WE VALUE NATURE

10-DAY CHALLENGE

11 – 24 March 2021

Events and activities for naturally-smarter businesses

NATURE 4 CITIES

# Discover and live-test Nature4Cities Nature Based Solutions platform

**23rd March 2021, 9:00 - 12:00 CET**

# A few ‘house rules”

Please **change your username** to your full name and (organization)
E.g. John Doe (WBCSD)

Please submit **comments or questions** in the **chat** function


We invite you to **turn on your camera** if possible

Ensure that you are on **mute** when not taking part in discussions



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# Get involved in The We Value Nature 10-Day Challenge

- Complete **daily challenges**. Each challenge can be completed in around 10 –15 minutes and will help you take the next step on your nature journey.

- Register for practical, interactive **sessions**.

**wevaluenature.eu/10-day-challenge**

Supporting

CAPITALS COALITION

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821303

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wevaluenature.eu
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@WeValueNature

# Programm

**09:15 – 09:45 :** Nature4Cities project, platform and tools

**09:45 – 10:25 :** Our field-test activities results : testimonials and feedbacks from our pilot cities

***Break (10 minutes)***

**10:35 – 11:20 :** Quick demo of our platform and by yourself with our live support + share with us your feedbacks and first feelings.

**11:20 – 11:45 :** Our platform business model and after-life

***Conclusions (15 minutes)***

# Urban areas face challenges

CLIMATE

- Climate issues
- Water management and quality

ENVIRONMENT

- Air quality
- Biodiversity and urban spaces
- Soil management

RESSOURCES

- Ressource efficiency

ECONOMY

- Green Economy

SOCIAL

- Public health and well-being
- Environmental justice and social cohesion
- Urban planning and governance
- People security



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to address them **Nature4Cities** intends to foster the implementation of

# NATURE BASED SOLUTIONS

these are

## ACTIONS

## inspired by or supported by

## NATURE

## and spread out at different and interconnected scales









# The H2020 project


- Integration of NBS in urban and spatial planning
- new and active community network around NBS
- high quality knowledge and assessment tools
- new governance, business and financial models for NBS implementation





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# Nature4Cities Platform

technical solutions, methods and tools to empower urban planning decision making and address the contemporary environmental, social and economic challenges that European Cities are facing

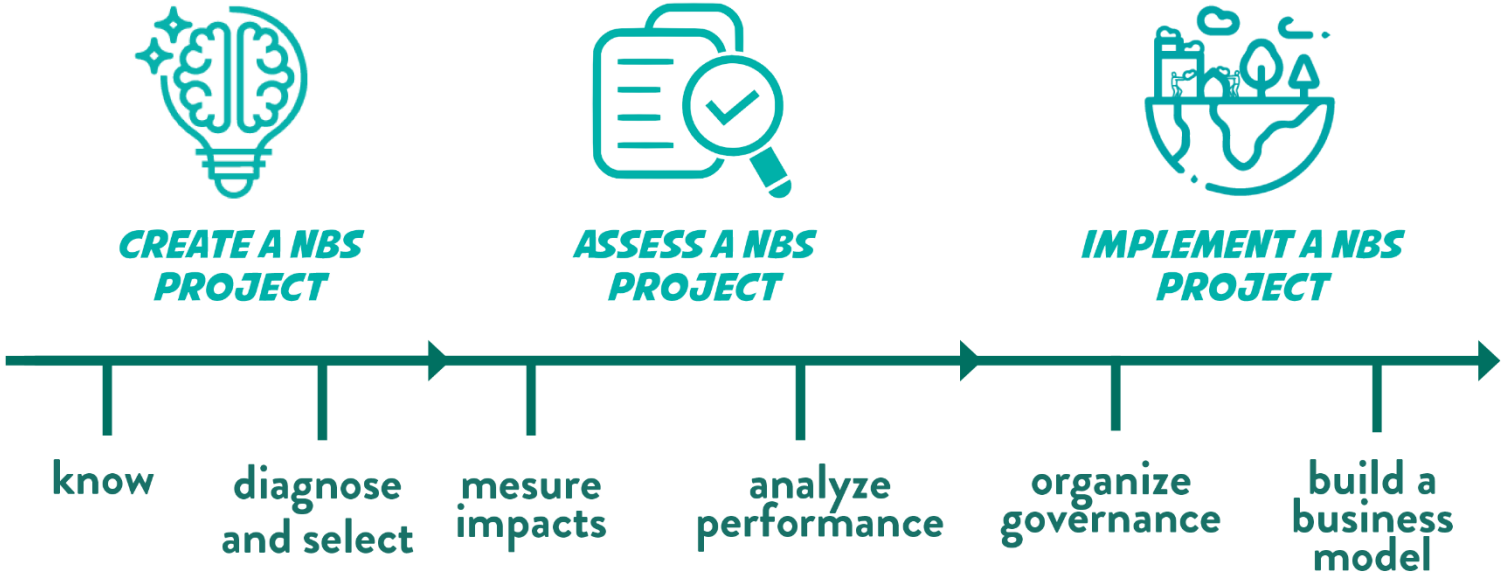
## Designed for

**Policy makers & public urban planners**

**Urban professionals** *(advisory services, landscape companies and architects, suppliers etc)*

**Civil Society** *(inhabitants and local organizations)*

## at all stages of a NBS project



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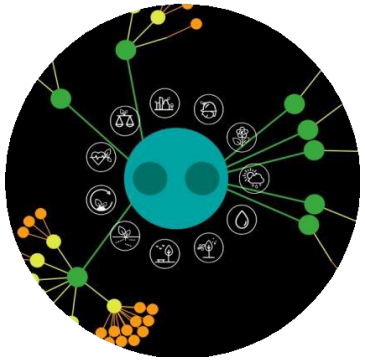
# CREATE A NBS PROJECT

Get knowledge and inspiration to choose the **right NBS to match your needs**.



## Discover Nature Based Solutions

and the challenges they help addressing with our interactive NBS explorer with extensive factsheets on each NBS


## Discover inspiring projects and choose your NBS

with our Geocluster4NBS and pre-selection tool

## Diagnose your city's trends

Rate your city performance and identify the best place to implement your NBS project

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# ASSESS A NBS PROJECT

Assess the impact of your NBS for urban resilience, for the environment and on socio-economic features.
Assessing your NBS project allows you increase your chances of meetings your goals

## Diagnose your assessment needs

Find the best methods and tools to evaluate and solve your city's urban challenges

## Assess your project

**Environmental assessment**
Assess the impact of the NBS during all its lifecycle

**Urban benefits assessment**
Foresee the best place for your NBS by evaluating how it will affect its surroundings

**Socio-economic assessment**
Estimate the socio-economic benefits, co-benefits and costs of a NBS project

**Create your scenarios** → **Select your performance indicators** → **Enter your data and launch calculation** → **Analyze and export your results**

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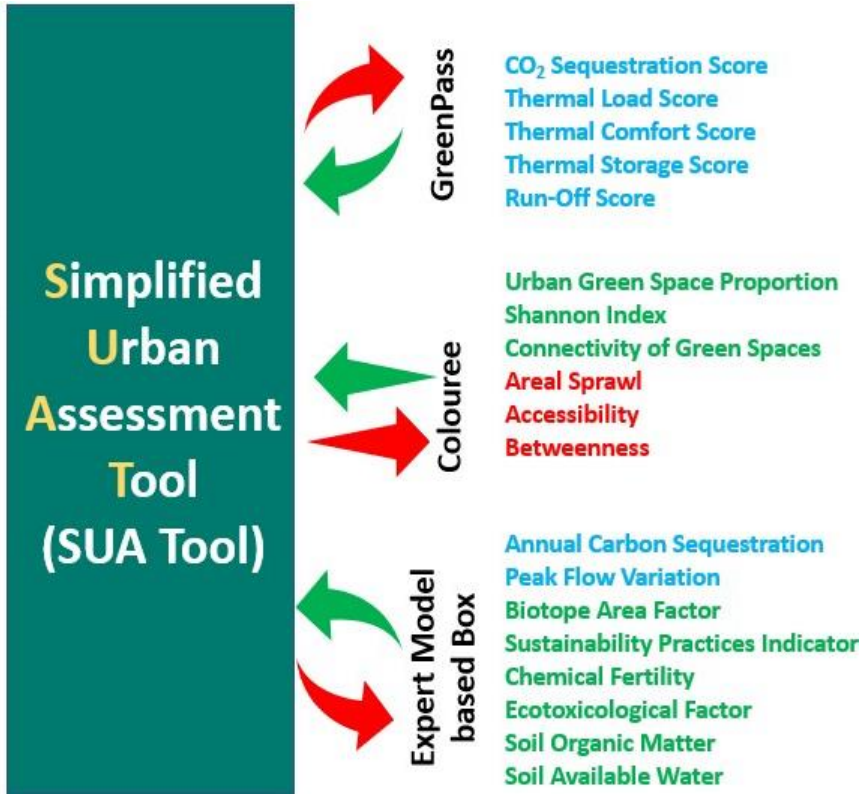
# SUA tool: simplified Urban Performance Assessment Module


**Three components**

- ✓ GREENPASS : microclimate and thermal comfort
- ✓ Colouree NBS : environmental analysis of district
- ✓ EMBBox (Expert Model Based Box) : simplified version based on various expert models

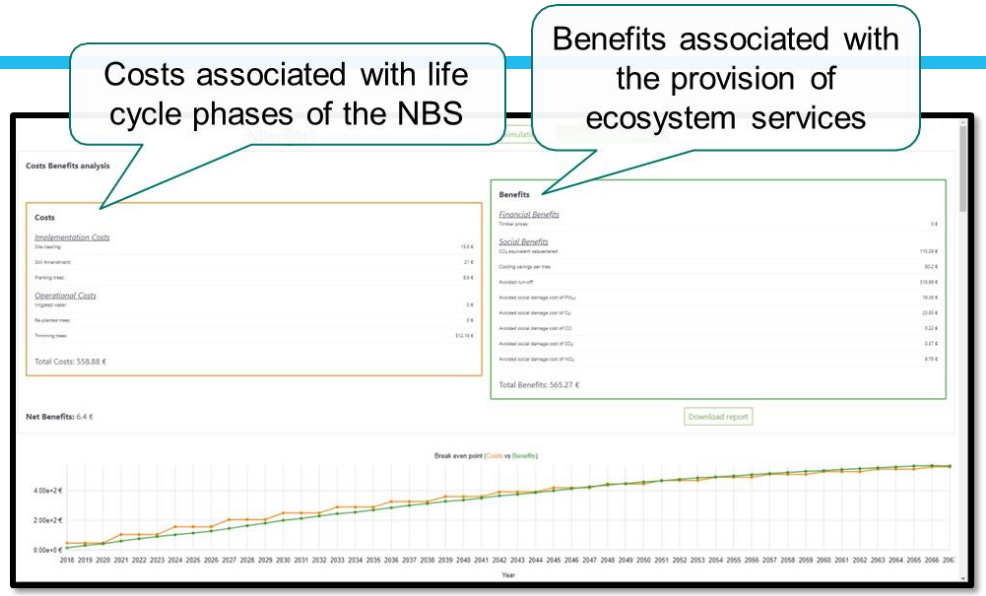
**→What for?**

- ✓To assess the benefits of an NBS scenario in urban environment
- ✓To compare several NBS options
- ✓To improve the design of an NBS and sustainable practices



# Socio-economic assessment module

Urban Performance assessment
Evaluate how your NBS will benefit its surroundings -insitu
Socio-economic assessment
Estimate the socio-economic benefits, co-benefits and costs of a NBS project
Environmental assessment
Assessthe impact of the NBS duringall its life cycle -exsitu




## NBenefit$

- ✓ NBenefit$ functions and steps have been fully integrated into the N4C Platform to allow practitioners using both tools

## →What for?

- ✓ To quantify **and assess multiple ecosystem services provided by NBS** over their entire life cycle
- ✓ To **compute and visualize impacts** such as costs and benefits in terms of physical and monetary ecosystem service values at different spatial and temporal settings

NBenefit$


LUXEMBOURG INSTITUTE OF SCIENCE AND TECHNOLOGY | LIST

benedetto.rugani@list.lu

# Environmental assessment module



cinar.uysal@ekodenge.com

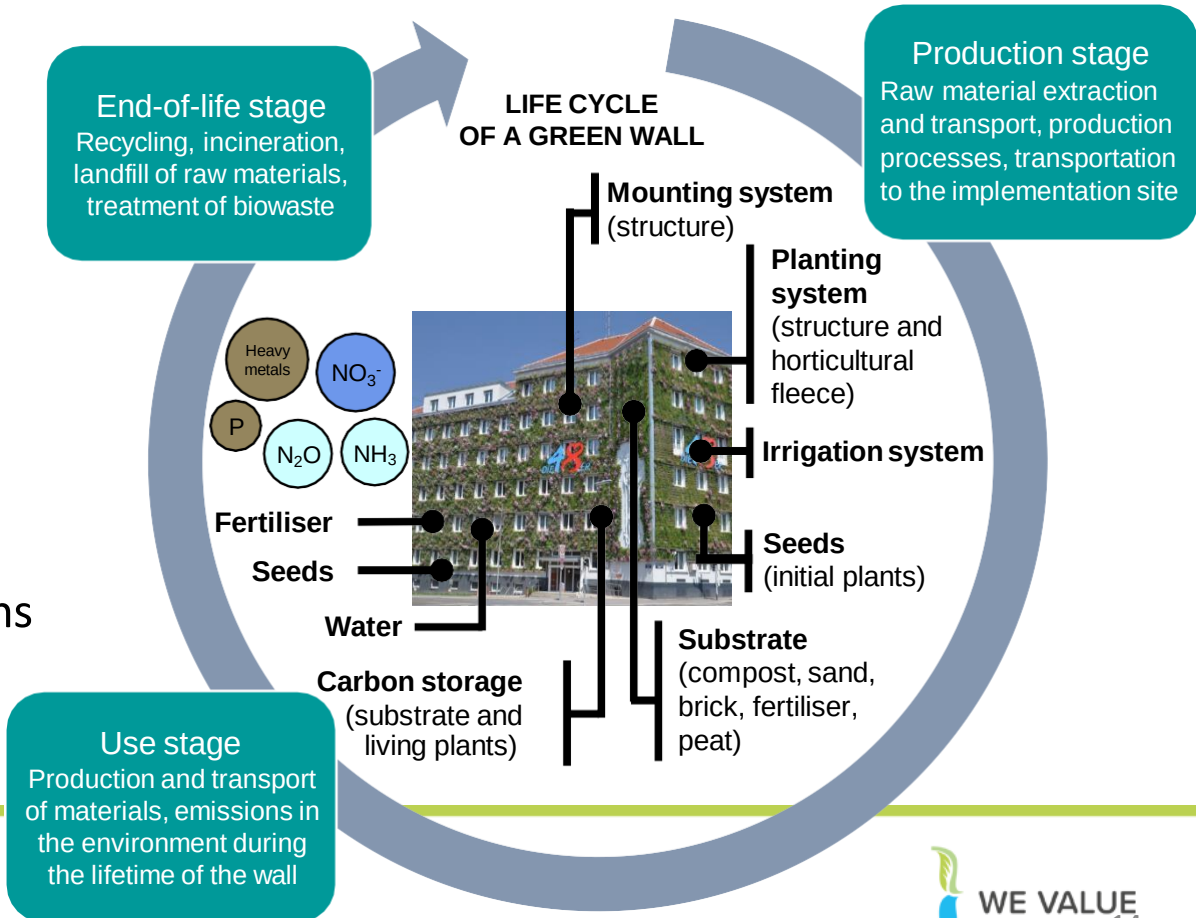
plarreylassalle@nobatek.inef4.com

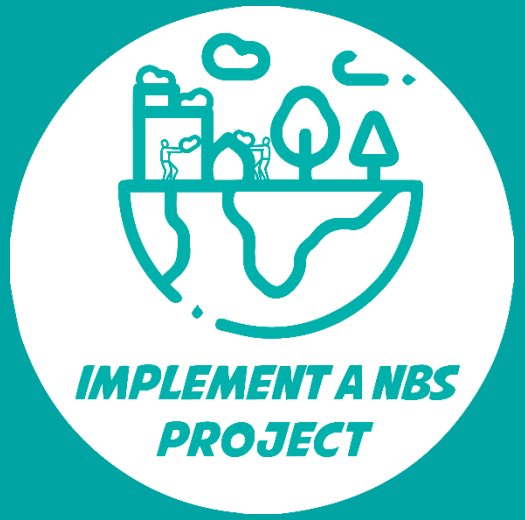

## Two components

- ✓ Material Flow Analysis (MFA) tool
- ✓ Simplified Life Cycle Assessment (LCA) tool

## →What for?

- ✓ To calculate Material Flow Based KPIs
- ✓ To compare several NBS options or NBS with grey solutions
- ✓ To improve the design of an NBS





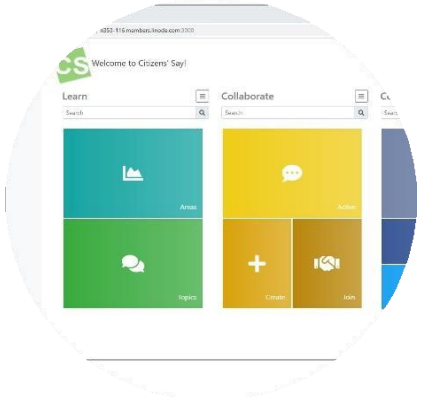

Once your project ready to be launched, you still need to build a governance and economic model and to follow your project day by day

## Gain skills to build inclusive projects

with our implementation models handbook

## Find the most suitable Business, governance and financing model

with our Implementation models pre-selector




## Involve citizens in your project

With our NBS participation tool

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# Preparation to the live-test

## Registration on N4Cplatform

1. Click the link

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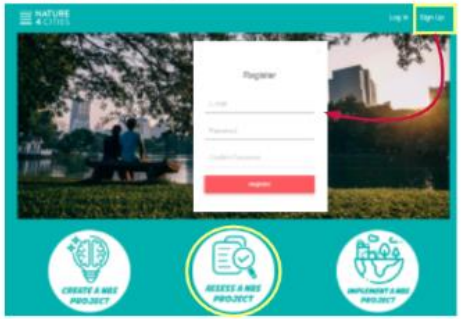
Platform

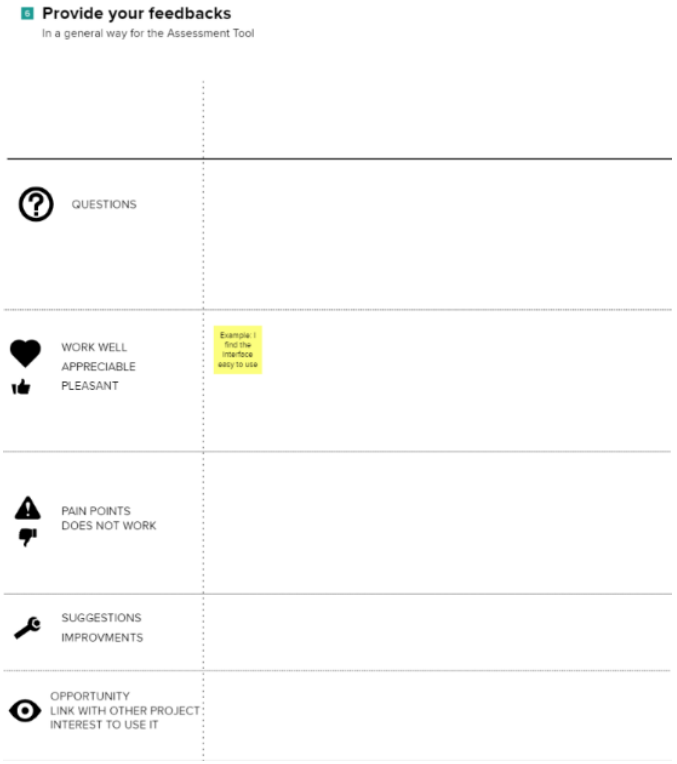
2. Register and Log In



3. Click Assess a NBS Project

4. Select NBS project assessment

## Interact with MURAL



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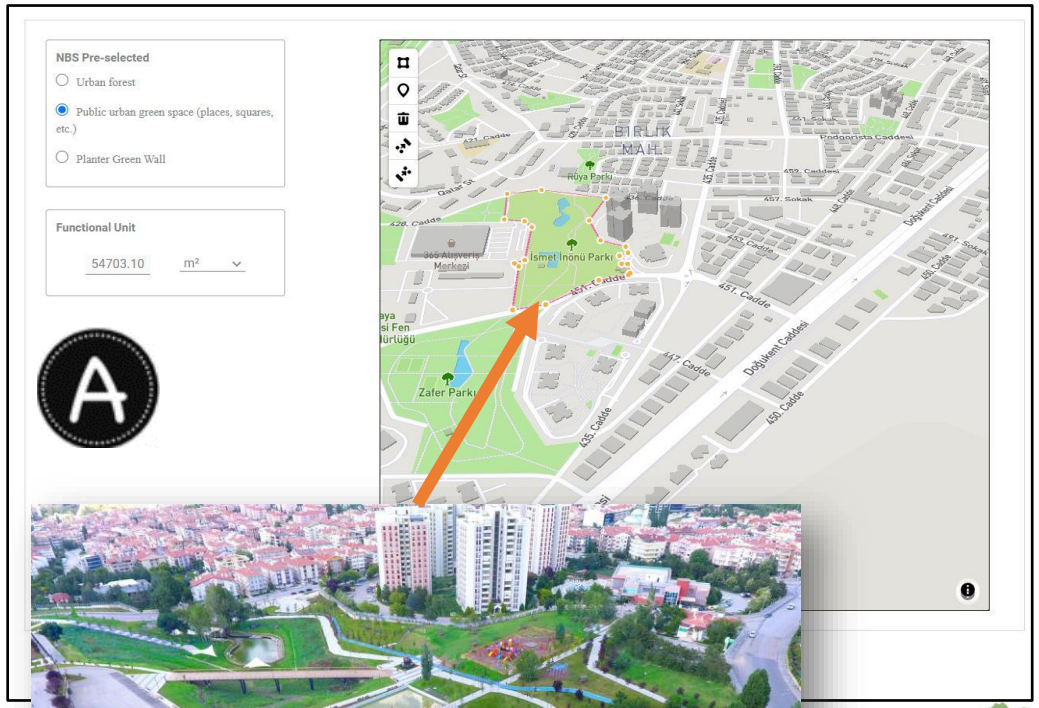
# Cities Feedback : Çankaya Ankara, Turkey





B


| | |
|---|---|
| A | İsmet İnönü Park |
| B | Healthy City Healthy Streets |



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# Cities Feedback : Çankaya Ankara, Turkey

## A-İsmet İnönü Park (Public Urban Green Space/Water and Sustainable Management)

Inactive area in the past

Commercial/Public/Residential Buildings in the vicinity

Planning 2016
Implementation 2017

**Local plants** are preferred
**Existing trees:** poplars and pines

İsmet İnönü park is a **large green area** in which a **biological slough** is located on a valley bottom and under **risk of flood**. The project is about managing storm water filling into the pond by using NBS.

8 km to the city center

Rainwater Collection System

Hidden Greenroof on the Security Building

Connection to an existing park

## B-Healthy City Healthy Streets (Urban Planning Strategy - Ensure Continuity with Ecological Network)

Aiming to increase the quality of life in the city of citizens of all ages and reach all facilities of the city with equal opportunities.

**C**lean, **S**afe, and **H**ealthy areas

**F**reedom of movement

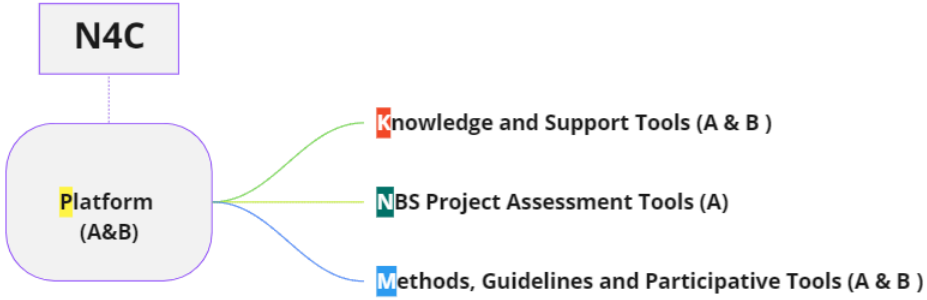
Create **G**reen areas

**E**ncourage **C**ycling

Public transport **A**ccessibility

# Main expectations with N4C tools

| Which Module | Initial Expectations (Summary) |
|---|---|
| P | **Easy, understandable, stable, secure, accessible** for all kind of users and **user-friendly** environment to reach different functionalities/tools developed in N4C Project |
| K | -NBS diverse classifications/identification/replicabilities + Georeference<br>-Factsheets including ***NBS types, urban challenges, country, scale, governance model, business model, financing model, etc.***<br>-Business Model Establishment<br>-Urban Analytics (Smart City Concept)✓ |
| N | -**Evaluation of performance metrics** (***urban, environmental, socio-economical)*** to understand the value captured by the NBS<br>-**Scenario/Project creation** opportunity to **understand the deviation** along indicator-based assessments. |
| M | -Concise and explanatory **guide** useful in the course of **co-production and co-creation of NBS**<br>-**Collaborative tool** for **knowledge sharing** acting as an **awareness platform open for discussion**.<br>-**Survey option** is feasible for **participatory governance** of an NBS project with other stakeholders |




- ✓N4C Platform
- ✓NBS Explorer
- ✓Geocluster4NBS
- ✓Diagnostic of your assessment needs
- ✓IM Pre-selection tool
- ✓GreenCity
- ✓Colouree Analytic
- ✓Expert Model Based Box (EMBB)
- ✓Colouree
- ✓Socio-economic Assessment
- ✓Social acceptance assessment method
- ✓Step-by-step guidelines
- ✓Citizens' Say tool



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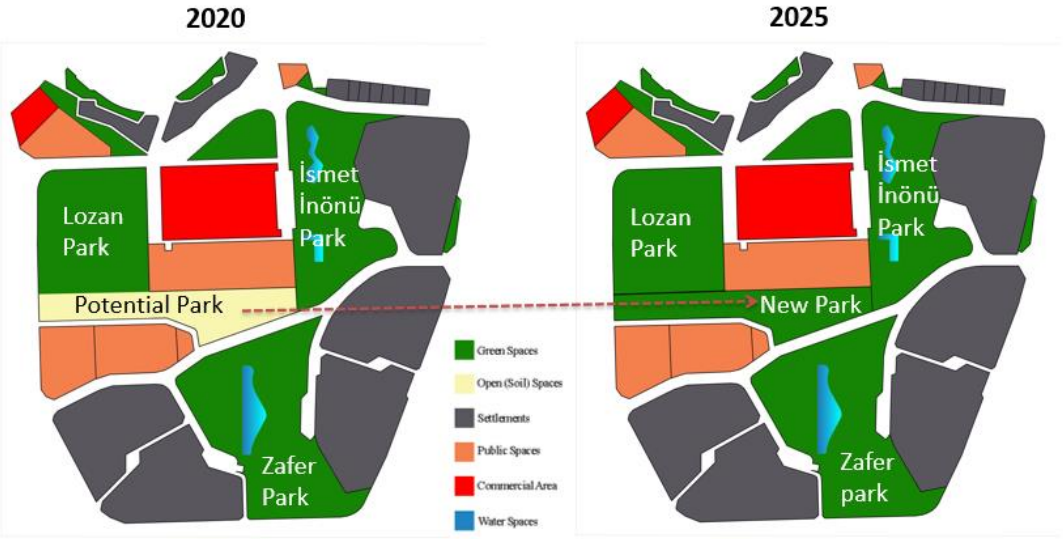
# Field-test activities in pilot site

## Assessment Tools

1. EMBB
2. Colouree
3. Socio-economic Assessment

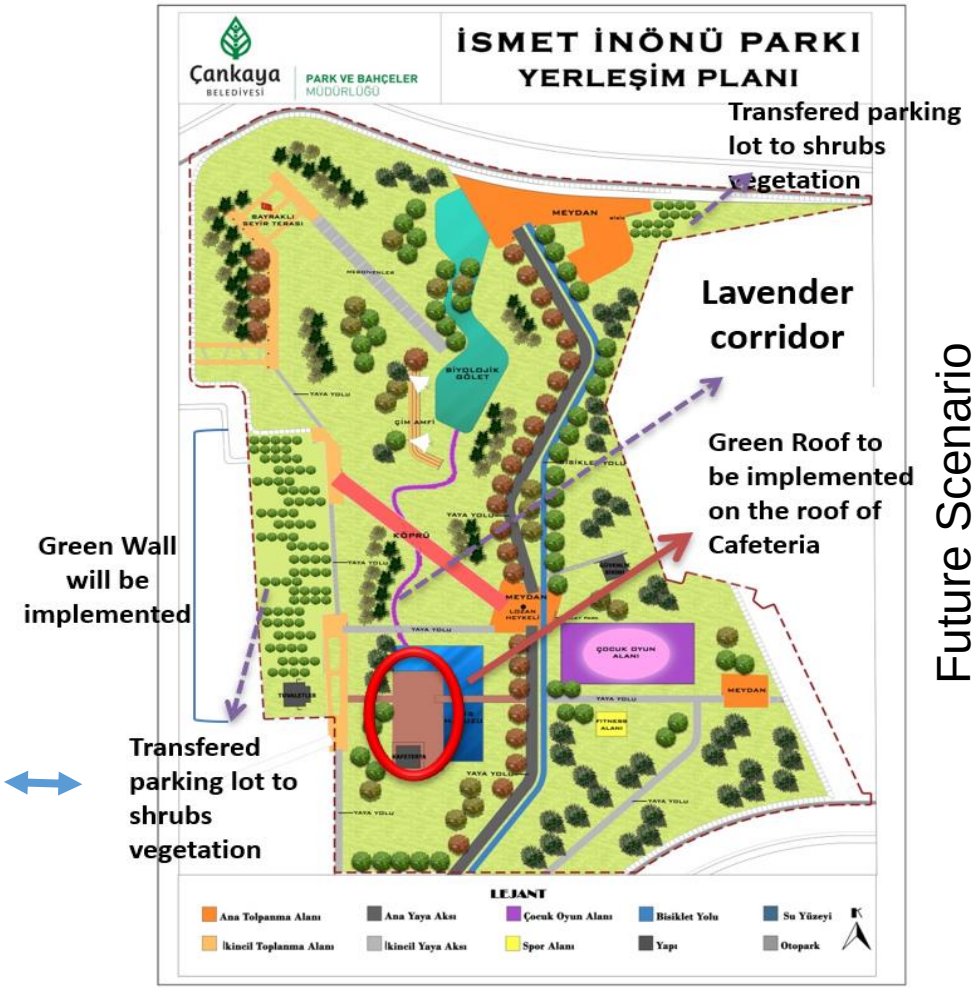
- **Annual Carbon Sequestration**
- **Biotope Area Factor**
- Soil Organic Matter/Soil Available Water
- Sustainable Practices Indicator
- Urban Green Space Proportion
- Shannon diversity index of habitats
- Connectivity of green spaces
- Socio-Economic Assessment




Baseline

Future Scenario

**Scenario Creation**




Future Scenario



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# Field-test activities in pilot site

## Expert Model Based Box (EMBB)

**KPI:** Annual Carbon Sequestration (ACS)

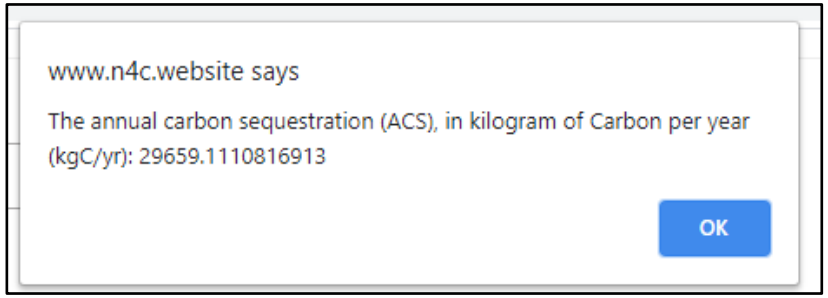
| Tree Species | Tree Age | Diameter (cm) | Condition | Count | Surface Area ($m^2$) | Year of Assessment |
|---|---|---|---|---|---|---|
| Aesculus hippocastanum | 4 | 26 | Excellent | 15 | - | 2020 |
| Fraxinus americana | 4 | 26 | Excellent | 42 | - | 2020 |
| Platanusxacerifolia | 4 | 26 | Excellent | 101 | - | 2020 |
| Tillia Crodata | 4 | 26 | Excellent | 43 | - | 2020 |
| Pinus nigra | 4 | 16 | Excellent | 59 | - | 2020 |
| Aesculus hippocas | 9 | 32 | Excellent | 15 | - | 2025 |
| Fraxinus americana | 9 | 32 | Excellent | 42 | - | 2025 |
| Platanusxacerifolia | 9 | 32 | Excellent | 101 | - | 2025 |
| Tillia Crodata | 9 | 32 | Excellent | 43 | - | 2025 |
| Pinus nigra | 9 | 20 | Excellent | 59 | - | 2025 |
| **Vegetation Type** | **Tree Age** | **Diameter (cm)** | **Condition** | **Count** | **Surface Area ($m^2$)** | **Year of Assessment** |
| Perennial grass | - | - | - | - | 32,155 | 2020 |
| Mediterranean shrubs | - | - | - | - | 9,545 | 2020 |
| Perennial grass | - | - | - | - | 30,748 | 2025 |
| Mediterranean shrubs | - | - | - | - | 12,269 | 2025 |

-Number of days in a year without frost: 305 days

-Climatological background of vegetation's location is selected as "dry".

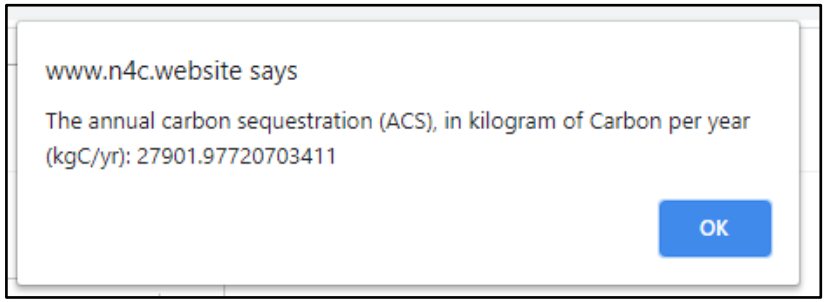
## Test results

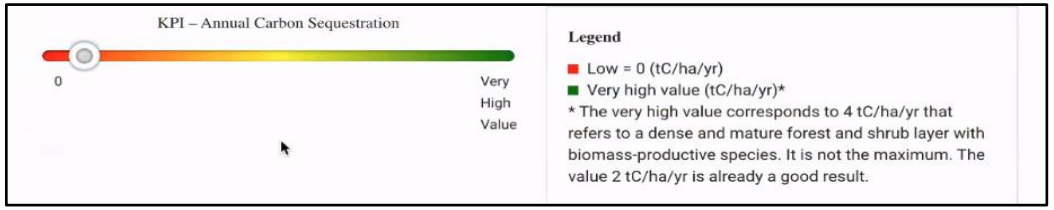
The results of the year 2020 and 2025 are 29,659 kgC/yr and 27,902 kgC/yr respectively. (Reason: Decrease in perennial grass area)




**2020**

**2025**



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# Field-test activities in pilot site

## Expert Model Based Box (EMBB)

**KPI:** Biotope Area Factor (BAF)

| | Title | NBS | Functional Unit | Constrains |
|---|---|---|---|---|
| ○ | Scenario - 256 | Public urban green space (places, squares, etc.) | 47578.61 m2 | no nbs-constrains |
| ○ | Scenario - 273 | Public urban green space (places, squares, etc.) | 54870.14 m2 | no nbs-constrains |
| ◉ | Scenario - 279 | Public urban green space (places, squares, etc.) | 53739.91 m2 | no nbs-constrains |

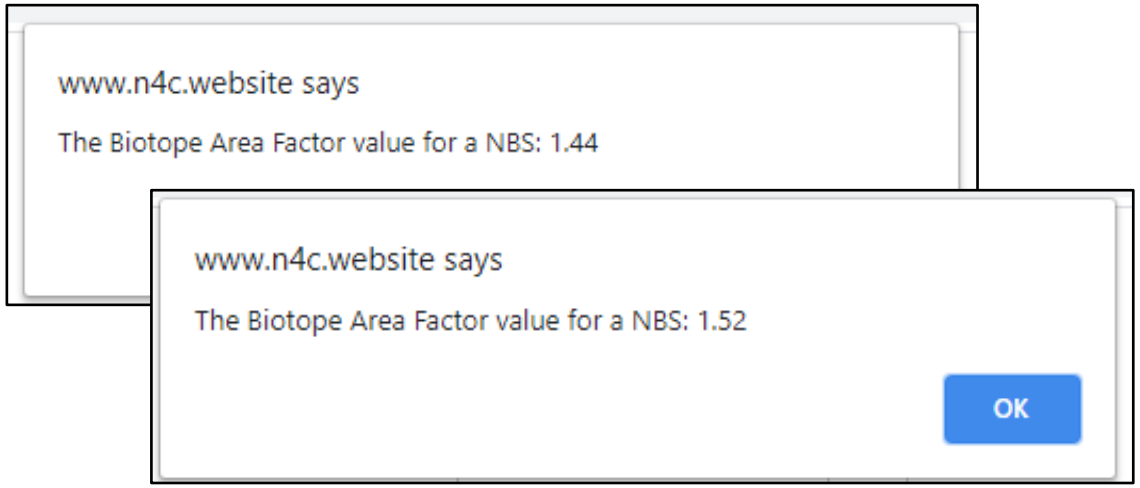
Annual Carbon Sequestration

Biotope Area Factor

| | | |
|---|---|---|
| Total Surface Area ($m^2$) | 53739.91 | The total area to be covered by the NBS, squared meters (m2). Sum of the areas requested below should be equal to the total surface area. |
| Sealed Surface Area ($m^2$) | 3408 | Mineral surface, impermeable and has no plant growth, squared meters (m2) |
| Partially Sealed Surface Area ($m^2$) | 4062 | Mineral surface, permeable to water and air; as a rule, no plant growth, squared meters (m2) |
| Semi Open Surface Area ($m^2$) | 0 | Mineral surface, permeable to water and air; infiltration; plant growth, squared meters (m2) |
| Impermeable Water Surface Area ($m^2$) | 2235 | Water area, water cannot run through the soil below, squared meters (m2) |
| Permeable Water Surface Area ($m^2$) | 0 | Water area, water can run through the soil below, squared meters (m2) |

## Test results

| Input Parameters (in m2) | 2020 | 2025 | BAF 2020 | BAF 2025 |
|---|---|---|---|---|
| Total Surface Area | 53,739.91 | 53,739.91 | 1.44 | 1.52 |
| Sealed Surface Area | 3,408 | 684 | | |
| Partially Sealed Surface Area | 4,062 | 4,062 | | |
| Impermeable Water Surface Area | 2,235 | 2,235 | | |
| Extensive Green Roof Surface Area | 50 | 131 | | |
| Green Wall Surface Area | 0 | 200 | | |
| Vegetation Connected Soil Surface Area | 43,984.91 | 46,627.91 | | |



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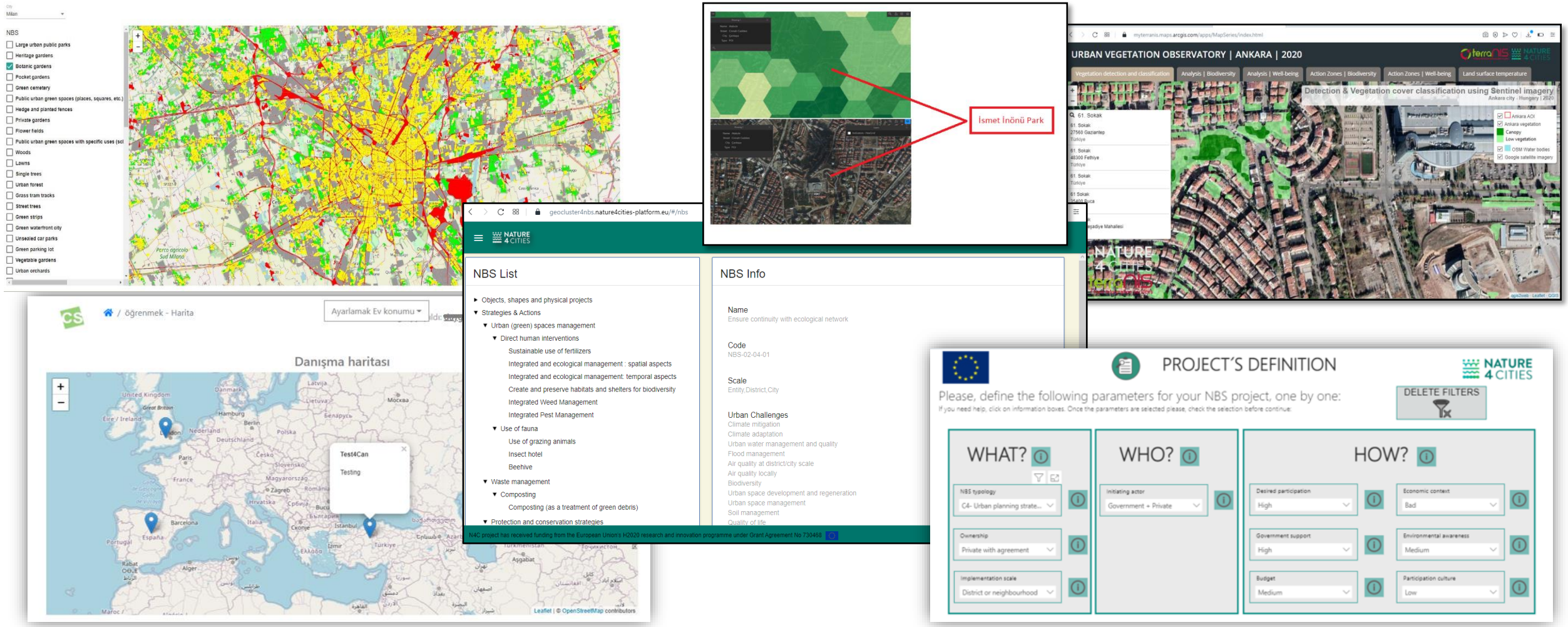
# Field-test activities in pilot site



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# Testimonials, feedback and recommendations

**All tools** are found beneficial and the followings are mostly preferred.


NBS Catalogue Explorer


GreenCity


EMBB


Socio-economic Assessment


Citizens' Say Tool


IM Pre-selection Tool

**Create a NBS Project**

**Assess a NBS Project**

**Implement a NBS Project**

# Testimonials, feedback and recommendations

| Tool | Feedback/Testimonials | Recommendations |
|---|---|---|
| **N4C Platform** | -Easy to register and sign in, simple interface to use<br>-Well structured modules describing the life cycle of an NBS Project.<br>-User friendly, excellent readibility in line with project color pallete | -A «tutorial videos» section will facilitate the utilisation of different modules<br>-GDPR disclaimer |
| **NBS Explorer** | -Concise and holistic catalogue for NBS including factsheets<br>-User interface is fascinating and well-designed | -«add a new NBS» is a good option |
| **Geocluster4NBS** | -Supportive tools to reach replicable NBS examples together with their factsheets that could be filtered in terms of addressed challenges | -A map legend to clarify the colours<br>-Linking NBS Explorer with this tool |
| **Diagnostic of your assessment needs** | Easy to use covering six simple questions to help the municipality to find out a methodology or an evaluation software in respect of their answers (related with the urban challenges they are facing and the NBS in concern) | The font size used in this tool could be increased to improve readability |
| **IM Pre-selection** | -Same parameters, that Cankaya confronted during the planning phase of İsmet İnönü Park, are selected to establish a business model.<br>-Support user to understand the whole structure of NBS business with its governance and financial perspectives as well as other relevant parameters. | -»What», «Who» and «What» selection page has some minor selection issues that could be improved. |
| **GreenCity** | -The tool interface and KPI scoring (speedometer) is effective<br>-Urban vegetation based urban analytics are interesting metrics to deal with | Maybe smaller hexagonal grids (if applicable) to cover small areas. |
| **Colouree Analytic** | -Easy to understand, tutorial is an important asset<br>-Beneficial during the creation of annual park programme as well as decision making process | Save option for the pinpoints could be a good opportunity to use them for the next time. |

# Testimonials, feedback and recommendations

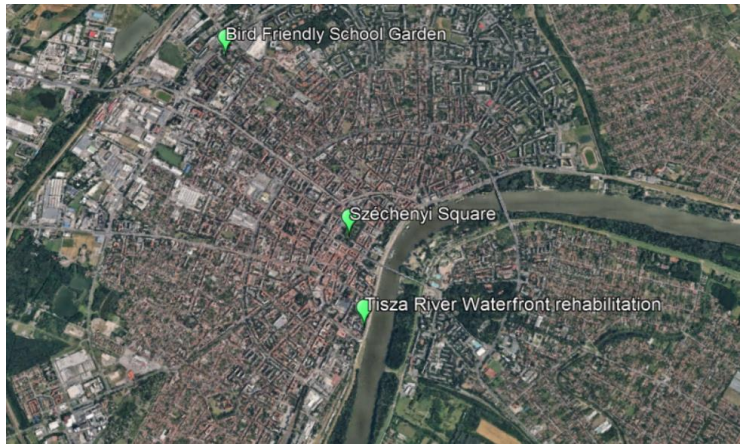
| Tool | Feedback/Testimonials | Recommendations |
|---|---|---|
| **EMBB** | -Default values are provided in SOM and SAW calculations (Ease of use)<br>-Simple interphase for value entry<br>-Explanations for each inputs in ACS and BAF calculations are clear<br>-The visualisation of the results are easy to understand supported by legends. | -Input data saving option (Data storage)<br>-List of the tree species can be extended<br>-Good to have explanations for each output (score/index/number) |
| **Colouree (Urban Assessment)** | The tool is compact and easy to adapt | A legend for the map and explanations for each KPIs and related inputs (a better user experience) |
| **Socio-economic Assessment (NBenefit$)** | -Provide valuable info about different cost items (operational&implementation)<br>-It supports the decision-making process and evaluates the profit and loss trends on an annual basis over a 50-year interval.<br>-The amount of carbon sequestered annually including the upper and lower boundaries (an extensive time based perspective) | -12 by 12 matrix can be extended for large public urban green spaces<br>-The option for entering «assessment beginning» year will be beneficial<br>-Additional tree species |
| **Social acceptance assessment** | Help to draw conclusions and raise awareness for the past, current and future barriers (technical and non-technical) within the life cycle of NBS. | - |
| **Step-by-step guidelines** | A holistic guide covering all the major chapters linked with the different phases of an NBS Project. (Parallel with the existing methodology applied in the municipality) | - |
| **Citizens' Say** | -Useful tool under the circumstances of pandemic<br>-Handy to obtain the citizens' opinions about different projects or learn from their daily life experiences | - |

# Cities Feedback : Szeged, Hungary

## CASE STUDY AREAS

Szeged is the third largest city in Hungary and considered as the center of the region. As its climate is getting hotter there is a growing urge to make the city more climate resilient. There are three case study sites, each has its unique features and aims to improve them.

- **Széchenyi Square** is the main square of the city with the city hall and other public institutions. Therefore, it is daily visited by commuters, citizens and non-local visitors in great number, which makes this public place a prestigious place of the city. It is planned to be reconstructed to a more pedestrian-friendly public space.
- **Tisza River Waterfront** is also a frequently visited area, due to the several public institutions. However, flood control function has priority, which should be loosen in the future.
- **The Bird Friendly Garden** is a privately initiated project to improve a school yard to a more natural area by enthusiastic parents and children.

# Cities Feedback : Szeged, Hungary

- **Széchenyi Square** is planned to be reconstructed with the following specifications:
  - Traffic restrictions, underground garage
  - Pedastrian-friendly public park
  - Increase green and blue infrastructure volume

- **Tisza River Waterfront** is only planned to be improve with small-scale interventions: increasing green volume by planting trees and green walls, change impermeable surfaces to semi permeable
- **The Bird Friendly Garden** is gradually improving in small steps. Plants which can feed birds or annuals and perennial herbs which can feed pollinators are  planted. Awareness rising and environmental education has high priority.

# Main expectations with N4C tools

Assess the future scenarios of the study sites, focusing on the indicators related to the Urban Challenges identified for the sites: CLIMATE ISSUES, BIODIVESITY AND URBAN SPACES, PUBLIC HEALTH AND WELL-BEING and ENVIRONMENTAL JUSTICE AND SOCIAL COHESION.

The tools have been selected considering the indicators that can calculate and the availability of data for the study sites, therefore not all the tools were applied on each site.

| TOOL | INITIAL EXPECTATIONS |
|---|---|
| **N4C PLATFORM** | Web-platform and repository of tools that can help in decision-making working on NBS projects. |
| **GEOCLUSTER 4 NBS** | A tool to obtain contextual data and practical examples for the implementation of NBS projects |
| **COLOUREE ANALYTIC** | A tool that allows evaluating the characteristics of a specific area in relation to its neighbourhood to analyse if connections are well-developed or improvement is needed. |
| **EXPERT MB BOX** | A tool to evaluate different scenarios considering the performance of an NBS in urban environment. |
| **SIMPLIFIED LCA and MFA** | A tool to evaluate the environmental impacts of implementing different NBS. |
| **NBENEFIT$** | A tool to calculate the costs and benefits of an NBS linked to its ecosystem services. |
| **IM PRE-SELECTOR** | A decision-support tool to help the identification of suitable governance, financing and business models. |
| **CITIZEN'S SAY TOOL** | Platform to support participatory processes and stakeholders involvement. |
| **GREENPASS** | A tool for evaluating the micro climatic and human comfort features of an urban area. |

# Field-test activities in pilot site

Different scenarios have been assessed and compared on Széchenyi Square:

## BASELINE


| | |
|---|---|
| Total Surface Area (m2) | 50,146 |
| Sealed Surface Area (m2) | 29,167 |
| Partially Sealed Surface Area (m2) | 1,227 |
| Vegetation Connected Soil Surface Area (m2) | 19,507 |
| Impermeable Water Surface (m2) | 225 |
| Number of trees (unit) | 226 |
| Number of shrubs (unit) | 480 |

## FUTURE SMALL-SCALE


| | |
|---|---|
| Total Surface Area (m2) | 50,146 |
| Sealed Surface Area (m2) | 29,167 |
| Partially Sealed Surface Area (m2) | 1,227 |
| Vegetation Connected Soil Surface Area (m2) | 19,507 |
| Impermeable Water Surface (m2) | 225 |
| Number of trees (unit) | 175 |
| Number of shrubs (unit) | 512 |

## FUTURE RECONSTRUCTION


| | |
|---|---|
| Total Surface Area (m2) | 50,146 |
| Sealed Surface Area (m2) | 6,723 |
| Partially Sealed Surface Area (m2) | 21,237 |
| Vegetation Connected Soil Surface Area (m2) | 21,558 |
| Impermeable Water Surface (m2) | 627 |
| Number of trees (unit) | 258 |
| Number of shrubs (unit) | 534 |



NATURE 4 CITIES

WE VALUE NATURE

# Field-test activities in pilot site

Future scenarios have been set on Tisza Waterfront and Bird Friendly Garden (BFG) sites:

## TISZA BASELINE


| | |
|---|---|
| Total Surface Area (m2) | 57,830 |
| Sealed Surface Area, with buildings (m2) | 38,448 |
| Partially Sealed Surface Area (m2) | 2,567 |
| Semi-open Surface (m2) | 2,170 |
| Green wall (m2) | 1,603 |
| Vegetation Connected Soil Surface Area (m2) | 14,642 |

## TISZA FUTURE


| | |
|---|---|
| Total Surface Area (m2) | 57,830 |
| Sealed Surface Area, with buildings (m2) | 34,922 |
| Partially Sealed Surface Area (m2) | 4,828 |
| Semi-open Surface (m2) | 3,437 |
| Green wall (m2) | 2,216 |
| Vegetation Connected Soil Surface Area (m2) | 14,642 |

## BFG BASELINE


| | |
|---|---|
| Total Surface Area (m2) | 9,960 |
| Sealed Surface Area, with buildings (m2) | 3,562 |
| Partially Sealed Surface Area (m2) | 909 |
| Vegetation on Connected Soil Surface Area (m2) | 5,488 |
| Vegetation on shallow unconnected soil (m2) | 62 |
| Number of trees (unit) | 101 |
| Number of shrubs (unit) | 317 |

## BFG FUTURE


| | |
|---|---|
| Total Surface Area (m2) | 9,960 |
| Sealed Surface Area, with buildings (m2) | 3,562 |
| Partially Sealed Surface Area (m2) | 439 |
| Vegetation on Connected Soil Surface Area (m2) | 5,958 |
| Vegetation on shallow unconnected soil (m2) | 62 |
| Number of trees (unit) | 89 |
| Number of shrubs (unit) | 350 |



NATURE 4 CITIES

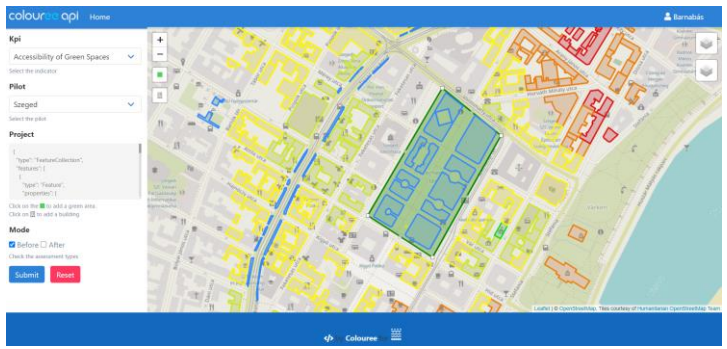
WE VALUE NATURE

# Field-test activities in pilot site

| COLOUREE NBS |
| --- |
| OBJETCTIVE: To evaluate the current state of the case study sites connections to their neighbourhood. |
| **Test results** |
| As the area and the main features of the sites will not change, only the actual state can be analyzed with this tool. Colouree is analyzing neighbourhood or city scale relations, however in the simplified version, it is restricted to neighbourhood scale. |

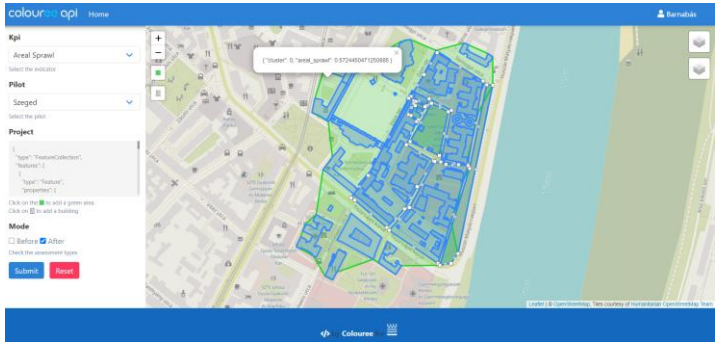
Széchenyi Square

**ACC: Accessibility of Green Spaces**



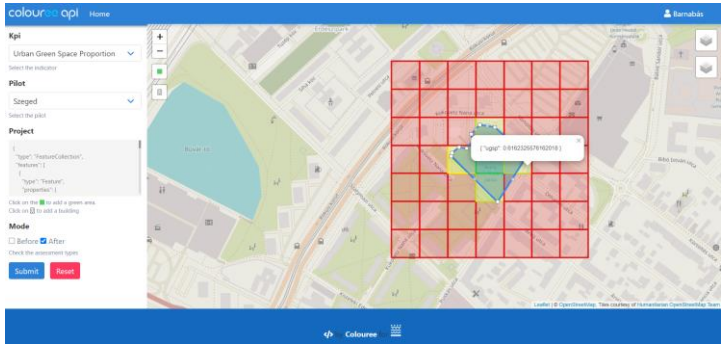
Tisza Waterfront

**AS: Areal Sprawl**



Bird Friendly Garden

**UGSP: Urban Green Space Proportion**



It was difficult to interpret the results due to the lack of legends that can provide information to better understand the results of the indicators. User can click on the coloured areas where the exact results can be seen.

# Field-test activities in pilot site

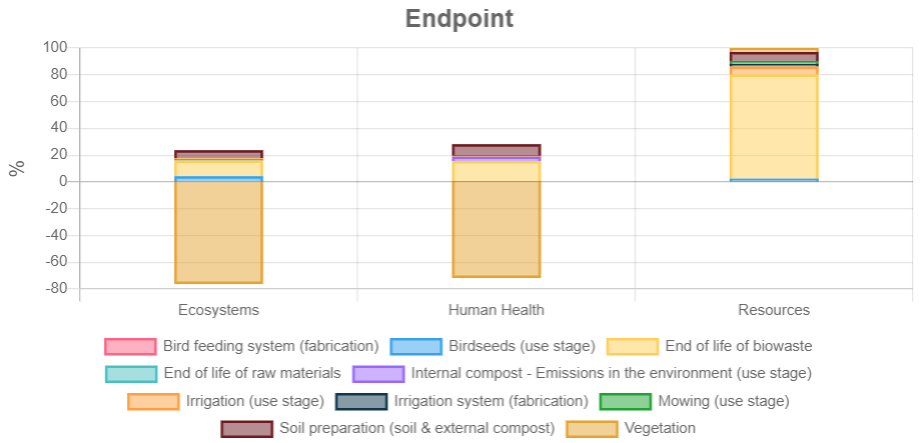
## SIMPLIFIED LCA AND MFA

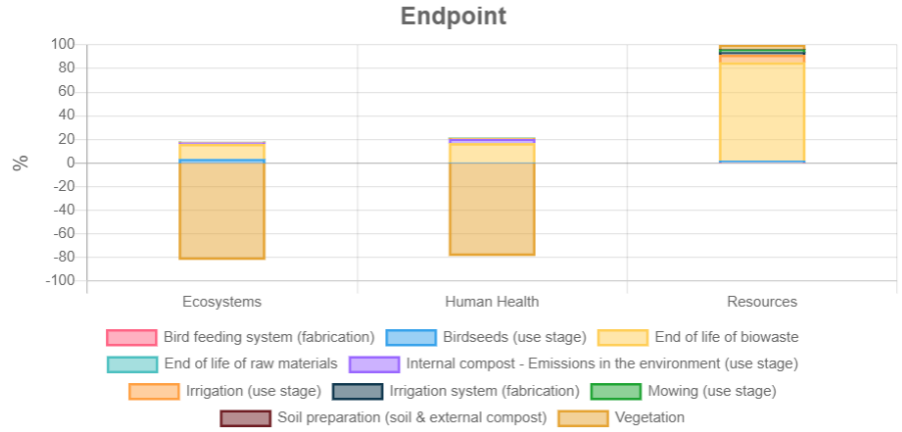
OBJECTIVE: To assess the Life Cycle of the Bird Friendly Garden on the basis of data gathered from initial steps (2016) until 2019. The main point for the school staff was to know  For the School Staff. To analyze the usability of the tool.

## Test results

The utilization of the tool is really handy and guides the user through each steps, however gathering the necessary information for a proper assessment is a difficult task. That is why this tool was only applicable in the case of BFG. Also, if the user is not familiar with the LCA, the results are less user-friendly.

LCA results for the Bird Friendly Garden baseline and future scenario




There is a negative impact on Ecosystems and Human health due to the irrigation, however rainwater and tapwater cannot be differentiated. The utilization of internally created compost instead of external is a positive impact.



NATURE 4 CITIES

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# Field-test activities in pilot site

## Expert Model-based Box (EMBB)

OBJECTIVE: To assess the performance of NBS in urban environment. In this case the Biotop Area Factor will be tested for all sites.

## Test results

The results of the BAF are the followings:

The BAF is calculated by dividing the amount of surface area available for nature and vegetation by the total surface area considered. The final result is a normalized value between 0 and 1, but bonus can be gain through specific vegetation elements, therefore the maximum value can be 1,70.

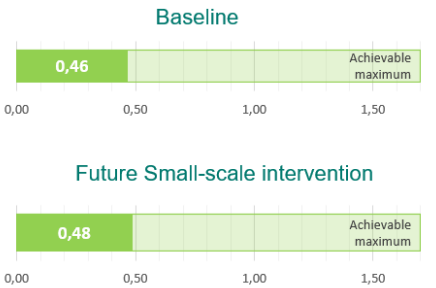
The reconstruction of Széchenyi Square can lead to a significant increase, while in the case of Tisza Waterfront small-scale interventions can hardly increase the value.

As the BFG is situated on a relatively small area, even small-scale interventions can considerably increase the BAF value.

**Széchenyi Square**

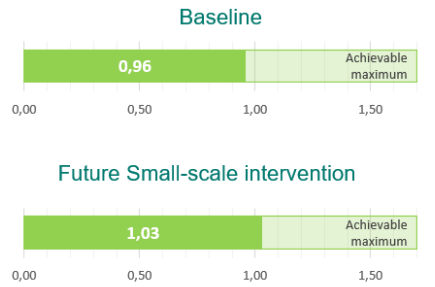

| Input parameters | Baseline | Reconstruction | Small-scale |
|---|---|---|---|
| Total Surface Area (m2) | 50,146 | 50,146 | 50,146 |
| Sealed Surface Area (m2) | 29,167 | 6,723 | 29,167 |
| Partially Sealed Surface Area (m2) | 1,227 | 21,237 | 1,227 |
| Vegetation Connected Soil Surface Area (m2) | 19,507 | 21,558 | 19,507 |
| Impermeable Water Surface (m2) | 225 | 627 | 225 |
| Number of trees (unit) | 226 | 258 | 175 |
| Number of shrubs (unit) | 480 | 534 | 512 |

**Tisza Waterfront**




| Input parameters | Baseline | Future |
|---|---|---|
| Total Surface Area (m2) | 57,830 | 57,830 |
| Sealed Surface Area, with buildings (m2) | 38,448 | 34,922 |
| Partially Sealed Surface Area (m2) | 2,567 | 4,828 |
| Semi-open Surface (m2) | 2,170 | 3,437 |
| Green wall (m2) | 1,603 | 2,216 |
| Vegetation Connected Soil Surface Area (m2) | 14,642 | 14,642 |

**Bird Friendly Garden**




| Input parameters | Baseline | Future |
|---|---|---|
| Total Surface Area (m2) | 9,960 | 9,960 |
| Sealed Surface Area, with buildings (m2) | 3,562 | 3,562 |
| Partially Sealed Surface Area (m2) | 909 | 439 |
| Vegetation on Connected Soil Surface Area (m2) | 5,488 | 5,958 |
| Vegetation on shallow unconnected soil (m2) | 62 | 62 |
| Number of trees (unit) | 101 | 89 |
| Number of shrubs (unit) | 317 | 350 |



NATURE 4 CITIES

WE VALUE NATURE

# Testimonials, feedback and recommendations

| TOOL | EVALUATION | IMPROVEMENT |
|---|---|---|
| **N4C PLATFORM** | Useer-friendly and give a guidance through all the tools and findings of the N4C project. | - |
| **GEOCLUSTER 4 NBS** | The tool is very helpful during an NBS project planning phase, with it pioneer cases and good practices can be found. | Minor improvements are necessary in all the sections (factsheets, legend in the map, etc.)<br>NBS preselection is not possible in order to visualize only specific projects. |
| **COLOUREE ANALYTIC** | The tool is very user-friendly, and it provides very valuable information in an easy-to-understand way.<br>The possibility of comparing two different sites is very useful. The reporting function allows to summarize the results and to create pdf files so the user can share. | Legend Include information about accessibility and core services.<br>Include an option to compare two locations that are in the same city but far from each other. |
| **EXPERT MB BOX** | It is a collection of Expert models and methods with which certain Key Performance Indicators can be calculated. These requires relatively few parameters not to overload the user with data request. | Some of the models still have problems with the calculation of KPI. Results should be explained or extra info should be added to help users in the unterstanding. |
| **SIMPLIFIED LCA and MFA** | The life cycle assessment of specific NBS types is a great achievement, however data gathering can be difficult, although default values are set. | The assessments working only in the case of some NBS types, add more if possible. Add explanation to the graphs to help non-expert users in the interpretation of the results. |
| **CITIZEN'S SAY TOOL** | **Not yet tested** | - |

# Testimonials, feedback and recommendations

| TOOL | EVALUATION | IMPROVEMENT |
|---|---|---|
| **NBENEFIT$** | The tool is very useful to underpin NBS implementation projects from economic aspect. For decision makers it is important to see how investments can be returned or become profitable with time. | Include more NBS types. |
| **IM PRE-SELECTOR** | The tool is user friendly and easy to follow due to the explanations and guidance. The Business Canvas is a bit complex, but worth the time. | Include more examples. |
| **GREENPASS** | The simplified version of the tool is easy to use, but requires a detailed database. It works optimally on object scale to calculate micro climatic features of an urban area. | Explanation should be added to the scores for non-technical users. |

- The platform is versatile and provides an easy-to-follow guidance through the steps of an NBS project planning and assessment from different aspects.
- Most of the tools are user-friendly, but the interpretation of the result may require specific knowledge.
- We are planning to use the platform and the tools in our future projects.

# Cities Feedback : Alcalá de Henares, Spain

## EDIBLE FOREST CASE STUDY

The project aims to increase the biodiversity of a peri-urban area by re-naturalizing it through the creation of an edible forest with the following specifications :

- Unused area between the orchards, the park and the river Henares.
- Created thanks to public-private collaboration.
- Recreation of a natural space designed to increase biodiversity and recover the environmental benefits of these natural systems.
- Plants selected produce their own seeds promoting the natural development of the forest.
- Refuge, source of food and wildlife protection space that also helps seed dispersal and pollination.
- Buffer functions for the riverbank vegetation.
- Natural management of the forest: seed production, pollinators, etc.

# Main expectations with N4C tools

Assess the evolution of the project focusing on the indicators related to the Urban Challenges identified for the site: BIODIVESITY AND URBAN SPACES, PUBLIC HEALTH AND WELL-BEING and ENVIRONMENTAL JUSTICE AND SOCIAL COHESION.

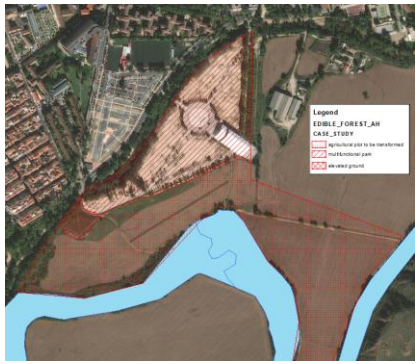
The tools have been selected considering the indicators that can calculate and the availability of data for the case study.

| TOOL | INITIAL EXPECTATIONS |
|---|---|
| **N4C PLATFORM** | Web-platform and repository of tools that help in decision-making working with NBS projects. |
| **GEOCLUSTER 4 NBS** | A tool to obtain contextual data and practical examples for the implementation of NBS projects |
| **COLOUREE ANALYTIC** | A tool that allows evaluating the characteristics of a specific area to analyse if the services are covered or improvements are necessary. |
| **EXPERT MB BOX** | A tool to evaluate different scenarios considering urban parameters. |
| **SIMPLIFIED LCA and MFA** | A tool to evaluate the environmental impacts of implementing different NBS. |
| **NBENEFIT$** | A tool to calculate the costs and benefits of an NBS linked to its ecosystem services. |
| **IM PRE-SELECTOR** | A decision-making tool for the definition of suitable governance, financing and business models. |
| **CITIZEN'S SAY TOOL** | Platform to support participatory processes and stakeholders involvement. |

# Field-test activities in pilot site

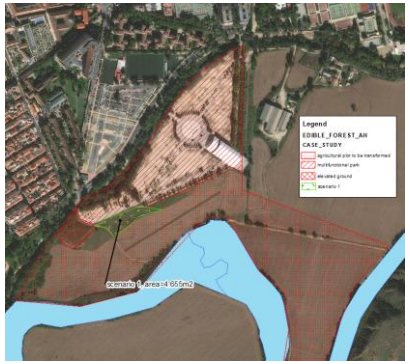
## Different scenarios have been assessed and compared:

### BASELINE



| | |
|---|---|
| **Total surface area ($m^2$)** | 276.083,27 |
| **Sealed surface ($m^2$)** | 2.568,49 |
| **Semi-open surface ($m^2$)** | 8.2867,54 |
| **Vegetation Connected Soil Surface Area ($m^2$)** | 19.0647,24 |
| **Nº trees** | 0 |
| **Nº shrubs** | 12.900 |

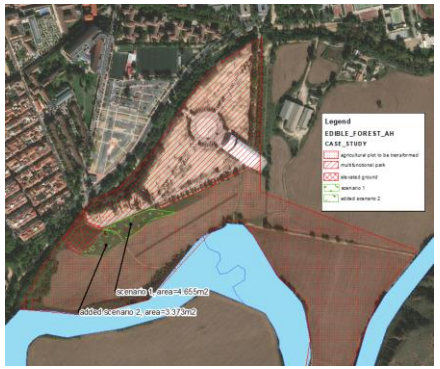
### EDIBLE FOREST, 2020



Plantation of 396 trees and 520 shrubs
5% of new shrubs naturally growth

| | |
|---|---|
| **Total surface area ($m^2$)** | 276.083,27 |
| **Edible forest ($m^2$)** | 4.672,47 |
| **Sealed surface ($m^2$)** | 2.568,49 |
| **Semi open surface ($m^2$)** | 80.764,93 |
| **Vegetation Connected Soil Surface Area ($m^2$)** | 192.749,85 |
| **Nº trees** | 396 |
| **Nº shrubs** | 14.065 |

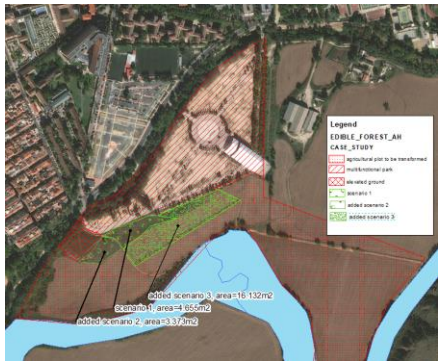
### FUTURESCENARIO A, 2025



414 new trees + 5% naturally growth
546 new shrubs + 5% naturally growth

| | |
|---|---|
| **Total surface area (m2)** | 276.083,27 |
| **Edible forest ($m^2$)** | 8.055,86 |
| **Sealed surface ($m^2$)** | 2568,49 |
| **Semi-open surface ($m^2$)** | 78.645,20 |
| **Vegetation Connected Soil Surface Area ($m^2$)** | 193.869,58 |
| **Nº trees** | 810 |
| **Nº shrubs** | 14.611 |

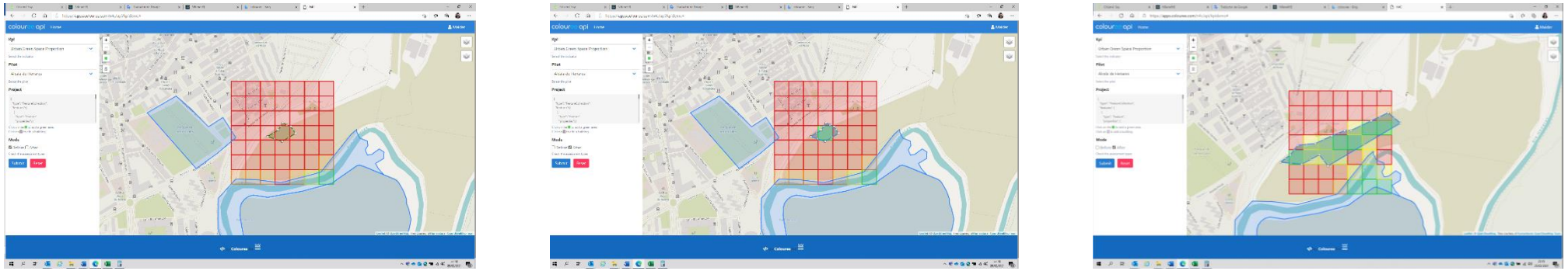
### FUTURE SCENARIO B, 2025



1.998 new trees + 5% naturally growth
2.626 new shrubs + 5% naturally growth

| | |
|---|---|
| **Total surface area ($m^2$)** | 276.083,27 |
| **Edible forest ($m^{2)}$** | 24.195,86 |
| **Sealed surface ($m^2$)** | 2.568,49 |
| **Semi-open surface ($m^2$)** | 74.098,99 |
| **Vegetation Connected Soil Surface Area ($m^2$)** | 199.115,79 |
| **Nº trees** | 2.394 |
| **Nº shrubs** | 16.691 |

# Field-test activities in pilot site

| COLOUREE (EMBB) |
| --- |
| OBJETCTIVE: To become familiar with the indicators calculated by the tool, to evaluate if they can be interesting to assess the city's future NBS projects and to test the usability of the tool. |
| **Test results** |
| As the Edible Forest is located in a peri-urban area surrounded by nature, the evolution in the indicators is not that evident although little changes can be observed mainly in the Urban Green Space Proportion indicator (more green and yellow cells after implementation), which is related to the forest extension.<br>**UGSP: Urban Green Space Proportion**<br>BASELINE Edible forest, 2020 Future Scenario B<br>  <br>It is difficult to interpret the results due to the lack of legends that can provide the missing information to better understand the impact of each indicator. |

# Field-test activities in pilot site

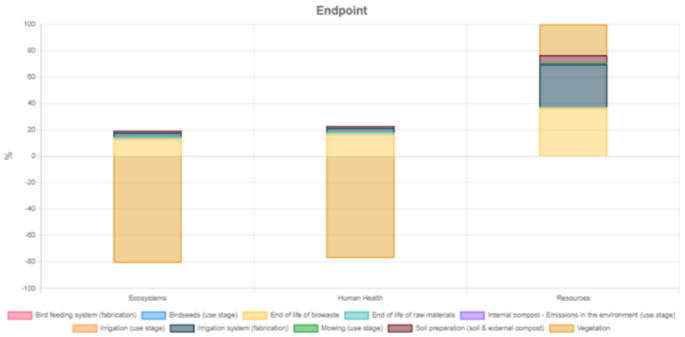
**SIMPLIFIED LCA AND MFA**

OBJECTIVE: To evaluate the evolution of the forest focusing on the three indicators related to air quality (Urban Flow Analysis) and Midpoint and Endpoint indicators where Air Quality Indicators: short term health effects is the indicator that interests the municipality of Alcalá de Henares. To analyze the usability of the tool.

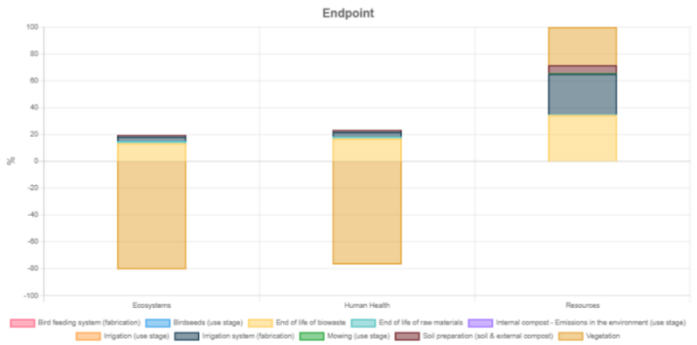
**Test results**

The tool is very intuitive and guides you smoothly through the whole process, identifying the NBS model and NBS type, including general info about the NBS, selecting the KPIs to be analyzed, introducing the inputs and finally showing the results. If the user is not familiarized with the Urban Flow analysis or LCA analysis the results section can be less user-friendly as the information provided is too technical.

Baseline




Future Scenario B, 2025




There is a positive evolution in the impacts on ecosystem and human health due to bigger number of trees planted while impacts on resources is increasingly negative.

# Field-test activities in pilot site

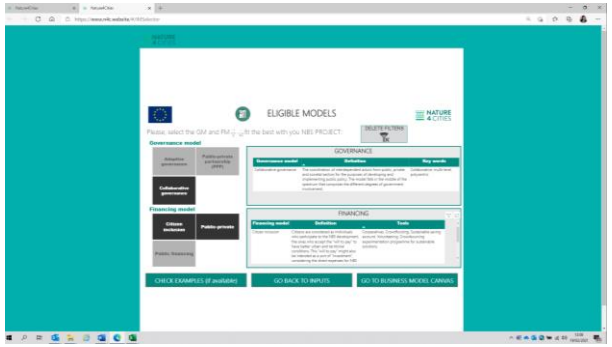
## IM PRE-SELECTION

OBJECTIVE: To identify suitable governance and financing models for future Scenario B, where a bigger participations and citizens involvement and private companies is expected.

## Test results

The parameters included in the tool have been the followings:

| | EDIBLE FOREST + FUTURE SCENARIO A | FUTURE SCENARIO B |
|---|---|---|
| NBS TYPE: | Urban forest | Urban forest |
| OWNERSHIP: | Public | Public |
| IMPLEMENTATION SCALE: | District | District |
| INITIATING ACTOR: | Government | Government + Citizens + private |
| DESIRED PARTICIPATION: | High | High |
| GOVERNMENT SUPPORT: | Medium | Medium |
| BUDGET: | Tiny: up to 50.000 Euro | Small: 50.001 – 500.000 |
| ECONOMIC CONTEXT: | Medium | Medium |
| ENVIRONMENTAL AWARENESS: | High | High |
| PARTICIPATION CULTURE: | Medium | High |
| GOVERNANCE MODEL: | Co-management | ¿? |
| FINANCING MECHANISM: | Public-private | ¿? |




Considering the eligible governance models provided it has decided to select the **collaborative governance** model, where coordination of different actors is necessary. Regarding the financing, private actors will continue working within the volunteering program, but citizen engagement will increase, so it is expected that the financing model will continue being **public-private**, complemented by the model of **citizen inclusion** through crowdfunding, volunteering and other funding tools.

# Testimonials, feedback and recommendations

| TOOL | EVALUATION | IMPROVEMENT |
|---|---|---|
| **N4C PLATFORM** | Very intuitive and easy to understand. | - |
| **GEOCLUSTER 4 NBS** | The tool can be very helpful to find pioneer cases that can serve as support in the planning process of a new NBS project. | Minor improvements are necessary in all the sections (factsheets, legend in the map, etc.)<br>Pre-selection of NBS not possible to visualize specific projects. |
| **COLOUREE ANALYTIC** | The tool is very user-friendly, and it provides very valuable information in an easy-to-understand way.<br>The possibility of comparing two different sites is very useful. The reporting function allows to summarize the results and to create pdf files so the user can share. | Include information about accessibility and core services.<br>Include an option to compare two locations that are in the same city but far from each other. |
| **EXPERT MB BOX** | Not tested yet | - |
| **SIMPLIFIED LCA and MFA** | Possibility to assess the urban flows and the life cycle assessment of NBS projects in the same tool in an easy and intuitive way. | Include more NBS types and a guide to help non-expert users in the interpretation of the results. |

# Testimonials, feedback and recommendations

| TOOL | EVALUATION | IMPROVEMENT |
|---|---|---|
| **NBENEFIT$** | Very interesting. It provides information (monetized), of the costs and benefits associated with NBS projects that incorporate trees. Useful to promote urban greening projects, helping to show how the investment made in NBS can return in the form of savings. | Include more NBS types and tree species.<br>It would be great to have the possibility to draw the intervention area.<br>It would be great if the prices could be updated in some way to better fit the place and country under review. |
| **IM PRE-SELECTOR** | The tool is user friendly and helps in the decision-making process of financing governance and financing models. The design of the BM is complex and requires time, but templates provided are helpful. | Include more examples.<br>Include the possibility of selecting more than one financing model per Project. |
| **CITIZEN'S SAY TOOL** | The interface is very friendly and at a glance, you can see all the functionalities it offers. You can create workflows for collaborative decision making that includes many functionalities. Although it seems very intuitive, it is more complex than expected, once you start working with it. | More instructions are needed to better understand how certain functionalities work. |

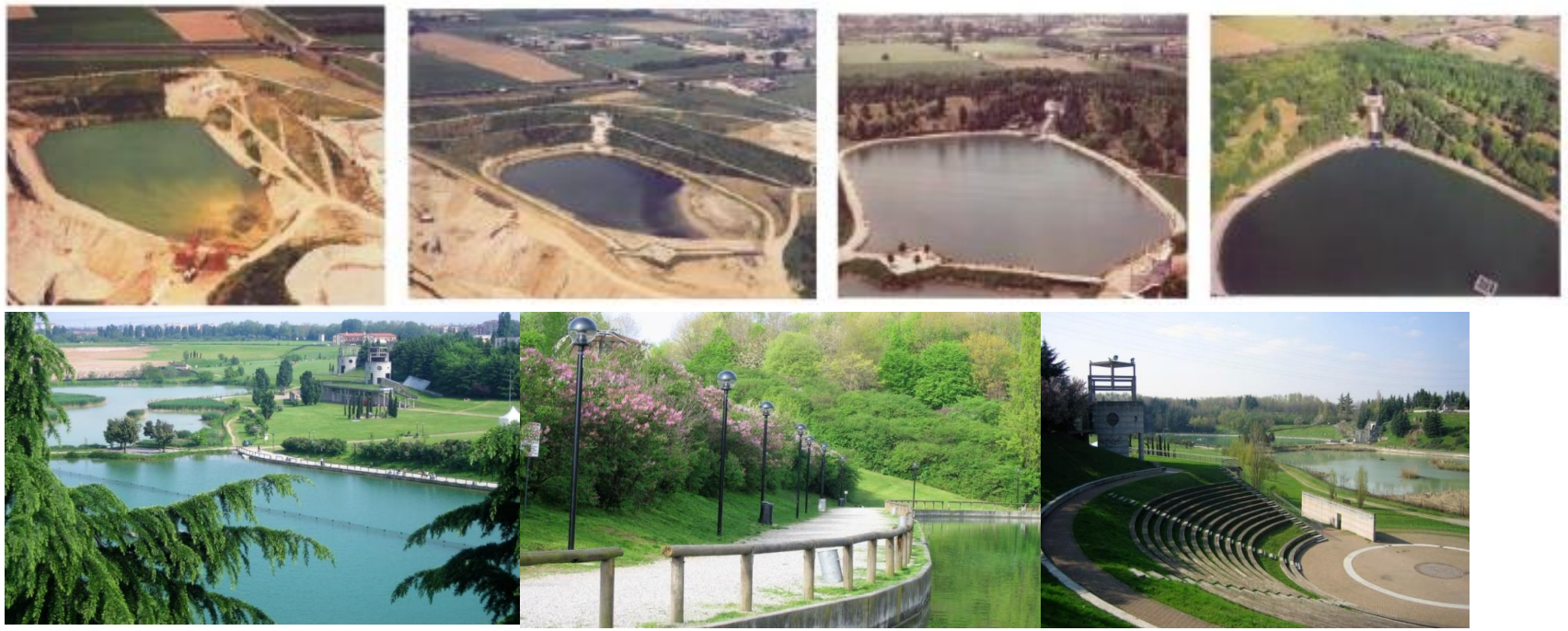
# Testimonials, feedback and recommendations

- The platform provides very useful tools to plan, design, evaluate and monitor NBS projects.
- The tools give valuable information about the benefits of NBS Projects for the city and its citizens.
- Implementing new NBS projects will be easier thanks to the information provided that can help demonstrating their effectiveness to overcome different urban challenges.
- We will use the platform and the tools in our future projects.

# Cities Feedback : Metropolitan city of Milan

## Quarry restoration

Metropolitan city of Milan decides to test the tools on the environmental recovery of the quarry site Ateg30: the area size is of 28,40 hectares connected to the nearby City of Milan, the environmental recovery stage is at the beginning. **The challenge of this recovery project is the integration of a industrial and excavated site in a highly urbanized context.**



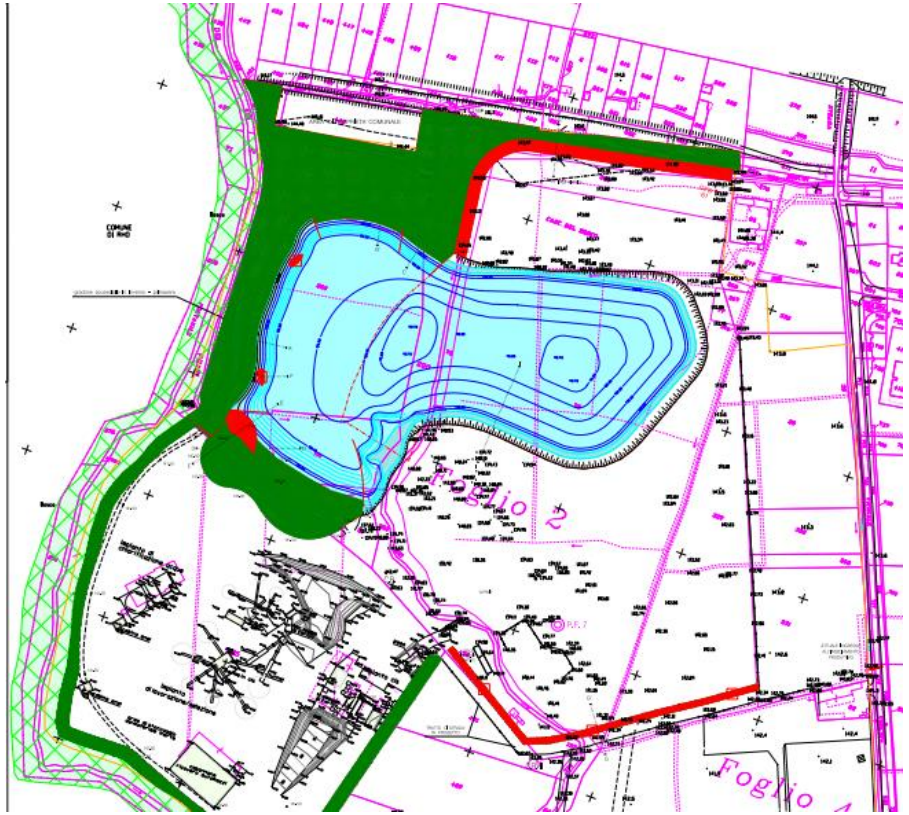
# Main expectations with N4C tools

- Improve our knowledge on the topic of nature-based solutions to fight climate change in urban and peri-urban areas
- Bring the knowledge back to decision makers, municipal technicians, citizens and students to start using NBS in territorial project to let the whole metropolitan area be more resilience and livable
- Define a strategy for the CMM area, improving the framework of adaptation measures at all local levels and coordinating all operational and planning tools with the Municipalities's one

| TOOLS | INITIAL EXPECTATIONS |
|---|---|
| **N4C PLATFORM** | Support municipalities in projecting and realizing nature-based solutions |
| **NBS EXPLORER** | To be simple, easy to understand, and to have a first overall knowledge on what NBS are |
| **GEOCLUSTER 4 NBS** | To be a catalogue of existing NBS project that could be useful to see what, where, how, when,why, others cities realized NBS pioneers projects |
| **COLOUREE ANALYTIC** | To use this tool in support to identify, under the socio-economic point of view, data that could drive the decision making process |
| **DIAGNOSTIC OF YOUR ASSESSMENT NEEDS** | Provide the user with a list of tools that could be used to solve user urban challenges, advising the user on which tool best fits his need |
| **IMPLEMENTATION MODEL** | Support the user to implement an NBS project |
| **DATABASE AND PRE-SELECTOR** | |
| **STEP-BY-STEP GUIDE** | Useful document for who is new in the matter, and need a workflow to follow, to organize activities and stakeholders to engage. |

# Field test activities

## Quarry restoration: URBAN ASSESSMENT RESULTS




Input data:
Chemical properties: Organic Carbon % first meter of soil – 0.8000/0.5765, Ph first meter of soil - 6.30/6.60
Soil textural class: Luvisols e Cambisols
Lawn: 87,00%, Trees: 4,00%, Shrubs: 9,00%.
Tree species or genus: Popolus nigra; Salix alba; Popolus alba;
Alnus glutinosa; Ulmus minor; Carpinus betulus;
Acer campestre; Prunus avium; Tilia cordata

Total area:
284.000 mq

NBS: 88.000 mq
Quarry active site: 95.400mq
Lake: 50.000 mq
Others area: 50.600 mq



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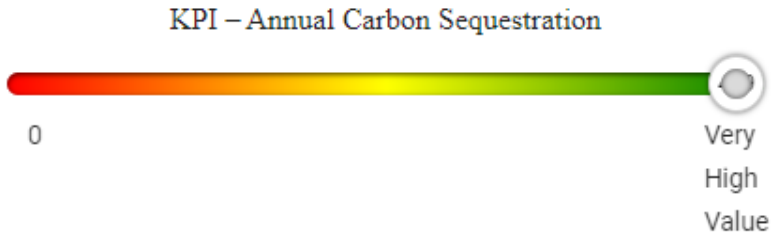
# Field-test activities in pilot site

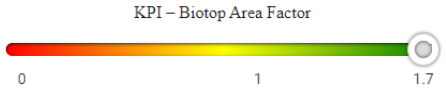
## URBAN ASSESSMENT RESULTS

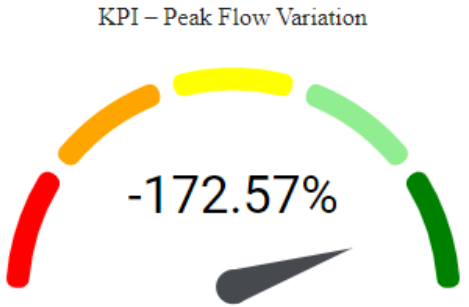
OBJECTIVE: We decided to test the Urban Assesment results to check this KPI:
KPI – Annual Carbon Sequestration
KPI – Biotop Area Factor
KPI – Peak Flow Variation

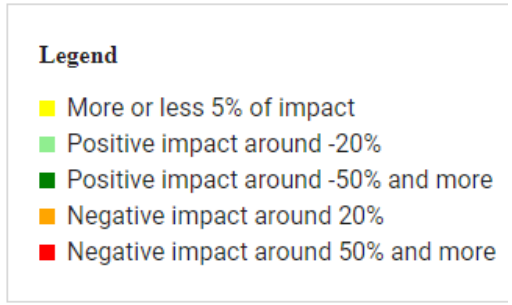
## Test results

URBAN ASSESSMENT RESULTS



# Field-test activities in pilot site

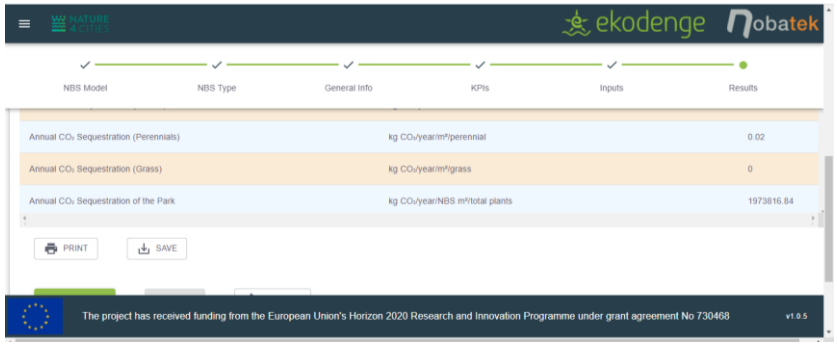
## Environmental assessment

OBJECTIVE: We decided to test the Environmental assessment tool with one of our case study, Ateg30.
At the beginning of the project we have chosen the KPI for this project, and know we are going to check CO2 - Annual carbon sequestration with this module:

## Test results

The parameters included in the tool have been the followings: ATEg30 carbon sequestration in tree

| COD2 | Area ($m^2$) | N. of tree | $H_m$ (ft) | $CO_2$ (lbs) | $CO_2$ (kg) | $CO_2$ tot (kg) |
|---|---|---|---|---|---|---|
| 31000 | 135.845,91 | 1.731 | 32,81 | 2.616,21 | 1.177,29 | 2.037.331,59 |
| 32300 | 55,85 | 2 | 16,40 | 348,83 | 156,97 | 309,76 |
| 32400 | 1.149,80 | 15 | 26,25 | 2.092,97 | 941,83 | 13.795,19 |
| ATEg30 carbon sequestration in tree | | | | | | 2.051.436,54 |




We did the test comparing the result obtained thanks to the drone data.

The results are similar. The functionality of the tool is demonstrated

**Annual $CO_2$ Sequestration of the Park kg $CO_2$/year/NBS m²/total plants: 1973817.27**



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# Testimonials, feedback and recommendations

| TOOLS | INITIAL EXPECTATIONS | IMPROVEMENT |
|---|---|---|
| **N4C PLATFORM** | Support municipalities in projecting and realizing nature-based solutions | Share and disseminate the platform |
| **NBS EXPLORER** | To be simple, easy to understand, and to have a first overall knowledge on what NBS are | It would be perfect to use it during environmental education activities, training courses, practice exercises |
| **GEOCLUSTER 4 NBS** | To be a catalogue of existing NBS project that could be useful to see what, where, how, when,why, others cities realized NBS pioneers projects | It is important to keep update pioneer projects database |
| **COLOUREE ANALYTIC** | To use this tool in support to identify, under the socio-economic point of view, data that could drive the decision making process of realizing a NBS solution. | It could be interesting for the user to have a handbook that shortly describes how this 3 urban performance are calculated (Living, Business, Leisure). You see the final score, but for expert user it could be interesting to understand the mathematical calculation that have determined it |
| **DIAGNOSTIC OF YOUR ASSESSMENT NEEDS** | Provide the user with a list of tools that could be used to solve user urban challenges, advising the user on which tool best fits his need | Maybe you could add a sentence to explain that the user won't find these tools in N4C platform, but, for instance, they have been developed in sisters projects. |

# Testimonials, feedback and recommendations

| TOOLS | INITIAL EXPECTATIONS | IMPROVEMENT |
|---|---|---|
| **IMPLEMENTATION MODEL DATABASE AND PRE-SELECTOR** | Support the user to implement an NBS project | It would be interesting to add financial model details about the new European financing Programme 2021-2027 |
| **STEP-BY-STEP GUIDE** | Useful document for who is new in the matter, and need a workflow to follow, to organize activities and stakeholders to engage | • This guide could be turned into an interactive tool |

# Testimonials, feedback and recommendations

- **Practical support** in our projects to renature cities
- Make the NBS theme known not only by professionals, but also by **public administrators** and **citizens**
- Raise awareness of **sustainable development theme** among all citizens
- **Train new NBS professional experts**, both in the public and private sector
- Provide **new services** useful to guide the user through NBS theme

# Testimonials, feedback and recommendations

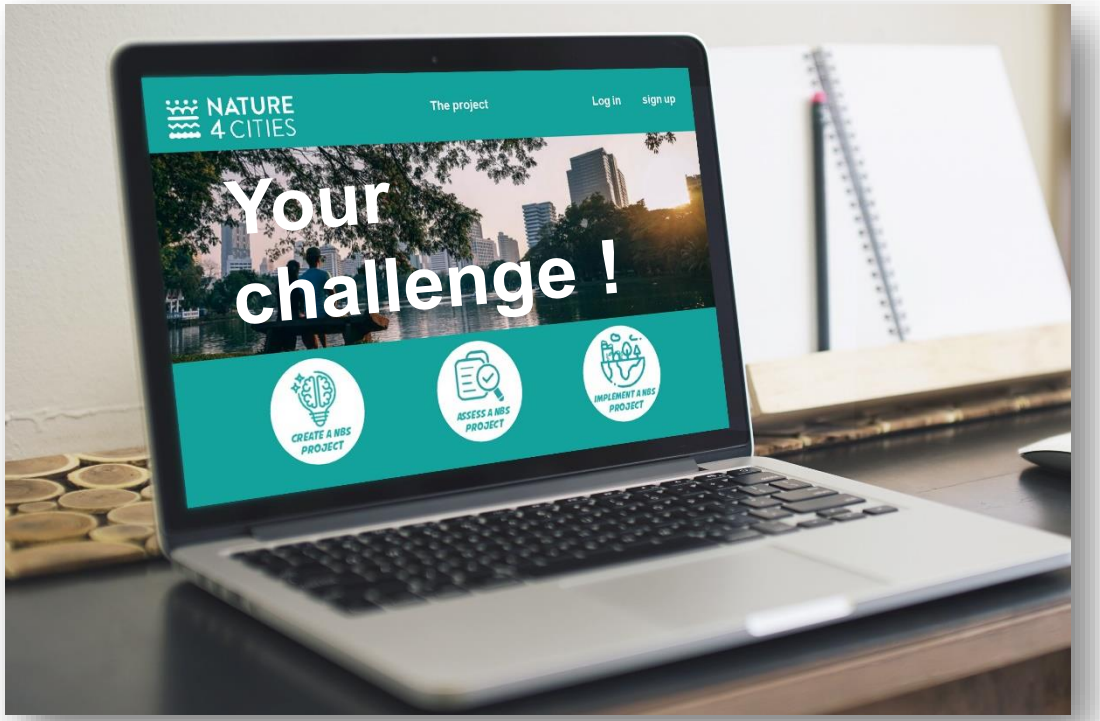
- The graphic of the platform is really good, innovative and user friendly. It clearly gives the idea of what the user may find inside the tool
- The platform provides knowledge about Nature-based solutions to decision makers, municipal technicians, citizens and students
- The tools provides solutions to design your first NBS project (environmental, social, economic sides)
- In each tool you have the chance to contact the person in charge for any problem or further information


- We have also **posted the tools on our institutional website** so our municipalities can use them

# Workshop : live-test the platform

**It is recommanded to have two screens for this workshop !**

1. Start with a simple example following Susana (20 minutes)
2. “live test” with our live support
3. Provide your feedbacks : MURAL



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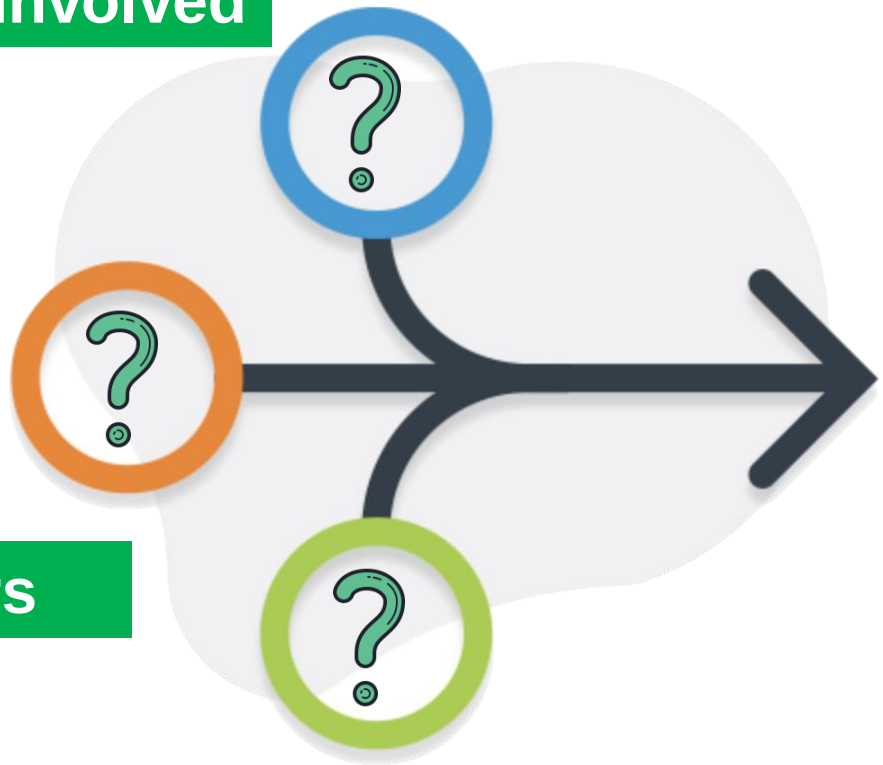
# Nature4Cities Platform business model and after-life

**26 Partners involved**

**21 Exploitable results identified**

**> 10 Tools owners**

**>10 Tools developed**




NATURE 4 CITIES Platform



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# Nature4Cities Platform business model and after-life

The methodology utilized to define a common Business Model for the N4C Platform is the one of the Business Model Canvas (BMC) which defines a business model as follows:

**"A business model describes the rationale of how an organization creates, delivers and captures value."**

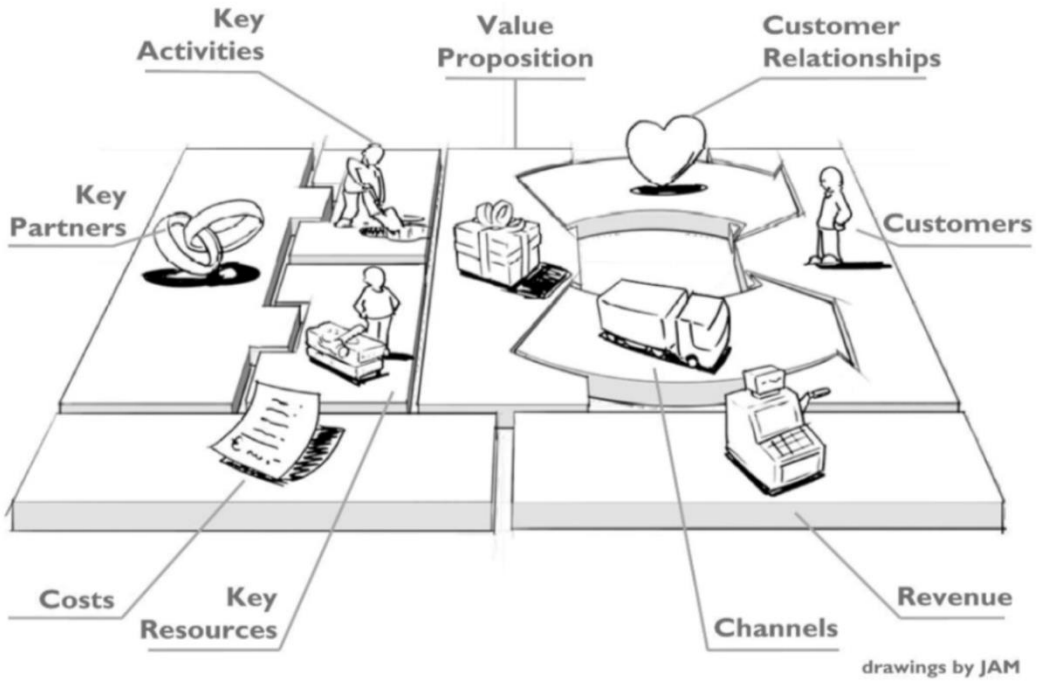



*Figure 2: Business model canvas*[2]

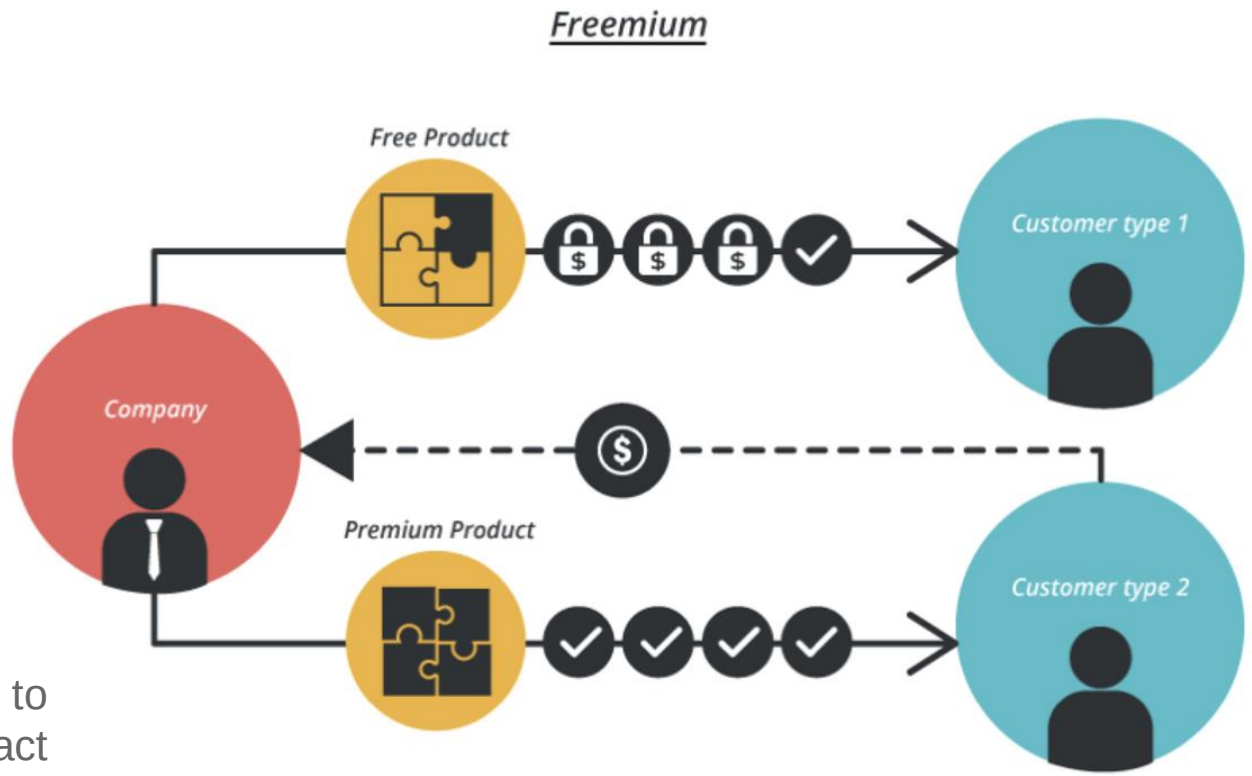
# Nature4Cities Platform business model and after-life

## Business Model Selected for the N4C Platform:

## FREEMIUM BUSINESS MODEL

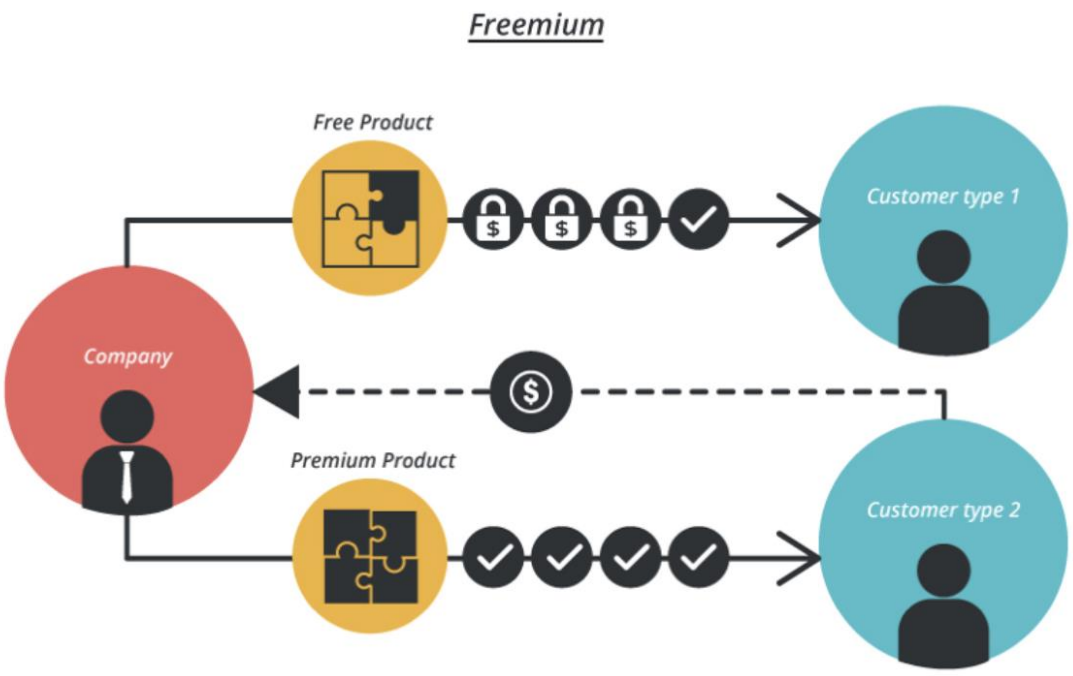
*A **freemium** business model offers a basic service for free, additional premium functions or services are only available for a fee.*

**LinkedIn**
Platform that connects people, companies and recruiters; free to publish profile and connect to people, paid services to contact and write messages to new people or to use profile pages as a company in a more professional way; combines freemium and multi-sided platform patterns.




FREEMIUM Business Model Scheme

# Nature4Cities Platform business model and after-life




FREEMIUM Business Model Scheme

***Chances***

**Customer acquisition:**

It is easy to attract users when giving away a basic service for free.

**Marketing effect:**

people are likely to spread the word about free services (word of mouth)

**Networking effect:**

the more people use the service, the likelier it is that they attract other users

***Risks***

**Large number of free users but not of paying customers:** there are investments and costs involved in providing the free service, but you do not earn any money to finance it.

# Nature4Cities Platform business model and after-life

***N4C Platform after the N4C Project***

Beta version

**Free / Open Access Beta version released:**

- The Platform need improvements and testing phase before becoming fully commercial application

**Much more improved:**

- A partnership agreement is going to be validated among the partners

**FREEMIUM BM:**

- The freemium Business Model will be applied to reach the market

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# Nature4Cities Platform business model and after-life

***Workshop Objectives***

1. **To get participants feedback on the N4C Platform value**
2. **Get participants suggestions on how to approach the market**
3. **Further local funding opportunities**

***15 min.***
***Open discussion after each question***
***SLIDO application***

**https://www.sli.do**

**Access Code #637301**




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# Nature4Cities Platform business model and after-life

## *Workshop Questions*

Word cloud poll
Votes: 0
Describe in one single KEY word the VALUE of the N4C Platform

Word cloud poll
Votes: 0
Which kind of stakeholders do you think would preferentially use and be interested in the platform?

Open text poll
Votes: 0
Which elements of the Nature4Cities platform could be useful for your work and/or what would you need we improved to make it useful ?

Open text poll
Votes: 0
Will you be willing to buy a license of the tool or to ask for consulting services?

Multiple choice (Multiple answers)
Votes: 0
Would you be interested in partnering with N4C Consortium to (choose 1 of the 4 following options):

**https://www.sli.do**

**#637301**




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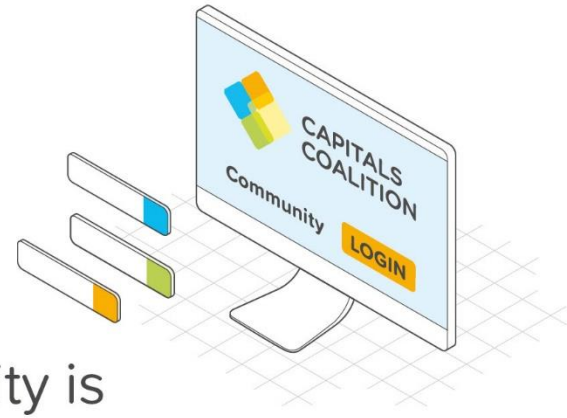
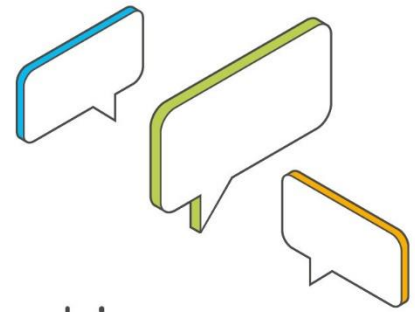



The Capitals Community is
the networking space for the
We Value Nature 10-Day Challenge.

Sign up and join the We Value Nature
group to take part in the conversations:

**https://community.capitalscoalition.org**



We want your feedback!

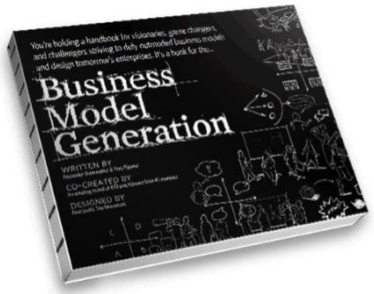
Please share your thoughts on
this session and the overall
10-Day Challenge event at:

**https://wevaluenature.eu/Feedback**

# Nature4Cities Platform business model and after-life

9 Section to describe in one single place all the main aspects of the business model:

Read these two great books





Or visit the Strategyzer website: www. strategyzer.com

Strategyzer

| KEY PARTNERS | KEY ACTIVITIES | VALUE PROPOSITIONS | CUSTOMER RELATIONSHIPS | CUSTOMER SEGMENTS |
|---|---|---|---|---|
| Who are our key partners?<br>Who are our key suppliers?<br>Which key resources are we acquiring from our partners?<br>Which key activities do partners perform? | What key activities do our value propositions require?<br>Our distribution channels?<br>Customer relationships?<br>Revenue streams? | What value do we deliver to the customer?<br>Which one of our customers' problems are we helping to solve?<br>What bundles of products and services are we offering to each segment?<br>Which customer needs are we satisfying?<br>What is the minimum viable product? | How do we get, keep, and grow customers?<br>Which customer relationships have we established?<br>How are they integrated with the rest of our business model?<br>How costly are they? | For whom are we creating value?<br>Who are our most important customers?<br>What are the customer archetypes? |
| | **KEY RESOURCES**<br>What key resources do our value propositions require?<br>Our distribution channels?<br>Customer relationships?<br>Revenue streams? | | **CHANNELS**<br>Through which channels do our customer segments want to be reached?<br>How do other companies reach them now?<br>Which ones work best?<br>Which ones are most cost-efficient?<br>How are we integrating them with customer routines? | |

| COST STRUCTURE | REVENUE STREAMS |
|---|---|
| What are the most important costs inherent to our business model?<br>Which key resources are most expensive?<br>Which key activities are most expensive? | For what value are our customers really willing to pay?<br>For what do they currently pay?<br>What is the revenue model?<br>What are the pricing tactics? |

*Figure 3: Business Model Canvas and Questions for each aspect*



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# Nature4Cities Platform business model and after-life

**Make the switch from product point of view to customers point of view:**

**VALUE PROPOSITION**