



Connecting Nature

Bringing cities to life,
Bringing life into cities.



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



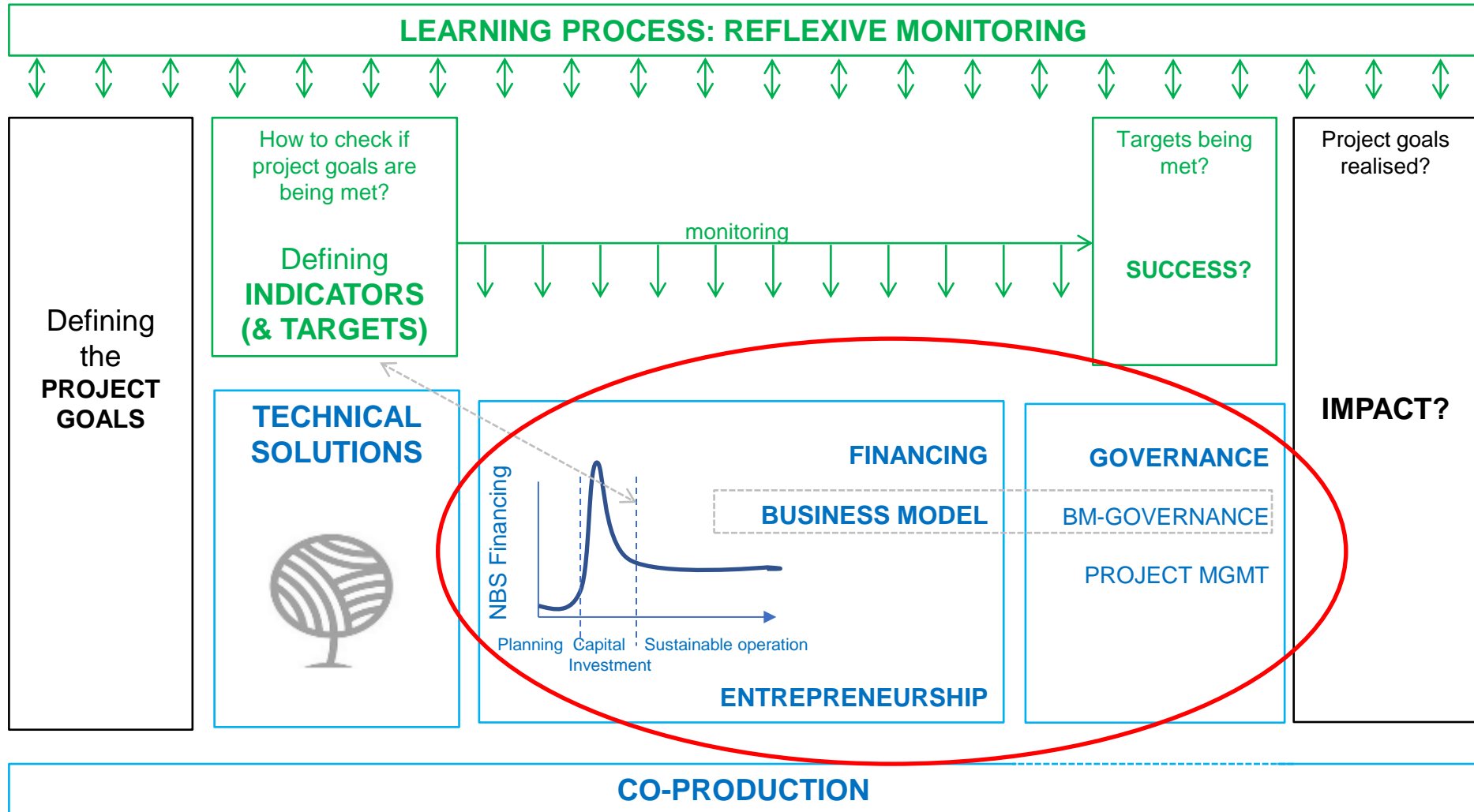
Business Canvas Modelling - Glasgow

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--CONNECTING NATURE FRAMEWORK--



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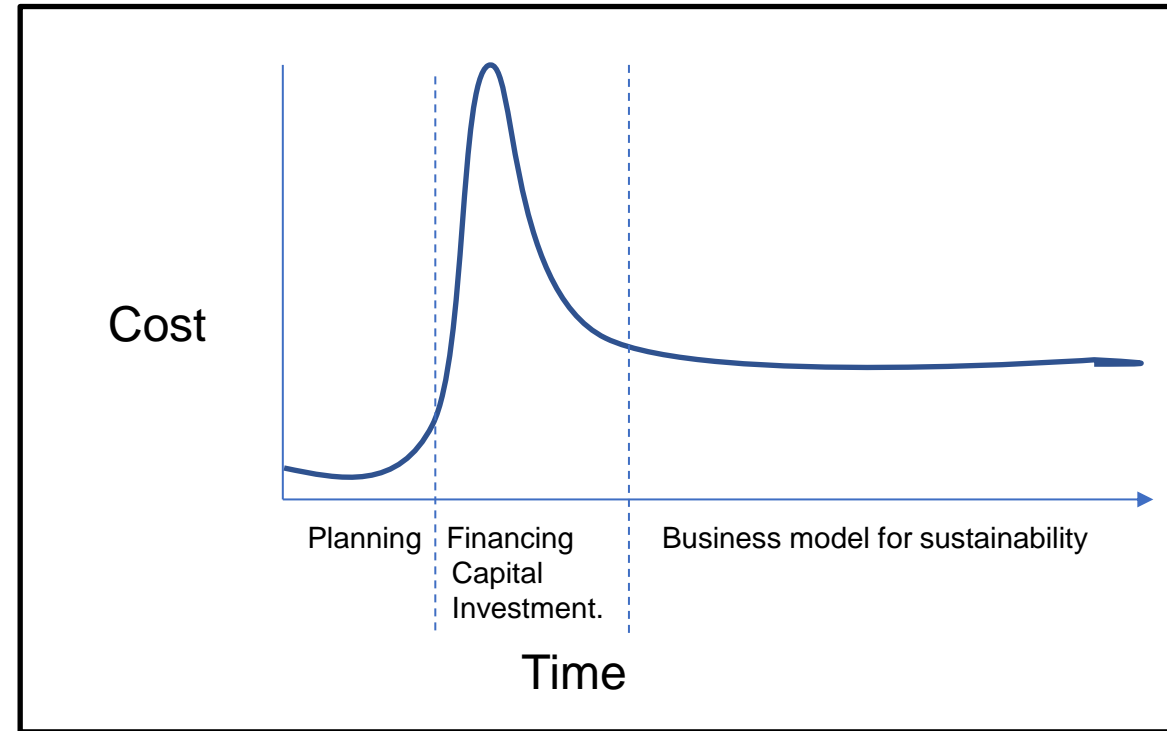
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NBS Financing & Business models



Zeleni Zid, Sarajevo



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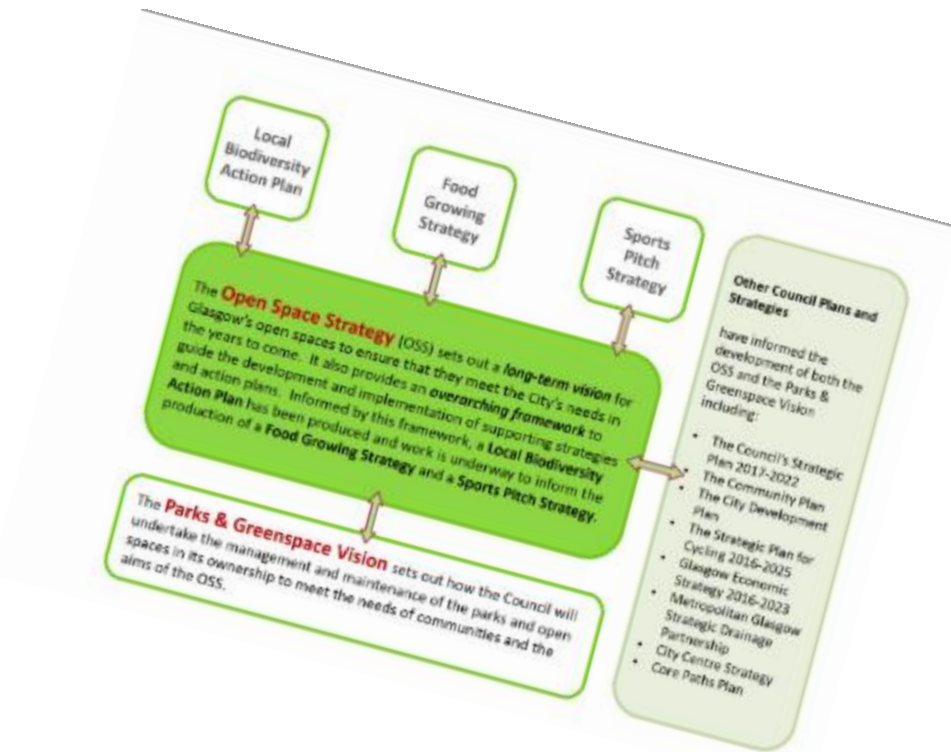
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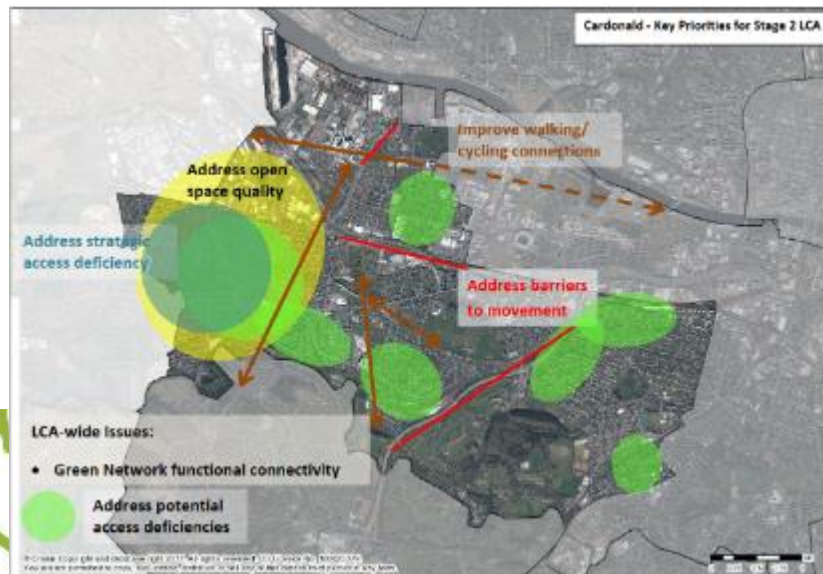
Challenges: NBS financing & business models

1. **Focus on capital investment** without considering the sustainability of the NBS business model. Often different departments for finance v maintenance
2. **Path dependency** on the same sources of financing for NBS: The pressure to meet disparate public funding requirements has led to the emergence of 'Frankenstein' projects not meeting the original NBS project objectives.
3. **'Silo' gaps:** Lack of engagement and alignment between public sector departments e.g. economic/ tourist objectives v environmental / planning objectives. Lack of common language for engagement.
4. **Capacity gaps:** Internally there is a lack of financial planning & business model expertise in the 'NBS' departments.
5. **Limited external co-creation:** The interests of external stakeholders from the business and investment communities are often unexplored.
6. **Complexity of governance hindering innovation in business models:** nature-based solutions often involve multiple public agencies, NGOs, residents and it is difficult to align different stakeholders to a common vision and engage stakeholders in ongoing governance and business model arrangements.

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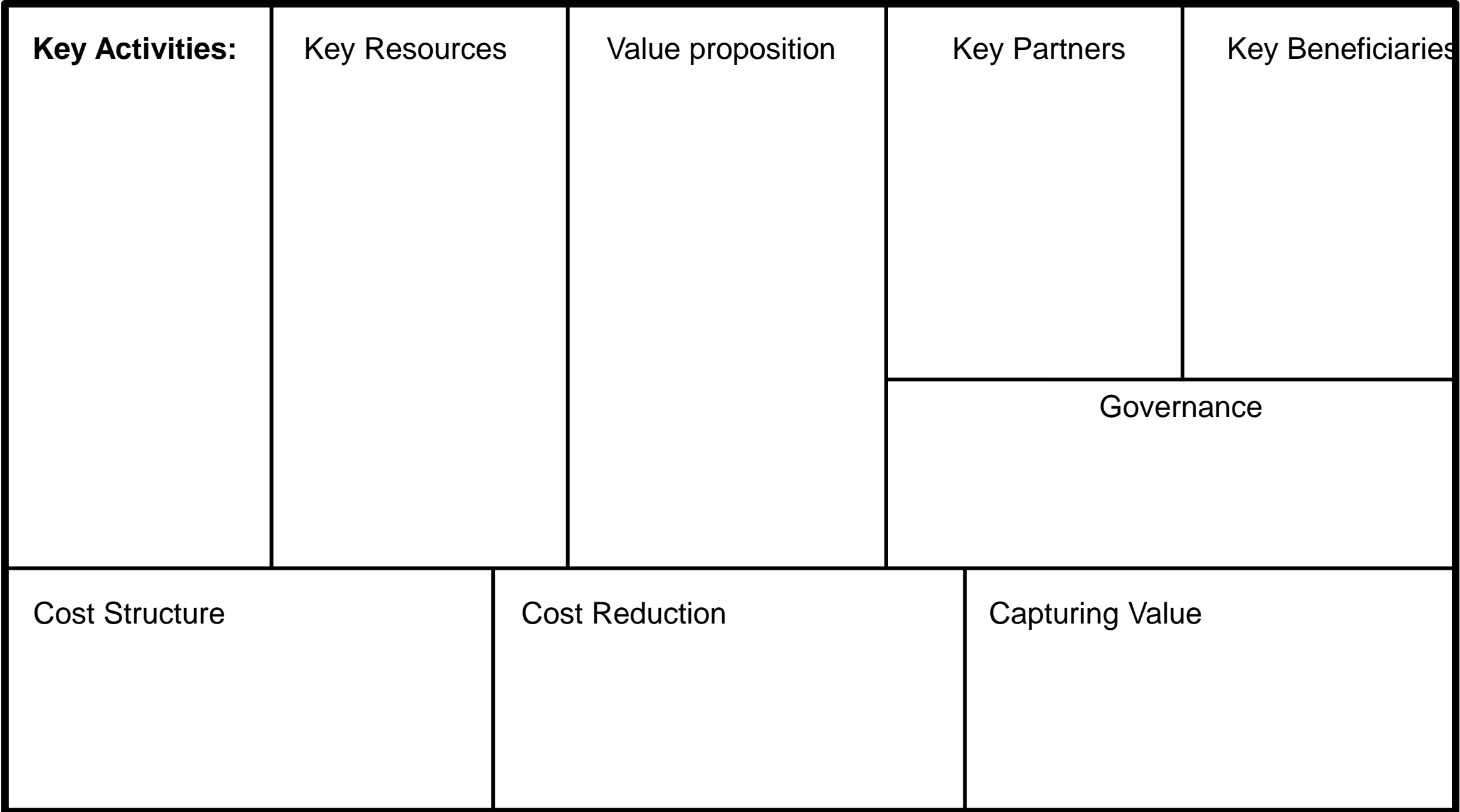
The Bellahouston garden is about more than just crops and compost – it's about hope.

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Nature-Based Solutions Business Model Canvas



Partners & key stakeholders

Refer to list
GP practices
NHS

Key resources

Funding
Volunteers
Site management
Space - Accessible - Not contaminated
Partners - Social Enterprise + Groups
Co-ordinators / fundraise

Key activities

Develop Partnerships
Secure long term locations
In the right place
Demonstrate value of what you already
have.
Develop Finance model
Evidence of impact

Value capture

Capturing Value:

end-users
Coffee shop / selling produce.
Community Space for events
Fee for use
Sponsorship
Pop up space
Commercial at weekend.
Fairness Act / links to Big Food.

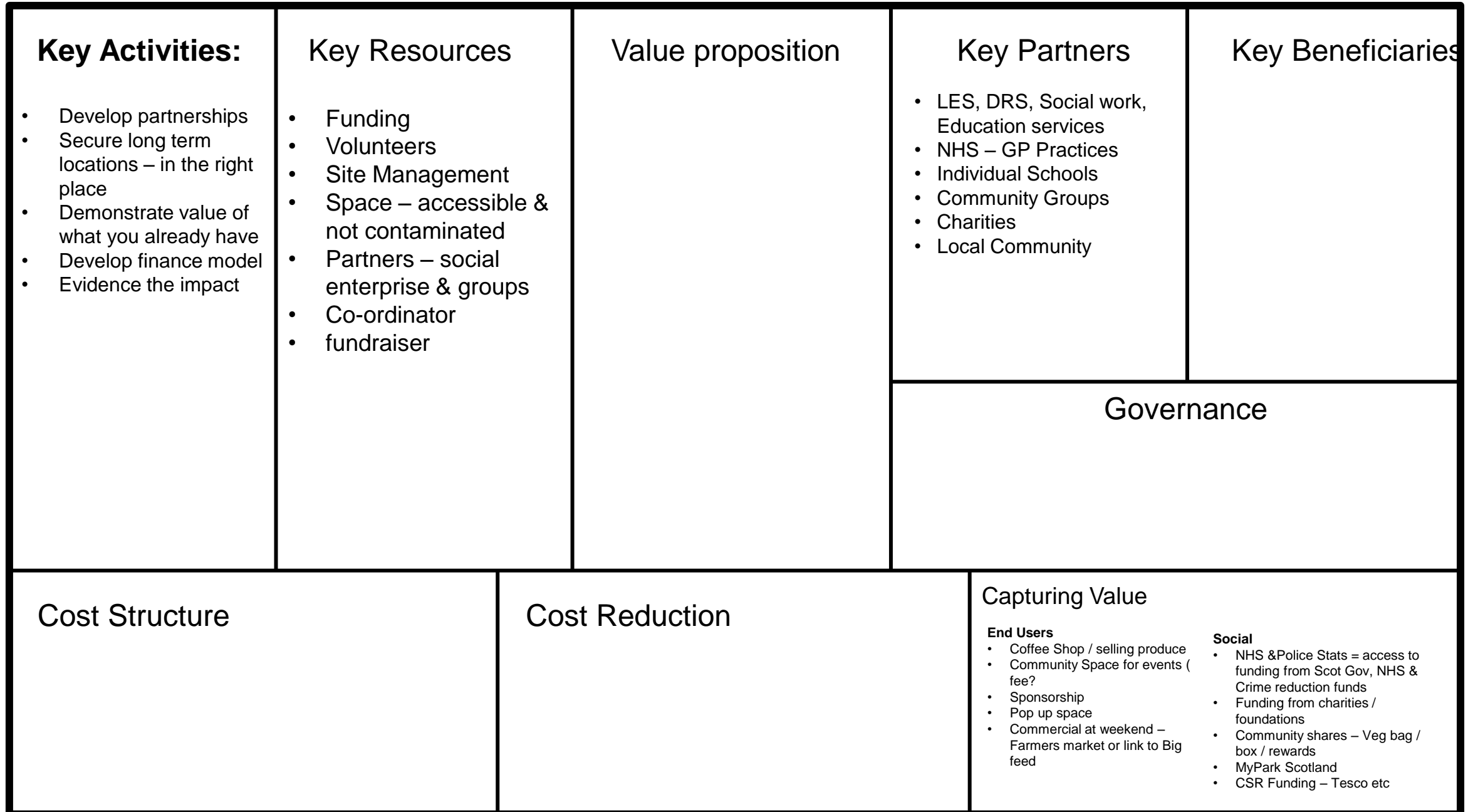
Capturing Value:

social
NHS Stats for over. - For end users
Police Stats
↳ Grant funding - Scot Gov
NHS
Crime Reduction
→ Funding from charities /
foundations
Social Impact bonds
Community Shares - Veg Bags + rewards
Fly Pick Scotland.
CSR funding - Tesco etc

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Nature-Based Solutions Business Model Canvas for food Growing Strategy replication of Bellahouston model



VALUE PROPOSITION

END-USER VALUE PROPOSITION

Social Enterprise groups - increased well being
 Nice place to be if you're part of the community
 Sense of ownership
 Community sociability opportunities
 Learning opportunities

SOCIAL VALUE PROPOSITION

Increased Health + Wellbeing
 " Social cohesion
 " Skills + Confidence
 Focus on
 Reduced focus for Police in dealing with folk in ~~market~~ mental crisis
 Therapeutic benefits for individuals

ENV. VALUE PROPOSITION

Increased Biodiversity
 Carbon Capture / reduce Carbon footprint
 Pollutants
 No -ve env impact / organic

ECONOMIC DEVELOPMENT VALUE PROPOSITION

Less pressure on health service
 Skill + Confidence = employability
 Reduction in crime - Focus
 Food cycle - Social Enterprise
 Sponsorship opportunities
 Market Gardening Innovation R+D

COST STRUCTURE

Staff costs £5k/year
 Land managed costs
 Insurance? ~~Public liability?~~
 Outreach costs / publicity
 Promotion / communication

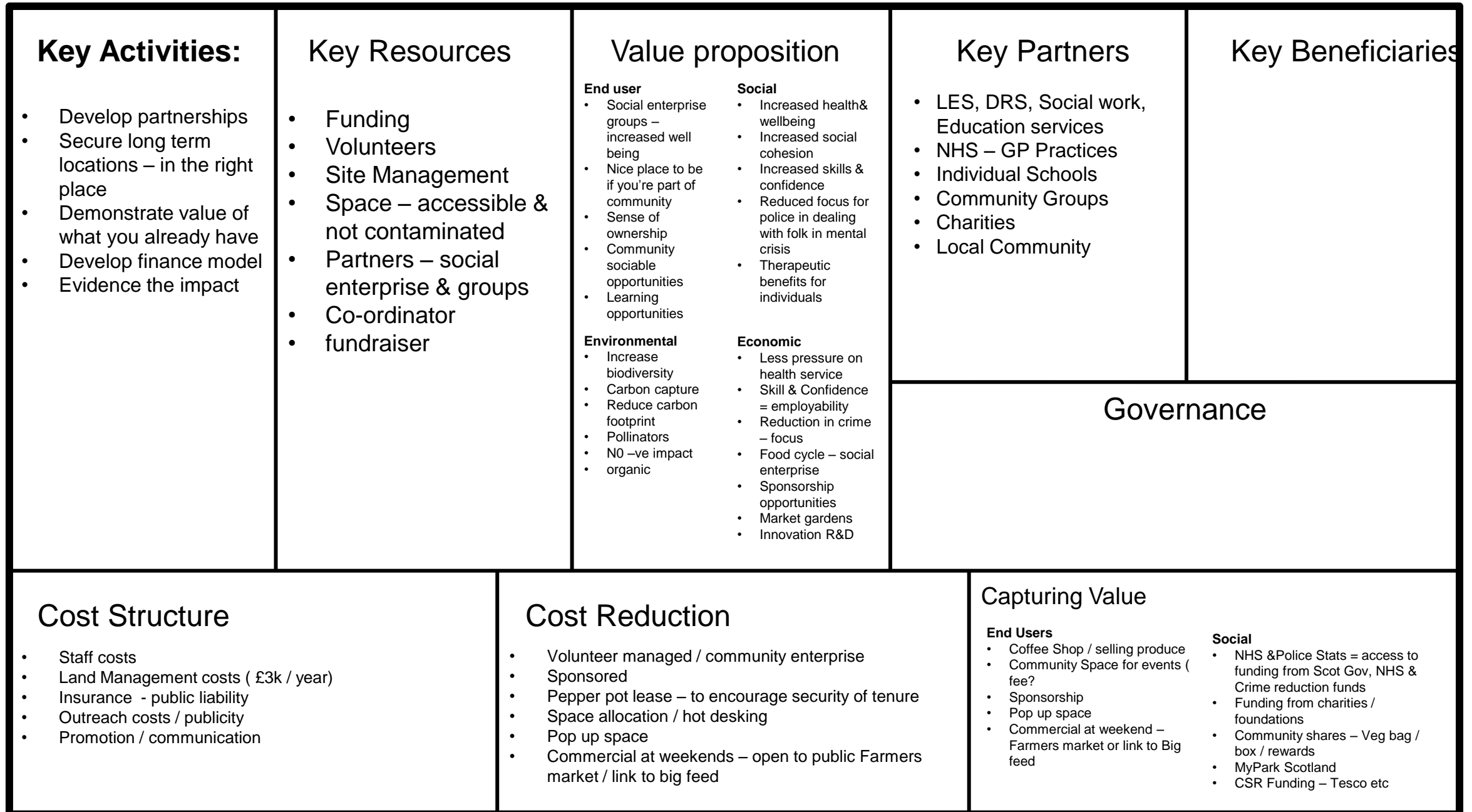
COST REDUCTION

Volunteer managed / Community Enterprise
 Sponsored
 Pepper Pot lease to encourage security
 Pepper Pot lease
 Space allocation / hot docking
 Pop up space
 Commercial - open at weekend
 Farmers mkt / local - link to Bisped.

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VALUE CREATION & DELIVERY

MARKET SEGMENTS

CUSTOMERS:
Disadvantaged Groups
Papals
Parents families

CHANNELS:

On site
Farmers mkt
Schools - Storytelling
Other Churches / Healthy Cities

BENEFICIARY:

NHS
Police
Schools

GOVERNANCE

Council managed at moment
↳ Run by Community Interest Company
GP Practice
Public / Private
GCC / NHS / GHA
Community Run.

Who owns the land?
Is there a lease?
Users don't pay - Do they generate revenue

CAPTURING VALUE:

ENVIRONMENTAL
Carbon Credits (see airlines)
Waste / Bio compost
Business waste collection to create compost
Growth - Circular Economy

Food Group Startups

CAPTURING VALUE

ECONOMIC
Lease of Sites
SME running Sites
Franchising
Buildings to lease for jobs - (shops / food)
Neatly Spaces
R+D Grants

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Nature-Based Solutions Business Model Canvas for food Growing Strategy replication of Bellahouston model

<p>Key Activities:</p> <ul style="list-style-type: none"> • Develop partnerships • Secure long term locations – in the right place • Demonstrate value of what you already have • Develop finance model • Evidence the impact 	<p>Key Resources</p> <ul style="list-style-type: none"> • Funding • Volunteers • Site Management • Space – accessible & not contaminated • Partners – social enterprise & groups • Co-ordinator • fundraiser 	<p>Value proposition</p> <p>End user</p> <ul style="list-style-type: none"> • Social enterprise groups – increased well being • Nice place to be if you're part of community • Sense of ownership • Community sociable opportunities • Learning opportunities <p>Environmental</p> <ul style="list-style-type: none"> • Increase biodiversity • Carbon capture • Reduce carbon footprint • Pollinators • N0 –ve impact • organic <p>Social</p> <ul style="list-style-type: none"> • Increased health& wellbeing • Increased social cohesion • Increased skills & confidence • Reduced focus for police in dealing with folk in mental crisis • Therapeutic benefits for individuals <p>Economic</p> <ul style="list-style-type: none"> • Less pressure on health service • Skill & Confidence = employability • Reduction in crime – focus • Food cycle – social enterprise • Sponsorship opportunities • Market gardens • Innovation R&D 	<p>Key Partners</p> <ul style="list-style-type: none"> • LES, DRS, Social work, Education services • NHS – GP Practices • Individual Schools • Community Groups • Charities • Local Community 	<p>Key Beneficiaries</p> <ul style="list-style-type: none"> • NHS, Police, Schools, Charities • Disadvantaged groups • Pupils, parents, families • On site users • Public – farmers market • Schools – storytelling • Other charities / Healthy cities
<p style="text-align: center;">Governance</p> <p>Currently council managed- should be in partnership with community</p> <ul style="list-style-type: none"> • GP Practice, Public / Private, GCC, NHS, GHA or • Community run <p>Key Questions</p> <ul style="list-style-type: none"> • Who owns land • Is there a lease • How do you generate income 				
<p>Cost Structure</p> <ul style="list-style-type: none"> • Staff costs • Land Management costs (£3k / year) • Insurance - public liability • Outreach costs / publicity • Promotion / communication 	<p>Cost Reduction</p> <ul style="list-style-type: none"> • Volunteer managed / community enterprise • Sponsored • Pepper pot lease – to encourage security of tenure • Space allocation / hot desking • Pop up space • Commercial at weekends – open to public Farmers market / link to big feed 	<p>Capturing Value</p> <p>End Users</p> <ul style="list-style-type: none"> • Coffee Shop / selling produce • Community Space for events (fee? • Sponsorship • Pop up space • Commercial at weekend – Farmers market or link to Big feed <p>Environmental</p> <ul style="list-style-type: none"> • Carbon Credits • Waste / bio compost • Business waste collection for compost • Recycling • Upcycling • Circular economy – Grants • Food Growing Strategy <p>Social</p> <ul style="list-style-type: none"> • NHS & Police Stats = access to funding from Scot Gov, NHS & Crime reduction funds • Funding from charities / foundations • Community shares – Veg bag / box / rewards • MyPark Scotland • CSR Funding – Tesco etc <p>Economic</p> <ul style="list-style-type: none"> • Lease of sites / plots / boxes • Upskilling people • Franchising • Buildings to lease – café / desks / workshops / food sales / plant sales • Meeting space • R&D grants • Plant nursery / Child nursery / forest schools 		