

Guidelines for Developing Case Design Principles on Urban Biodiversity



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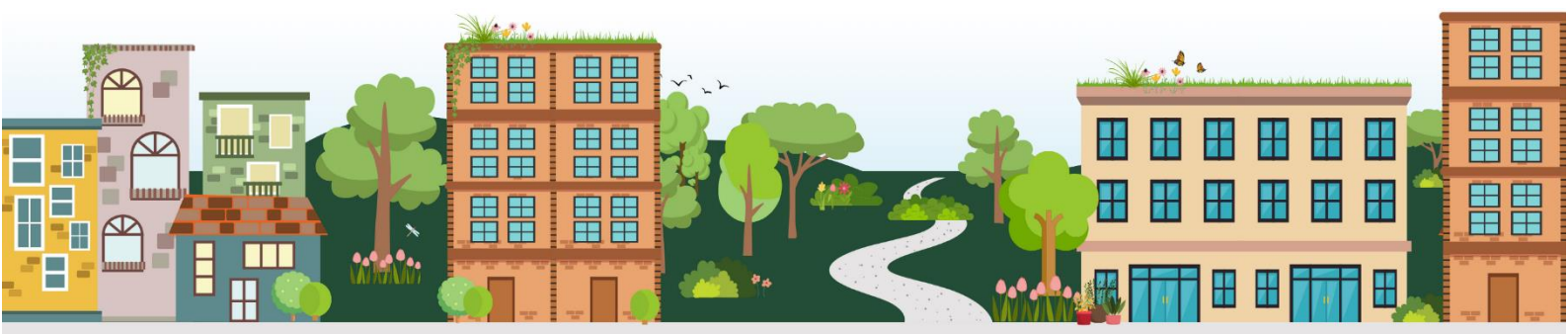
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1. Introduction

This document is meant to act as a reference for the guidelines on how to conduct the local case projects for co-creating urban biodiversity. This paper presents the conceptual framework that provides general directives for the facilitators to follow and make the project coherent and consistent while at the same time being flexible to address the diverse ecological and socio-economic settings of the places. It is worth pointing out that these guidelines concern the stakeholders' enablement, mutual benefit, multifunctionality, accessibility, utilization of native species, and habitat diversification.

As the principal component of the EU Biodiversity Strategy under the umbrella of the European Green Deal, measures will be concentrated on the improvement of living conditions in cities as part of the integrated concepts, such as the EU Urban Agenda (European Commission, n.d.), the increase of the popularity of nature-based solutions (EC, Directorate-General for Research and Innovation, 2022), the activities of the Natura 2000 network and the Green Infrastructure Strategy, together with the Urban Nature Platform for the formation of robust green urban spaces (European Commission, 2024a, 2024b).

These directives and initiatives show that EU cares for conservation of urban biodiversity and nature integration to urban planning. Thus, diversified European cities are capable of benefiting the inhabitants' quality of life and at the same time, obtain more diversified and sustainable neighbourhood.



2. Case design principles

These principles can be used as a guideline for establishing local cases within the frames of a co-creation project for urban biodiversity. They ensure that each case is both purposefully conceived and appropriately planned to fulfil requirements of local communities and the project objectives.

Stakeholder engagement and inclusivity

(Please see [WP3 - Tools for facilitating co-creation: Methods and guiding principles](#))

- Involve a wide range of stakeholders from the local community including residents, municipal services, NGOs, enterprises, and experts.

- Ensure the participants are engaged in the planning, decision-making, and execution of the local case.
- Empower the participants by providing them with the resources they need to contribute positively. Ex.: establish educational programmes to enable people in urban areas to learn about the need to conserve the existing diversity.

Mutual Value

- It is crucial that all stakeholders involved feel that they gain something out of the experience.
- Include interventions that benefit various groups of the community, and do not impact any community negatively.
- Ensure that objectives specified for the project are relevant to stakeholders' interests or needs.

Design for Multifunctionality and Accessibility

- Design interventions that serve multiple functions beyond biodiversity enhancement, such as improving air and water quality, providing recreational spaces, and enhancing aesthetic appeal.
- Ensure that green areas and initiatives are accessible to all members of the community, regardless of age, or socioeconomic status.

Native Species Selection & Habitat Diversity

- Understand the current status of biodiversity and ecosystems, and environmental challenges within the urban area.
- Protection of native plants and/or diverse habitats to promote local ecosystems, build resiliency, and maintain regional ecological character.

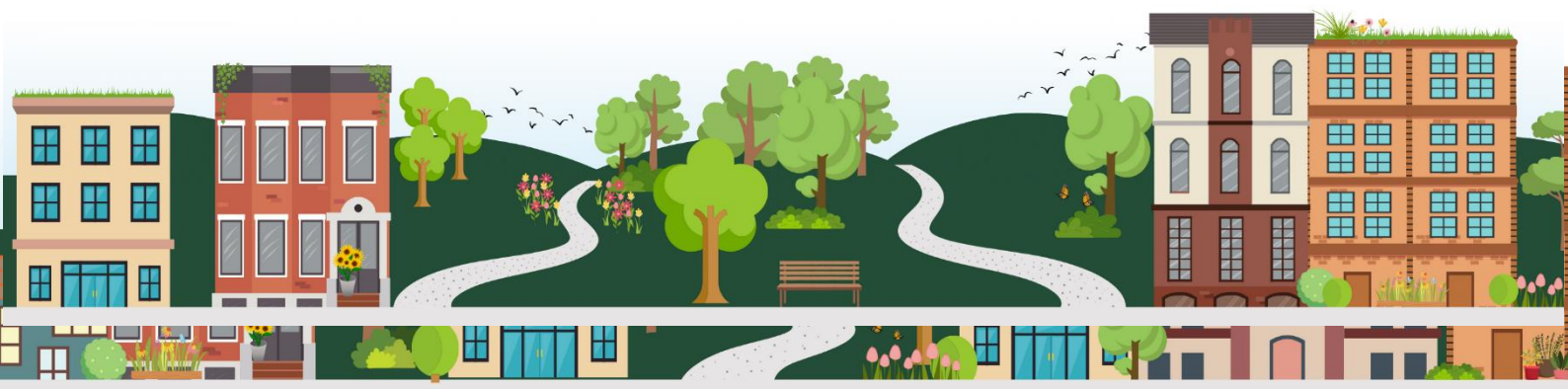
Iterative Development

- Implement the project with an iterative mindset that allows for continuous improvement based on trial, feedback, and refinement.
- Adjust strategies based on community needs and changing environmental conditions.

Sustainability

- Develop strategies for ongoing maintenance and monitoring of biodiversity initiatives.

- Involve community members in stewardship processes including conservation activities like the habitat restoration, management of invasive species, and wildlife monitoring.
- Design the project with the potential for replication and scale-up in other urban areas.



The following sections outline the necessary procedures for designing, implementing, and evaluating the local cases and streamline the process for preparing final reports.

3. Co-creating urban biodiversity

3.1. How to start a project? Defining goals, objectives, and scale

Step 1 Understand local conditions and identify problems

Each partner has familiarized themselves with the local conditions, identified a problem, and has an initial idea for a solution.

Steps 2 and 3 Explore and select the most suitable solution

Use the “**Local case Description Template**” to document local cases by exploring the potential solutions to the local problem, identifying the impacts and benefits of the solution, and include a SWOT analysis if necessary. Each partner has identified a local case focusing on urban biodiversity challenges and taking into consideration the solutions proposed in the **section 5** - "Challenges and opportunities at the local level" of the [WP4 - Guide on co-creating urban biodiversity](#).

3.2. How to involve stakeholders? Activate, engage, and motivate stakeholders

Step 4 Identify stakeholders

Identify relevant stakeholders with an interest in or commitment to promoting urban biodiversity and green infrastructure:

- Residents, especially those directly affected by the biodiversity initiatives.
- Municipal officials and city planners.
- Corporations or business owners from the private sector.
- Environmental NGOs and community groups.
- Academic researchers and urban biodiversity experts.

Step 5 Motivate, activate and engage stakeholders

- a) Reach out to stakeholders through meetings, emails, or community events.
 - Use community meetings (see the **Meeting Agenda Template**) and social media to reach potential participants.
 - Use partnerships with local organizations to spread the word.
 - Ensure inclusivity by reaching out to underrepresented groups.
- b) Explain the goals of the project and invite them to participate.
- c) Partners can use the **Stakeholder Analysis Template** to register, analyse the relevance of stakeholders based on their influence and interest, and tailor engagement strategies.
- d) Obtain consent from participants using the **Co-Bio Consent Form**.
- e) Ensure the long-term maintenance of interventions.
 - a. Encourage community ownership.
 - b. Explore institutional support (local government, NGOs).
 - c. Secure stakeholder commitments. Use the **Memorandum of Understanding (MoU)** template for a certified agreement with a local partner/stakeholder that clarifies partner responsibilities and defines goals for a long-term partnership.

3.3. How to plan the project? Defining timeline, risk assessment, implementation, maintenance, monitoring, evaluation and communication plan

Step 6 Explore similar cases (optional)

To identify the success factors and the possible lessons learned from similar cases.

Step 7 Risk assessment

Partners can explore the SWOT analysis conducted in Step 2.

Step 8 Prepare an action plan

Step 8.1 Plan the implementation

Step 8.2 Plan the maintenance

Step 8.3 Plan the evaluation

Step 8.4 Plan the monitoring

Step 8.5 Plan the awareness-raising actions/communication

Use the "Action Plan" template from the [WP4 - Guide on co-creating urban biodiversity](#) to define actions and resources, and also focus on developing awareness-raising activities and an outreach plan. This is especially important to raise awareness of the social and environmental benefits, purpose, and sustainability of the UB project.

3.4. How to implement a project?

Step 9 Baseline assessment

Data on the biodiversity and socio-economic status of the area should be collected from each local case to monitor the impact of interventions and changes in biodiversity. report.

- a) Partners can use the [UB Data Collection Template](#) to benchmark the current status of biodiversity.
- b) See **section 6.6** - "How to measure the success? Evaluating the changes" of the [WP4 - Guide on co-creating urban biodiversity](#) for indicators.
- c) Train participants and volunteers on data collection methods, if necessary.

Step 10 Implement the actions defined in the action plan

Consider the stakeholder analysis and ensure that the necessary resources are available for case development (e.g., funding, materials, community contributions, volunteers).

3.5. How to maintain and monitor a project?

Step 11 Maintenance and monitoring

RightChallenge will coordinate and support partners in maintenance and monitoring, adjusting timelines as needed based on partner availability and unforeseen challenges. They will also be responsible for collecting materials for the local cases to help formulate the final report.

- a) Partners can use the **Monitoring** section of the **UB Data Collection Template** and choose from the example methods in **Table 4** from the WP4 - Guide on co-creating urban biodiversity to monitor changes in biodiversity, taking into account the complexity of the method and the more appropriate method

3.6. How to measure the success? Evaluating the changes

Step 12 Evaluation

- a) Optionally, partners can fill out the Evaluation form.
- b) Center for Borgerdialog will evaluate the quality and impact of the co-creation initiatives on M17 and M22 from the Gantt document. More information on WP5 - Project Evaluation Plan.

3.7. Photo documentation and reporting

- a) Collect and include feedback and photos before and after the intervention to visually document the project's impact. Use the **Photo Collection Template**.
- b) Prepare final report by following the guidelines (see **Final Report Guidelines**).

3.8. Video instructions

Pre-Production

Planning and concept development

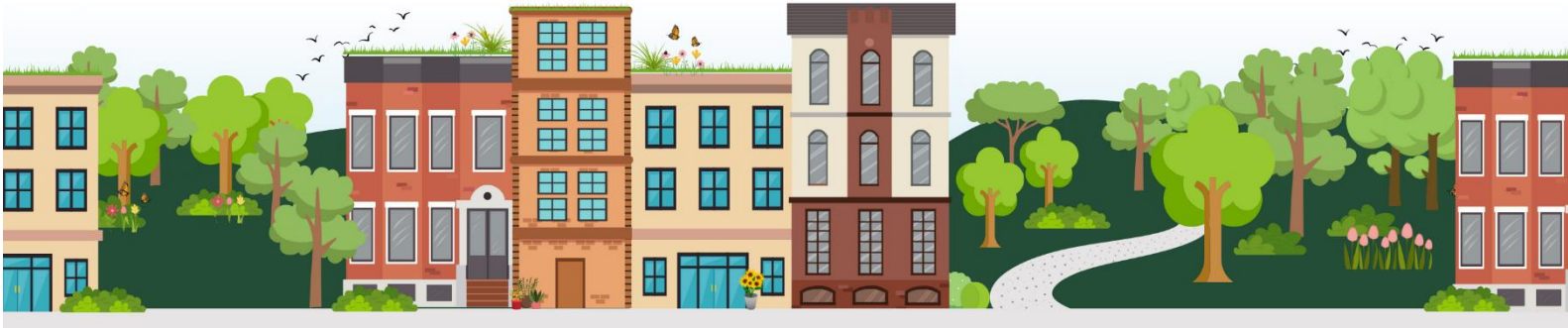
1. The goal is to highlight the best practices and positive outcomes of the local biodiversity project.
2. Sketch or list out the key scenes you want to capture (e.g., interviews, project activities, nature shots). Plan a logical sequence to tell your story effectively.
3. Prepare consent forms for all participants (**min. 2 local participants** interviewed) to ensure they agree to be filmed.

Production

4. Capture clear audio to minimize background noise. Get close to the subject to capture clear sound.
5. Frame your shots:
 - a. If using a smartphone, imagine your screen divided into a grid and place important elements along these lines.
 - b. Keep the horizon straight and avoid too much headroom (space above the person's head).
6. Capture a mix of wide shots (showing the whole scene) and close-ups (focusing on details or faces). Record B-roll (extra footage) like people working, nature shots, and community interactions to enhance your story.
7. Interview tips:
 - a. Prepare questions. Ask open-ended questions to encourage detailed responses (e.g., "Can you tell me about...?").
 - b. Relax the interviewee. Have a casual chat before starting to help them feel at ease.
 - c. Position yourself next to the camera and ask the interviewee to talk to you, not directly to the camera.

Post-Production

8. Review your footage, choose the best clips and arrange them in a logical order that follows your storyboard.
9. Remove any unnecessary parts to keep the video concise and engaging. Cut between scenes smoothly to maintain a good flow.
10. Use simple transitions like fades or cuts between scenes. But avoid overusing effects.
11. Add titles and names to provide context and information.
12. Add background music to set the tone but keep it at a lower volume so it doesn't overpower the narration or dialogue. Use royalty-free music to avoid copyright issues.
13. Review and adjust, if necessary, to improve clarity and impact.
14. Export your video in a high-resolution format suitable for online sharing (e.g., 1080p).
15. Consider adding subtitles to make your video accessible to a wider audience.



Conclusion

Adhering to the above stated basic guidelines will guarantee systematic and effective strategies and processes for advocating, protecting, and conserving the urban species diversity. Monitoring and evaluation will ultimately help to sustain the positive effects that the interventions are intended to bring, thereby supporting the improvement process.

Appendices

Appendix A: [Local Case Description Template](#)

Appendix B: [Meeting Agenda Template](#)

Appendix C: [Stakeholder Analysis Template](#)

Appendix D: [Co-Bio Consent Form](#)

Appendix E: [Memorandum of Understanding](#)

Appendix F: [UB Data Collection Template](#)

Appendix G: [Photo Collection Template](#)

Appendix H: [Final Report Guidelines](#)

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