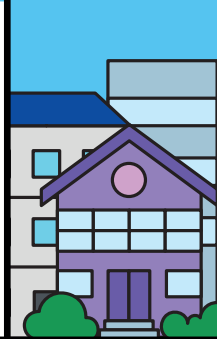


SERIOUS GAME: 'FINANCING NATURE- BASED SOLUTIONS'



INTRODUCTION

The greening of cities and villages is one of the most important solutions for a number of major social challenges. Among other things, nature-based solutions and nature-inclusive construction are important for climate adaptation, a healthy living environment and biodiversity. Although many (economic) parties benefit from this greening, there are still few green business models in the city where stakeholders actually contribute. How did this happen? What are the barriers? And how can stakeholders be better involved in the process, in order to, more easily, arrive at joint projects and new business models for the built environment?

SERIOUS GAME

In the Serious Game "Financing of Nature Based Solutions" participants take on the role of various stakeholders, including the province, the water board and the municipality, but also the project developer, the health insurer and the local residents' association. Together we will look for a conclusive business model. To do this, we have developed a specific role for each stakeholder that fits in with this reality. On request it is also possible to more closely tailor the Serious Game to match your reality and case.

PRACTICAL INFORMATION

The Serious Game is played with groups of 5 people and lasts approximately 1.5-2 hours. All materials are provided.

LEARN MORE?

For more information call Tom Kools (+31 (0) 654 347 174) or send an email to tom@nature-squared.org.

ABOUT NATURE^SQUARED

Nature^Squared is a project office that devises and develops innovative solutions to reverse the loss of biodiversity. We do this by connecting ecology with economy. For these solutions we work together with entrepreneurs, (local) governments and NGOs, both nationally and internationally. Check out www.nature-squared.org for more information.

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HOUSING CORPORATION

In your new role you are still interested in the ambitions of the City Council, but are very sceptical about the business case for your company. You only want to spend time on things that feel like a priority for your organisation.

TRIGGERS AND LIMITATIONS:
You feel that investing in the public space should be aligned with the commercial interests of the company, but green infrastructure is the responsibility of the City Council! If not managed well, a park could increase criminality and might create an unsafe feeling in the neighbourhood too.

BUDGET:
For a more attractive neighbourhood: €15
If the rents can be increased: €30



BANK

You work at the impact department of a local bank and are looking for projects that have a positive impact on the livability.

TRIGGERS AND LIMITATIONS:
You are only interested in investing in the park if it boosts biodiversity and you can be the main contractor of the project so that you can communicate that.

BUDGET:
€20



HEALTH INSURANCE COMPANY

You work as a business developer and are looking for new innovative ways of reducing health costs. Many citizens in the neighbourhood have a health insurance contract with your company. In your new role you want to know better: "what's in it for us?"

TRIGGERS AND LIMITATIONS:
You will only present the idea of contributing to the park to your manager if you believe in a sound business case. How do you know that health benefits of a green neighbourhood will benefit your client?

BUDGET:
€10





ENGAGED CITIZEN

You are a very active citizen in the community and are keen to contribute wherever you can. Your house is owned by The Housing Corporation (HoCo-2).

TRIGGERS AND LIMITATIONS:
You don't see the importance of biodiversity. A more attractive neighbourhood with more possibilities for recreation is key to you, but you are willing to set up a crowdfunding initiative for the park.

BUDGET:
€5




WATER AUTHORITY

You work as a senior project manager and believe in the importance of urban ecosystem services.

TRIGGERS AND LIMITATIONS:
Water retention and resilience are the prime focus of nature-based solutions for the Water Authority. You also see an opportunity to enhance biodiversity with nature-based solutions.

BUDGET:
€15



THE CITY COUNCIL

You work as an optimistic project manager and are responsible for the realisation of the park. You hope that stakeholders want to financially contribute and have therefore organised a stakeholder dialogue. You inform everyone that the upfront costs of the park are €70.

TRIGGERS AND LIMITATIONS:
You want to have as many parties involved in the business case as possible. It is crucial in the municipality that The Engaged Citizen (HoCo-4) supports the plan. Next to financial viability of the neighbourhood, priorities for the City Council are enhanced biodiversity and higher social cohesion.

BUDGET:
€70

CHAIRWO/MAN

City Council wants to develop a new park in an aging, deprived neighbourhood with social housing and is now looking for stakeholders to financially contribute. Furthermore, early and active stakeholder involvement helps to raise awareness, ownership and involvement of citizens in improving their neighbourhood.

- You have organised a stakeholder dialogue to present the plans of the City Council to realise a new park. You inform that the costs of the park are €90, but that the City Council's budget covers only 70%.
- You have 20 minutes to discuss the potential contribution of stakeholders and sketch together how the business case for the park could look like. After 20 minutes you close the meeting and everyone gets a new card.
- Everyone reads his new role. You have again 20 minutes to discuss the financial contribution of the stakeholders and the potential business case. After 20 minutes you close the meeting and write down your group's conclusion.