



NBS Financing & Entrepreneurship

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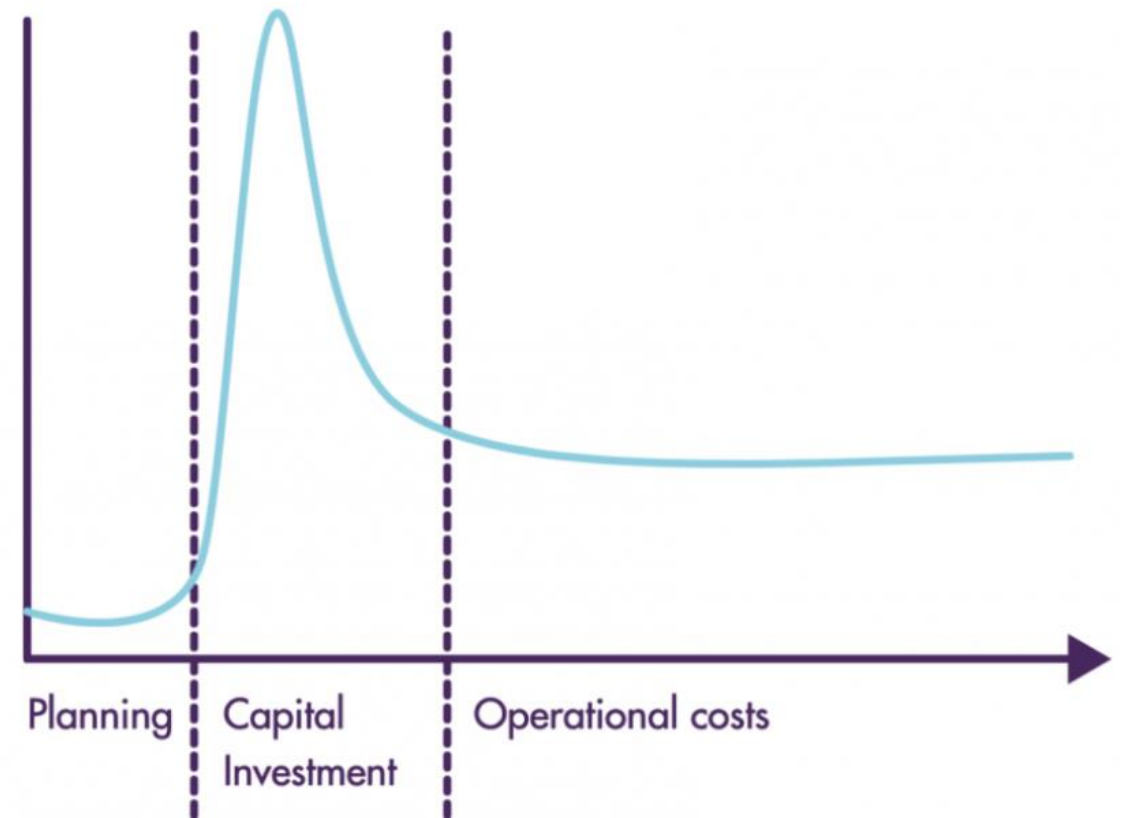
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730222

Financing of Nature-Based Solutions

- 3 major phases of financing NBS
- Focus is often on capital investment instead of sustainable **business models**
- Public vs private vs *blended* finance



Source: [Connecting Nature Financing & Business Model Guidebook](#)

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NBS Business Model Canvas

Nature-Based Solutions (NBS) Business Model Canvas



Key Activities:	Key Resources	Value proposition	Key Partners	Key Beneficiaries
Cost Structure			Governance	Capturing Value
Cost Reduction		Connecting Nature		

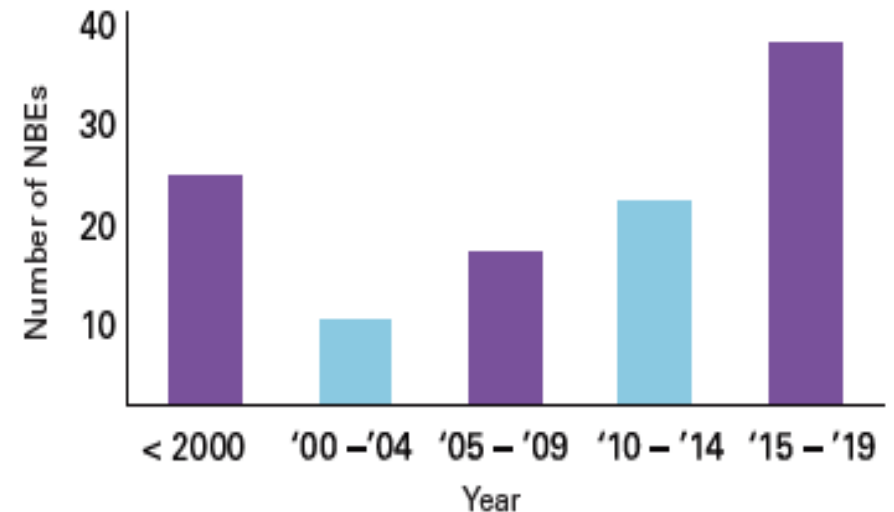


[Link to Guidebook](#)



From public to private sector: Nature-Based Entrepreneurship

- Collaboration with the private & third sector is needed as **finding skilled and experienced suppliers is a major roadblock** in the wider uptake of NBS in cities.
- Nature-based enterprises (NBEs) use nature as a core element of their product/service offering.
- NBE can support cities, private sector and third sector organisations in the planning, delivery and management of nature-based solutions.



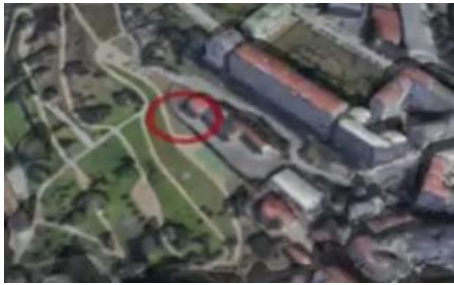
The number of nature-based enterprises is increasing year on year in response to demand for nature-based solutions
(Source: Connecting Nature research, 2020)

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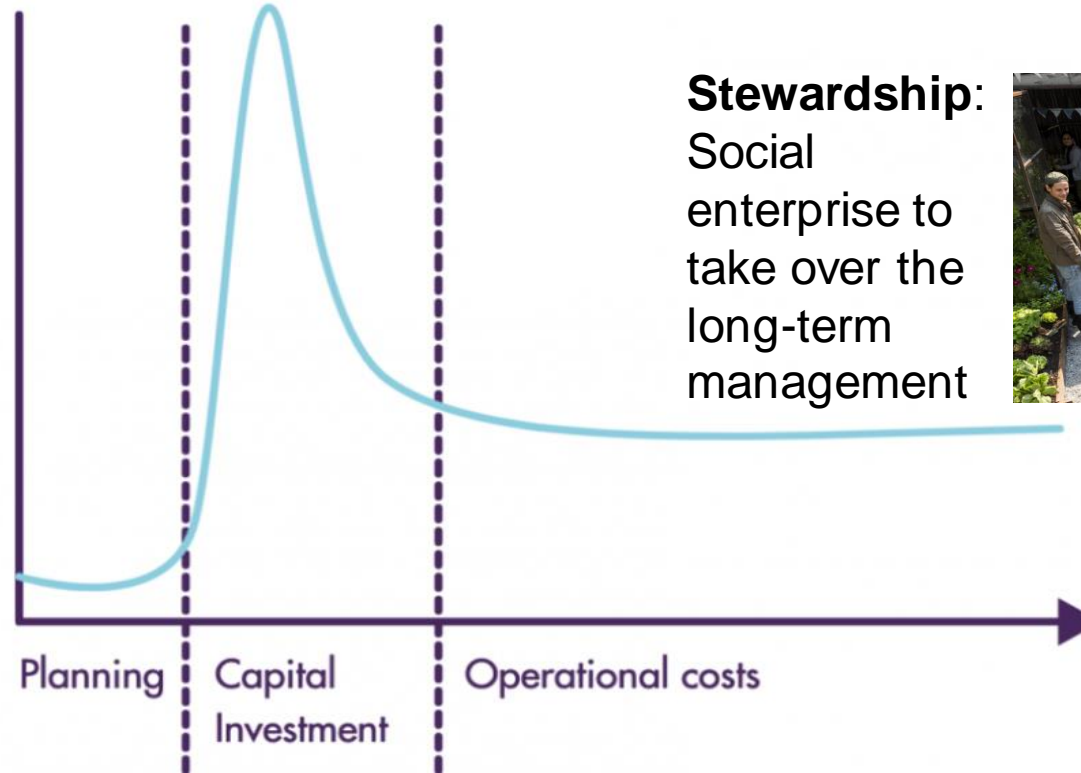
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Entrepreneurship in NBS delivery



Planning:
Landscape architects & biodiversity experts

Delivery:
Specialised horticultural contractors



Stewardship:
Social enterprise to take over the long-term management

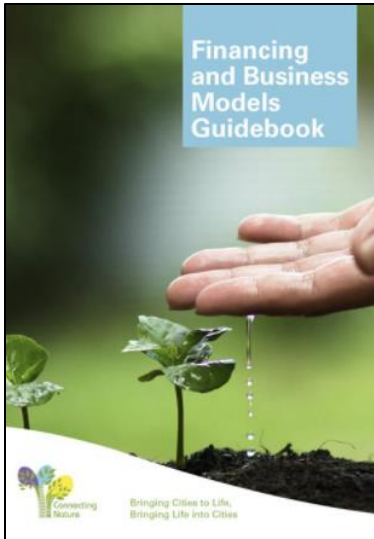


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NBS Financing & Entrepreneurship strategies

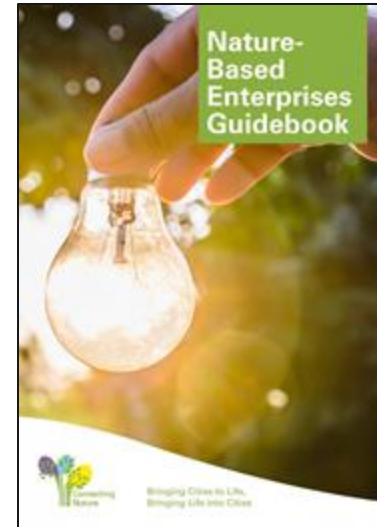


Step 1: Securing a solid support base for NBS

Step 2: Planning sustainable business models and financing for NBS

Step 3: Secure funding

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Step 1: Awareness & Alignment

Step 2: Strategic Alliances

Step 3: Specific support programme

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