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Nature-based solutions: business

Europe's ThinkNature project aims to promote 'nature-based solutions' across research, policy, non-governmental organizations and business (see Nature **541**, 133–134; 2017). These solutions will guide the design of sustainable cities and territories, realize their economic-development opportunities, and promote business success with beneficial outcomes for society, the environment and human health.

ThinkNature, which is funded by the European Union's research programme Horizon 2020, will transform the market potential for nature-based solutions by using prevailing knowledge and performance data on pioneering practices to identify commercial opportunities and innovation in policy and practice. The project's public online communication platform (www.think-nature.eu, launching at the end of March) will stimulate engagement of multidisciplinary stakeholders. The resultant pool of knowledge and expertise will be applied to implementing solutions, leading to a greater capacity to plan, design and manage these than is currently possible.

The EU is investing in nature-based solutions in a pilot network of 79 cities in 32 countries. ThinkNature will use this network to improve regulatory instruments, share best commercial practices and demonstrate the long-term value of nature-based solutions.

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