LOKALISIERUNG DES EUROPEAN GREEN DEAL
LOCALISING THE EUROPEAN GREEN DEAL
Bringing together Nature-Based Enterprises and Local Authorities

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What are nature-based solutions?

The European Commission defines nature-based solutions as solutions that are “inspired and supported by nature, which are cost-effective, simultaneously provide environmental, social and economic benefits and help build resilience.”

Nature-Based Solutions therefore provide multiple benefits for biodiversity. Any approaches that do not improve biodiversity, are not based or delivering on a range of ecosystem services, are not Nature-Based Solutions.
What are nature-based solutions?

We can identify a nature-based solution by answering 5 questions.

1. Does it use nature/natural processes?
2. Does it provide/improve social benefits?
3. Does it provide/improve economic benefits?
4. Does it provide/improve environmental benefits?
5. Does it have a net-benefit on biodiversity?

Source: Stuart Connop, UEL, 2019
Connecting Nature Framework
Connecting Nature BMC for NBS

Nature-Based Solutions Business Model Canvas

A Guide to using the Nature-Based Solutions Business Model Canvas

Vs January 2019

The Nature-Based Solutions Business Model Canvas & Guidelines

by Richard Hauff, Climate Alliance International

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The Nature-Based Solutions Business Model Canvas is based on work from the Climate Friendly Business Model Canvas created by Business Model Factory AG. View the original Business Model Canvas on http://bmcfactory.com
Broader context: Nature-based Economy

Collaboration between the following projects:

A draft White Paper for Consultation: June 2021

CONSULTATION OPEN UNTIL 10TH SEPTEMBER.
https://networknature.eu/consultation-draft-nature-based-economy-white-paper
Overall goal

How can we triple public and private sector investment in NBS by 2030 fuelling sustainable jobs and enterprises in the nature-based economy?

Current: €113 billion (EU approx. €27m)

2030: €340 billion

Source: UN State of Finance for Nature report, 2021
How to increase investment in NBS from the business sector?

Some recommendations from the White Paper (supported by evidence from Connecting Nature)

1. **Increase local business investment in NBS:**
   - increase awareness and engagement of local businesses with communities and other actors in decision making processes around NBS e.g. local Green Deals or local biodiversity contracts.
   - increased engagement has led to local business investment in public NBS through for example Corporate Social Responsibility measures or through use of facilities such as office space/venue hire in public NBS.

2. **Increase awareness of benefits of NBS from specific NBS such as green (building) infrastructure.**
   - Increase business understanding about cost-efficiencies but also cost structures (maintenance requirements) and standards in particular in urban development/construction sector.
   - Put in place direct incentives to support private sector uptake.
   - Reduce restrictions in terms of construction regulations and policy restrictions.
   - Support market development through platforms and competence centres. E.g. Gruenstattgrau - good practice at national level on certification, standards and incentives
Case study: Adopt-a-Park, Nicosia

Challenge:
• Unrelenting pressure on public sector budgets
• Restriction on private sector funding of large parks
• Less restrictions on private sector funding of network of pocket parks

Solution: ‘Adopt-a-Park’ Nicosia
• Public-Private-People-Partnership (PPPP) Programme
• Starting with businesses known to Council
• Exploring fiscal incentives
• Committee to select projects
• Co-design with communities
• Long term contracts - covering all three phases of NBS
Reminder: have your say...

From Nature-Based Solutions to the Nature-Based Economy

Respond to the consultation

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