

Leaflet mainstreaming and scaling

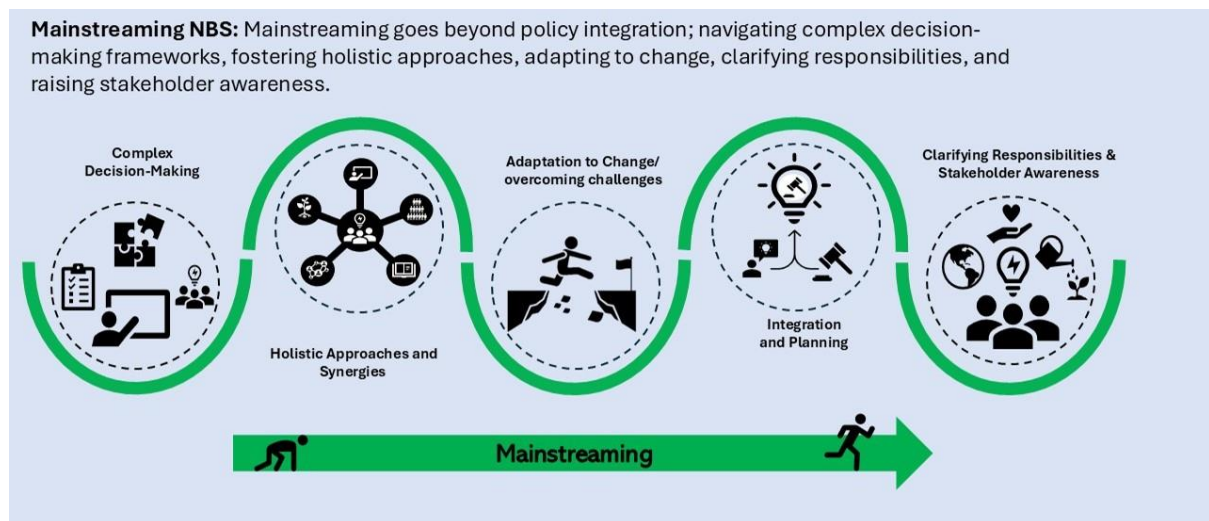
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What is mainstreaming and scaling?

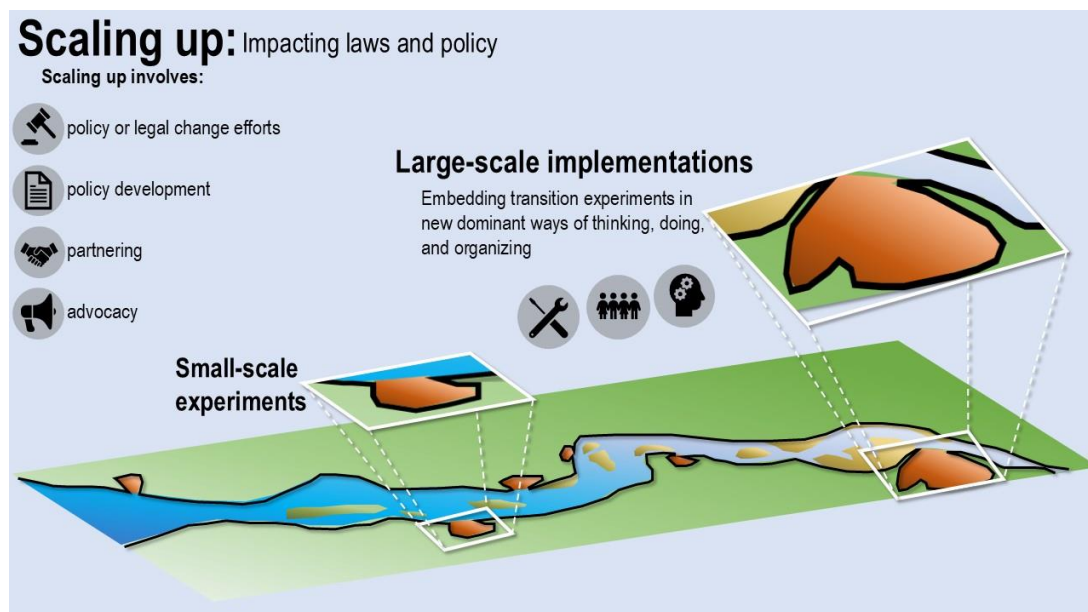
Mainstreaming

Within MANABAS COAST we aim to mainstream and scale NbS. Yet what is meant by these terms concerning NbS? **Mainstreaming** NbS for this project means practical demonstration through successful examples, straightforward and accessible guidance, and using cost-effective materials. Clear communication in plain/ simple language is key for broader understanding and adoption. Local and regional authorities play a crucial role in promoting NbS within policy and practice. Proactive implementation through stakeholder collaboration and knowledge sharing is important for overcoming system knowledge and social acceptance limitations.



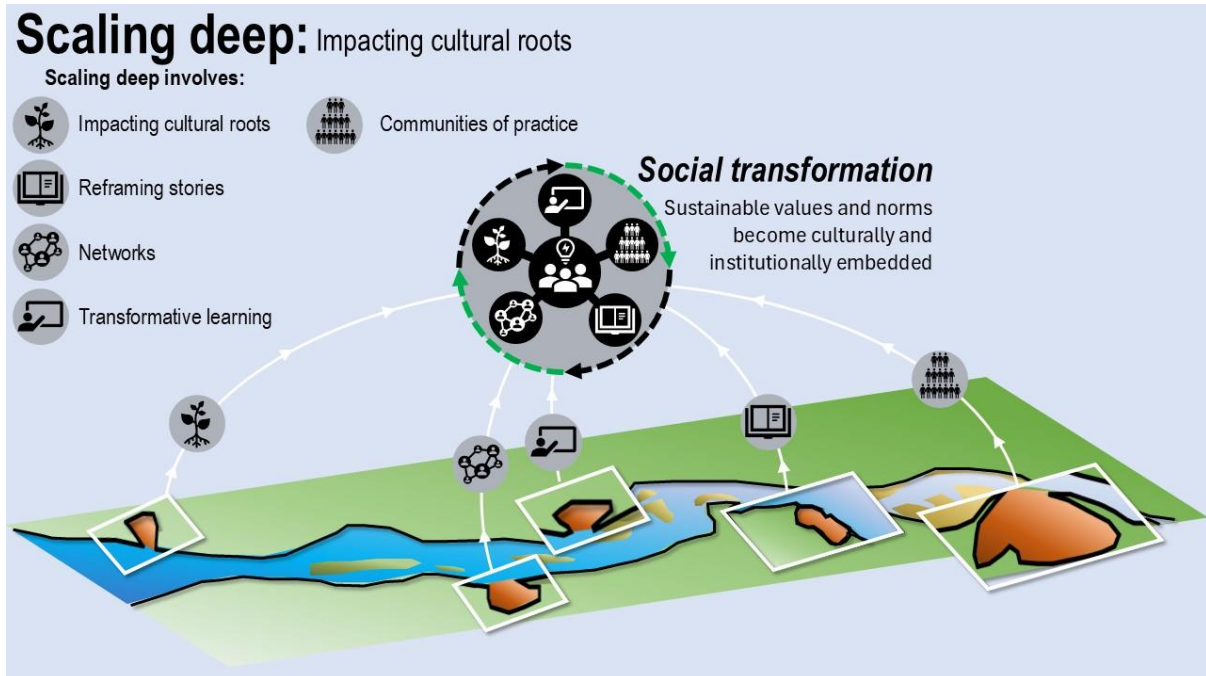
Scaling up

With **scaling up** NbS we aim to apply successful experiments at higher levels, embedding transition experiments in new dominant ways of thinking, doing, and organising, ultimately leading to fundamental changes in our coastal management.



Scaling Deep

Scaling deep focuses on impacting cultural roots by spreading big cultural ideas, reframing stories, and investing in transformative learning and networks, leading to social transformation where sustainable values and norms become culturally and institutionally embedded.



Scaling out

Scaling out aims to impact greater numbers of people or communities through deliberate replication, spreading principles, and adapting them to new contexts while protecting their fidelity and integrity through co-generation of knowledge and open scaling.

