

# THRIVABLE INSIGHTS FROM THE THRIVABILITY MATTERS WEBINAR

Hi, passionate thrivability enthusiast. We live in unprecedented times. The numbers prove that climate change is here to stay. Social injustices corrupt the very fabric of our society, and misinformation and false narratives clog our devices through mainstream and social media. It's important to have reliable information from people who stand to gain nothing from sharing it with you. A person's agenda defines their motivation. THRIVE's agenda is to assist others to build a thrivable future, while our passionate volunteers walk the talk to deliver an authenticity that is difficult to find elsewhere.

Every month, THRIVE delivers a knowledge-filled [webinar](#), straight to your screens, providing statistics, facts, tips, tricks, and hints on how we can solve the problems our world faces everyday. from new innovations and discoveries, to the actions that people and communities take every day to make our world just a little more thrivable.

Each month, a particular solution is unpacked, disseminated, and investigated, to see how it applies to us and how we can play as a global team, on the playing field of Earth, to reach these goals. It isn't enough for us to sit passively by and let governments and businesses make our decisions for us. After all, their motivation is driven by their agenda. What does that mean for us?

Our aim is to arm you with the knowledge to change from being simply sustainable to terrifically thrivable. Therefore, I'd like to introduce you to Cameron Price. He was an esteemed guest for the April 2024 Thrivability Matters Webinar, who spoke to us on SDG 13: Climate Action. Cameron's focus was on the value of nature-based solutions to tackling climate change. The thrivable insights that follow are his precious pearls of wisdom that he was generous enough to share with us during the Q&A session that follows our every webinar.

## INTRODUCING CAMERON PRICE



Cameron Price has carved out his own niche in sustainability education and consultancy, contributing to various international projects. His role as a trainer at the Australian College of Business Intelligence involves delivering the Diploma of Sustainable Operations and creating online educational content.

At Climateers, serving as an executive advisor, he spearheaded the development of a climate solution taxonomy. Synertium in Montreal and Strategy&Ops in Melbourne engaged him to provide them with sustainability consultancy services. He also serves as a sustainability advisor for Rivvane, a circular fashion brand in New York.

Octavia Carbon in Kenya hired him to sell carbon credits and secure impact investment. Additionally, as a venture partner and COO at Yenna Tech based in India, he is helping develop a blockchain-based micro-finance platform to fund regenerative agriculture.

His professional journey reflects a deep-seated commitment to employing nature-based solutions for a more sustainable and resilient future.

## Q & A

***As we discuss the importance of SDG #13 Climate Action, one of its targets is “To integrate climate change measures into national policies, strategies and planning.” In your view, why has it been so difficult for the United Nations to make this an ‘absolute’ reality among the other member nations?***

The difficulty in making the integration of climate change measures into national policies a reality among United Nations member nations often stems from diverse economic priorities, political will, and resource availability. While nearly all countries have committed to the Paris Agreement, translating these commitments into actionable policies that fit into national frameworks proves challenging. Economic dependencies on fossil fuels, lack of financial resources, and competing domestic issues can impede the prioritisation and implementation of climate policies. Additionally, the complexity of legislative processes in different countries can slow down the adoption of these measures.

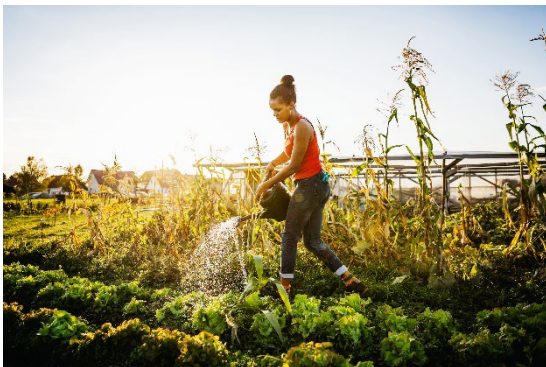
***Going forward, what stops any government from adopting a Nature-based Solution as a Whole-of-System which reflects inclusive, transparent and empowering governance?***

The obstacles preventing governments from adopting Nature-based Solutions as a whole-system approach include a lack of understanding of their benefits, perceived high upfront costs, and institutional inertia. There is often a gap in recognising how these solutions can be cost-effective in the long term compared to traditional engineering projects. Furthermore, the success of nature-based solutions relies heavily on

cross-sectoral and interdepartmental collaboration, which can be difficult to achieve without strong, inclusive, and transparent governance structures.

***Please share your experience or any example of successful use of Nature-based Solutions in any large infrastructure project and have contributed to sustainable development?***

An example of successful integration of Nature-based Solutions in large infrastructure projects is the Cheonggyecheon Restoration Project in Seoul, South Korea. This project involved the removal of an elevated highway and restoration of a stream that had been covered by concrete since the 1960s. The restoration has improved local biodiversity, provided natural cooling areas for the city, and has become a popular area for residents and tourists, thereby contributing to economic and social benefits alongside environmental improvement.



***How can community engagement play an important role in implementation of Nature-based Solutions for sustainability?***

Community engagement is crucial for the success of Nature-based Solutions as it ensures that projects are well-suited to local environmental conditions and cultural contexts. Involving communities in the planning and implementation process helps to

build ownership, ensures the maintenance of the projects, and enhances the sustainability of outcomes. For example, in the urban greening projects in Melbourne, Australia, local communities play an active role in species selection and garden maintenance, which enhances urban biodiversity and resilience.

***How can Nature-based Solutions help the underdeveloped countries contribute towards strengthening their economy. Can you share any examples?***

In underdeveloped countries, Nature-based Solutions can help strengthen economies by providing direct resources and improving agricultural productivity. For example, the use of agroforestry techniques in sub-Saharan Africa has increased yields, improved soil fertility, and provided additional income through the sale of tree products like fruits and timber, thereby reducing poverty and enhancing food security.

***How can Nature-based Solutions reach the grassroots level and make an impact in the livelihoods of people at large and contribute to sustainable biodiversity?***

To reach the grassroots level, nature-based solutions should be tailored to local needs and involve local communities in their development and management. Projects like community-managed forests in Nepal have empowered local populations, improved livelihoods through sustainable timber and non-timber forest products, and contributed to biodiversity conservation. These projects are often supported by local NGOs and government programs that provide training and resources.



***How difficult is it to change the mindset of people to understand the importance of Nature-based Solutions helping to address challenges of urbanisation?***

Changing the mindset of urban populations to appreciate the value of Nature-based Solutions involves education, awareness campaigns, and demonstrable examples of their benefits. Urban areas often face issues like flooding and heat islands, for which Nature-based Solutions such as green roofs and urban wetlands offer tangible benefits. Public engagement initiatives and pilot projects can help demonstrate their effectiveness in improving urban livability.

***Please share your thoughts on what the fundamental barriers to adopting Nature-based Solutions to support green infrastructure and urban greening in cities could be, when it can solve so many problems related to air and water sustainability?***

Fundamental barriers include lack of space in densely populated cities, regulatory hurdles, and the challenge of integrating green infrastructure into existing urban plans. Financial constraints and a lack of technical expertise can also prevent cities from investing in these solutions. Addressing these barriers requires integrated planning processes, incentives for developers, and public-private partnerships.

***Where do you think relevant regulatory and policy frameworks are lacking and needs improvement to better support implementation of Nature-based Solutions?***

Regulatory and policy frameworks often lack specific guidelines and incentives for implementing nature-based Solutions. Improvements could include integrating these solutions into building codes, zoning laws, and environmental impact assessments. Policies should also provide financial incentives, such as subsidies or tax breaks, for projects that include nature-based Solutions, ensuring they are financially attractive.



***Shareholders seem to be increasing the awareness of corporate sustainability including demanding that these businesses do better, however "greenwashing" has been emerging - when some businesses try to overvalue their sustainability values & results. How do we address this, since these businesses have to listen to shareholders?***

To combat greenwashing, transparency and stricter regulations are key. Standards and certifications for sustainability claims should be strengthened and rigorously enforced. Shareholders can play a role by demanding robust, third-party verified sustainability reports from companies. Education on recognising greenwashing can also empower consumers and investors to make more informed decisions.

***Is there a particular sector that should be targeted to get wins on the board, or should it be everyone, all at once, everywhere?***

While a broad, all-encompassing approach is ideal, targeting specific sectors that have significant environmental impacts can yield "quick wins." Sectors such as agriculture, urban development, and energy are prime candidates. Focusing on these can demonstrate the benefits of Nature-based Solutions and build momentum for wider adoption. Efforts should be balanced with initiatives aimed at smaller communities and less impactful sectors to ensure comprehensive and inclusive environmental action.



If you found value in this webinar, and loved it as much as we did, please register for our next exciting webinar at [thrivabilitymatters.online](https://thrivabilitymatters.online).

We can't wait to see you there. Keep on thriving!



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