

Inspired climate action through nature restoration

Inspired climate action through nature restoration is about encouraging people to take meaningful action on climate change by restoring ecosystems such as forests and wetlands. By making climate action visible, local, and connected to real environmental improvements, it helps people feel more engaged and motivated to continue making a positive impact.



Why This Matters

Healthy ecosystems are the foundation of life and climate resilience. Yet most small and medium restoration projects remain invisible to investors and decision-makers because they cannot enter national accounting systems or carbon markets. At the same time, tourism stakeholders worldwide are seeking credible ways to invest in nature without risking greenwashing. We provide the science and demonstration projects to make this possible, with global scalability.

Our approach

We combine internationally recognised ecosystem accounting with innovative, cost-effective monitoring to create a practical toolkit for small restoration projects. This toolkit makes ecosystem benefits visible, measurable, and actionable. Tourism is one key application—unlocking new funding pathways and inspiring visitors—but the approach works for any sector seeking credible nature-positive action.

- Project-scale ecosystem accounts aligned with SEEA principles
- Simple indicators for carbon, biodiversity, and cultural services
- Hybrid monitoring using camera traps and remote sensing
- Tourism-linked investment pathways for co-financing and branding benefits

Why It's Innovative

- Makes global accounting frameworks accessible for small projects
- Combines rigorous science with engaging monitoring and storytelling
- Creates new finance models for restoration, giving assurance of project benefits

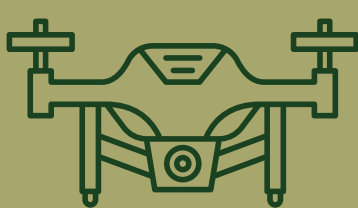
Connects ecological gains with tourism for shared value



User-friendly toolkits for destinations to scale nature positive climate action



Baseline ecosystem service profiles for nature restoration project sites



Monitoring protocols and tools suitable for small projects



Governance and finance models for long-term viability

Expected Outcomes

Join us

Help shape a global movement for credible, scalable nature restoration. Contact us to collaborate.
Email Prof Susanne Becken: s.becken@griffith.edu.au



Meet The Team



Prof Susanne Becken — Chief Investigator, Griffith University

Susanne is Professor of Sustainable Tourism at Griffith University and one of the world's foremost experts on tourism, climate change, and sustainability. Winner of the 2019 UN World Tourism Organization Ulysses Prize, her research has shaped the field for over 25 years. As project lead, she is responsible for the governance work package and co-leads the tourism business commitment work package with Prof Miller.



Prof Brendan Mackey — Chief Investigator, Griffith University

Brendan is Professor and Director of the Griffith Climate Action Beacon, a Coordinating Lead Author on the IPCC Sixth Assessment Report, and a globally recognised expert in nature-based solutions and ecosystem carbon accounting. In this project, he co-leads the restoration performance and monitoring work package, contributing expertise in ecosystem services accounting and nature market mechanisms.



Prof Rod Connolly — Chief Investigator, Griffith University

Rod is Professor and Director of the Coastal and Marine Research Centre and the Global Wetlands Project at Griffith University. A pioneer in AI-powered automated ecosystem monitoring, he leads the restoration performance and monitoring work package, developing cost-effective tools for biodiversity and carbon monitoring across the project's diverse case study sites.



Prof Graham Miller — Partner Investigator, Nova School of Business and Economics

Graham holds the Rodrigo Guimarães Chair of Sustainable Business at Nova School of Business and Economics and is a leading authority on sustainability indicators, having created the European Tourism Indicator System for the European Commission. He brings deep expertise in business sustainability, strong industry and government connections across Europe, and a long-standing commitment to connecting science and practice.



Dr Pat Norman — Research Fellow, Remote Sensing & Monitoring

Pat brings specialised expertise in hybrid monitoring systems combining satellite imagery, airborne LiDAR, and drone-based sensors, with hands-on experience in large-scale tree modelling and forest carbon evaluation. Pat will draw on his proven ability to translate complex spatial data into compelling narratives for diverse audiences, making him well placed to help turn monitoring findings into stories that inspire climate action.



Andrew Buckwell — Research Assistant, Ecosystem Accounting

Andrew brings solid expertise in ecosystem services accounting and natural capital valuation, with hands-on experience applying SEEA EA frameworks across the Pacific. Building on his work as part of a Global Environment Facility/IUCN programme valuing tropical primary forests, Andrew will deliver ecosystem accounts and economic valuation of case study restoration projects in this research.