Corporate partnership – City of Poznań experience

Bringing together nature-based enterprises and local authorities

Workshop at the 2021 Climate Alliance International Conference Localising the EU Green Deal

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Corporate partnership – background

• First experience for our Team - usually we finance projects from 2 sources – municipal budget, external public funds (for example EU Funds / loans)
• No regulations at the city hall level
• NBE Strategy for Poznań (awareness and models)
• 2 examples: school project and forest project
Process: who was involved, what happened

**School project:** cooperation with one of Poznań schools within our CN activities – designing natural surroundings of school with NBS

**Partners:** TORPOL company, School no. 11, Poznań City Hall

**Process:** General invitation to cooperation – from company to city hall

Poznań City Hall presented a catalogue of NBS recommended to implement

Consultation on spot in School no. 11 and design process
Process: who was involved, what happened

Current status: agreed scope, concept project prepared, process of replacing rejected sponsorship paragraph in agreement with donation approach
Process: who was involved, what happened

Forest project: result of information on Poznań activities during CN Enterprise Summit, June 2021

Partners: Green Up company representing Reforest’Action (FR), City Hall, Poznań Municipal Forests

Krzyżowniki_area prepeared for reforestation in autumn 2021. Photo source: J.Damski
**Process:** during CN Enterprise Summit we presented examples of Poznań NBS and in welcome to Poznań video was mentioned the idea of reforesting of Krzyżowniki district

Proposal from Green-Up small company, consultant of Reforest'Action*

Poznań owns area in Krzyżowniki, prepared for reforestation process but without assured finance. During several partners meetings scope and expectations were settled down

**Current status:** prepared area, prepared scope for starting reforestation in Autumn 2021, final decision on agreement shape is in process (financial flow to additional investor demands new agreement form)
Challenges: what were the roadblocks and how this was overcome

- Little experience = many question marks
- Shape and scope of cooperation, financial flows between public and private partner – different solutions, public finances regulations, scope of promotion, clear division of tasks
- Legal aspects – need of help from financial and legal colleagues
- Decision making process in big companies / city hall
Enablers: supporting opportunities/people/circumstance

- School project: Company seeking for good aim of their CSR activity
- Forest project: Direct effect of Connecting Nature Enterprise Summit
- Both projects: common aim, openness for changes, direct contact of collaborating people in all partner organisations
- Help from legal and financial colleagues
Impact: end result both in terms of securing NBS financing, but also any broader impacts in terms of business-city relations

- Expected direct results in near future (pilot projects)
- Already declarations of possible continuation of collaboration
- New opportunities appear in our heads and plans
- Training cycle on NBS
Innovation: how innovative was this approach? Recommendations to other cities thinking of same approach.

- New opportunities / new experience-new solutions
- Need to open for this source of financing (but necessity to analyse fully the regulations – preferably at „pilot project level”) and more than 1 solution