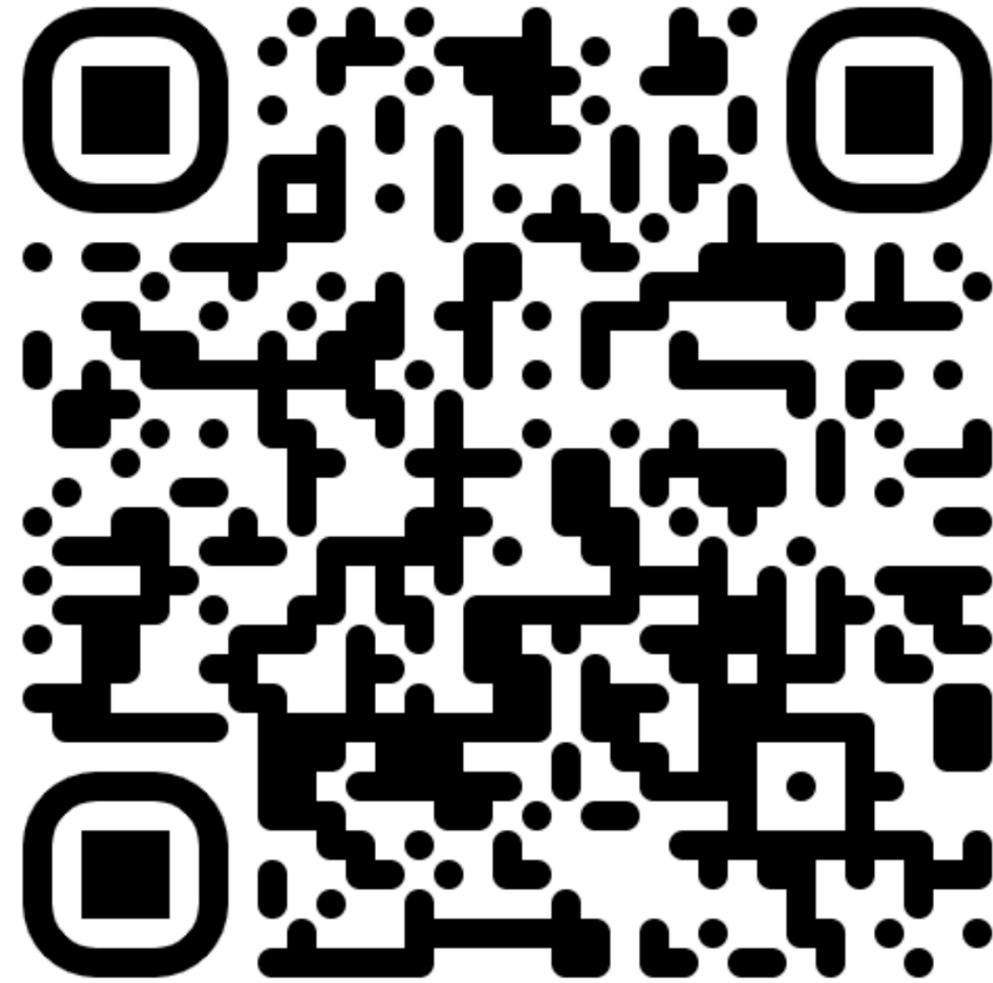
# Our Why

# We are looking for partners

- 1 In development
- 2 In testing
- 3 In implementation

Together we can make a real, measurable difference





Deep dive into our mission and contact us here



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## Good to know: Platforms to further connect for NbS

How to create attractive  
business cases for NbS

Turning nature-based  
solutions into  
implementable policy  
and investment action!

The logo for Invest4Nature, featuring a stylized tree icon with an upward arrow and the text "invest4nature" in a sans-serif font.

invest<sup>4</sup>  
nature

[www.invest4nature.eu](http://www.invest4nature.eu)

The logo for Network Nature, featuring a stylized leaf icon and the text "Network Nature" in a sans-serif font.

Network  
Nature

[www.networknature.eu](http://www.networknature.eu)

# NbS Business Forum



- **Knowledge & Insights** – Webinars, toolkits, NbS business cases, and success stories.
- **Cross-sector Connections** – Matchmaking, meet-ups, and co-hosted events.
- **Capacity Building** – Support programmes for SMEs through partners.
- **Collaboration Opportunities** – Joint activities with leading networks and platforms.





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Next up



**GET CONNECTED  
MAKE THINGS  
HAPPEN**

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# THANK YOU

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