300 Words on VM:

Business Models on Architecture and Urban Nature-Based Solutions Report

The purpose of the VM was to explore business models for architecture and urban nature-based solutions that could be relevant to SHAFE. It was held comparing to the main target topic of the Action: Age-Friendly Environments. The VM was carried out as a part of "D5. Report on effective evaluation and business models" for the future development of the D12 module on "policy, funding and business models for the Reference Framework" (WG1 + WG4).

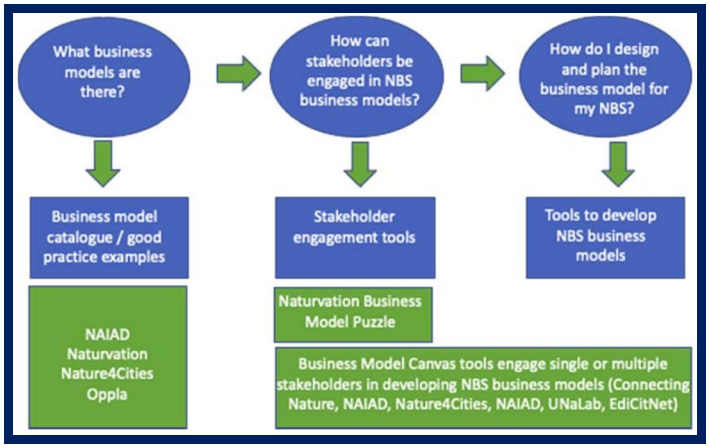
The cooperation network gathered under this VM has been aligned around the topics "effective evaluation and business models" and "business models for the Reference Framework" (WG1 + WG4). The VM contributors were the applicant Fabio Naselli-Tirana (Albania) and the network members: Cosmina Paul (Romania), Milica Solarević (Serbia), and Willeke van Staalduine (The Netherlands).

A set of effective business models for NBSs, based on the experience gained from the EU Horizon 2020 project, were identified and clustered through data collection, to capture the major limitations and risks associated with implementing integrated NBS for age-friendly urban spaces. Additionally, the study analysed multiple benefits of urban integrated solutions that can cater to all ages and types of stakeholders.

The research involved conducting a virtual survey to explore both EU and extra-EU experiences and cases. The VM research goals were as follows: SO1 - To identify emerging business models for architecture and urban nature-based solutions relevant to SHAFE, SO2 - To connect and enrich the dataset collection of the G1 and the WG4, SO3 - To develop recommendations for the future development of policy, funding, and business models, and SO4 - To harmonize the outcomes of SO1, SO2, and SO3 to advise effective business models through (4.1) Importance and role of business models for the implementation and mainstreaming of NBS projects, (4.2) How business models interact and position with other relevant drivers, (4.3) An overview of the tools and resources developed across different H2020 projects on NBS business model-related knowledge, tools, and recommendations for application.

A mapping-out model was used to gather data and information. The study focused on the Horizon activity and networks on NBS to gain significant pre and post data and a set of business models was assessed for inclusive design aiming at SHAFE. It was targeted at various levels of stakeholders and different kinds of data on approaches in different cities, including topics like governance, effective achievements, and “common” benefits, were collected, and categorized. Then relevant information related to new disruptive perspectives and approaches was extracted from collected data and information on real case studies, which were synthesized in tables. Based on this understanding, we developed a scheme to convert the collected data into innovation by focusing on the societal needs related to SHAFE and tailored NBS. This allowed us to create recommendations for assessing the integration of information and examples and inspecting the effectiveness of programs and roadmaps.

As a final output, we have produced a report on Business Models for Architecture and Urban Nature-Based Solutions. This report provides a detailed analysis of the implementation of these solutions and their impact on the environment.



Types of business model support instruments from H2020