



## DESIGNING EFFECTIVE BUSINESS MODELS

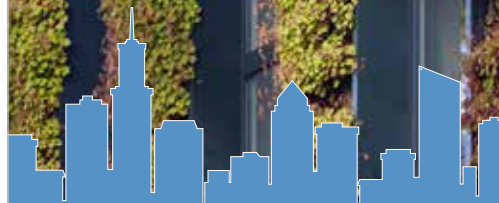
URBAN NATURE – CREATING AND  
CONNECTING DIFFERENT TYPES  
OF VALUES AND BENEFITS FROM  
NATURE-BASED SOLUTIONS



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**MODELS RANGE FROM THE GREEN  
DENSIFICATION MODEL, WHICH  
INTEGRATES NATURE-BASED SOLUTIONS  
INTO URBAN REAL ESTATE DEVELOPMENT  
TO THE EDUCATION MODEL, WHERE  
URBAN NATURE-BASED SOLUTIONS  
ARE SET UP AND MANAGED IN SUPPORT  
OF ENVIRONMENTAL EDUCATION**



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Our research shows that coordinating the contributions of different actors to realising nature based-solutions is one of the key opportunities, but also challenges. The *Business Model Catalogue* maps out different models that depict how the integration of nature-based solutions can benefit different people and organisations.

LEARN MORE



CONNECTING THE BUSINESS MODEL PUZZLE



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