

# Business Model Puzzle

*a dialogue tool for*  
**realizing urban nature-based solutions**



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# Welcome to the NATURVATION Business model puzzle!

NBS deliver different benefits to different actors. One of the key opportunities - and challenges - of implementing urban nature-based solutions is coordinating between different actors to realize an NBS. This puzzle helps coordinate between these actors to mix & match business models for different parties ("solving the puzzle").

## Play the puzzle in 3 steps:

### 1. Choose a type of NBS or a specific case



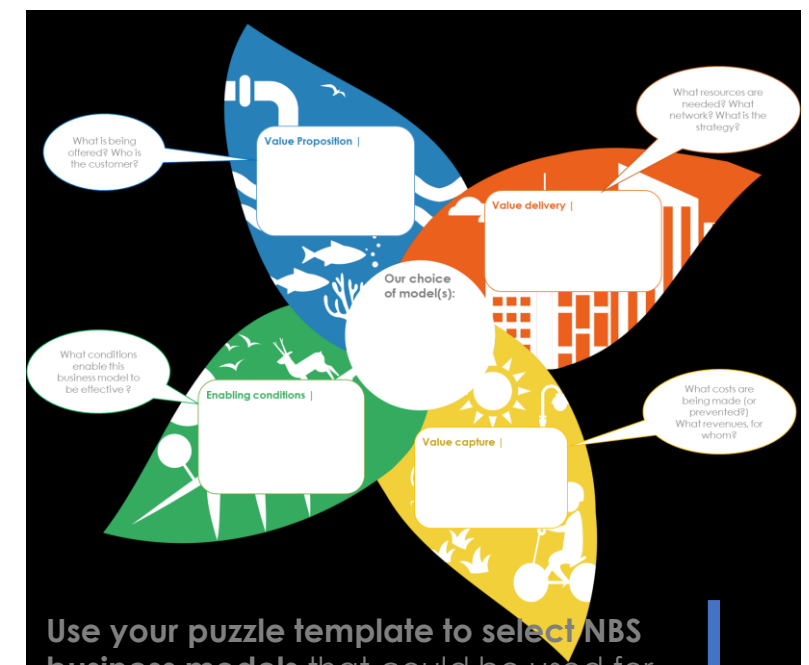
i.e. street trees, green roofs, sustainable drainage systems) or a specific project you are working on in your city or neighborhood.

### 2. Identify the values it creates, for whom ('puzzle')

NBS type/case:				
Who values what?	Economic benefits	Biophysical benefits	Social benefits	Cultural benefits
Public actors (municipalities, water boards, provinces, national government)	Flood risk reduction; material & energy efficiency; higher revenues; economic growth; employment; employee wellbeing	Biodiversity; water quality; cooling; pollination; air filtering	Health, social cohesion, relaxation, safety, noise reduction, concentration, justice	Identity, aesthetic value, sense of place, cultural heritage, symbolism, creativity
Private actors (insurers, real estate developers, roofing firms, gardening firms, landscape architects)				
Not-for-profit organisations (NGO's, stakeholder networks)				
Citizens & local communities				

Use the **puzzle pieces**: who values what? Use empty pieces if you want to add additional benefits (or write with a pen).

### 3. Mix & match NBS business models



Use your puzzle template to select NBS business models that could be used for upscaling your NBS. Use the **Business Model Catalogue** as inspiration.



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# Step 1: Choose a specific project or space that you want to develop as an NBS in your city



Green walls or roofs

The NBS we want to develop  
a business model for is:

Type of NBS: .....

Location / city: .....



Green connected to grey



Urban farming



City trees and/or parks



Water infrastructure



NBS type/case: \_\_\_\_\_

# Step 2: identify NBS values and actors

Who values what?	Economic benefits  flood risk reduction; material & energy efficiency; higher revenues; economic growth; employment; employee wellbeing	Biophysical benefits  biodiversity; water quality; cooling; pollination; air filtering	Social benefits  Health, social cohesion, relaxation, safety, noise reduction, concentration, justice	Cultural benefits  Identity, aesthetic value, sense of place, cultural heritage, symbolism, creativity
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# Economic benefits

# Biophysical benefits

# Social benefits

# Cultural benefits

Flood risk reduction	Material efficiency	Energy efficiency
Higher revenues	Cost reductions	Economic growth
Employment	Employee wellbeing	Water storage
Entrepreneurship		

Biodiversity	Water quality	Pollination
Cooling	Air filtering	

Health	Social cohesion	Safety
Relaxation	Noise reduction	Concentration
Justice		

Identity	Aesthetic value	Cultural heritage
Symbolic value	Creativity	Sense of place

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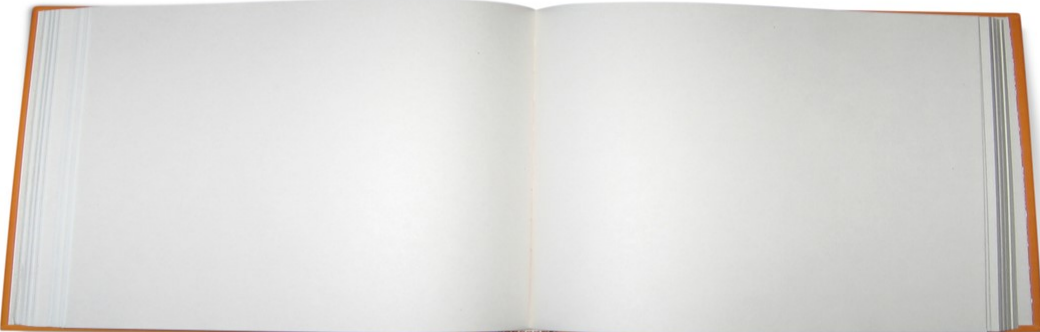
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# Step 3: mix & match business models



Business Model catalogue examples that inspire us for our NBS case