The Nature Smart Cities Business Model concept

Bridging theory with practice, academia with local authorities

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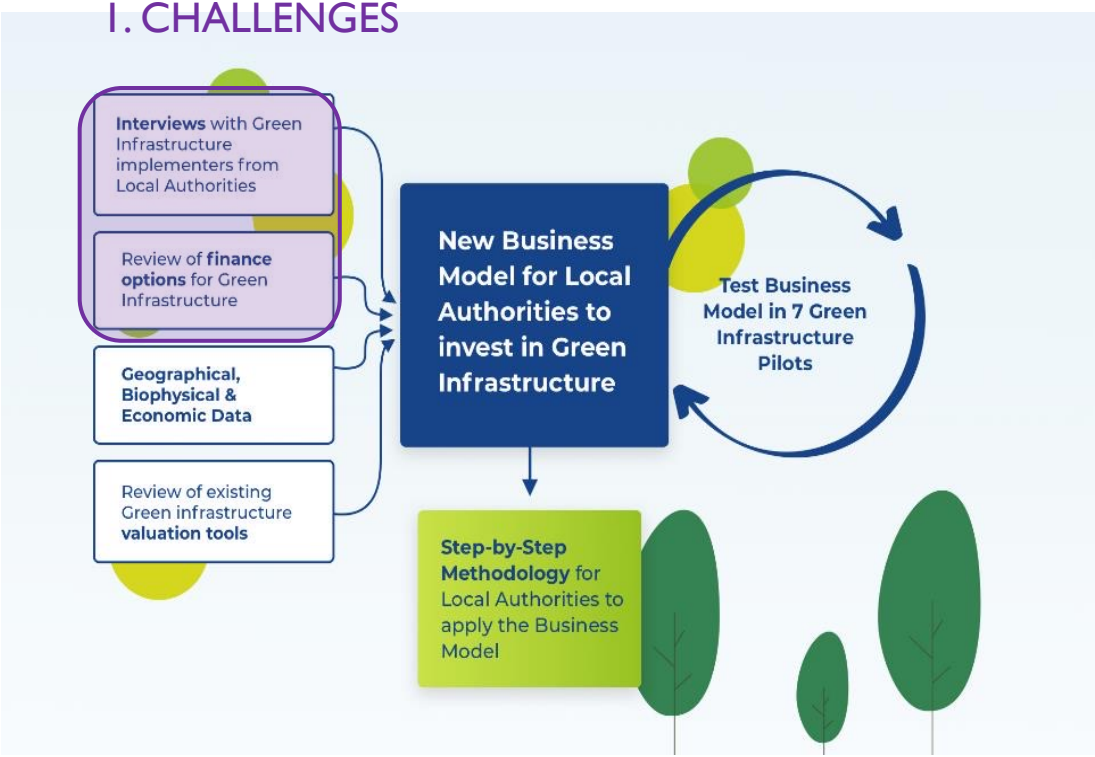
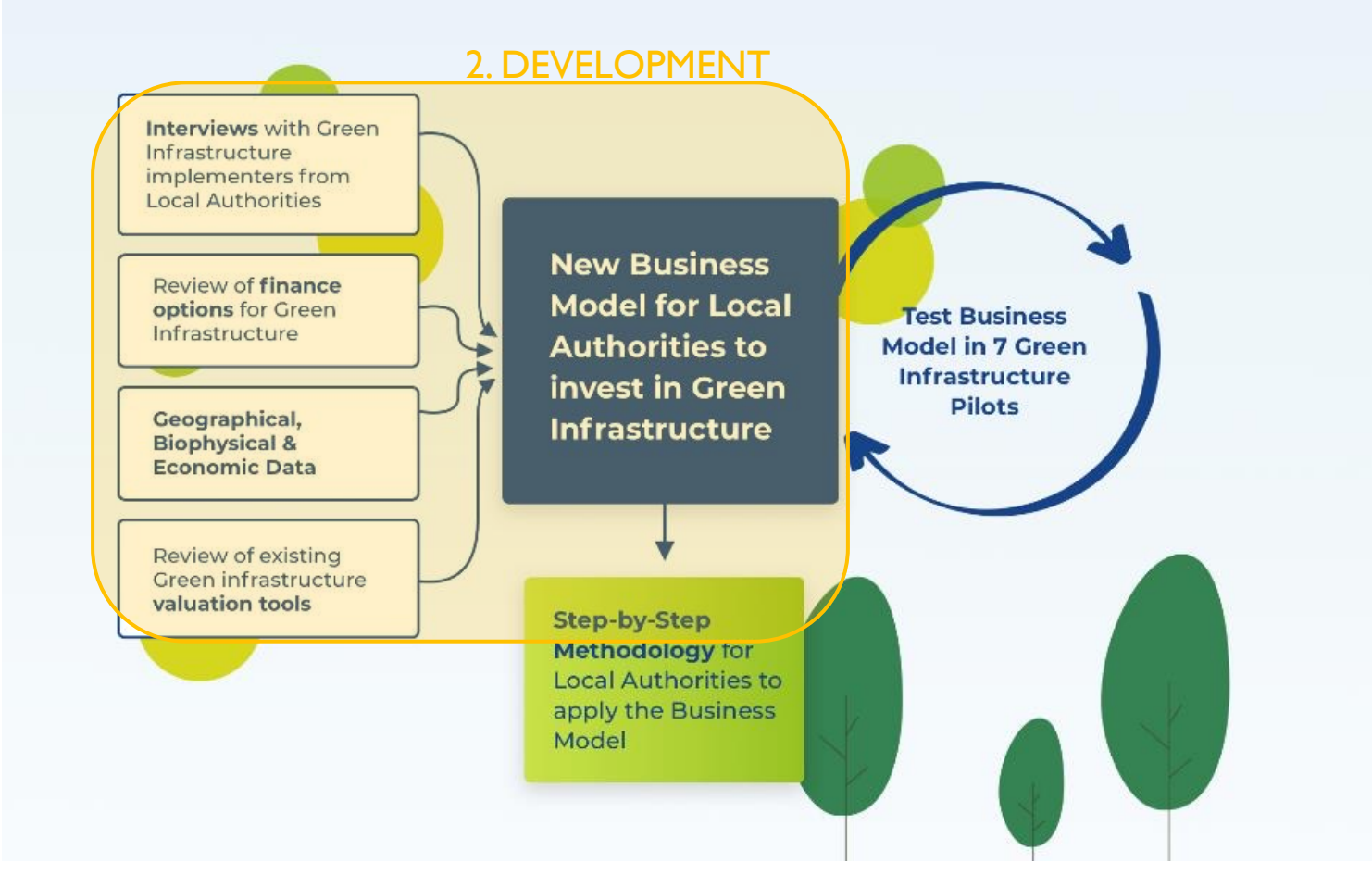
Interreg 2 Seas Mers Zeeën
NATURE SMART CITIES ACROSS THE 2 SEAS

The Nature Smart Cities workflow



Today's Webinar



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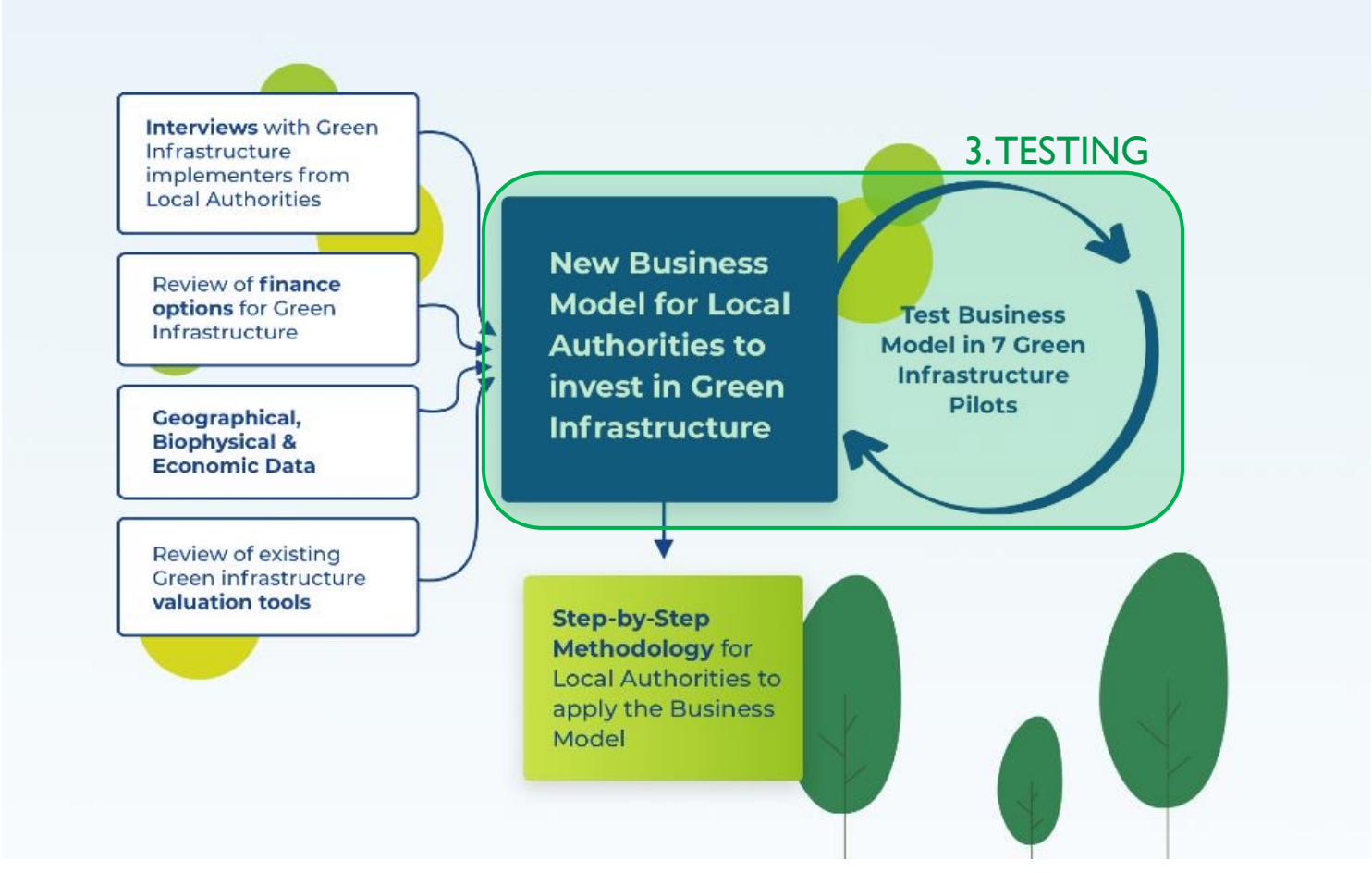

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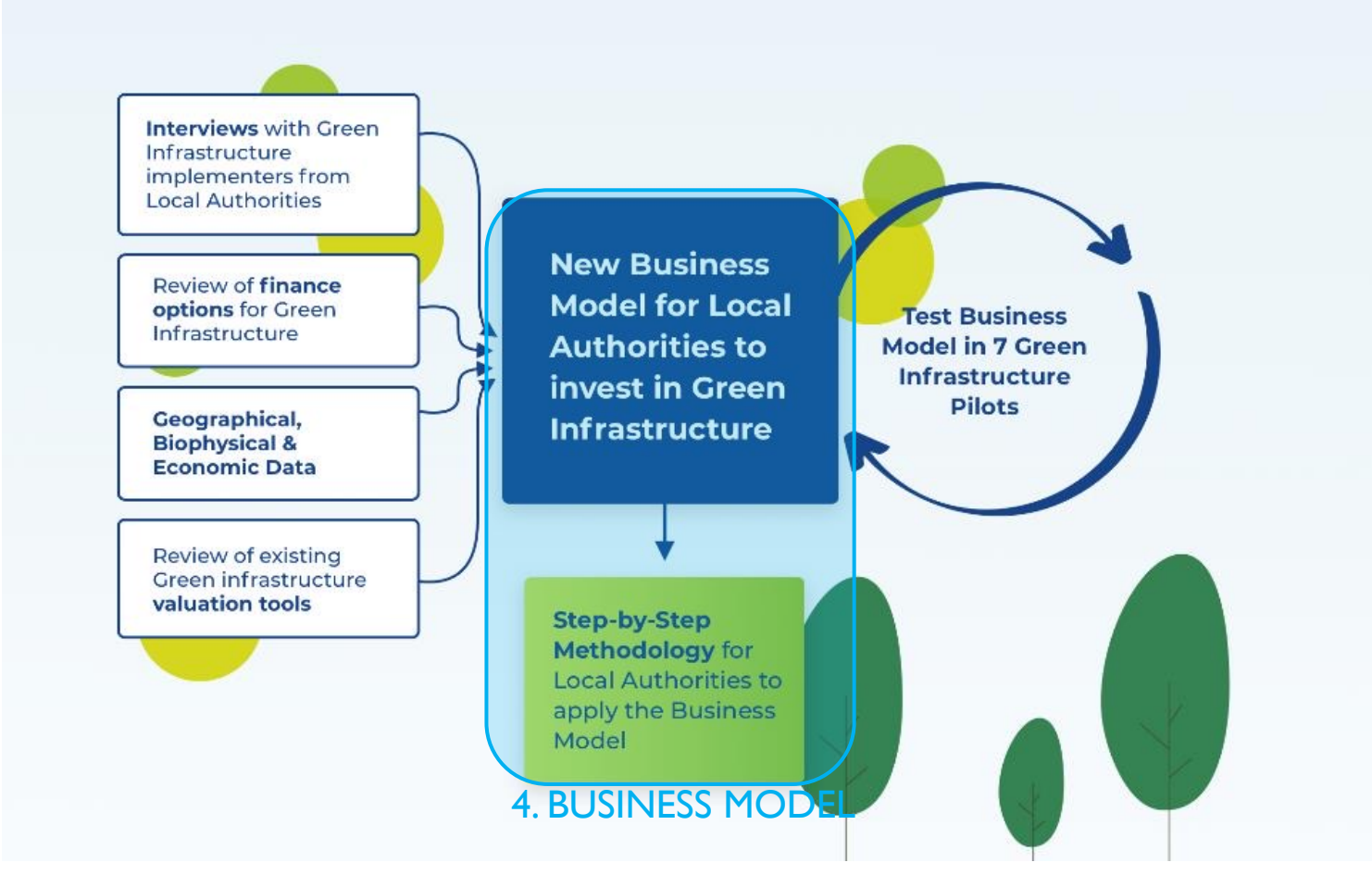

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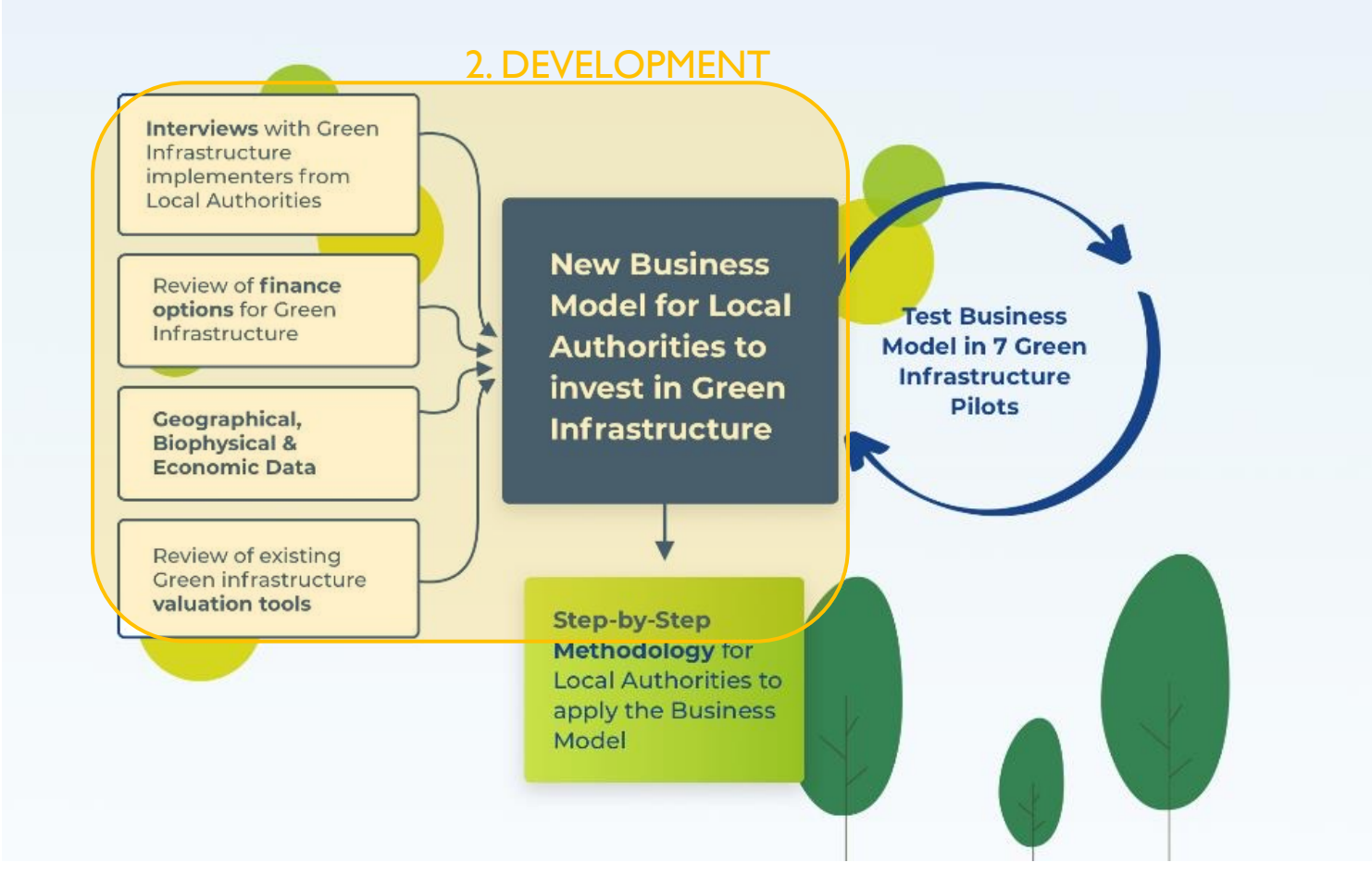


NATURE SMART CITIES
ACROSS THE 2 SEAS

Review of finance options for Green Infrastructure

Interviews with Green Infrastructure implementers from Local Authorities

Evidencing the value of GI

Comparing green alternatives with grey

Shortage of time, skills and resources

Review of existing Green Infrastructure **valuation tools***

Decision-support tools **combining biophysical and economic benefits** are scarce

Beneficial to use the **ecosystem services** framework

Added value of tools lies in **early stages** of spatial planning

Comprehensive data on **benefits and costs** of GI is limited

Co-development key to uptake!

* https://www.sciencedirect.com/science/article/pii/S0301479720305363

Geographical, biophysical and economic data

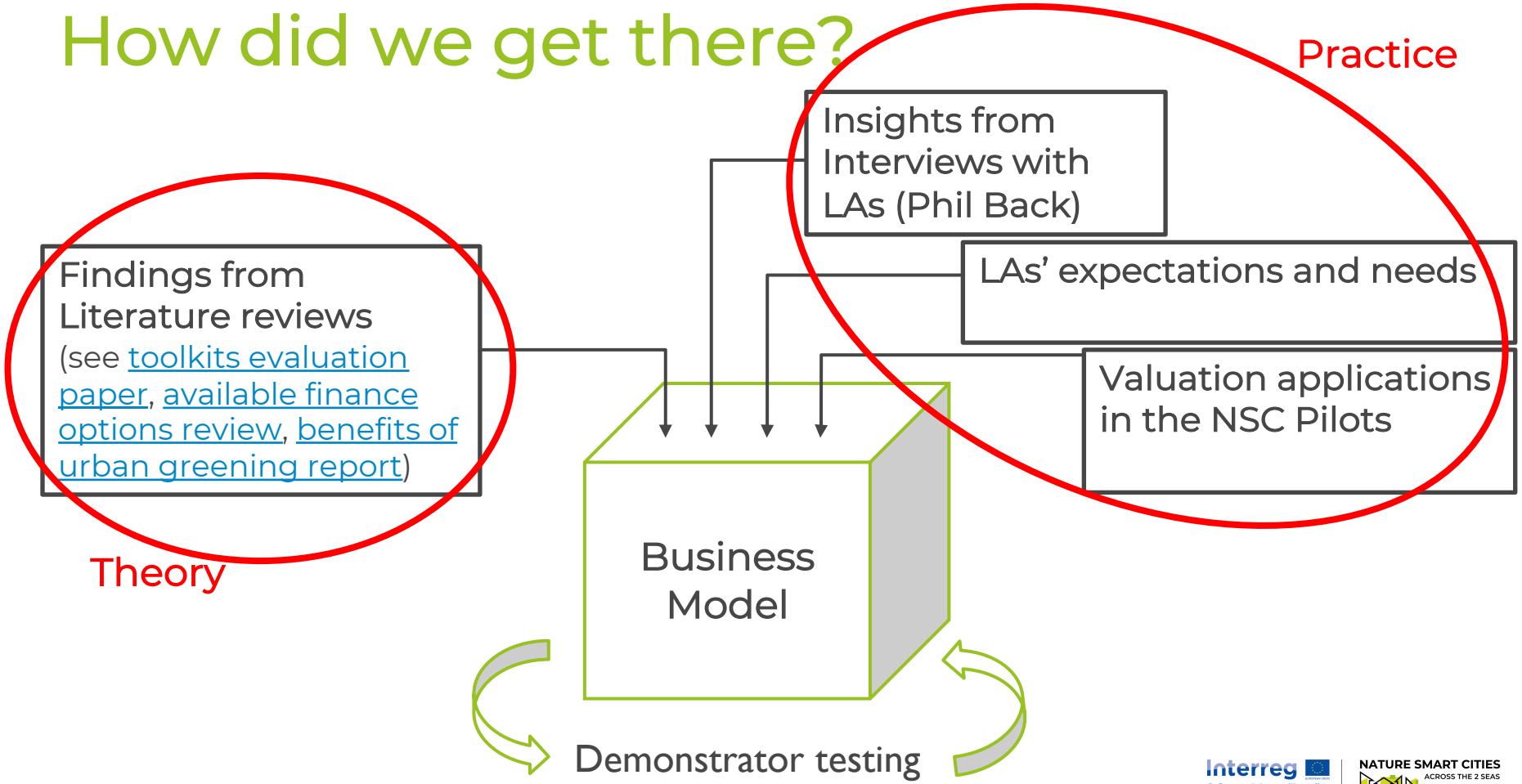
Collaboration with the **IGNITION project**[1]

Academic literature review

Joint work of University of Antwerp, Ghent University and Imperial college

[1]https://www.greatermanchester-ca.gov.uk/what-we-do/environment/natural-environment/ignition/

How did we get there?



Features of the Business Model

Arguments to justify investment

Structure and visuals for presenting information

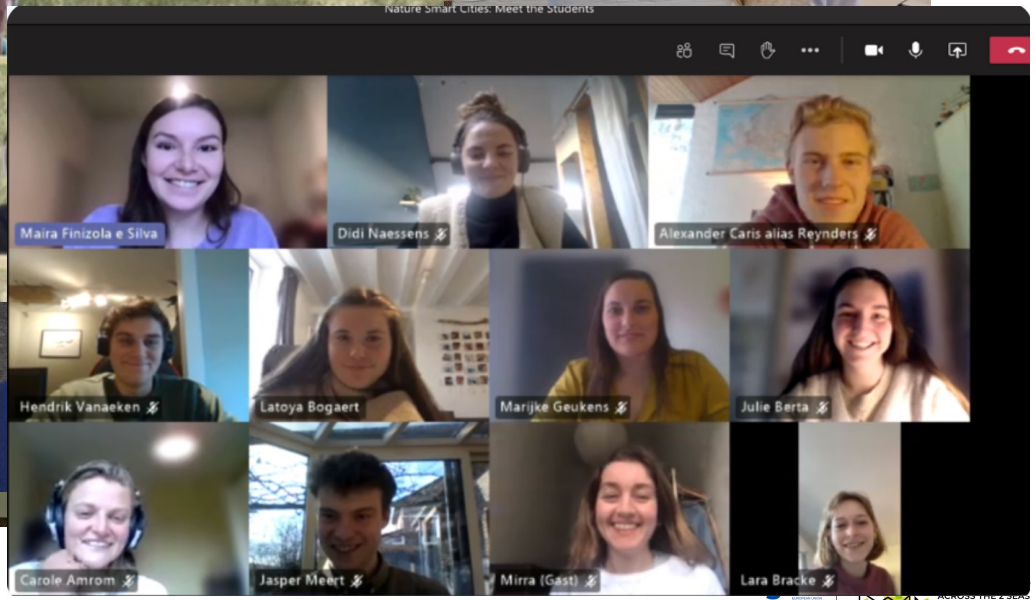
Provide an evidence base

Compare green and grey scenario's

Raise awareness

Step-by-step methodology

Practical and useful


Nature Smart Cities: Meet the Students
Maira Finizola e Silva
Didi Naessens
Alexander Caris alias Reynders
Hendrik Vanaeken
Latoya Bogaert
Marijke Geukens
Julie Berta
Carole Amrom
Jasper Meert
Mirra (Gast)
Lara Bracke

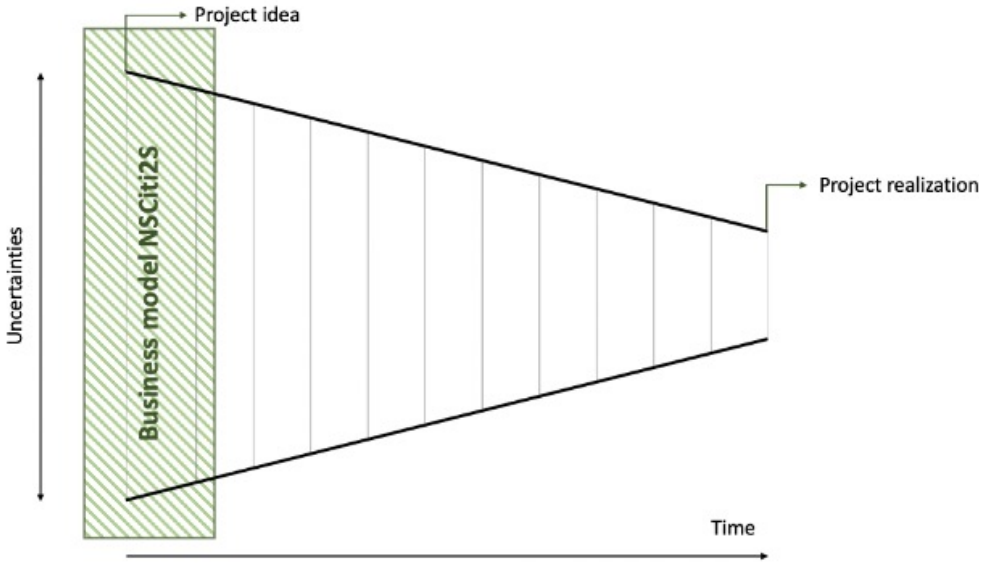
The Business Model concept

Produce **information** that assists/supports decision makers

Generate **estimations and ballpark figures**

Provide the **handles to facilitate GI** investments

Decision and planning support tool



Why a ‘Business Model’?

→ Facilitate demonstrating benefits and expected costs, be easily accessible and widely applicable

The core of the Business Model

Multi-Criteria Analysis (MCA), why?

1. GI is characterized by its multi-functionality
2. Compare grey and green infrastructure
3. Flexibility
4. Qualitative & Quantitative assessment
5. Accessible and transferable

“Ecosystem services are the benefits people obtain from ecosystems. These include provisioning services such as food and water; regulating services such as flood and disease control; cultural services such as spiritual, recreational, and cultural benefits; and supporting services, such as nutrient cycling, that maintain the conditions for life on Earth”

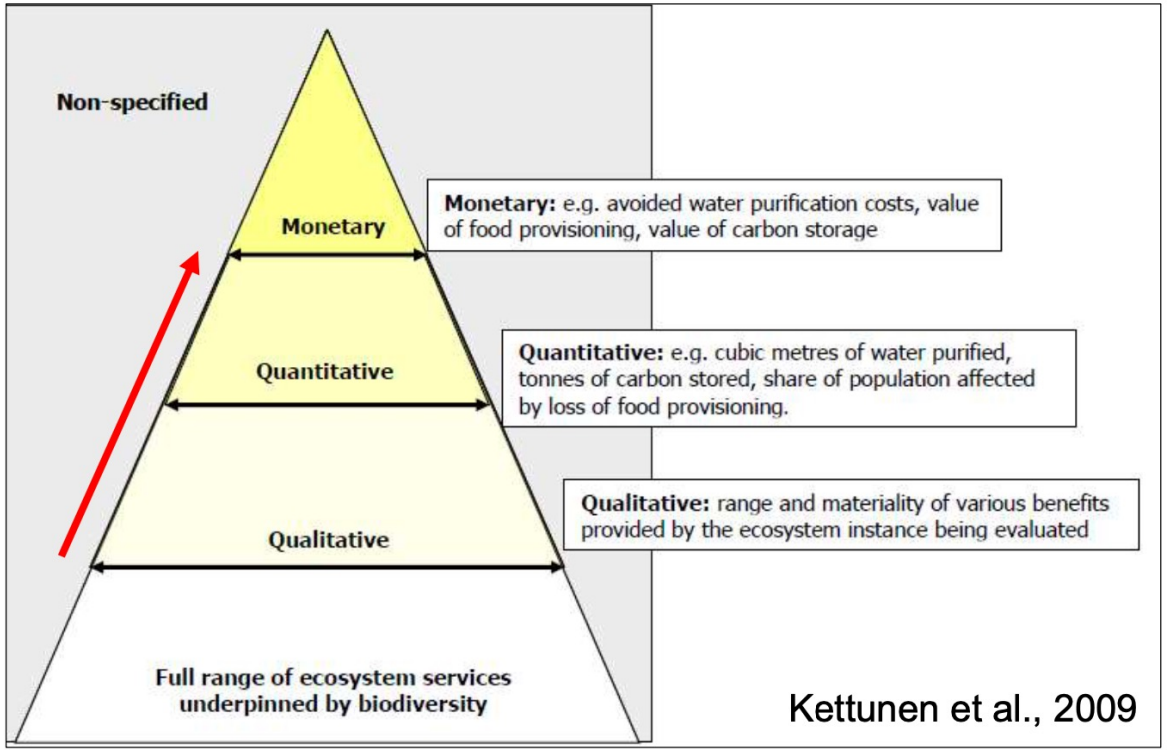
Millenium Ecosystem Assessment (2005)

Ecosystem services included in Business Model

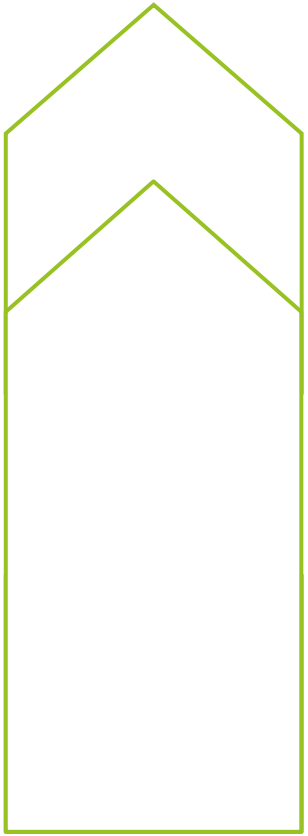
Structure of the business model

Value proposition

→ MCA: qualitative, quantitative, monetary evidence



To summarize



Evidence and experience from practice

An accessible tool to demonstrate added value of a green infrastructure project qualitatively, quantitatively and monetarily!

Scientific, theoretical foundation