DESIGNING EFFECTIVE BUSINESS MODELS

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

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

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.

CONNECTING THE BUSINESS MODEL PUZZLE