

What is being offered? Who is the customer?

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

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

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

What conditions enable business models to be effective?

Risk reduction

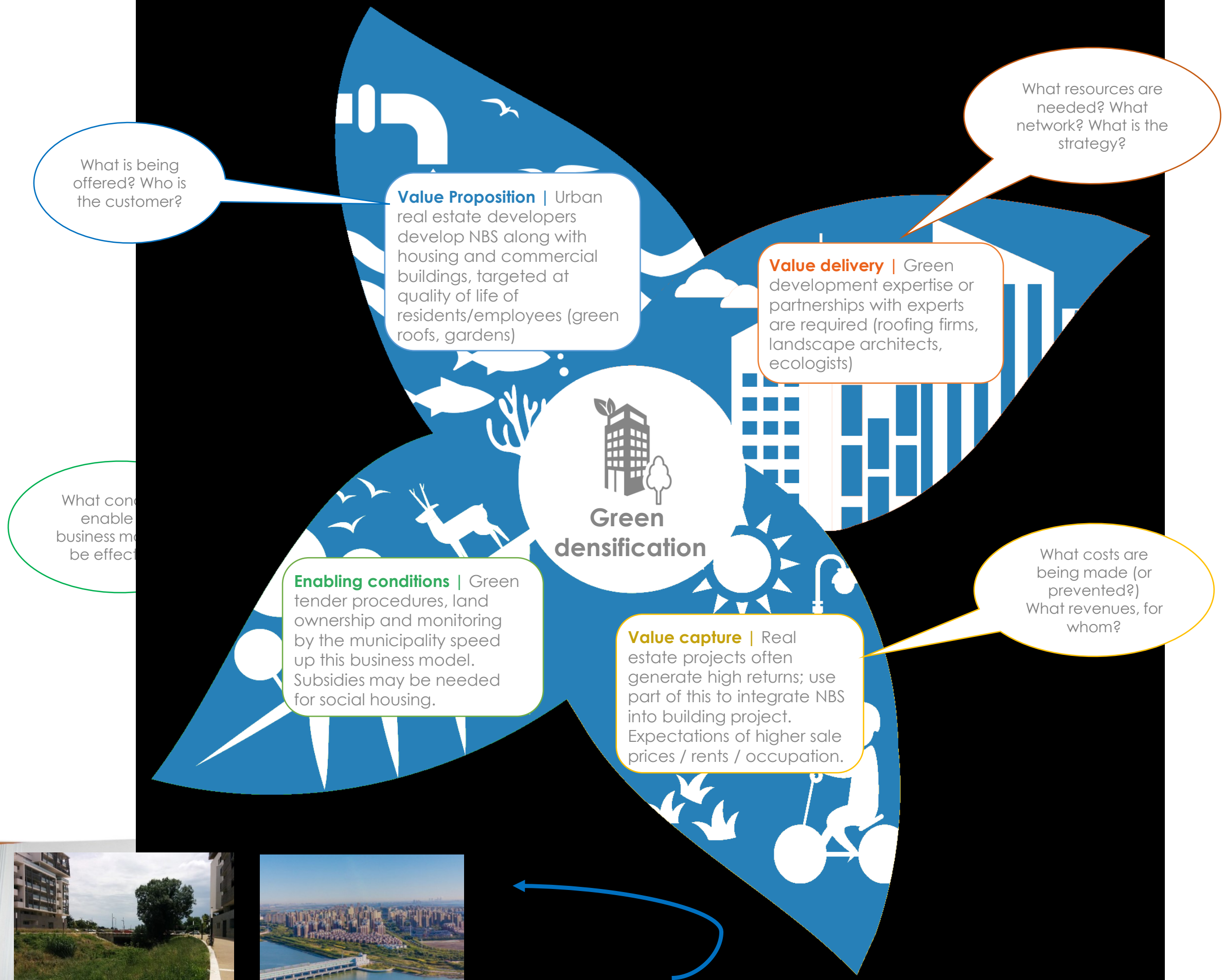
Enabling conditions | Risk awareness and availability of data is crucial. Municipality should help low income citizens who cannot afford insurance & risk mitigation interventions.

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

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



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What is being offered? Who is the customer?

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)

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

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

What conditions enable business model to be effective?

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

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

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.



Parc Marianne, Montpellier



Eco-Valley, Tianjin

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What is being offered? Who is the customer?

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.

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

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.

What conditions enable business model to be effective?

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

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

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

Tree adoption, Leipzig



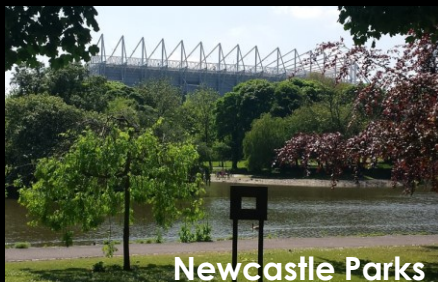
Sq m for butterflies, Edinburgh



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Food for Good Utrecht



Newcastle Parks

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What is being offered? Who is the customer?

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.

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

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).

What conditions enable business models to be effective?



Urban offsetting

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.

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.

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



Naturcent, Hamburg

Urban Forest Fund, Melbourne

What is being offered? Who is the customer?

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

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

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

What conditions enable business models to be effective?

Vacant space

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.

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



What is being offered? Who is the customer?

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.

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

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.

What conditions enable business model to be effective?

Education

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

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

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

Schoolgardens, Győr



Belvedere College Urban Farm, Dublin



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What is being offered? Who is the customer?

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

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.

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

Green heritage

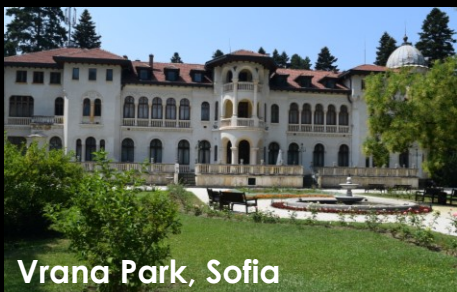
Enabling conditions | Cultural heritage needs to be equally accessible so entry prices may not be too high. Ecological and cultural expertise are needed to deliver this model.

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.

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



Chinampas, Mexico City



Vrana Park, Sofia

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