National Final Report

DENMARK

WP5 Activity 6: Reporting

Co-creating biodiversity CO-BIO in urban areas

Funded by the European Union

Contents

Introduction 3

Co-Creation process 3

Key outcomes and lessons learned 3

Conclusion 4

Additional materials (optional) 6

This project has been funded with support from the European Commission. This publication (communication) reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Introduction

The Danish Co-Bio case took place in Skibet, a village near Vejle, where the municipality and local citizens have been working together through a climate partnership focused on local climate action, biodiversity and community engagement.

The Co-Bio project became an opportunity to expand and strengthen this existing collaboration by testing new approaches to citizen-driven biodiversity initiatives, exploring tools for engagement and developing practical models that can be replicated in other local communities.

The aim was to co-create concrete biodiversity actions with residents, experiment with new formats (such as starter kits for households), and generate evidence about what motivates citizens to act, what barriers they face, and what kinds of support structures are needed to sustain long-term engagement.

Co-Creation process

The work in Skibet was grounded in an already active local volunteer group consisting of 13 residents. As part of the Co-Bio collaboration, this group engaged in:

- **Open workshops** inviting ideas from the wider community
- **Garden visits** where residents shared knowledge and learned from each other
- **Development of a local "Green Masterplan"** identifying focus areas and community priorities
- **Testing practical tools** for mobilising broader participation in biodiversity actions

Through iterative co-creation sessions with the group and biodiversity experts from Vejle Municipality and Grønt Forum, the idea of a **VILD START biodiversity box** emerged. The intention was to design something that would make it easier for ordinary households, especially beginners, to take small but meaningful steps toward supporting local biodiversity.

The co-creation involved:

- Choosing which garden types should be supported: Young gardens < 10 years of age, older garden > more than 10 years and farm gardens with more habitats possibilities.Selecting plants and materials suitable for local conditions

Analysing the needs in the community and developing the concept of 3 different Vild Start boxes, where each box aims to strengthen the habitats of at least 3 wild animals. So we have looked at the garden type and have designed the boxes accordingly, so that the chance, of having the specific animal to move in, is higher.

This project has been funded with support from the European Commission. This publication (communication) reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

- Designing simple instructions and visual guidance
- Discussing barriers experienced by “ordinary residents”
- Planning the distribution event, communication and follow-up

Mobilizing 15 test households to join

15 test households with different garden types signed up to participate in the pilot;

Key outcomes and lessons learned

3.1 Main Outcomes

✓ Development of the “VILD START” Biodiversity Box
A practical, attractive starter kit containing:

- Native bareroot plants
- Wildflower seeds
- A species-specific element (e.g. hedgehog house or kestrel box)
- Simple guidance materials
- Small inspirational elements to spark curiosity

A checklist to motivate you to do more.

✓ 15 households engaged in a structured biodiversity test
Representing gardens of different types, ages and sizes.

✓ Community-based distribution event
Held at Skibet Makerspace with volunteers, biodiversity experts and local craftspeople supporting assembly and answering questions.

✓ High enthusiasm and strong sense of community
The event created visibility and energy around biodiversity actions in Skibet. Parents asking each other how things were going with the boxes when they met in school or at the local grocery. A feeling of being together on doing something positive for the local biodiversity.

✓ Video documentation
A videographer recorded the event as part of project dissemination.

3.2 Lessons learned

Based on the evaluation from participants (90% would recommend the box), the main insights are:

What worked well

- The box made starting simple, even for inexperienced households. For experienced households the actions were too simple or had already been done.
- Hands-on materials (plants, seeds, wood elements, and information) created motivation

This project has been funded with support from the European Commission. This publication (communication) reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

-
- The co-creation process ensured the content was locally relevant
- The distribution event strengthened the sense of community
- Households felt supported — “we didn’t have to figure it out alone”
- The interventions take place on private owned land, owned by the households. This eliminates the need for lengthy negotiations with the owners who sometimes have other purposes for the land (as experienced in other biodiversity initiatives). Once the households received the boxes, they could start.

Barriers and challenges

- Price is a significant barrier — 500 DKK perceived as too high
- Some wanted to customise the content
- Desire for more detailed guidance on plant selection and placement
- Busy families struggled with follow-up and maintenance
- Some participants needed additional reassurance about planting and care
- The initiative is designed and tested in a small scale, urban context. We are not improving large cohesive nature areas, so the strength of this project is knowledge sharing, learning and the feeling of doing fun, useful activities in the families.
- We have created a digital community on www.arter.dk. and linked to the community in the material. It is about identifying a species when they go for a walk in the area. It offers the possibility of identifying species, sharing what you have found and even competing on numbers you have found. None have signed up.

Insights for future implementation

- Starter kits work best when paired with community events
- Households prefer a lower-cost, “light” version
- Guidance should be visual and place-based
- Flexibility in content increases user satisfaction
- Even small interventions can activate people — if the threshold is low
- The active use of the digital community calls for an hand on introduction.

Contribution to the wider Co-Bio project

- Demonstrates how design-thinking and co-creation can generate replicable tools
- Provides insights into behavioral drivers for biodiversity engagement
- Shows that “starter-pack models” are effective catalysts for beginners

This project has been funded with support from the European Commission. This publication (communication) reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

- Offers a model other countries can adapt to their local conditions

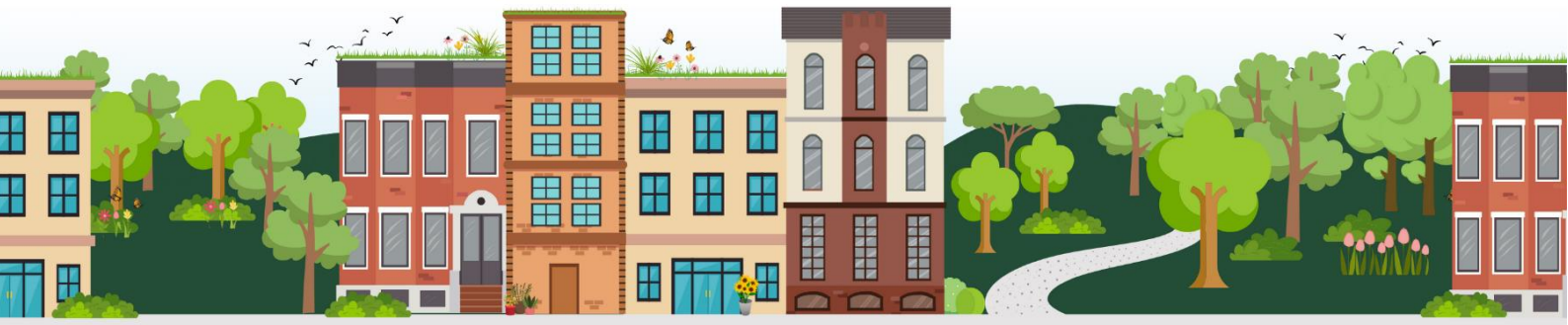
Conclusion

The Danish case shows that co-creation with local communities creates strong ownership and leads to practical, implementable solutions. The VILD START concept proved to be an accessible and inspiring way to support citizens in taking their first steps toward urban biodiversity action.

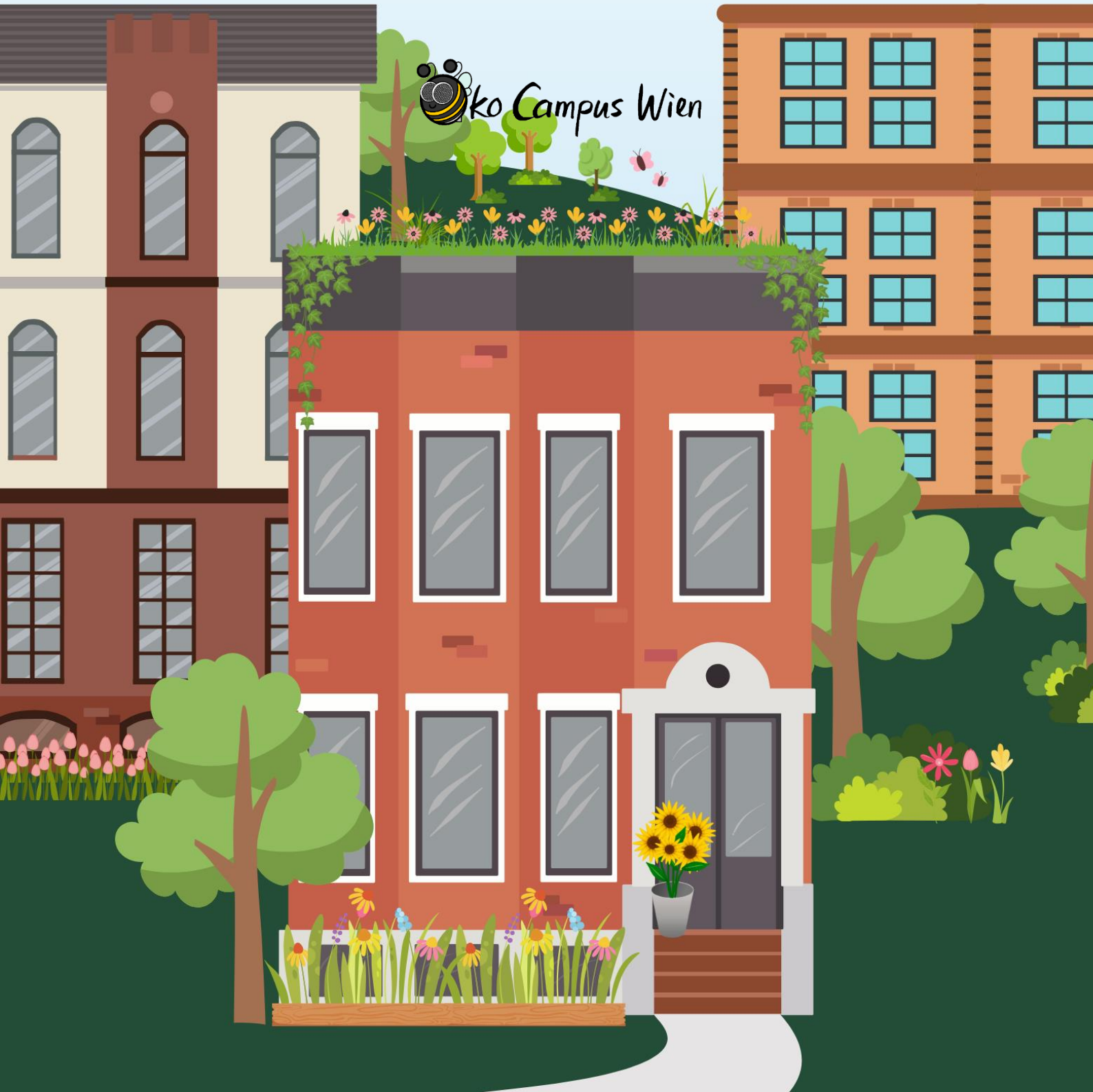
The process contributed significantly to Co-Bio's broader objectives:

- It generated a replicable method (starter-kits + events + guidance)
- It created new local learning that can be shared across Europe
- It highlighted both motivations and barriers for household engagement
- It strengthened collaboration between municipality, volunteers and local organisations

Skibet continues to work with biodiversity as a community priority, and the VILD START concept is being considered for future implementation as part of Vejle Municipality's broader citizen engagement strategy.



This project has been funded with support from the European Commission. This publication (communication) reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.


Öko Campus Wien