Enabling conditions: Awareness of risk is crucial, as is availability of data. Municipality should help poorer citizens who cannot afford insurance & risk mitigation interventions.

Value Proposition: NBS interventions are valued for their ability to reduce climate risks (and costs) such as flooding, extreme heat and drought.

Value delivery: Targeted at municipalities, citizens, firms. Data / metrics are needed to increase risk awareness and underpin investments.

Value capture: High, irregular costs are prevented in case of extreme weather; insurance products remain accessible and attractive.

What is being offered? Who is the customer?

What costs are being made (or prevented?) What revenues, for whom?

What resources are needed? What network? What is the strategy?
Enabling conditions:
Awareness of risk is crucial, as is availability of data. Municipality should help poorer citizens who cannot afford insurance & risk mitigation interventions.

Value Proposition | Urban real estate developers develop NBS along with housing and commercial buildings, targeted at quality of life of residents/employees (green roofs, gardens)

Value delivery | Green development expertise or partnerships with experts are required (roofing firms, landscape architects, ecologists)

Value Proposition | Urban real estate developers develop NBS along with housing and commercial buildings, targeted at quality of life of residents/employees (green roofs, gardens)

Value capture | Real estate projects often generate high returns: use part of this to integrate NBS into building project. Expectations of higher sale prices / rents / occupation.

Enabling conditions | Green tender procedures, land ownership and monitoring by the municipality speed up this business model. Subsidies may be needed for social housing.

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What conditions enable this business model to be effective?

Value delivery:
A coordinating mechanism is needed for individuals to contribute at large scale, i.e. tool that identifies individual trees to build value and monitor.

Value Proposition:
Local small plots of nature (and single trees) are valued by citizens who are willing to protect and support nature in their neighborhood.

Value capture:
Many donations from citizens and firms; transaction costs and campaign costs can be lowered by implementing digital monitoring/platform.

Enabling conditions:
Accounting for additional nature provided by local citizens and businesses is important to prevent 'double counting'. Campaigning is often needed, including funding.

Local stewardship

What is being offered? Who is the customer?

What resources are needed? What network? What is the strategy?

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Value delivery: In the case of vulnerable citizens, expertise is needed to help them recover through their interaction with nature.

Value Proposition: The therapeutic and health value for citizens of interaction with urban NBS is valued by (mainly) non-profit and public actors.

Value capture: Investments into urban greening can help deliver health objectives, both preventive and recovery, thus lowering (other) health-related costs.

Enabling conditions: This model requires expertise on how green spaces need to be designed and used to support citizen health. Just stating ‘green is healthy’ will not be enough.

What is being offered? Who is the customer?

What costs are being made (or prevented?) What revenues, for whom?

What resources are needed? What network? What is the strategy?

What models enable this business model to be effective?

Water Fund, Cape Town

Business Model catalogue examples

Green health

Parc Marianne, Montpellier

Eco-Valley, Tianjin

Food for Good, Utrecht

Newcastle Parks
Enabling conditions: Awareness of risk is crucial, as is availability of data. Municipality should help poorer citizens who cannot afford insurance & risk mitigation interventions.

Value delivery: A reliable governance structure needs to be in place to earmark funds obtained from building activities for NBS investment (i.e. a designated fund).

Value proposition: A ‘no net loss’ approach incentivizes or requires offset investments into urban NBS that are lost because of urban real estate and infrastructure development.

Value capture: The cost of offsetting biodiversity is internalized in larger real estate or infrastructural development projects, and paid out of the revenue or tax stream that is created.

Enabling conditions: An offset mechanism should not become a ‘wildcard’ to build on high quality green-blue spaces, but should be used as a last resort. It requires availability of green spaces to invest into.
Enabling conditions:
Awareness of risk is crucial, as is availability of data. Municipality should help poorer citizens who cannot afford insurance & risk mitigation interventions.

Value Proposition
Government steps back and provides space for local initiatives and (social) entrepreneurship in (temporarily) underused urban public space.

Value delivery
Governments can support through in-kind services and by (temporary) allocation of urban space; volunteer and community groups organize themselves bottom-up.

Enabling conditions
Closing temporary plots can destroy social capital built up in communities. Prevent through alternative location, integrate into urban development strategy.

Value capture
Facilitates private actors to develop meaningful activities at low cost (low land rent), which enables (social) entrepreneurship even at low/no revenue.

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Water Fund, Cape Town
Vacant space Eco-Valley, Tianjin
Naturcent, Hamburg
Pla Buits, Barcelona
The Forks, Winnipeg
Enabling conditions:
Awareness of risk is crucial, as is availability of data. Municipality should help poorer citizens who cannot afford insurance & risk mitigation interventions.

Value Proposition | Urban NBS are set up and managed in support of environmental education, allowing young, urban citizens to engage with food and nature, usually through urban farming / gardening.

Value delivery | Using NBS as a form of education requires governance support from a specific school or school network. It also requires expertise on how to teach with an urban NBS.

Value capture | Cost effective and interactive way to implement sustainability education, enriching other subjects and nutritional knowledge in children, as well.

Enabling conditions | Guidance, monitoring and expertise is needed from school teachers or staff. Adds to work load of sometimes already overburdened school teachers.

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Enabling conditions:
Awareness of risk is crucial, as is availability of data. Municipality should help poorer citizens who cannot afford insurance & risk mitigation interventions.

What conditions enable this business model to be effective?

Value delivery | Actors need to acknowledge the cultural value that is embedded in this green NBS. It also needs to combine cultural and ecological expertise to deliver this joint value.

Value Proposition | A green region, city or neighborhood creates value through its green cultural heritage which attracts tourists, residents and businesses.

Value capture | A green cultural space can benefit from volunteers, networks and public financing. Value-added cultural produce and ticket/tour sales can provide income.

Enabling conditions | Cultural heritage needs to be equally accessible so entry prices may not be too high. Ecological and cultural expertise are needed to deliver this model.

What costs are being made (or prevented?)
What resources are needed? What network? What is the strategy?

What is being offered? Who is the customer?

What revenues, for whom?