

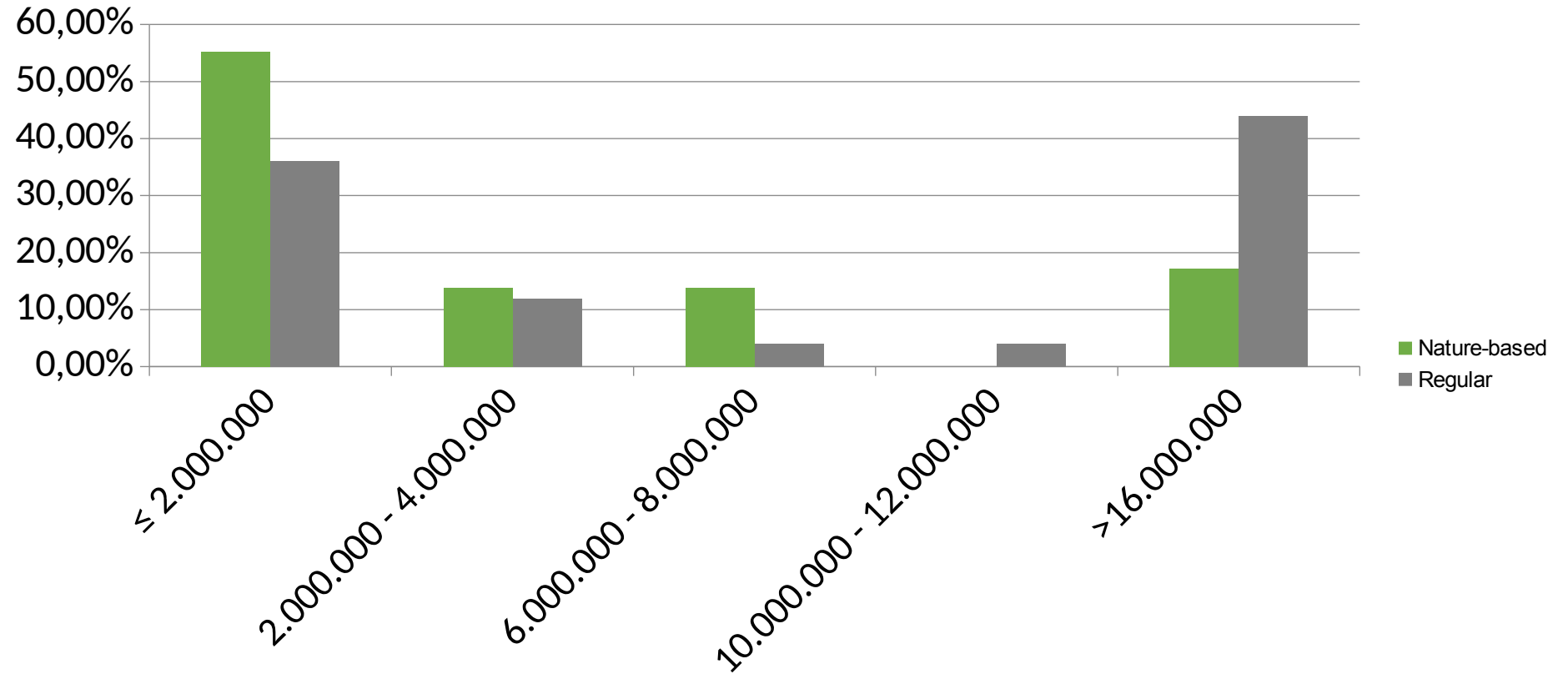
Transforming Cities, Enhancing Well-Being:
Innovating with Nature-Based Solutions

Setting the scene: current status of financing and business models of NBS



This action has received funding under the European Union Horizon 2020 research and innovation programme under grant agreement No 730222 and No 730333

Financial volume of NBS compared to grey



Source: Diana Dushkova & Dagmar Haase, Humboldt University Berlin, 2018



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Stiemer Valley



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Stiemer Valley

Expertise on spatial planning – not financial

Path dependency on same lines of financing – local competition

Different language – economics department

Perception of low economic value of NBS - public-good – not attractive for private sector investment



EU projects & networks opportunity to change perceptions – de-risk NBS

Break down silos and tap into expertise of economics departments

Enablers

Use to creation skills to engage wider innovation ecosystem to build sustainable business models

Plan for innovation & enterprise creation & use of volunteers to reduce costs

Labiomista



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Labiomista

Challenges

Public opinion divided:
lack of consultation

Difficult to balance
tourist (economic)
objectives with social
& environmental
objectives

High risk: reliance on
narrow concept



Enablers

Strong political support

Visionary local 'champion'

Build new cultural heritage
- New identity & sense of
pride in local community



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City beaches, Poznan



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City beaches, Poznan

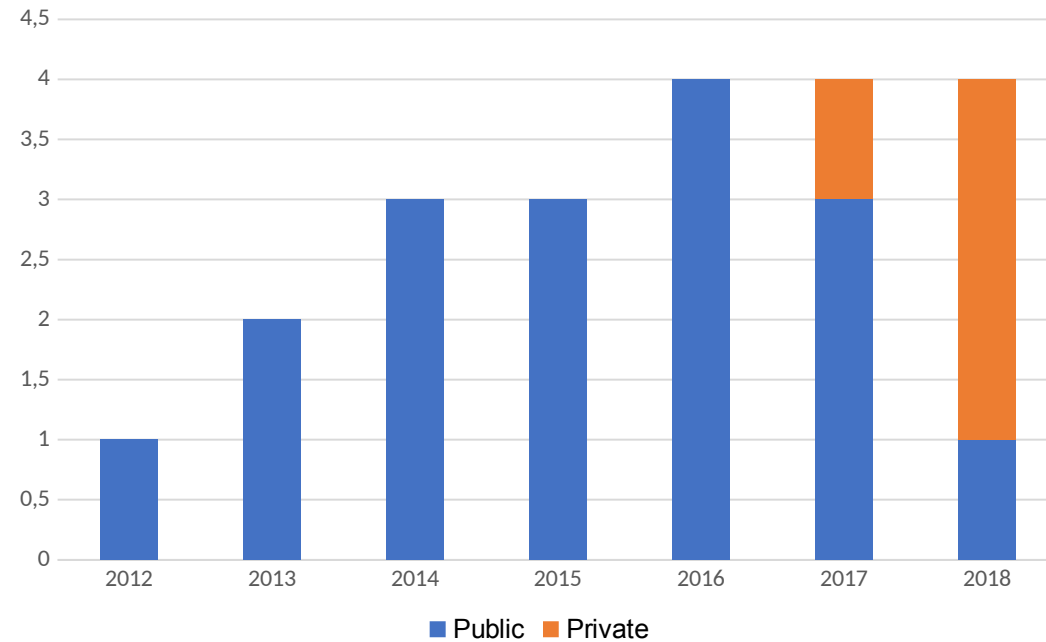
Challenges

Temporary nature:
No indicator of value

Legal restrictions:
Public-private sector
Engagement

High risk strategy:
No guarantee of private
sector interest

Public/Private investment in City Beaches, Poznan



Lessons to be learnt:

Role of local authority –
de-risk investment

Good collaboration
between planning and
economics departments

Need for indicators to
justify continuation

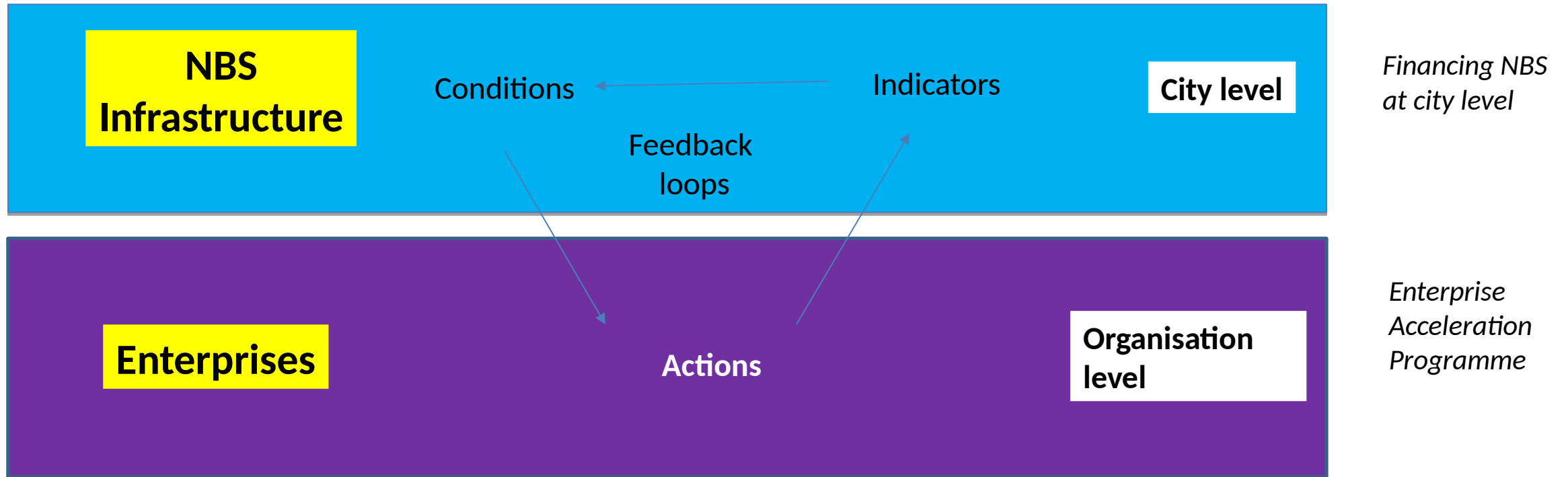
Opportunities for
expansion/replication



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Leveraging NBS investment to accelerate innovation





Final message

Move out of comfort zone

Be creative

Plan for the future – financially as well as spatially

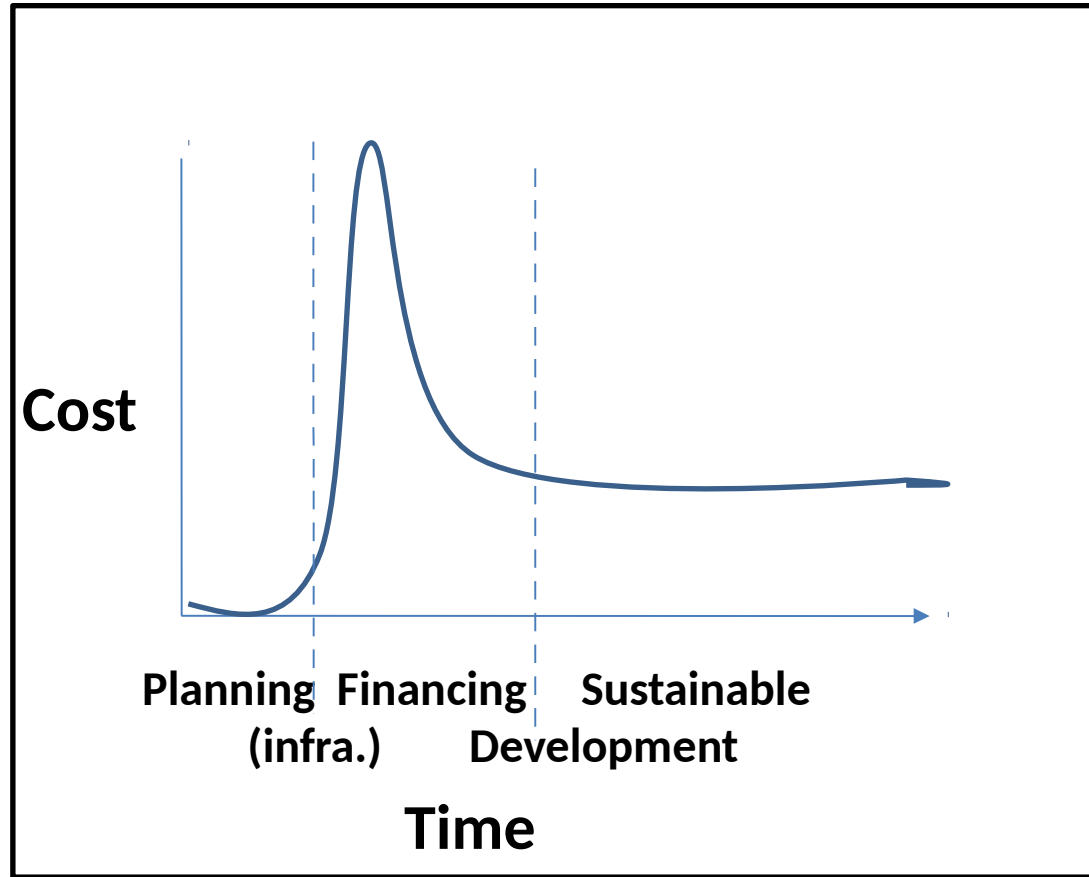
Trade-offs

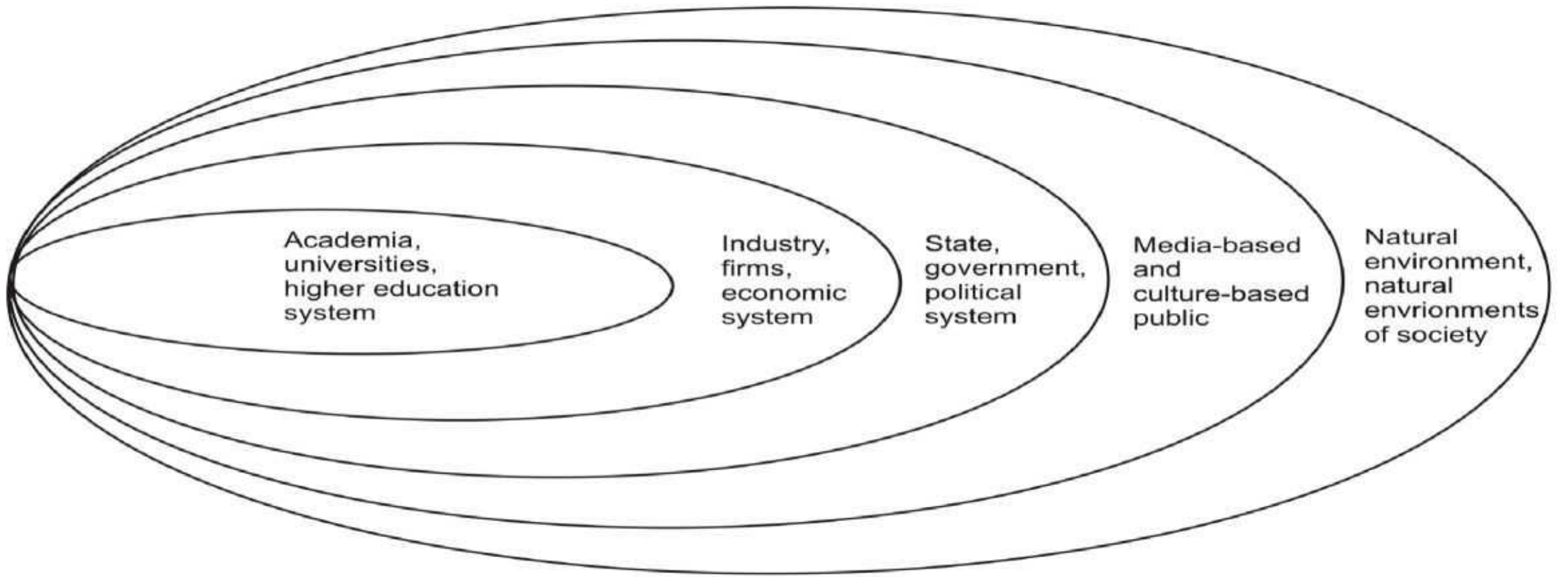
"I am always doing that which I cannot do, in order that I may learn how to do it." -- Pablo Picasso



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Where are the challenges and opportunities?





Source: Carayannis, E. G., et al. (2012). "The Quintuple Helix innovation model: global warming as a challenge and driver for innovation." *Journal of Innovation and Entrepreneurship* **1**.

