



European
Landowners'
Organization

Innovators by Nature Opens Today in Brussels

When nature meets innovation: Europe's Landowners and entrepreneurs gather to demonstrate sustainable innovation

Brussels, 3 December 2025 – **Innovators by Nature** opens today at ACE Events in Brussels, bringing together landowners, policy makers, investors and environmental innovators from across Europe. Organised by the European Landowners' Organization (ELO) and Friends of the Countryside, the event creates a rare platform where nature-based solutions and on-the-ground land management expertise converge.

At a moment when Europe faces rising pressure on soils, water, biodiversity and rural resilience, the event focuses on how innovation can be deployed directly on land – not as an abstract concept, but as a set of implementable solutions. Participants are invited to examine practical models that improve ecological outcomes while ensuring long-term economic viability for those who manage rural assets.

Today's programme features use cases and collaborative models related to:

- Regenerative and climate-resilient agriculture
- Soil health, biomass recovery and circular resource use
- Habitat restoration, biodiversity management and sustainable forestry
- Renewable energy integration and rural innovation ecosystems
- Partnerships between private landowners, public authorities and companies

As Secretary general of the ELO, Jurgen Tack highlights how innovation and stewardship are not opposed, but mutually reinforcing:

"Those who own and manage land will be judged by the state in which we hand it over to the next generation. Innovation is not a threat to this responsibility – it is a necessity, both moral and economic. If we want nature to thrive, we must find ways to make sustainability and economic resilience work together."

The audience at Innovators by Nature includes a broad mix of private estate holders, agricultural and forestry managers, environmental consultants, engineers, corporate sustainability leaders, NGOs and representatives of EU and national institutions. The result is an event where discussions move quickly from principles to practical implementation, pilot projects and investment-ready opportunities.

More information and program on the ELO website [here](#).

Organisers



Keynote partners



Session partners



About ELO

Founded in 1972, the **European Landowners' Organization** represents landowners, land managers and rural entrepreneurs at European level and works to promote responsible land stewardship, private property, and sustainable rural development.

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Social media communication

Hashtag: #Innovatorsbynature

LinkedIn: [@European Landowners' Organization](#)

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