

*Nature-building Helix Event*  
*26th September*

**Crowdhelix**  
COLLABORATION INTELLIGENCE



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# Building the economic framework for Nature-based Solution



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# The Entrepreneurial Activation Process for Nature-based Solutions

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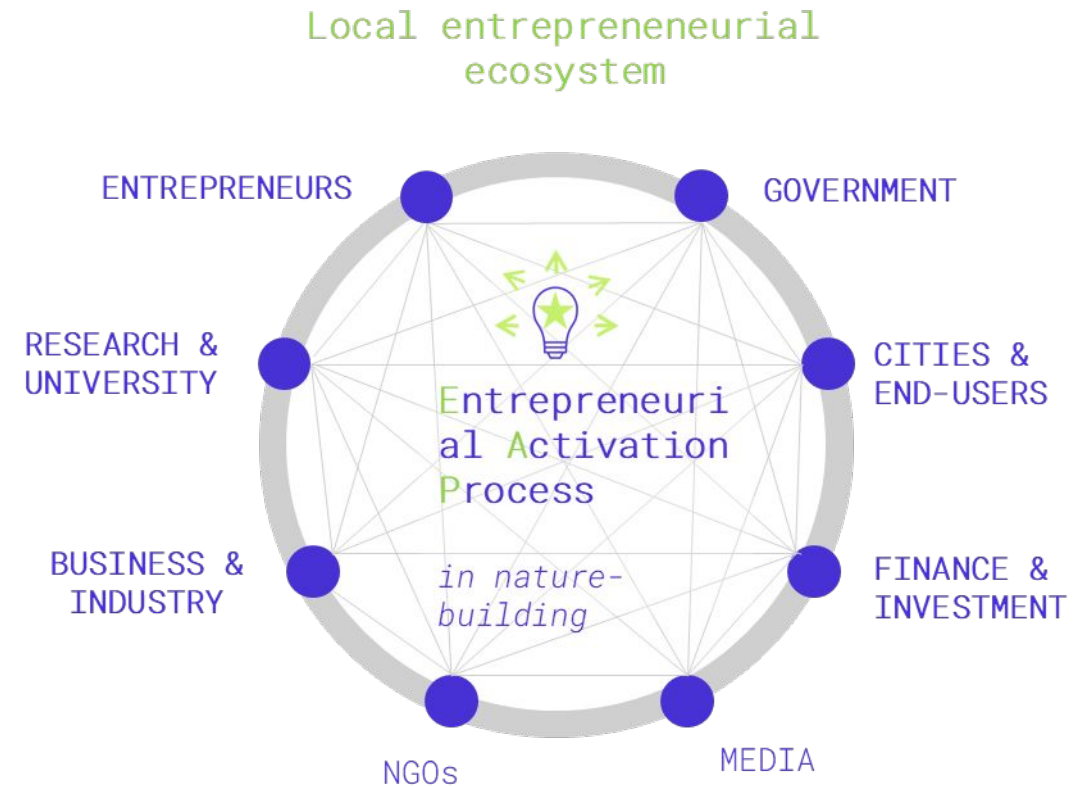
EURAC Research



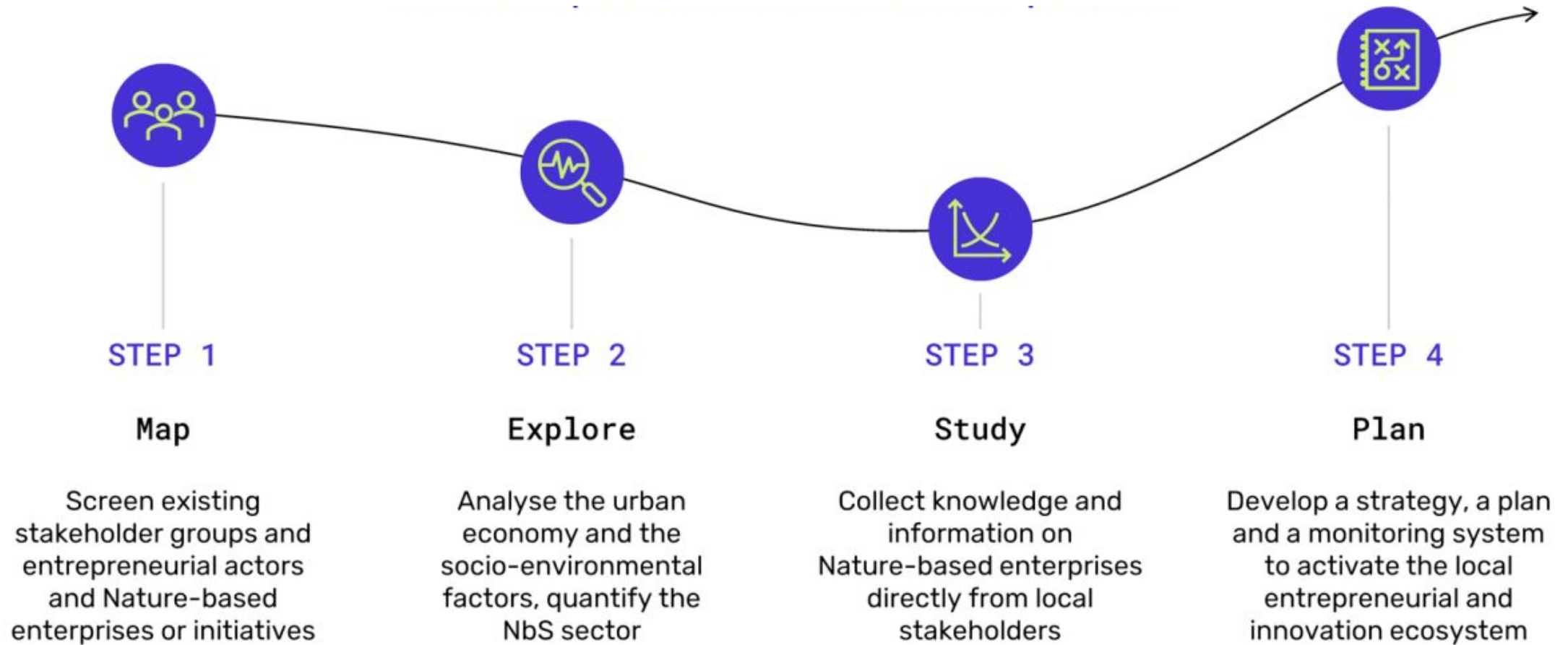
Source: Living Roofs

## Entrepreneurial Activation Process in nature-building

EAP is an inclusive, evidence-based and continuous process of stakeholder engagement that activate local innovation and entrepreneurial ecosystems, with the purpose of creating new market and business opportunities related to NbS.

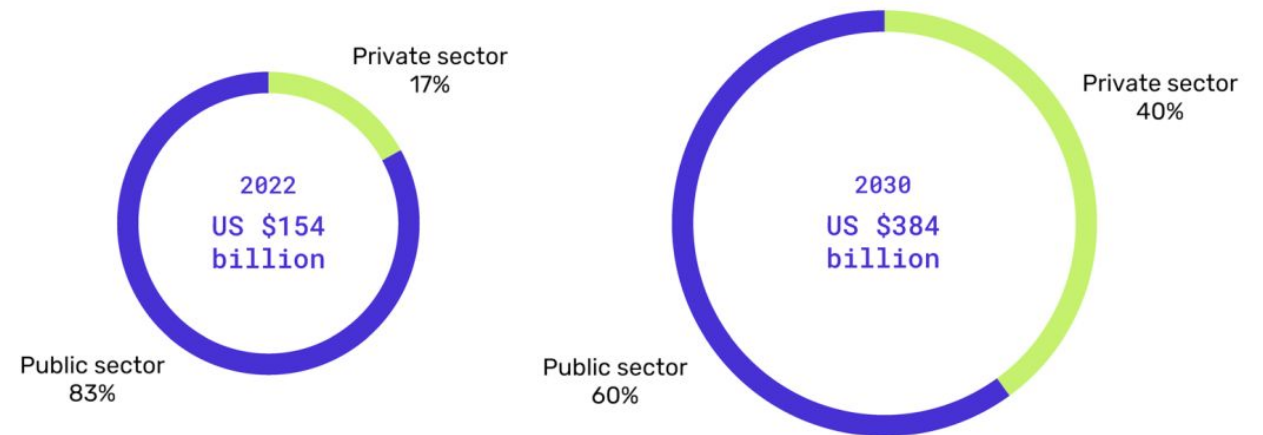


## Entrepreneurial Activation Process in nature-building



## Market demand for NBS is expected to DOUBLE by 2030

- Growing investment and market demand in NbS requires growing supply
- Finding **skilled and experienced suppliers** is a major challenge for the implementation of NbS
- Maintenance and financing of NbS in the **mid-long term** is challenging



Source: UNEP state of Finance for Nature, 2021

## Nature-based enterprises as key suppliers of NbS

Nature-based enterprise (NbEs) are enterprises using nature

- directly as a core element of their product/ service offer
- indirectly by contributing to the planning, delivery or stewardship of a NBS

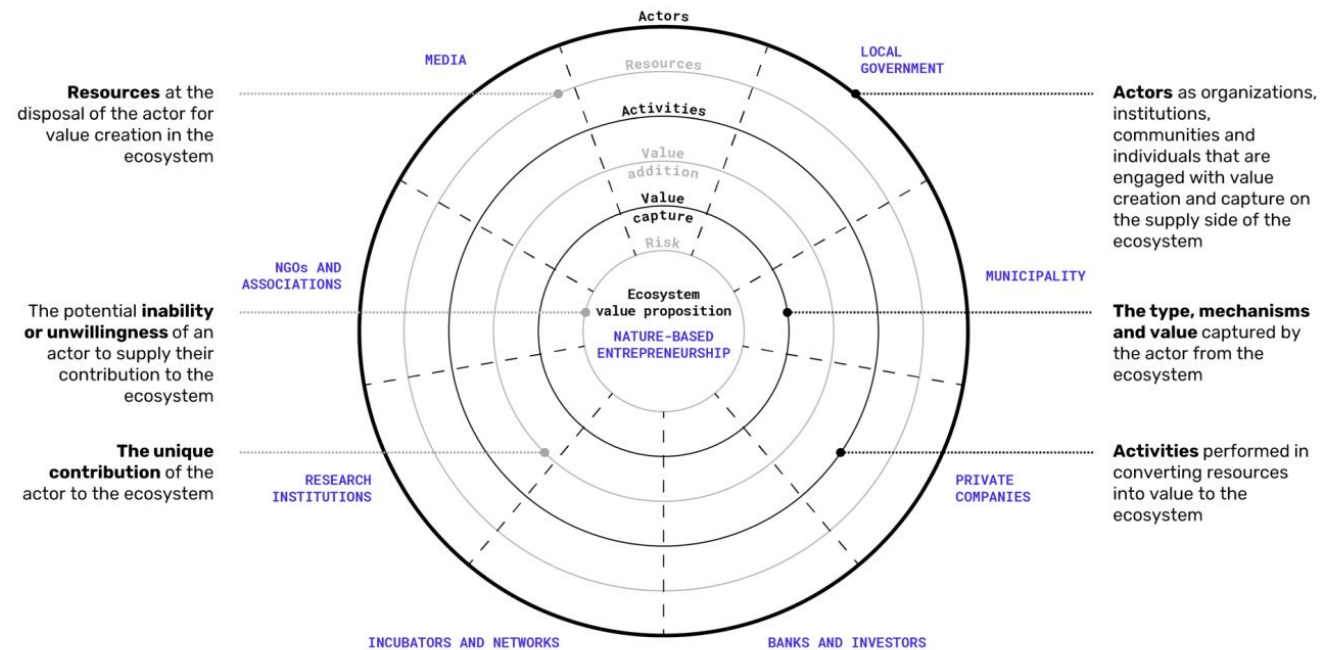
NbEs are skilled suppliers of NbS

DIRECT USE OF NATURE		INDIRECT USE OF NATURE	
Ecosystem creation, restoration and management	<ul style="list-style-type: none"> <li>• Ecological and landscape restoration</li> <li>• Ecosystem conservation and management</li> <li>• Biodiversity conservation</li> <li>• Reforestation</li> </ul>	Advisory services	<ul style="list-style-type: none"> <li>• Landscape architecture</li> <li>• Urban green design and planning</li> <li>• Community engagement for NbS</li> </ul>
NbS for green buildings	<ul style="list-style-type: none"> <li>• Green roofs and facades</li> <li>• Green walls indoor</li> <li>• Green walls outdoor</li> </ul>	Education, R&I activities	<ul style="list-style-type: none"> <li>• Ecological research</li> <li>• Environmental awareness education</li> <li>• R&amp;I projects</li> <li>• Vocational &amp; skills training</li> </ul>
NbS for public and urban spaces	<ul style="list-style-type: none"> <li>• Green areas, parks and gardens</li> <li>• Green infrastructure</li> <li>• Green space management</li> <li>• Urban forestry</li> <li>• Urban regeneration projects</li> </ul>	Financial services	<ul style="list-style-type: none"> <li>• Investment for green and biodiversity projects</li> <li>• Natural capital accounting</li> <li>• Carbon offsetting</li> </ul>
NbS for water management and treatment	<ul style="list-style-type: none"> <li>• Rain gardens</li> <li>• Blue infrastructure</li> <li>• Urban water management</li> <li>• Wastewater management</li> </ul>	Smart tech, monitoring and assessment	<ul style="list-style-type: none"> <li>• Smart technology solutions for NbS</li> <li>• GIS and spatial tools for monitoring NbS</li> <li>• Environmental monitoring</li> </ul>
Sustainable agriculture and food production	<ul style="list-style-type: none"> <li>• Agroforestry</li> <li>• Beekeeping</li> <li>• Horticulture</li> <li>• Plant and soil improvement</li> <li>• Regenerative farming</li> </ul>	Other	<ul style="list-style-type: none"> <li>• Circular economy projects</li> <li>• ...</li> </ul>
Sustainable forestry and biomaterials	<ul style="list-style-type: none"> <li>• Sustainable forestry</li> <li>• Biomaterials for construction</li> <li>• Biomaterials for food preservation</li> </ul>		
Sustainable tourism, health and wellbeing	<ul style="list-style-type: none"> <li>• NbS for health and wellbeing</li> <li>• Agritourism</li> <li>• Eco-tourism</li> <li>• Forestry tourism</li> </ul>		

Source: Inspired by Connecting Nature Nature-based Enterprises Guidebook

## Innovation and entrepreneurial ecosystems in nature-building

- Local entrepreneurial ecosystems as a set of **interdependent actors and factors** coordinated in such a way that they enable productive entrepreneurship (Stam, 2017)
- “The presence of these elements and the interaction between them predominantly determine the success of the ecosystem”* (Stam, 2017)
- Focus on **process** to create entrepreneurial vitality (Maleki , 2018)



Source: Inspired by Talmar et al., 2020 Ecosystem Pie Model

## Justice and Nature-based Entrepreneurship

- NbEs are strongly committed to **sustainability** and intrinsically embed the triple-bottom line in their business operations
- NbEs are closely related to **territories and local communities** and are sensitive to their social and environmental challenges
- NbEs are keener to use **co-creation and participative approaches** to design and implement new NbS





# Thanks for your attention



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## ANY QUESTIONS?



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