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REPORT

Final Expert Stakeholder Workshop - Lessons learned and co-created recommendations

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RAINFOREST PROJECT SUMMARY

Food and biomass production systems are among the most prominent drivers of biodiversity loss worldwide. Halting and reversing the loss of biodiversity therefore requires transformative change of food and biomass systems, addressing the nexus of agricultural production, processing and transport, retailing, consumer preferences and diets, as well as investment, climate action and ecosystem conservation and restoration. The RAINFOREST project will contribute to enabling, upscaling and accelerating transformative change to reduce biodiversity impacts of major food and biomass value chains. Together with stakeholders, we will co-develop and evaluate just and viable transformative change pathways and interventions. We will identify stakeholder preferences for a range of policy and technology-based solutions, as well as governance enablers, for more sustainable food and biomass value chains. We will then evaluate these pathways and solutions using a novel combination of integrated assessment modelling, input-output modelling and life cycle assessment, based on case studies in various stages of the nexus, at different spatial scales and organizational levels. This coproduction approach enables the identification and evaluation of just and viable transformative change leverage points, levers and their impacts for conserving biodiversity (SDGs 12, 14-15) that minimize trade-offs with targets related to climate (SDG13) and socioeconomic developments (SDGs 1-3). We will elucidate leverage points, impacts, and obstacles for transformative change and provide concrete and actionable recommendations for transformative change for consumers, producers, investors, and policymakers.

EXECUTIVE SUMMARY

Stakeholder engagement was a crucial element in the success and outcomes of the RAINFOREST project. Building on the stakeholder reference group established at the project's outset, various stakeholder workshops were organised over the three years to co-produce effective and just pathways for meeting EU and global biodiversity targets through the transformation of the food and biomass sector. RAINFOREST's final expert stakeholder workshop, as part of Work Package 5, was held online on October 22nd from 3pm to 5pm CEST.

The workshop's objectives were to 1) present our key take-aways and lessons learned from the case studies and pathways, and 2) co-create with the stakeholders general recommendations stemming from RAINFOREST. Following our Strategy for Stakeholder Co-design and Engagement, the workshop had an interactive methodology, where input from participants was welcomed and always encouraged. The workshop resumed with general project recommendations for EU policy making on biodiversity and environmental outcomes.

1. PROGRAM

Time	Activity
3:00-3:10pm	Welcome: team presentation, agenda, ground rules and audience presentation ice breaker
3:10-3:20pm	Introduction: project and workshop objectives Introduction to next activity: Breakout into 3 groups to hear and discuss results and lessons learned for each case.
3:20-4:10pm	Sharing and discussing lessons learned Breakouts by larger topics: 1. Governing EU value chains (policy) - Portfolio investments for biodiversity - Fishmeal and fish oil (FMFO) production - Tele-coupled governance EU-Brazil

	- Peatland Restoration – Multi-level Analysis of Values and Justice Preferences 2. Consumer preferences/diet shifts - Diet shifts - Food for touristic value chain - Biodiversity labelling and consumer preferences 3. Quantification of global pathways - How efforts are distributed (incl modeled actions like protection / restoration, and comparison to downscaling when relevant) - How impacts are distributed across regions and producers/consumers (model-based) - What additional questions could we explore (to collect input on last component of modeling protocol) in relation to trade-offs across outcome goals, and relation between action targets and outcome goals. Qs for discussion: <i>Are these lessons relevant? Transferable? Have wider implications? Are there barriers/challenges that you see in this case? What are key messages from this case that you can take for EU policy making?</i>
4:10-4:55p m	Plenary synthesis ('zooming out') and co-writing general recommendations 1) Each facilitator group shares their lessons learned discussion 2) Discussion on patterns that may become general project recommendations ("Given these lessons, what recommendations would you suggest for policy makers?") - Lessons clustered on live doc 3) Prioritization: Final reflection - write in chat - "Which recommendation do you find most critical?"
4:55-5:00p m	Wrap-up and bye: 4) Share what will happen to outputs (deliverables synthesis reports publicly available and workshop material) 5) Slide with recipe calculator – tool that will be sent for feedback 6) Thank participants

2. WORKSHOP PREPARATION

Preparation for this workshop included five internal meetings with all relevant partners (on 02 July, 03 September, 24 September, 06 October

and 20 October 2025). The meetings consisted of deciding the following:

1. What was our workshop objective?
2. Which stakeholders should be invited to fulfil these objectives?
3. Which format should we use to ensure we fulfil with our objectives?
4. Which methodology should be used to engage stakeholders interactively?
5. What digital tools do we need to prepare for the workshop (PPT presentations, whiteboard, etc.)?
6. Once the agenda was fixed, make sure all partners knew their roles and responsibilities throughout the 2-hour session.

An organizational and “run-of-show” document was created and worked on in parallel as a result of these meetings.

The first database created of participants to be invited consisted of 100 stakeholders from the following different sectors:

SECTOR	Quantity
Business	8
Certification scheme and body	2
Consultant-Technology/knowledge provider/institute	1
Consumer association	1
Finance institution	9
Industry association	5
International Organization	11
NGOs and CSOs	9
Public sector - government	23
Public sector - other	21
Research	10
Grand Total	100

A formal invitation (**Annex1**) was sent by email on 4th of September to all stakeholders. After two reminders, 20 participants finally confirmed participation to the event. One week before, on 16th October, preparatory material (**Annex2**) was sent to the participants, so that they could prepare



for the workshop. On the day, 22nd October, 13 participants appeared at the workshop, while 12 fully participated from beginning to end.

3. FINAL PARTICIPANT LIST

Name		Organization	Actor Group
1	Birte Rau	BLE (Germany)	Public sector - government
2	Christiane Holvorcem	GIZ Brazil	International Organization
3	David Obura	IPBES Chair	International Organization
4	Fabiana de Souza	Rabobank	Finance institution
5	Fabiana Spinelli	UNEP-WCMC	International Organization
6	Fernando Miranda	Austral (Peru)	Business
7	Gilles Doignon	EU Commission DG Research and Innovation	Public sector - other
8	Jorge Tam	IMARPE (Peru)	Public sector - government
9	Katie Minderhoud	PBL, The Netherlands	Public sector - government
10	Kevin John Whittington Jones	Mirova	Finance institution
11	Philippos Drousiotis	Cyprus Sustainable Tourism Initiative (CSTI)	NGOs and CSOs
12	Wellington Lourenco de Almeida	Center for Advanced Study in Government and Administration, Brazil	Research

Partners delivering the workshop:

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4. WORKSHOP OUTCOMES

The workshop outcomes can be found reflected on our final co-created

Whiteboard (**Appendix3**). From left to right on the board, the three different engagement steps are reflected: 1) Zooming in – each case study lessons learned presented are inputted; 2) Key messages – Each group noted down key discussion points from the exchange with stakeholders based on the lessons learned; 3) Zooming out – general project recommendations suggested by the stakeholders were noted, added by a colored dot representing their votes as to which was most important to be considered.

The Workshop Chat (**Appendix4**) also reflects the participants engagement and discussion throughout the workshop, finalizing with their voting prioritization of the general recommendations.

The final project general recommendations for EU policy making, stemming from the cases' lessons learned and co-created with the stakeholders, were (in order of most voted):

1. EU environmental policy making needs to consider geopolitical context.
2. Coherency in EU policies is essential.
3. Small steps from actor-relevant actions towards larger transformation works – rather than always finding one compromise or central pathway, work with multi-threaded pathways that constantly speak with each other (blending and aggregating).
4. It is important to specify sector roles and responsibilities when achieving the same goal.
5. It is important to link the global pathways to nature's contribution to people.
6. Consumer education and knowledge are needed.
7. It is important to value ecosystem services for long term sustainability.

The workshop outcomes will be fed into the project synthesis deliverables.



Report on final expert stakeholder workshop

Wellington Almeida - University Of Brasilia

EU1 SUGAR (RU)

Kate Minderaad (IL, Netherlands)

Konstantin Stadler (NTNU)

David Obura | CORDIO East

Olivier Leclerc (IASA)

Fabiana de Souza Bati

Harshdeep Radoud University

Overview case studies

Plant-based meat consumption in Norway (WP3)

Plant-forward food production and consumption in the UK, USA and the Netherlands (WP3)

Sustainable food consumption in the tourism industry (WP3)

Sustainable investment portfolios (WP4)

Flaxmeal production (WP3)

Telecoupling of biodiversity and value chain governance between EU and Brazil (WP4)

Synergies and trade-offs in land-based EU climate and biodiversity policies (WP4)

National- and sub-national policy for climate change adaptation, food and biodiversity nexus in Austria & Ireland (WP4)

Consumer Producer Investor Governance Trade Conservation Climate action

RAIN FOREST

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Sibylle Rouet Pollakis (IIA)

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Philippos

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Daniel Braun (University of B

FINAL WORKSHOP - CASE LESSONS LEARNED

KEY MESSAGES

GROUP 1

GROUP 2

GROUP 3

GLOBAL PROJECT RECOMMENDATIONS

Bastian Bertzky - ...

Ian Vazquez - PUCP

Fabiana Spinelli, ...

Ruben Manrique

f-mirand

Francoise Gervais (BIO)

Jorge Tam (Inst. Mar Peru)

Christos Zoumides - The Cyprus

Philippos

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Birte Rau, BLE

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APPENDIX

Attached documents:

1. Workshop Invitation
2. Preparatory Material for participants
3. Workshop Co-creation Whiteboard
4. Workshop Chat

* PPT slides presented are not attached, given the large number of slides delivered by the different partners. However, they can be provided upon request.

APPENDIX 1- Workshop Invitation



Esteemed partner,

We cordially and gladly invite you to participate in our final stakeholder workshop, as part of the EU-funded research project [RAINFOREST](#). You have been identified as an expert who could provide valuable input and feedback to our final results.

Please join us for an exclusive expert online workshop on Wednesday, October 22nd, 2025, from 3:00-5:00 pm CEST.

In this 2-hour online workshop we will present lessons learned from our research on transformative change for biodiversity. Our research entailed different case studies on interventions (e.g., diet shifts, portfolio investments for biodiversity, fishmeal and fish oil production, peatland restoration, tele-coupled governance, consumer behavior study on biodiversity-friendly food choices). We also generated novel plural and value-explicit nature-positive pathways for biomass supply chains at global scale, and quantified them with an integrated assessment modeling framework. Insights from case studies include psychological barriers, the effectiveness of labeling and incentives, and policy levers to promote sustainable consumption, offering practical implications for communication, retail, and policy design. Insights from pathways include projections of multiple sustainability indicators, showing how the distribution of benefits and losses across actors and regions might differ across alternative ways to achieve a net-positive future. In the workshop, we would like to co-create with you general recommendations stemming from our 3-year research project.

We very much look forward to working with you!

We thank you in advance for your time.

Best regards,

A handwritten signature in black ink, appearing to read "F. Veronesi".

Francesca Veronesi
RAINFOREST Project Coordinator
Professor Industrial Ecology Programme
Department of Energy and Process Engineering
Faculty of Engineering
NTNU – Norwegian University of Science and Technology



APPENDIX 2- Preparatory Material for participants

Final Expert Stakeholder Workshop

Research on transformative change for biodiversity: *lessons learned and recommendations*

Wednesday, October 22nd, 2025, 3:00-5:00 pm CEST

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RAINFOREST consortium



Project Summary

Food and biomass production systems are among the most prominent drivers of biodiversity loss worldwide. Halting and reversing the loss of biodiversity therefore requires transformative change of food and biomass systems, addressing the nexus of agricultural production, processing and transport, retailing, consumer preferences and diets, as well as investment, climate action and ecosystem conservation and restoration. The **RAINFOREST project** contributes to enabling, upscaling and accelerating transformative change to reduce biodiversity impacts of major food and biomass value chains. Together with stakeholders, we co-develop and evaluate just and viable transformative change pathways and interventions. We identify stakeholder preferences for a range of policy and technology-based solutions, as well as governance enablers, for more sustainable food and biomass value chains. We then evaluate these pathways and solutions using a novel combination of integrated assessment modeling, input-output modeling and life cycle assessment, based on case studies in various stages of the nexus, at different spatial scales and organizational levels. This co-production approach enables the identification and evaluation of just and viable transformative change leverage points, levers and their impacts for conserving biodiversity (SDGs 12, 14-15) that minimize trade-offs with targets related to climate (SDG13) and socio-economic developments (SDGs 1-3). We elucidate leverage points, impacts, and obstacles for transformative change and provide concrete and actionable recommendations for transformative change for consumers, producers, investors, and policymakers.

Workshop objectives:

- To present our takeaways from the case studies and pathways; and
- Co-create with you general recommendations stemming from RAINFOREST.

The following cases will be presented and discussed during the workshop. Please read through each summary to prepare for the discussions:

1. Portfolio investments for biodiversity
2. Quantification of climate change and biodiversity implications of alternative pathways for sustainable fishery and fishmeal

production

3. Telecoupling of governance systems under the EUDR: Scenarios for the Brazilian beef and soy value chains
4. Beyond Targets: How Values Can Unlock Stakeholder Support for Peatland Restoration in the EU
5. Diet shifts
6. Cyprus Tourism Food Value Chain
7. Biodiversity labelling and consumer preferences in Norway and Denmark
8. Pathways and quantitative applications session

CASE 1 - Portfolio investments for biodiversity

As climate change and biodiversity loss accelerate, understanding corporate environmental impacts has become a priority for governments, companies, and investors. In this case study, we assessed the greenhouse gas (GHG) and biodiversity footprints of 2563 companies included in the MSCI All Country World Index (ACWI) 2022, identifying the companies and sectors with highest footprints and quantifying the investment portfolio-level footprints.

Our findings reveal that GHG footprints (in tonnes of CO₂-eq, excluding emissions from land use and land cover change) are concentrated in oil and gas mining and chemicals sectors. In contrast, biodiversity footprints (in MSA-loss-km²) extend also include agriculture and food sectors. The majority of both GHG and biodiversity footprints arise from indirect (scope 3) activities across the value chain, such as upstream emissions from raw material extraction, or downstream emissions from final demand. The financial intermediation sector also contributes to the GHG and biodiversity footprints. These impacts stem predominantly from downstream impacts, primarily through capital allocation, that is, the GHG and biodiversity footprints caused by the activities of companies that receive investments or financing. Notably, a small number of high-impact companies account for a significant portion of the estimated GHG and biodiversity footprints within the MSCI ACWI, highlighting opportunities for targeted engagement and regulatory intervention.

By advancing portfolio footprint metrics and emphasizing value chain interlinkages, this study lays the foundation for more transparent environmental disclosure and informed investment decision-making.

Lessons learned from the investment portfolio case study

- A small number of high-impact companies drive a disproportionate share of total environmental footprints
- Scope 3 impacts dominate across the value chain, although this can vary substantially across sectors
- While climate change and biodiversity loss are closely connected, sectoral differences highlight the need for integrated strategies addressing multiple environmental pressures

CASE 2 - Quantification of climate change and



biodiversity implications of alternative pathways for sustainable fishery and fishmeal production

The Peruvian anchoveta (*Engraulis ringens*) fishery supports one-third of global fishmeal exports. This Life Cycle Assessment (LCA) study analyzed four major processing facilities operated by a major fishmeal and fish oil (FMFO) producer, encompassing 169 fishing vessels and representing 10% of Peru's national fishmeal and fish oil production across the operational years 2019 and 2021. Results were analyzed across a wide array of impact categories using ReCiPe 2016, from both midpoint and endpoint perspectives, with special emphasis on carbon emissions and biodiversity impacts.

Environmental impacts results demonstrated that Peruvian marine ingredients, especially fishmeal, are among the more low-carbon protein sources globally. Fishmeal production generates 320 kg CO₂ equivalent per tonne, ranging from 316 to 328 kg across facilities, while fish oil production emits 4,430 kg CO₂eq per tonne, with a range of 4,250 to 4,550 kg, outperforming most global benchmarks in international literature. A major reason for these favorable numbers is the fishing fleet's low fuel use intensity values of 20-35 liters per tonne of fish caught, representing a substantially lower value than the global reduction fishery average of 82 liters per tonne. Results in other impact categories, when taken to an endpoint perspective, show that environmental damage is dominated by particulate matter formation in the human health area of protection, and by antifouling emissions that contribute to marine ecotoxicity in the ecosystem damage area of protection.

The technological evolution of processing plants in the past decade demonstrates continuous improvements. The transition from heavy fuel oils to natural gas in processing facilities has reduced greenhouse gas emissions by 27-45% compared to operations assessed a decade earlier. Energy intensity ranged from 1,295 to 1,891 MJ per tonne of landed catch across facilities, with plants in northern Peru using natural gas for thermal energy requirements, whereas the plant in southern Peru maintain dependency on residual fuel oil. International benchmarking confirms Peru's competitive advantages through coastal fish stocks, optimized processing infrastructure, and regulatory frameworks that prevent overfishing while maintaining economic viability. The impact on overfishing was measured using a modified version of the fisheries impact pathway, to calculate the environmental damage of extracting Peruvian anchoveta in the northern-central and southern Peruvian stocks for this species.

Three transformative pathways offer complementary routes to achieve improved environmental sustainability. Firstly, production-oriented interventions focus on technological innovation through renewable energy transitions, circular economy implementations, and advanced fishing technologies. This pathway emphasizes the integration of new energy

sources into processing facilities, the conversion of fishing fleets into novel propulsion systems, or the development of circular economy systems that convert organic waste into biogas and organic fertilizers, reducing waste discharge. Consumption-oriented approaches prioritize market-driven transformation by shifting a substantial portion of anchoveta from indirect human consumption, through FMFO products, towards direct human consumption, optimizing resource allocation with a higher amount of protein reaching the plate of consumers. This pathway recognizes that current marine ingredient utilization patterns may not optimize either environmental outcomes or nutritional benefits for human populations. Social and economic aspects of this transition are also discussed. Governmental regulation pathways address systemic challenges through coordinated policy interventions, modeling dynamic quota management systems that integrate real-time environmental performance metrics with traditional stock assessments. This approach encourages the adoption of best practices throughout the fleet by allocating fishing rights based on environmental efficiency, thereby reducing sector-wide emissions and promoting fleet-wide optimization.

CASE 3 - Telecoupling of governance systems under the EUDR: Scenarios for the Brazilian beef and soy value chains

Commodity imports by the European Union (EU) are an important driver of land use change in agricultural producer countries. The new European Union Deforestation Regulation (EUDR) comprises seven relevant commodities that can only enter the EU market if they are deforestation-free. The expansion of land for soy and beef production is one of the main reasons for deforestation in Brazil, and this is partly driven by the demand of the EU. Such remote socio-economic and environmental relationships between regions connected through trade have been described by the concept of telecoupling. The EUDR may lead to changes in the land use governance of major trading partner countries and of value chain governance, which could be described as telecoupling at the policy level. This study develops a concept for 'telecoupling of governance systems' and a generally applicable conceptual framework for this. The framework is then applied to the EUDR. We take the EUDR and the supply chains of beef and soy produced in Brazil as a case study to answer the following research questions: How do actors perceive the political process that led to the EUDR, how do they assess the regulation and how will they react to it? Will the EUDR strengthen deforestation-related policies and reduce deforestation and will other trading partners adopt a similar legislation? We adopt a qualitative empirical approach based on document analyses and expert interviews to identify the mechanism at work.

Our results suggest that there is considerable potential for telecoupling of

governance systems arising from the EUDR. Even though the EU is not the most important destination for Brazil's beef and soy exports, the stakeholders interviewed unanimously agreed that the EU is an important trading partner. However, across Brazilian state, private, and other non-state actors, the policy process that led to the EUDR was perceived as unilateral and non-participatory. Reactions are more heterogeneous though. The private sector is pragmatically preparing for EUDR compliance in order to stay in business with support from some NGOs that have a history in promoting value chain traceability. Instead, the reaction of many government representatives is mostly defensive, including isolated suggestions to engage in countermeasures. Both open and hidden opposition among government actors against the EUDR could adversely affect policy adaptation processes in Brazil. Moreover, there is the perception that the main goal of the EUDR is compliant, 'clean' procurement of commodities and not the actual reduction of deforestation. Social consequences of the EUDR such as exclusion of smallholder farmers are likely to happen. If too little attention is paid to the possible social and environmental consequences of EUDR, this can lead to a lack of legitimacy. The legitimacy of the regulation is questioned by public and private actors in Brazil, as it would serve to unilaterally enforce extraterritorial environmental requirements and would incur significant additional costs that would be imposed on Brazilian producers and exceed the capacity of small producers.

Based on these results, we develop four possible scenarios that imply varying impacts on forest conservation. If only the private sector adapts to EUDR, a 'business as unusual' scenario is likely to happen, which could turn into a 'higher, faster, further together' scenario if coupled with public policies. If other countries such as China adopted similar measures, this could mean a 'third party game changer' or even a 'telecoupled revolution' for environmental governance systems in Brazil. However, the experience with the EUDR in Brazil so far is mixed: on the one hand, it seems that telecoupling between environmental governance systems can be made difficult by non-participatory processes and by certain internal and international economic and political situations, which together can lead to rejections in producer countries. On the other hand, telecoupling between environmental governance systems can have a significant impact on deforestation if linked with national systems and if supported by international cooperation and coordination.

CASE 4 - Beyond Targets: How Values Can Unlock Stakeholder Support for Peatland Restoration in the EU

The Importance of Peatland Restoration

Europe's peatlands are critical for climate mitigation and biodiversity as the world's most effective terrestrial carbon stores and as habitats and shelters for many endemic and migratory species. But, traditionally, the

management of peatlands has focused on economic activities that produce financial returns, such as crop production, livestock grazing and peat cutting for fuel, that degrade peatlands. These activities negatively impact other benefits that can be derived from well-functioning peatlands, such as carbon storage and sequestering, biodiversity protection, water and flood management and cultural and recreational activities. For example, the drainage and conversion of peatlands to agriculture transforms them into net sources of GHG emissions. Currently in the EU, agriculture on drained peatlands accounts for the majority of the ≈ 220 Mt CO₂eq per year emitted ($\approx 5\%$ of total EU emissions) but could under modelled protection and restoration scenarios become a carbon sink.

In response to the growing awareness of the benefits of well-functioning peatlands, there have been increased efforts to restore peatlands, such as those part of the EU LIFE Programme, and the inclusion of peatland restoration targets in key EU regulations, such as the highly contested EU Nature Restoration Law and the Good Agricultural and Environmental Condition (GAEC) 2 as part of the Common Agricultural Policy (CAP) 2023-2027. While these policies signal a strong commitment, a significant implementation deficit persists.

Understanding Values in Peatland Restoration

The majority of previous policy analysis has focused on institutional barriers to implementation; including fragmented policy frameworks, a lack of long-term and diversified funding, and insufficient technical and institutional capacity. But there also needs to be an understanding of the values and worldviews held by stakeholders for peatland restoration, especially in agricultural landscapes, as nature conservation and restoration policy exists at a nexus of political, economic and social debates over land and resource use and the allocation of the derived benefits. In order to tailor policy interventions so that they are consistent and coherent to the range of worldviews that exist.

In the IPBES (2022) Assessment Report on the Diverse Values and Valuation of Nature, values and worldviews are identified as “deep leverage points” that increase the effectiveness and stability of policy interventions because they impact policy acceptability through their adherence to stakeholder worldviews and values. A key development to the utilisation of worldviews as a leverage point to improve the viability of policy pathways is the understanding of the importance of justice preferences because the perceived fairness of policies is key to their acceptability. During this research project, we identified the most common valuations of nature and justice preferences around peatland restoration at the EU level and national and subnational levels in Austria and Ireland through stakeholder interviews, document reviews and workshops to produce a set of value coherent pathways for peatland restoration.

Three Competing Pathways for Peatland Restoration





CASE 5 - Diet shifts

Adopting plant-based diets is increasingly recognized as a crucial strategy for mitigating biodiversity loss. However, recent studies have relied on assumption-driven dietary scenarios or generalized assumptions about consumer intentions to reduce their consumption of animal-based products, potentially overestimating biodiversity gains.

In this case study, we conducted a large-scale consumer survey in the Netherlands, the UK, and the US. We then modelled the biodiversity footprints of current and future individual diets based on survey results on intentions to replace meat with plant-based alternatives. A similar analysis was carried out for dairy and plant-based dairy alternatives.

We combined the survey data with the FABIO input-output model and the GLOBIO biodiversity model to quantify biodiversity footprints of the annual food intake of individual consumers of current and intended future intake of meat (and dairy) and meat (and dairy). Our findings show that more than half of the respondents across the three countries expressed no intention to reduce meat consumption, revealing a significant gap between hypothetical dietary scenarios and individual's actual intentions to change their animal meat intake. Among those intending to shift from meat to meat alternatives, biodiversity footprints decreased by about 34%. However, when considering all respondents, the average reduction in biodiversity footprint was only 13% across the three countries. We found similar results for current and intended future dairy and dairy alternative intake.

These results suggest that realizing biodiversity footprint reductions from the promotion of dietary changes remains a considerable challenge. Our study highlights the importance of considering individual consumer behaviour and their intentions to shift their behaviour in biodiversity footprint analyses and scenario assessments.

Lessons learned from the diet shift case study

- Diet-related biodiversity footprints vary between countries, reflecting the diversity in individual dietary habits
- Plant-forward dietary shifts can reduce biodiversity footprints by about one third compared to current levels
- Consumers that consume a lot of meat are least likely to reduce their future meat intake

Over half of the respondents expressed no intention to reduce meat consumption, making the adoption of plant-forward diet shifts a

considerable challenge

CASE 6 - Cyprus Tourism Food Value Chain

The Cyprus case study on the food supply chain in the tourism industry illustrates how tourism-driven economies can exert pressure on global food trade patterns. The study maps and assesses the environmental and socio-economic impacts of the food chain that services Cyprus's touristic economy and distils practical insights for decision-makers in the private and public sectors.

To establish the current state of Cyprus's tourism and food supply chain, both secondary and primary data were used. Secondary data from the Cyprus Statistical Service (CYSTAT) and FAOSTAT captured tourism demographics, tourist food-consumption profiles, and changes in dietary preferences over the past decade. The analysis shows a strongly seasonal tourism sector that shapes food availability and consumption patterns across the year. The mix of tourist nationalities and the accommodation type further influence food preferences and spending. Tourism has a modest but notable effect on total food consumption—especially beverages and animal-based products. While much livestock production is domestic, its heavy reliance on imported feed means that tourism indirectly increases the island's dependence on external natural resources.

Two empirical surveys, undertaken with the Cyprus Sustainable Tourism Initiative (CSTI), complemented the secondary data. A hotel survey explored supply dynamics and current stakeholder practices and perceptions, while a tourist survey examined behaviours, dietary preferences, and engagement with pro-environmental activities along the food value chain. Results indicate growing awareness and adoption of sustainability practices, particularly among higher-end establishments, with momentum often driven by tour-operator certification requirements. Persistent challenges include balancing environmental goals with guest satisfaction and meaningfully engaging visitors. Tourists express strong interest in the origin of their food, show willingness to pay a premium for local and eco-labelled products, and are generally open to meat-free buffet days and to reducing leftovers. Yet, participation in wider sustainable practices—such as purchasing organic foods or composting at home—remains inconsistent. Most visitors find interactive technologies such as QR codes, NFC, RFID, and blockchain useful, time-saving, and effective for retrieving information, albeit with differing levels of familiarity and ease of use.

The quantification of impacts used complementary methods. Life Cycle Assessment (LCA) of representative buffet menus, used as proxies for dietary preferences, indicates that fish consumption contributes most to biodiversity impacts, followed by beef and dairy, whereas plant-based foods and lean meats such as chicken have markedly lower impacts and therefore represent more sustainable options. This pattern reflects both per-kilogram endpoint characterisation factors and the quantities typically served. LCA results are reported as ecosystem-quality impacts using the GLAM method (global PDF-yr). In parallel, Waste Input–Output (WIO) analysis highlights substantial waste generation by the accommodation and food services sector, with notable spillovers across the wider economy. Finally, application of the FABIO model (2010–2022) shows a roughly forty per cent reduction in tourism-related land use over the period, while the footprint remains dominated by meat - especially pigmeat - with mid-decade peaks for beef and a rising share for poultry. Water footprints are led by green water and are approximately an order of magnitude larger than blue water, largely externalised to European and, to a lesser extent, Latin American supply chains; blue water use is chiefly domestic.

Overall, the findings provide clear guidance for stakeholders seeking a more sustainable tourism food value chain. The evidence supports re-balancing menus towards lower-impact options, investing in traceability and guest communication, improving waste measurement and prevention, and aligning procurement and policy levers with biodiversity and resource-use objectives. These actions can help the tourism sector in Cyprus strengthen resilience, mitigate external dependencies, and deliver tangible environmental and socio-economic benefits.

CASE 7 - Biodiversity labelling and consumer preferences in Norway and Denmark

Biodiversity loss is accelerating, largely driven by food production and consumption. Yet biodiversity remains less visible and less understood than climate change in everyday consumer decisions. This case study examined how people in Norway and Denmark respond to biodiversity information and policy levers such as labeling, pricing, and framing in the context of food choices.

What We Did

We combined two complementary studies and are currently adding a third, to understand the psychological and structural drivers of biodiversity-friendly food behavior.

1. Consumer Survey (N = 1,400, Norway and Denmark)

Grounded in the Theory of Planned Behavior, the survey measured:

- Attitudes: importance of biodiversity-friendly choices
- Social norms: perceived expectations from peers and society
- Perceived behavioral control: confidence and ability to act sustainably
- Knowledge: self-assessed understanding of biodiversity impacts
- Intentions and behavior: e.g., organic purchases, meat reduction

Findings: Attitudes and social norms were the strongest predictors of intention, while knowledge alone did not significantly drive behavior. Support was high for domestic (71%) and organic food (56%), but weaker for meat (53%) and fish reduction (28%), revealing both motivational and structural barriers.

2. Choice Experiment (N = 1,400, Norway and Denmark)

Participants made repeated dinner purchase decisions among minced-protein products varying by:

- Protein source (beef, pork, chicken, lentils, soy)
- Price (low, medium, high)
- Biodiversity label (present/absent)
- Climate label (present/absent)

Results:

- Protein type (72%) and price (25%) dominated decisions; biodiversity labeling (2%) had a small but positive effect
→ Labels can nudge choices but are insufficient without affordability and visibility. Further analyses will identify subgroups more responsive to biodiversity cues.

3. Knowledge Intervention Study (N = 1000)

Participants will be randomly assigned to a biodiversity or climate condition. Each group will complete a short quiz with three questions (e.g., “What is the main driver of biodiversity loss?” → Food production) followed by intention measures on meat reduction.

→ The study tests whether brief, concrete information boosts understanding and intentions, and whether biodiversity messaging is as effective as climate messaging.

Key Insights and Lessons Learned

1. Attitudes and social norms drive intentions
2. Biodiversity lags behind climate in public salience
Climate-friendly behavior is more normalized; biodiversity remains abstract and less visible
3. Perceived control matters
People who are willing to act often feel constrained by unclear labels, higher costs, or lack of availability
4. Structural and motivational barriers reinforce each other
Weak product signals make action seem impossible; better retail design and pricing can break this cycle
5. Early adopters can drive social change
Organic buyers and meat reducers are most responsive and can model new norms
6. Information works when concrete and empowering
Brief, fact-based interventions linking food choices to biodiversity benefits improve attitudes and perceived control

Practical Implications for Policy

- Make biodiversity visible:
Develop simple, trusted biodiversity labels aligned with EU frameworks (Green Claims Directive, Farm to Fork Strategy)
- Leverage climate momentum:
Frame biodiversity as complementary to climate goals, not a competing agenda
- Reduce friction at the point of sale:
Support retailers to improve product placement, introduce biodiversity-friendly defaults, and use incentives or loyalty points
- Invest in social engagement:
Partner with schools, chefs, and local communities to make biodiversity-friendly eating a shared value (social norms)
- Target early adopters:
Focus on visible champions (organic consumers, flexitarians) to generate social tipping points

Embedding biodiversity into daily food environments will help align consumer behavior with the EU's Farm to Fork and Biodiversity Strategy for 2030, transforming sustainability from aspiration to everyday practice.

CASE 8 - Pathways and quantitative applications session

Introduction



In RAINFOREST we developed and quantified novel, plural pathways of transformative in change in biomass supply chains towards nature- and people-positive futures. The VITAL-PATHS-FOOD pathways were designed to represent alternative visions of what such a transformation could look like, based on contrasted perspectives about human-nature relationships and environmental justice. We combined different quantitative methods to explore two specific aspects of these pathways, related to how efforts could be shared across nations, and what the impacts on biodiversity, producers and consumers might be across world regions.

The VITAL-PATHS-FOOD pathways

The Vital-Paths-Food are three global-scale pathways exploring how different perspectives on justice and the value of nature might seek to achieve “transformative change” for climate, biodiversity, and human development within global food-and-biomass value chains. These narratives compare pathways to sustainability within agriculture, forestry, protected areas, bioenergy, consumption, and governance institutions. Each represents a heuristic of a worldview and justice preference which can be used to explore stakeholder preferences for different policy-suites, support modelling and quantification efforts, and envision a different path to a world “living in harmony with nature”. The table below provides a brief description of the pathway narratives¹.

 Global Sustainability Orchestration (GSO)	 International Market Innovation (IMI)	 Local Commons Stewardship (LCS)
States and people see the conjoined challenges of biodiversity loss, climate mitigation, and global inequality as requiring an unprecedented level of global cooperation and coordination. States allow intergovernmental organisations to play an ever-greater role in orchestrating the transition to a biodiversity positive world including redistribute resources and coordinating production to tackle poverty and ecological breakdown. Protecting nature is seen not only as essential for providing for human beings but also viewed as a moral requirement on account of respecting nature’s intrinsic value.	Transformative change is driven by private actors and enabled by a permissive regulatory environment geared to stimulating investments into nature and a revolution in green technology. Societies see green-growth, market competition, trade-liberalisation, and technological innovation as essential for breaking the link between development and biodiversity loss. States seek cost effective ways to manage the ecological crisis by allow the market to play a leading role; Private companies take voluntary action and see halting biodiversity loss as essential for maintaining the long-term	Communities see their cultural connections with their eco-regions as their strongest asset in the fight again biodiversity loss. Authority is devolved away from national and global fora towards highly democratic and localised institutions committed to fostering egalitarian distributive and social relations; reject the nature-society dichotomy. The landscape is a patchwork of biodiverse farm and forest land, with minimal land devoted to highly protected areas to protect especially interference sensitive species. IPLC knowledge is highly valued in charting a course to locally specific sustainable ways of living. Communities produce much of what they need locally and shift to a “needs-based” economy.

¹ A detailed description of the pathway narratives can be found in Deliverable 1.2: https://rainforest-horizon.eu/deliverables/D1.2_final%20submission.pdf

conditions needed for profitability.

Quantitative applications

As summarized in the table below, we combined the VITAL-PATHS-FOOD pathways with different quantitative methods to evaluate two different aspects of the pathways:

- What could be alternative ways to distribute across countries the efforts towards global targets?
- How could global biodiversity impacts and broad patterns of socio-economic impacts on various supply chains actors (e.g., producers and consumers across major world regions) vary across pathways?

In the workshop, we will cover main results from these applications to discuss lessons learned.

Table 1: Description of the two quantitative applications in terms of research question, methods and outcomes.

	Cross-scale target translation	Projections with an integrated assessment model
Applied research question	How might global action targets (e.g., KMGBF T3 on protected areas or T16 on the footprint of consumption) be distributed across countries in each pathway?	What would be the distribution of impacts across regions and actors in each pathway?
Methods	Cross -scale target translation algorithms allocating global targets across countries based on explicit distributive justice principles and views on nature underlying each pathway ²	The pathway narratives are translated into scenario specific trends in exogenous drivers of the GLOBIOM land use model, that generates projections of various indicators to 2050 ³
Outcome	Maps of country-level efforts (e.g., percentage of land protected, land footprint of food consumption) compatible with achieving the global targets	Projections of various environmental (e.g., biodiversity impact due to multiple pressures) and socio-economic indicators (e.g., employment in agriculture, value of production, food consumption & related health impacts) for large world regions (e.g., EU vs Sub-Saharan Africa)

Appendix - Modelling framework

Figure 1 below illustrates the modelling framework, with the two different quantitative applications described above, and their interlinkage.

² A detailed description of the methods can be found in the deliverable D1.2: https://rainforest-horizon.eu/deliverables/D1.2_final%20submission.pdf. The downscaled KMGBF targets can be found in deliverable D1.3: https://rainforest-horizon.eu/deliverables/RAINFORREST_D1.3.pdf

³ Additional details are provided in appendix to this document

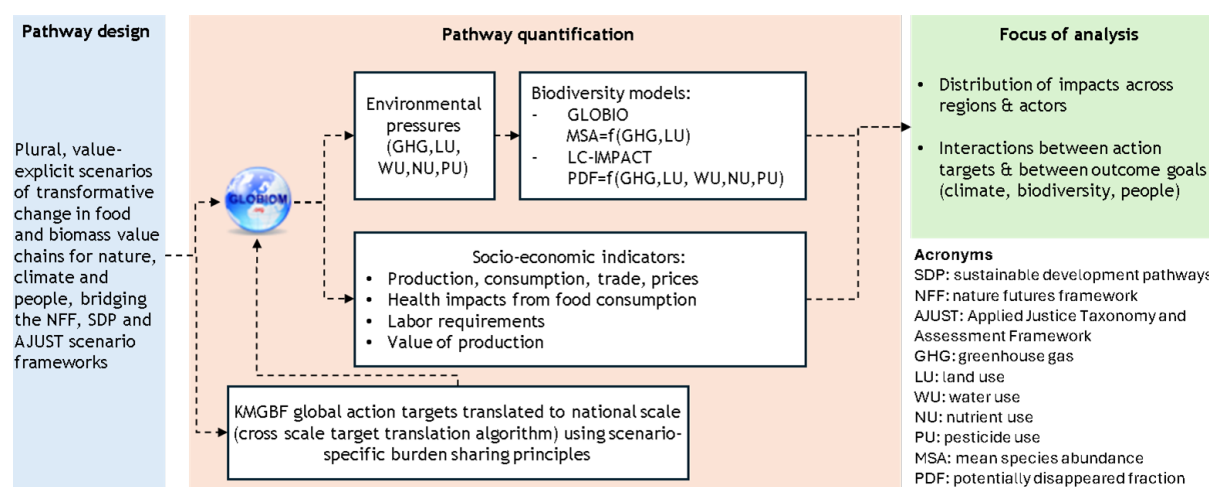


Figure 1: Modelling framework linking pathway design to environmental and socio-economic impacts.

The pathways involve interventions across multiple domains, coherently linked through assumptions about their dominant values. The table below describes some of the assumptions integrated into GLOBIOM for the projections that will be presented and discussed during the workshop.

Table 2: Dominant values of each pathway, and associated assumptions, as implemented in GLOBIOM.⁴ These are preliminary, simplified and non-exhaustive.

		IMI	GSO	LCS
Justice		Utilitarian	Prioritarian	Egalitarian-limitarian
Nature		Instrumental value	Intrinsic-instrumental value	Relational-intrinsic value
Cons	Diets	SSP2 diet	Halfway progress towards Eat-Lancet	Eat-Lancet diet
	NPBA⁵	Widespread adoption of NPBA	Moderate NPBA use; Reduced overconsumption	Low impact diet without NPBA; No overconsumption;
	Waste reduction	Technology driven waste reduction	Moderate waste reductions	Strong behavioural waste reduction
Prod	Manag. system	Precision farming as main crop restoration strategy	Mix of organic, precision farming for crop restoration strategy	Organic practices as main crop restoration strategy
	Nutrient use efficiency (NUE)	Convergence towards high NUE	Convergence towards high NUE	Convergence towards medium NUE
Land mgt.	Protection	Lower protection; cost effectiveness distribution	Strict protection; environmental capacity distribution	Lower protection; equal distribution
	Restoration target	Mostly achieved via transformation to unmanaged land.	Equally split between both types of restoration	Mostly done via deintensification. Indigenous lands are excluded from restoration target

⁴ A more detailed description of the underlying assumptions of the pathways can be found in the appendix of deliverable D1.2: https://rainforest-horizon.eu/deliverables/D1.2_final%20submission.pdf.

⁵ NPBA : Novel Plant Based Alternatives

APPENDIX 3- Workshop Co-creation Whiteboard

FINAL WORKSHOP - CASES LESSONS LEARNED

GENERAL PROJECT RECOMMENDATIONS

 Votes for what's important

LESSONS LEARNED

GROUP 1

Portale
investimenti

UP 2

Quantitation / Effect
scoring!

GROUP 3

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Disruption

de l'industrie



APPENDIX 4- Workshop Chat



Final expert workshop

Research on transformative change for biodiversity:

Lessons learned and recommendations

CHAT

2025-10-22 15:00:44 From Rafaella Ferraz Ziegert - Bonn.realis to Everyone:
Welcome everyone! We will soon begin :)

2025-10-22 15:05:05 From Jochen - University of Bonn to Everyone:
Bonn, Germany

2025-10-22 15:04:52 From Koen Kuipers (RU) to Everyone:
Nijmegen, the Netherlands

2025-10-22 15:04:53 From Kevin Whittington-Jones (Mirova) to Everyone:
London, UK

2025-10-22 15:04:53 From David Leclere (IIASA) to Everyone:
Vienna, Austria

2025-10-22 15:04:57 From Francesca Verones NTNU to Everyone:
Trondheim, Norway

2025-10-22 15:04:59 From Birte Rau, BLE to Everyone:
Bonn, Germany

2025-10-22 15:04:59 From Christos Zoumides - The Cyprus Institute to Everyone:
Nicosia, Cyprus

2025-10-22 15:04:59 From Isabel Richter, NTNU to Everyone:
Trondheim, Norway



2025-10-22 15:05:01 From Konstantin Stadler (NTNU) to Everyone:
Trondheim, Norway

2025-10-22 15:05:01 From Larissa Nowak, Senckenberg to Everyone:
Frankfurt, Germany

2025-10-22 15:05:01 From Fabiana Spinelli, UNEP-WCMC to Everyone:
Cambridge, UK

2025-10-22 15:05:02 From Gilles DOIGNON RTD to Everyone:
Brussels, Belgium

2025-10-22 15:05:06 From Ruben Manrique to Everyone:
Lima, Perú

2025-10-22 15:05:08 From Philippos to Everyone:
Nicosia CYPRUS

2025-10-22 15:05:08 From Fabiana de Souza Batista (Rabobank) to
Everyone:
Utrecht, NL

2025-10-22 15:05:09 From Jorge Tam (Inst. Mar Peru) to Everyone:
Lima, Peru

2025-10-22 15:06:04 From Jochen - University of Bonn to Everyone:
last two years or so

2025-10-22 15:05:56 From Koen Kuipers (RU) to Everyone:
9 years

2025-10-22 15:05:57 From Fabiana Spinelli, UNEP-WCMC to Everyone:
15+ years

2025-10-22 15:05:59 From Christos Zoumides - The Cyprus Institute to
Everyone:
10+

2025-10-22 15:06:00 From Konstantin Stadler (NTNU) to Everyone:
13years

2025-10-22 15:06:01 From Daniel Braun (University of Bonn) to Everyone:
3

2025-10-22 15:06:02 From Isabel Richter, NTNU to Everyone:
3 years

2025-10-22 15:06:02 From Kevin Whittington-Jones (Mirova) to Everyone:
20 years



2025-10-22 15:06:03 From Fabiana de Souza Batista (Rabobank) to Everyone:
4 years

2025-10-22 15:06:03 From Philippos to Everyone:
20 years

2025-10-22 15:06:05 From Francesca Verones NTNU to Everyone:
10+

2025-10-22 15:06:06 From Gilles DOIGNON RTD to Everyone:
32 years

2025-10-22 15:06:07 From David Leclere (IIASA) to Everyone:
10+

2025-10-22 15:06:09 From Birte Rau, BLE to Everyone:
1 year

2025-10-22 15:06:08 From Larissa Nowak, Senckenberg to Everyone:
9

2025-10-22 15:06:09 From Jorge Tam (Inst. Mar Peru) to Everyone:
20+

2025-10-22 15:06:10 From Ian Vazquez - PUCP to Everyone:
1

2025-10-22 15:06:18 From Ruben Manrique to Everyone:
3

2025-10-22 15:06:26 From Bastian Bertzky - EC / DG RTD to Everyone:
20

2025-10-22 15:07:37 From Kevin Whittington-Jones (Mirova) to Everyone:

2025-10-22 15:07:56 From Fabiana de Souza Batista (Rabobank) to Everyone:
Private

2025-10-22 15:07:59 From Kevin Whittington-Jones (Mirova) to Everyone:

2025-10-22 15:08:24 From David Leclere (IIASA) to Everyone:

2025-10-22 15:09:37 From Katie Minderhoud, PBL, Netherlands to



Everyone:

Apologies, arrived late to the chat: Katie Minderhoud from The Netherlands, 15 yrs experience in sustainability/environmental policy, I work at the Netherlands Environmental Assessment Agency (PBL). Happy to be here, first time joining RAINFOREST workshop.

2025-10-22 15:10:26 From David Obura | CORDIO East Africa to Everyone: Yes, apologies for my late joining too! Coral reef/East Africa and global sustainability/IPBES background!

2025-10-22 15:10:54 From Rafaella Ferraz Ziegert - Bonn.realis to Everyone:

Hi Katie and David, no problem. Welcome!!

2025-10-22 15:11:28 From Chris Holvorcem - GIZ Brazil to Everyone: Greeting from Brazil. My apologies for been late.

2025-10-22 15:14:49 From Rafaella Ferraz Ziegert - Bonn.realis to Everyone:
Bem-vinda Chris!
Chris Holvorcem - GIZ Brazil:

2025-10-22 16:13:57 From David Obura | CORDIO East Africa to Everyone: I'm very interested in the notion that initial steps to transformation will be very different in different places, and by actors with different capabilities; so then rather than a 'compromise' or 'central' scenario/pathway, can you explore how multi-threaded pathways may blend and aggregate - whether within a country, or across multiple countries ...
Katie Minderhoud, PBL, Netherlands, David Leclere (IIASA):
Rafaella Ferraz Ziegert - Bonn.realis:

2025-10-22 16:37:41 From David Obura | CORDIO East Africa to Everyone: So yes - two things in response Chris: 1- one can overplan, after which of course a big decision may no longer apply and 2- some actors will HAVE to face tough shifts, principally producers. Overplanning around them may not help, its hard work but need to build alignment around decisions that will be unpopular to some.
Rafaella Ferraz Ziegert - Bonn.realis, Larissa Nowak, Senckenberg:

2025-10-22 16:49:09 From Kevin Whittington-Jones (Mirova) to Everyone: Apologies but I need to move to another meeting. Thanks for the interesting discussion everyone.

2025-10-22 16:49:25 From Rafaella Ferraz Ziegert - Bonn.realis to Everyone:
Thanks for joining Kevin!



2025-10-22 16:52:55 From Rafaella Ferraz Ziegert - Bonn.realis to Everyone:

Recommendations: 1) small steps actor-relevant towards larger transformation; 2) Specifying sector roles and responsibilities; 3) Consumer education and knowledge; 4) Coherency in EU policies; 5) Linking to global pathways nature contribution to people; 6) EU env. policy needs to consider geopolitical context; 7) The importance of valuing ecosystem services

2025-10-22 16:53:27 From Katie Minderhoud, PBL, Netherlands to Everyone:

coherency in EU policy, because if policy it is not coherent you loose trust, relevance and effectiveness - also policy coherence would imply we meaningfully connect the dots across policy and sector siloes, which is a key governance challenge to overcome.

Rafaella Ferraz Ziegert - Bonn.realis, Wellington Almeida - University Of Brasilia:

2025-10-22 16:53:52 From David Obura | CORDIO East Africa to Everyone: For direct action within the EU - I think 1, 2 and 4

Rafaella Ferraz Ziegert - Bonn.realis:

2025-10-22 16:54:13 From Chris Holvorcem - GIZ Brazil to Everyone:

I agree with David above.

Rafaella Ferraz Ziegert - Bonn.realis:

David Obura | CORDIO East Africa:

2025-10-22 16:54:43 From David Obura | CORDIO East Africa to Everyone: Replying to "For direct action within the EU - I think 1, 2 an...":

The others also very important of course, add nuance/power to these.

Rafaella Ferraz Ziegert - Bonn.realis:

2025-10-22 16:55:05 From Fabiana Spinelli, UNEP-WCMC to Everyone:

1, 6, and 5

Rafaella Ferraz Ziegert - Bonn.realis:

2025-10-22 16:56:31 From f-mirand to Everyone:

6 and 4

2025-10-22 16:56:32 From Katie Minderhoud, PBL, Netherlands to Everyone:

In addition, they are all important and also supporting to eachother: 4 - 5 - 6 are a bundle and 1-2-3 can be a bundle and 7 is foundational for all.

Rafaella Ferraz Ziegert - Bonn.realis:

2025-10-22 16:57:46 From Chris Holvorcem - GIZ Brazil to Everyone:

Report on final expert stakeholder workshop

Thank you for this very insightful meeting and discussion —
congratulations to all speakers and organizers.

