



The Economic Impact of Nature Based Solutions

Connecting Nature Impact Summit
Genk, 28th April 2022

Bringing
cities to life,
Bringing life
into cities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730222

At the centre of this paradigm shift (towards a regenerative economy based on biological resources that is more respectful of nature) are Nature-Based Solutions (NBS). They are increasingly recognised internationally as a fundamental part of action for climate and biodiversity.

A growing number of businesses are making the case for NBS already, but it is time to move from a niche to a broader movement.



John Bell, “Healthy Planet” Director, DG Research & Innovation, European Commission.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730222

From Nature-Based Solutions to the Nature-Based Economy



A draft White Paper for Consultation
June 2021



THE VITAL ROLE OF **NATURE-BASED SOLUTIONS** IN A NATURE POSITIVE ECONOMY

#EUGreenDeal
#InvestEURResearch

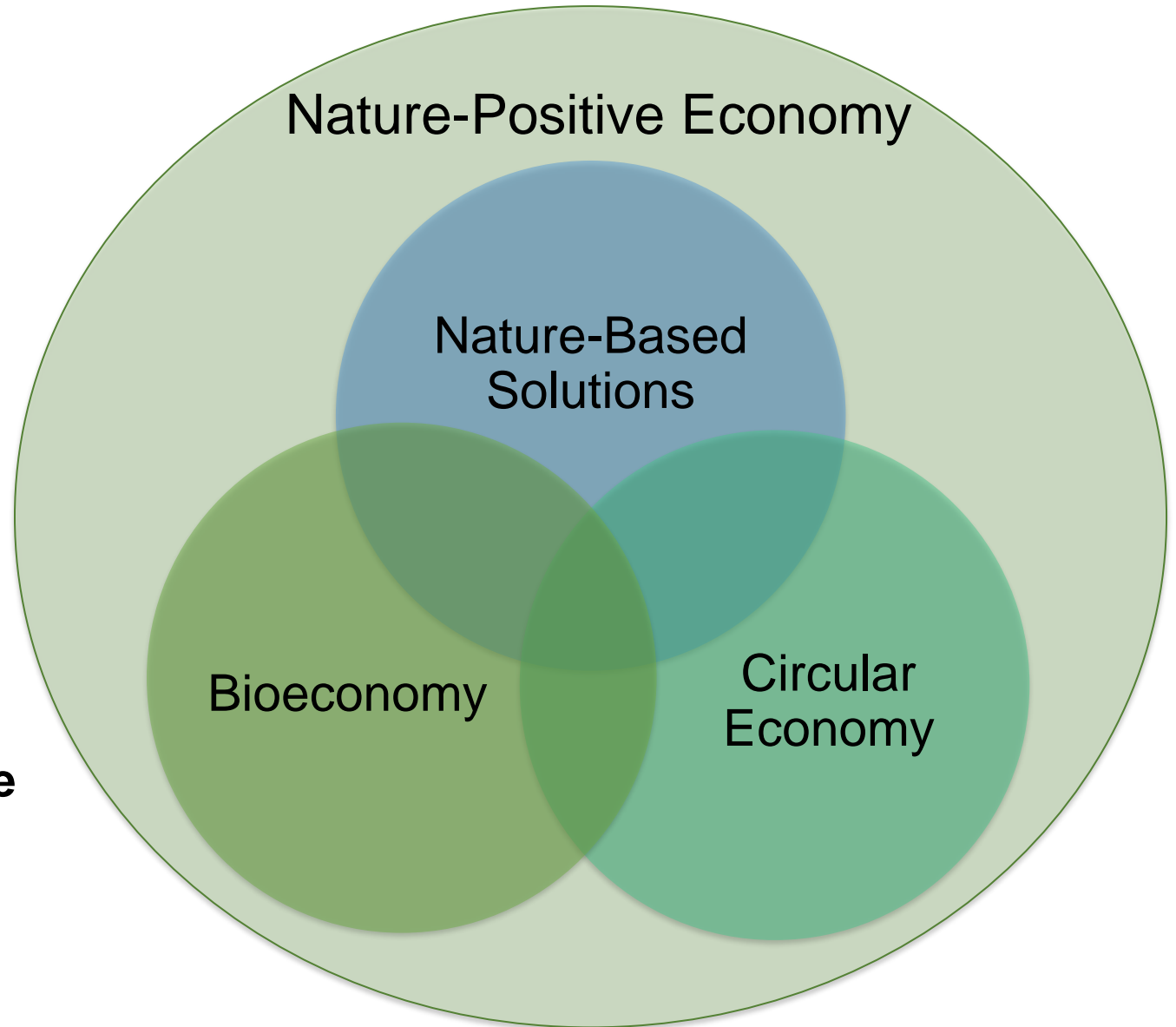


Nature-based solutions and the nature-positive economy

A nature-positive economy is one in which businesses, governments and others, take action at scale to reduce and remove the drivers and pressures fuelling the degradation of nature, and work to actively improve the state of nature and the ecosystem services it provides.

University of Cambridge Institute for Sustainability Leadership

Nature-based solutions play a vital role in the nature-positive economy



Nature-based enterprises

v

Non nature-based enterprises

Mission priority: environmental (and social goals)

Mission priority: economic goals

Economic success through scaling using a viable business model to reach environmental (and societal) goals

Scaling while doing no harm to environment or society

Bringing cities to life,
Bringing life into cities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730222

Recommendations



Paradigm shift towards a nature-positive economy

Key issues to be addressed

1. Standards
2. Measurement & Valuation
3. Multi-level, cross-sectoral policy frameworks
4. Investment in NBS
5. Development of sector specific support
6. Awareness raising and capacity building

Co-Creation



Connecting Nature research on Nature-Based Enterprises (NBE)

Bringing
cities to life,
Bringing life
into cities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730222

Connecting Nature Framework: Nature-Based Enterprises key element



- TECHNICAL SOLUTIONS
- GOVERNANCE
- FINANCING AND BUSINESS MODELS
- NATURE-BASED ENTERPRISES**

- CO-PRODUCTION
- REFLEXIVE MONITORING
- IMPACT ASSESSMENT

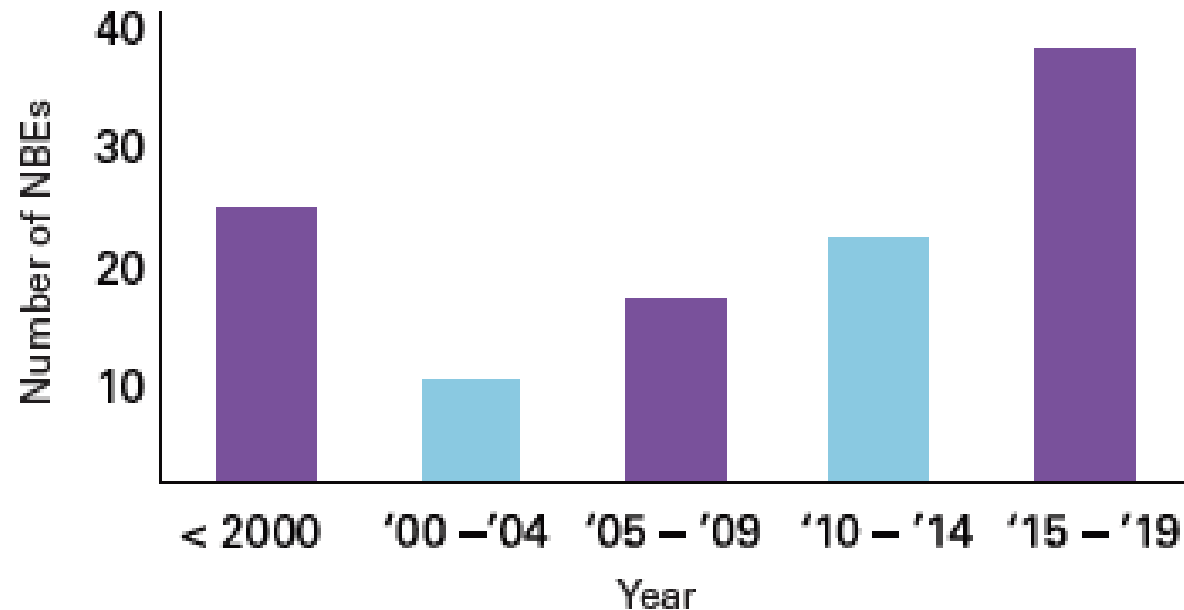
Why are nature-based enterprises important?

Demand for nature-based solutions has increased as they are mainstreamed in policy.

Recent reports (UnaLab, 2020) have shown that **finding skilled and experienced suppliers is a major roadblock** in the wider uptake of nature-based solutions in cities.

Nature-based enterprises can help to meet this challenge.

Aligned with the Green Deal objective of nature-positive, net zero carbon, equitable economy.




Increasing number of nature-based enterprises

(Source: Connecting Nature research, 2020)

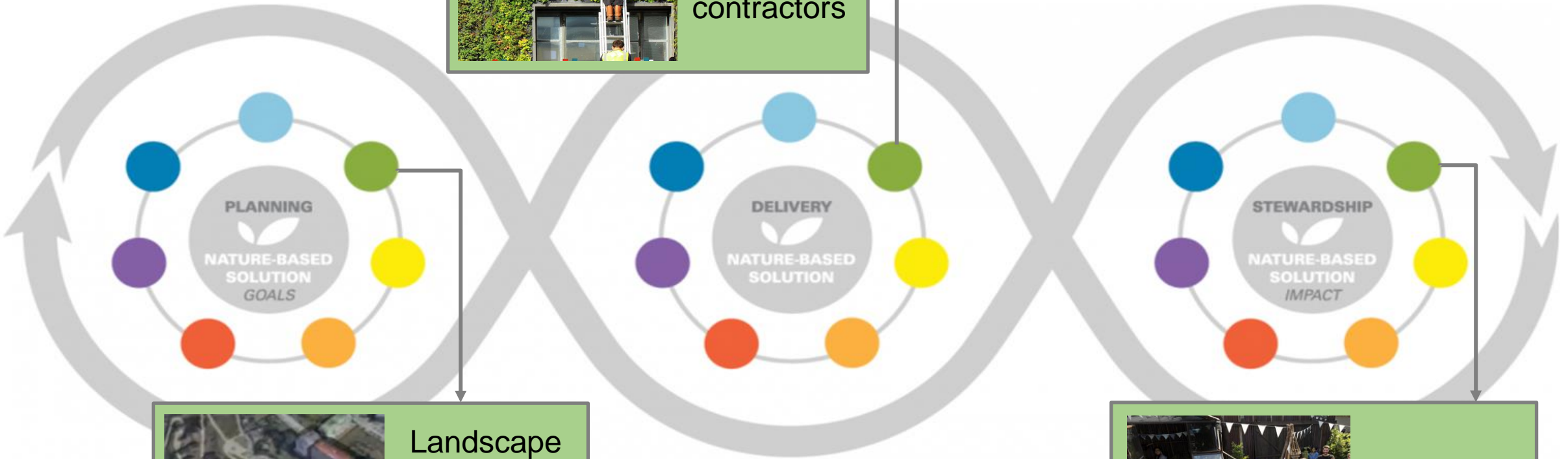


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730222

Examples of role of Nature-Based Enterprises (NBE)



Specialised horticultural contractors



Landscape architects & biodiversity experts



Social enterprise

Connecting Nature NBE Strategy

1. NBE Research

2. Raise awareness & capacity:

- Connecting Nature Enterprise Platform
- Connecting Nature Enterprise Summit



2 research questions:

- What is a NBE?
- Challenges/enablers faced?



Increase awareness / capacity

- Building communities of good practice through CNEP
- Networking & supporting NBEs
- Policy awareness through Summit



3. Implementation of NBE Strategy in each Connecting Nature City

What are nature-based enterprises?

Nature-based enterprises (NBEs) are private enterprises that use nature as a core element of their product/service offering.

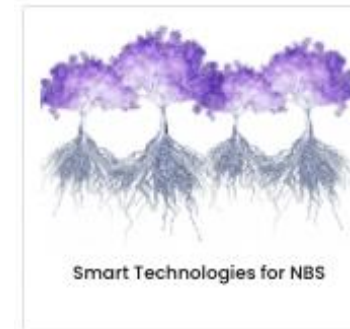


Nature may be used directly by growing, harnessing, harvesting or restoring natural resources in a sustainable way and/or indirectly by contributing to the planning, delivery or stewardship of sustainable nature-based solutions.

Supply side – nature-based enterprises

Direct activities	Indirect activities
<p>Ecosystem creation, restoration and management</p> <p>NBS for green buildings</p> <p>NBS for public and urban spaces</p> <p>NBS for water management and treatment</p> <p>Sustainable agriculture & food production</p> <p>Sustainable forestry and biomaterials</p> <p>Sustainable tourism and health & wellbeing</p>	<p>Advisory services</p> <p>Education, research & innovation</p> <p>Financial services</p> <p>Smart technology, monitoring and assessment for NBS</p>

Summary of the categories of nature-based economic activities (Kooijman et al., 2021)



Case study: Glasgow NBE Accelerator



Pilot: 2021

10-week programme

Over-subscribed.

10 start-ups

Mainstreamed: 2022

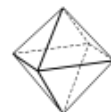
6 month fully funded programme



The Melting Pot

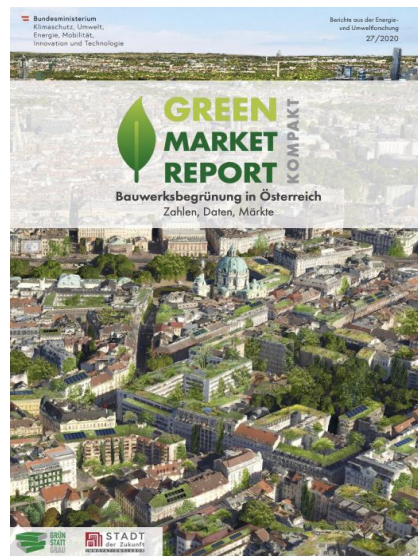


University for the Common Good



Social Innovation
Connect
UK

Case study: Green buildings market in Austria



Leonore Gewessler, Austria's Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology

- 550 companies (mainly SMEs) involved: activities include technology development and planning to the manufacture of components, execution and maintenance.
- The industry is characterized as young, with high growth potential and a high degree of innovation.
- Generates value and innovations for other sectors of construction, for the circular economy, additive manufacturing, digitalisation e.g. solar green roofs -cooling effect of the plants boosts the performance of photovoltaics, or the use and purification of gray and service water on roofs.
- "Currently, one in every ten flat roofs in Austria is built as a green roof. We know that for every 8,000 square meters of green roofs, 10 new jobs are created. If every second new roof were built as a green roof until 2030, more than 33,000 jobs would be created."
- GRÜNSTATTGRAU was set up by the Ministry to support the industry
- Quality assurance: certify new and existing products and systems following industry standards
- End user support: working out cost-benefit ratio, information on standards, grants and subsidies, MUGLI – mobile exhibition space.
- Connecting supply and demand: "Book a certified expert" to install your green roof

Helix (Germany)



Bringing
cities to life,
Bringing life
into cities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730222



Conclusion

- We need an urgent and radical shift in economic policy thinking that puts nature first.
- Nature-based solutions play a vital role in such a paradigm shift.
- Nature-based enterprises present significant potential for innovation, job creation, enterprise start-up and growth as part of a shift towards a nature-positive economy.
- EU policy makers, national and city governments can play a critical role in creating favourable conditions for actions at scale to reduce biodiversity loss and stimulate a nature-positive economy.

Bringing
cities to life,
Bringing life
into cities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730222



Thank you

For more information (research, infographics, videos, guidebooks) visit:

<https://connectingnature.eu/innovations/nature-based-enterprises>

Bringing
cities to life,
Bringing life
into cities.



Co-funded by the Horizon 2020
Framework Programme of the European Union