

A MARKET FOR URBAN GREEN INFRASTRUCTURE?

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[Image Credit: [Shutterstock.com](https://www.shutterstock.com)]

Values, benefits and economic arguments

Coastal flooding



Damage costs:
1,9 bn EUR /year
(2080: 25,4 bn EUR /year)

Photo source: <http://www.water.ox.ac.uk>

New York Low Line



Private investments are expected
(solar energy, retail...)

Photo source: <http://trendland.com/wp-content/uploads/2012/02/ny-lowline-underground-project-6.jpg>

Glasgow Green Renewal

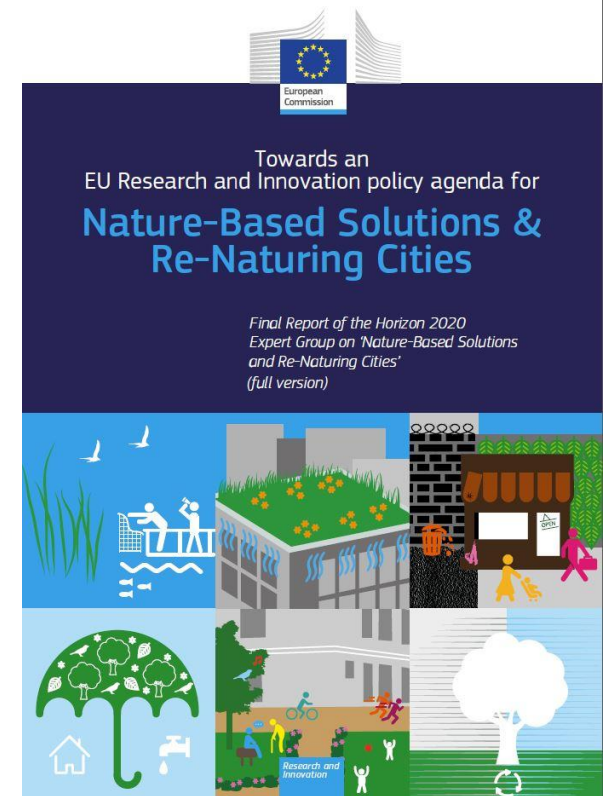


35 FTE created
230 jobs supported
Ca. 600 new properties
47% increase in council tax yield

Photo source: http://www.clydewaterfront.com/media/2321830/glasgow%20green_13200%20mi2.jpg

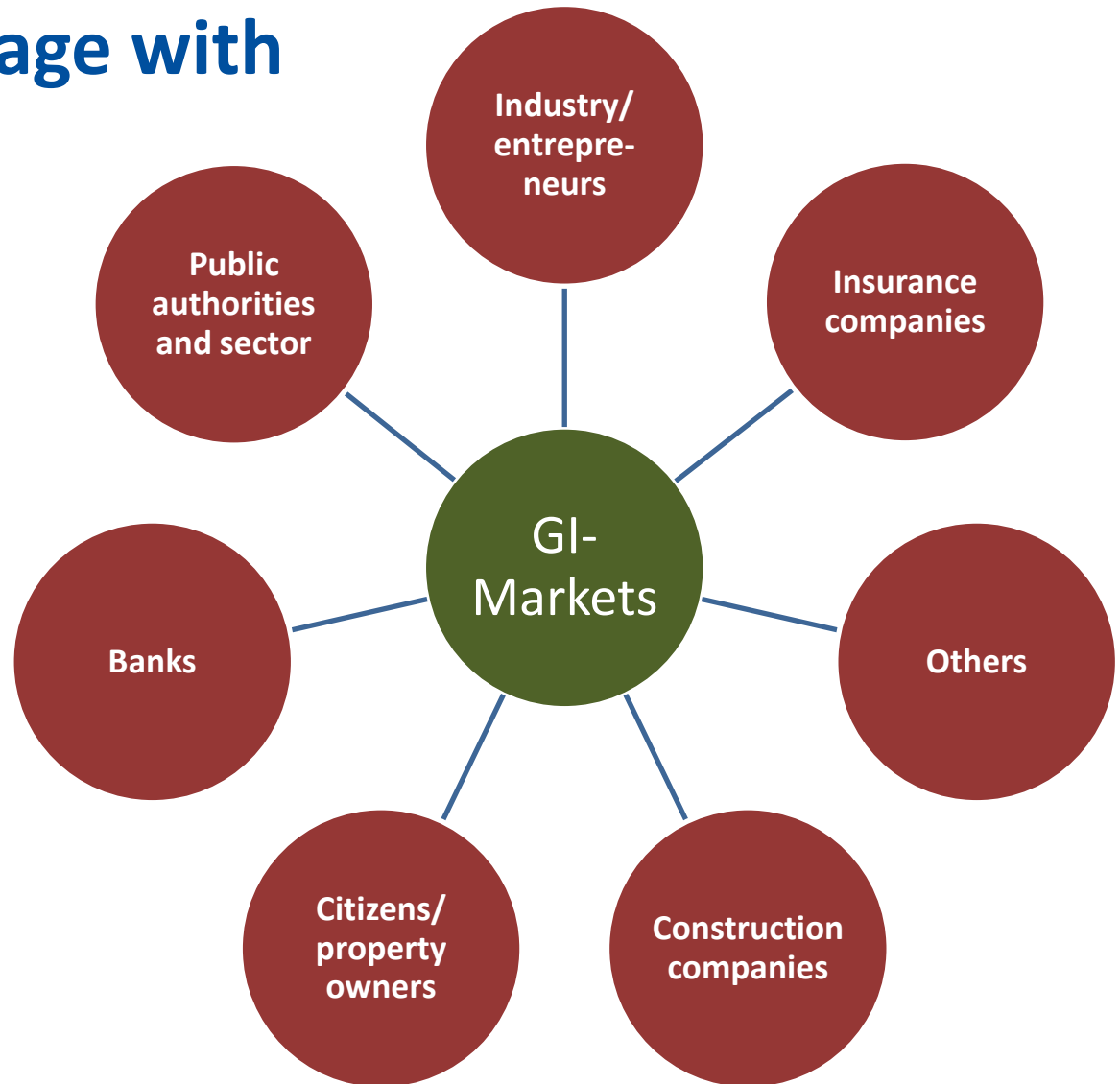
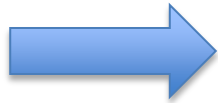
Expectations at EU level and beyond

- ▶ Systemic and multisectoral approach - Moving beyond a pure biodiversity perspective
- ▶ EU to become a global leader in nature based-solutions
- ▶ Create markets at EU and global level, explore new business opportunities, boost growth and jobs and promote a green economy
- ▶ Shift in current (public/private) investments
- ▶ New financing and business models



Key actors to engage with

Public demand as trigger



New financing models as individual phenomena?

AUF DIE DÄCHER — FERTIG — GRÜN! HAMBURGER GRÜNDÄCHFÖRDERUNG

20m² 20 m² Grün müssen mindestens auf das Dach passen, damit Sie die Förderung beantragen können.

50% 50 Prozent der Förder- und Gegenleistungen müssen Grunddachbesitzer an.

70% 70 Prozent der Neubauten sollen im Rahmen der Gründachstrategie begünstigt werden.

3.000.000 Der Senat stellt insgesamt 3 Millionen Euro für die Gründachförderung zur Verfügung.

30 Grad 30 Grad darf ein Dach maximal geneigt sein, um die Gründachförderung zu erhalten.

Mehr Gründächer für Hamburg

Planungs-

Hamburg Green Roof Strategy



Green Bonds in Gothenburg

- We are now very much a sedentary culture.

Park Prescriptions

Healthy Parks, Healthy People (US)



Crowdfunding

What's the hold-up?

Some thoughts:

- ▶ Lacking evidence base (on costs and benefits)
- ▶ Limited access to insurance and investment sector
- ▶ Uncertainty about responsibility for CC adaptation etc.
- ▶ New approaches vs traditional frameworks conditions
 - Inadequate governance, financing and partnerships
 - Overriding silo-thinking (across administrations and sectors)
 - Lack to embed citizens initiatives within public policy
- ▶ Complexity of urban environments
- ▶ Diversity in citizens perceptions of urban nature and GI

Ideas, Suggestions, Questions?

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