

The Urban Forestry Canvas: Guide with Examples



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PARTNERS	BENEFICIARIES	GOALS & ACTIVITIES	RISK & CHALLENGES
<p>The actors who make the UF initiative possible.</p> <ul style="list-style-type: none"> ▶ Municipalities ▶ Planners ▶ NGOs 	<p>The actors who benefit from the UF initiative.</p> <ul style="list-style-type: none"> ▶ Municipality ▶ Citizens ▶ Animals & Insects 	<p>UF Goal The main objectives of the initiative.</p> <p>UF Planning & Design Those activities that structure the implementation of UF projects.</p> <ul style="list-style-type: none"> ▶ Evaluation of stakeholder needs, UF inventory/ mapping, ecosystem service definition/valuation, etc. 	<p>Evaluating the potential risks and challenges associated with the UF.</p> <ul style="list-style-type: none"> ▶ Vandalism ▶ Browsing animals ▶ Weed competition ▶ Training gaps ▶ Ecosystem disservices (e.g. tree pollen allergies, gentrification...)
<p>GOVERNANCE</p> <p>The actors' roles & their interactions in the implementation of the activities. What is the initiative's governance model and arrangement type?</p> <ul style="list-style-type: none"> ▶ Public-private partnerships ▶ Co-governance 		<p>UF Ecology Forest ecology (▶ field observations) & forest management (▶ silviculture) activities</p> <p>Specific to the initiative The activities that help the UF initiative achieve its goals and reach social, environmental, & economic impacts.</p> <ul style="list-style-type: none"> ▶ Innovative approaches (e.g. novel forest ecosystems) ▶ Community engagement ▶ What makes the UF initiative unique (e.g. type of UF, design features...) 	<p>LEADING POLICY & STANDARDS</p> <p>The policy & standards leading the UF initiative & contributing to achieving its impact.</p> <ul style="list-style-type: none"> ▶ The United Nations Sustainable Development Goals ▶ The 2030 EU Biodiversity Strategy's Urban Greening Plans ▶ National /regional standards for (urban) tree planting, biodiversity
<p>REQUIRED RESOURCES</p> <p>The resources needed for the initiative to thrive.</p> <ul style="list-style-type: none"> ▶ Financial ▶ Human ▶ Natural 	<p>COST CATEGORIES</p> <p>The different costs of an UF initiative.</p> <ul style="list-style-type: none"> ▶ Trees & shrubs acquisition & establishment ▶ Tree management ▶ Administrative ▶ Public access infrastructure ▶ Maintenance 		<p>COMMUNICATION STRATEGY</p> <p>The communication & promotion strategies the UF initiative will use to mobilize the community, reach potential partners, spread & co-build knowledge...</p> <ul style="list-style-type: none"> ▶ Social media channels ▶ Educational/recreational events ▶ Initiative website

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