



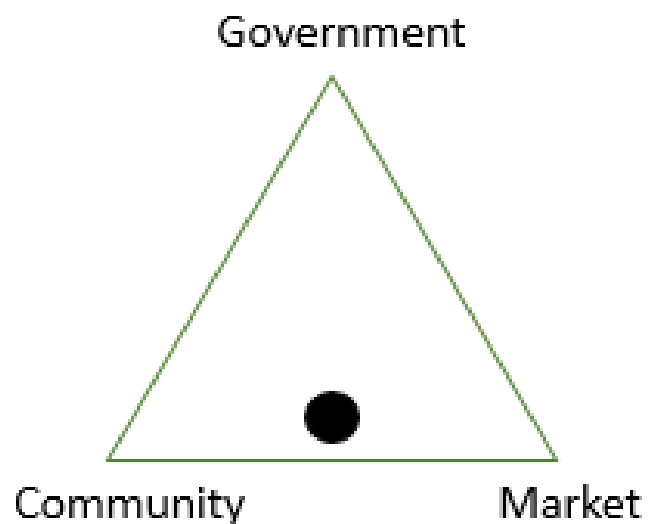
F8 CROWD-FUNDING / SPONSORSHIP



F10 CROWDFUNDING © Rawpixel Ltd. - Fotolia

Description

Crowd-funding is raising funds for a project, event or activity by asking a large number of people to each contribute a relatively small amount of money. Sponsorship can involve contractual agreements between the sponsoring company and the recipient of the financial support that implies advertising or promotion rights for the company



Example

MyParkScotland offers an online platform created for raising funds for green spaces and parks in Scotland. The website combines elements of project funding for individuals and businesses in an attempt to contribute to the developing of the long-term sustainability and endowment funds. The company has developed a free Crowd-funding Resource Kit that provides guidance for groups willing to kick-off crowd-funding projects. The project portfolio of the MyParkScotland includes crowd-funding initiatives aimed supporting and implementing green elements, educational events, as well as the built infrastructure (sports and children playgrounds) and monuments (source: (MyParkScotland n.d.)).



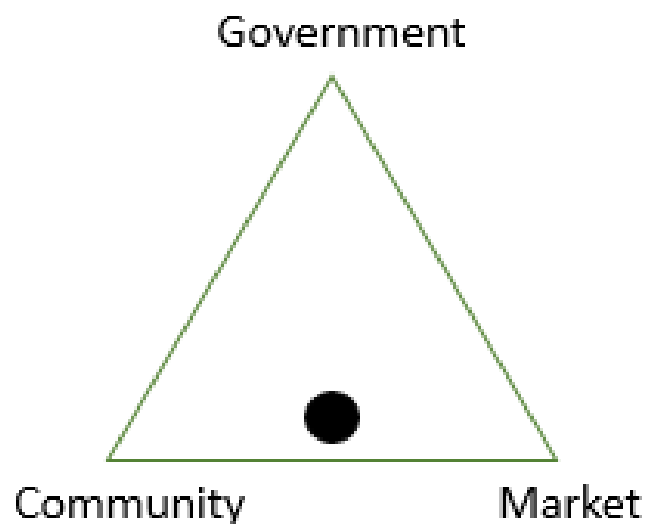
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F10 ACCESSING EXTERNAL FUNDING SOURCES



F3 FUNDS ©Joachim Wendler - Fotolia.com

Description

External financing sources obtained through the EU and/or other funds and financing facilities can be an important source of NBS financing. The listed funding programmes are examples of some of the most relevant contemporary financing possibilities made available to the cities

Name	Scope (size, geographical, etc.)	Provided funding	Additional info
European Bank for Reconstruction and Development (EBRD)	SE & CE Europe, Baltic States, the Caucasus, and Central Asia	Up to 35% of the total project cost	Project needs to have potential to generate revenue & benefit local economy
Infrastructure and Environment Fund (EIB funding)	Projects in eligible sectors (infrastructure, climate, etc.)	Equity investments 25-40 m EUR	
Natural Capital Financing Facility	Projects in EU-28 Project size 2-15 m EUR & 10 years	Up to 75% of total project costs Grants up to 1 m EUR/project for technical support	Projects need to generate revenues or demonstrate cost savings
LIFE Environment and Climate action sub-programmes	Projects in EU-28	Grants up to 55% of the project cost	Funding for best practice, pilot and demonstration projects ready to be implemented in close-to-market conditions
European Fund for Strategic Investments (EFSI)	Provided to private sector entities, public sector entities, banks and financial institutions, investment platforms and funds	Debt financing	Economically feasible and bankable projects
Horizon2020	EU-28 and Horizon 2020 associated countries	Grant financing	Funding for research and innovation activities. Horizon 2020's successor Horizon Europe is in development
National funds	National funding programmes might be available for cities	Please check for the availability of the national funding schemes in your country	Context specific

Example

The city of Craiova in Romania has received a 15 million EUR long-term loan from EBRD to finance key urban projects in the city, which include the implementation of the green infrastructure. Under this programme, the EBRD will support the city of Craiova with developing a Green City Action plan which will look at ways to improve the urban environment, as well as invest in greener transport, water and waste management (source: (Rosca 2018).

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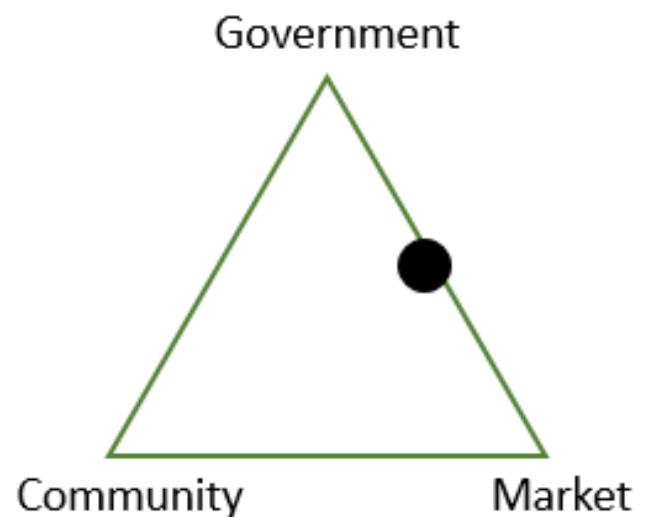
F5 BUSINESS IMPROVEMENT DISTRICT (BID)



F7 BID ©Gerhard Seybert - fotolia.com

Description

BID implies additional financing made available for upgrading the commercial and industrial environment in a specific area based on the consent by a majority of businesses located in that area, who pay an additional levy. BID is usually funded mostly by the levy revenues, yet it can be combined with other municipal funding allocations.



Example

The BID in Eindhoven is the largest BID in the Netherlands as it includes the entire city centre of Eindhoven. The income collected from the tax in the BID area is collected and managed by an independent association. It is spent on the local initiatives based on the proposals submitted by the local business community members. Even though the fund managing association is independent from the municipality of Eindhoven, the strategic city goals seem to be taken in consideration when allocating the funding. For example, projects aiming at improving the city image by introducing more greenery in the city have received financial support from the association. According to the municipal economic experts, the BID has proven to be a great instrument to mobilise the local business community members including local producers, retail chains and real estate owners and provide financial support for bottom-up urban greening initiatives (source: Hawxwell et al. 2018).

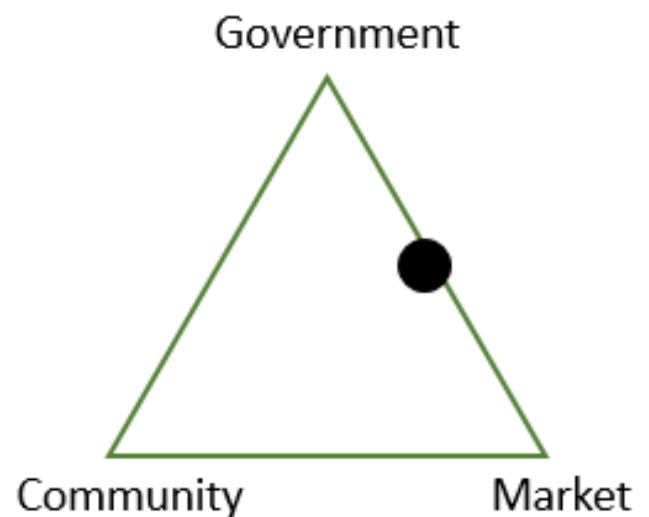
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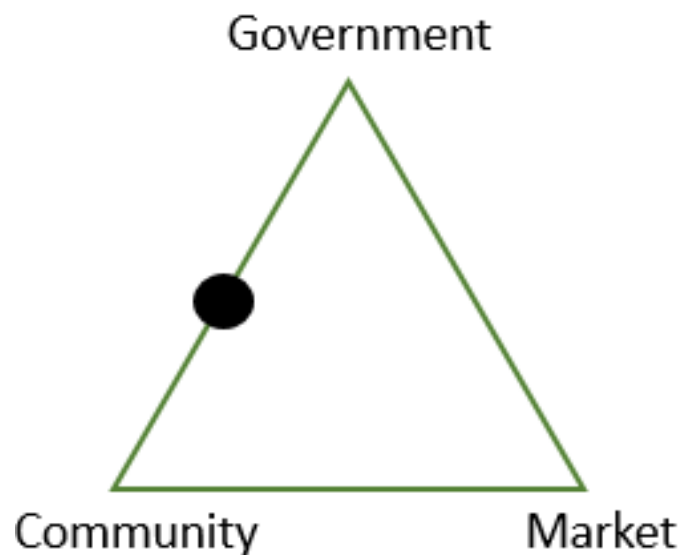
F9 COMMUNITY MANAGEMENT/OWNERSHIP OF NBS



F11 COMMUNITY MANAGEMENT © Syda Productions - Fotolia.com

Description

Management of NBS can be transferred to community groups. It can range from community adopting a green public element to a community asset transfer, which is a transfer of the ownership of the municipal asset to a community organisation. Such initiatives are usually located on municipal land and may involve additional public assets (e.g. playgrounds, etc.)



Example

“Adopt a place” initiative in Barnet London. The residents of the Barnet borough in London are encouraged to apply for maintaining a local feature, green space or the entire street. The citizens can get involved with maintaining flower beds, watering green elements, planning and maintaining the projects, as well as raising funds for new park features. The “Adopt a place” initiative provides the residents with all necessary support, materials and tools. Groups that could benefit from this community management scheme include schools, local businesses, neighbourhood associations, sports clubs or groups, youth groups, ‘friends of parks’, or nature enthusiasts (source: (Barnet London Borough n.d.)).



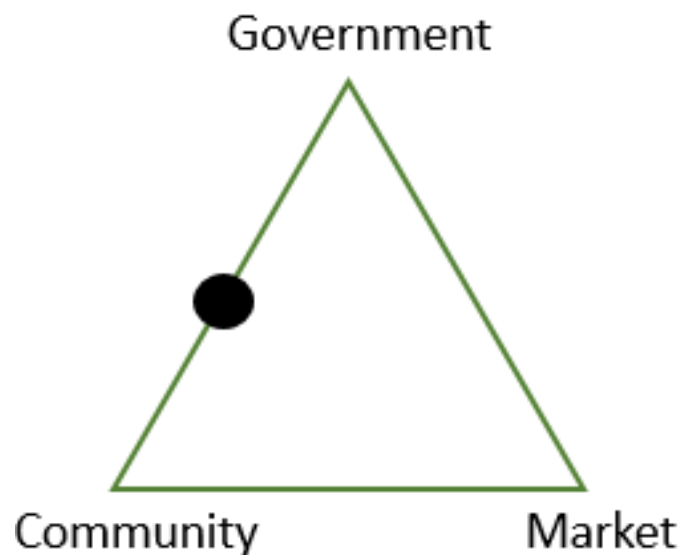
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F1 CROSS-DEPARTMENTAL FINANCING

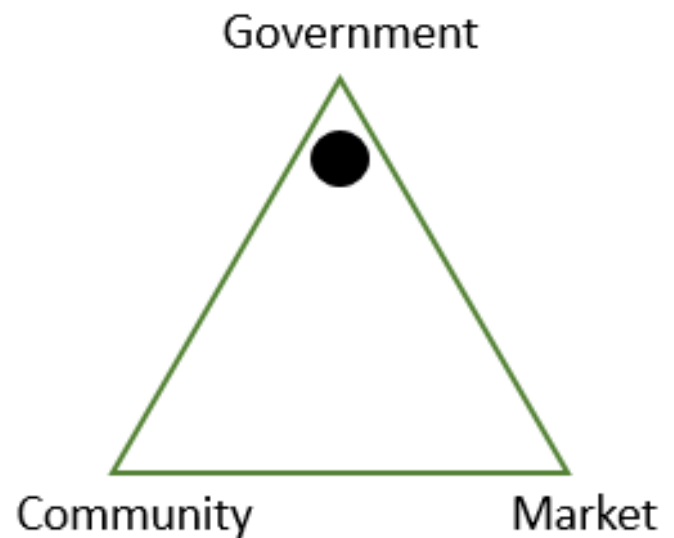


F2 CROSS-DEPARTMENTAL BUDGET © Gina Sanders - Fotolia.com

Description

NBS financing could be enhanced by promoting the communication, cooperation and cost sharing across the budgets of different municipal departments or cross-departmental budgets for the multidisciplinary interventions. The usual suspects of the cooperating municipal departments could be:

- Green and blue infrastructure departments
- Health department
- Mobility department



Example

Herron Park in Philadelphia has been reconstructed from a largely concrete covered area to an urban park with recreational amenities and stormwater management elements. The Philadelphia Recreation Department and the Philadelphia Water Department have funded this project in relation to the municipal strategy adopted by the city for implementing the improvements in stormwater management and water quality in local streams and rivers. This approach focused on using green infrastructure to change the city's drainage and provide other benefits to the local community (source: (EPA 2017))

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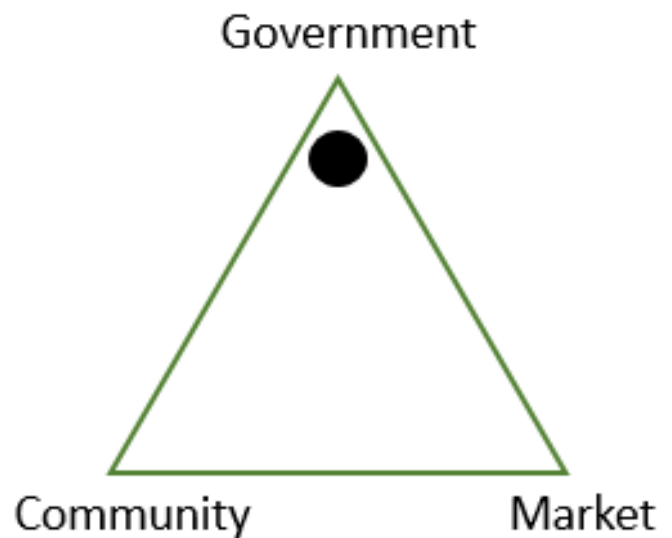


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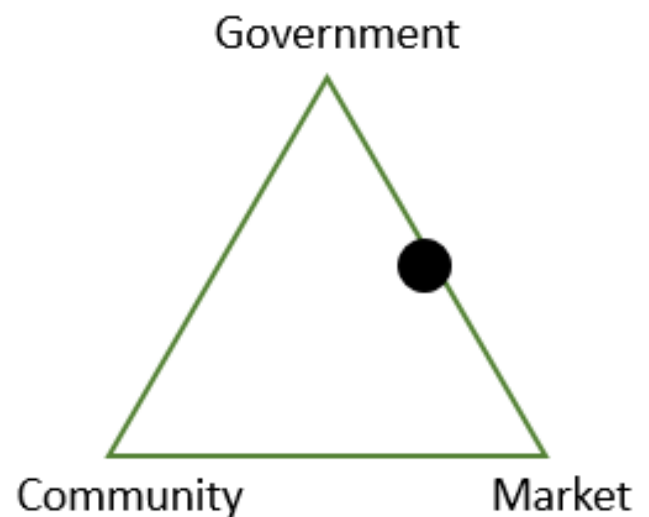
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F4 ENGAGING WITH LOCAL BUSINESSES THROUGH GREEN BARTER AND PPPS



Description

Businesses develop and/or maintain green space in exchange for a formalised right to use the values of those spaces for business purposes and profits. Green barterers may involve small as well as medium sized sites and it could serve municipal as well as business objectives



Example

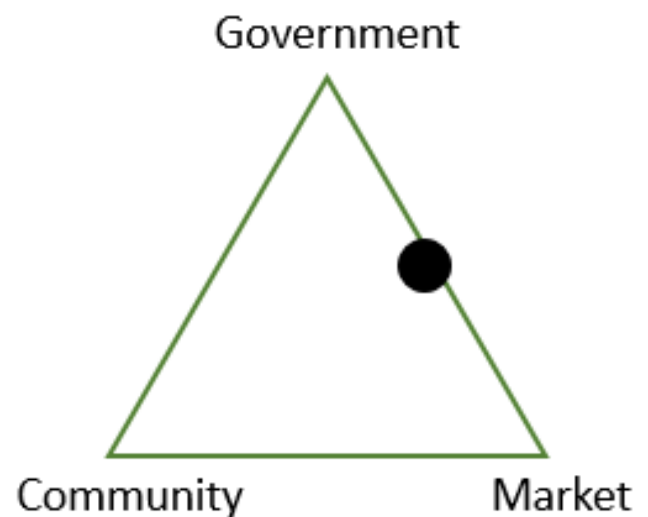
Green Barter agreement between a private developer company and the municipality in Lodz, Poland. The developer of a newly established residential area suggested clearing and rehabilitating the adjacent public land that has been contaminated by construction waste. The private developer company was driven by the potential of improving the neighbourhood image and increasing the value of its property. This initiative was approved by the municipality of Lodz and the temporary public-private agreement was made. However, the ownership, as well as the subsequent maintenance of the said green space belong to the municipality of Lodz (source: (Ambrose-Oji et al. 2017)).

F3 MOBILISING INVESTMENT FROM MUNICIPAL ENTERPRISES/UTILITIES



Description

Municipal enterprises are businesses owned by local governments that provide services and typically generate revenue for local communities (e.g. utility companies). Municipalities and municipal companies might want to co-invest in interventions that support achieving their strategic and political goals



Example

Clean Rivers project is 2.6 billion USD project led by the DC Water utilities company in the District of Columbia (DC), USA (Adaptation Clearinghouse 2015). The project focuses on implementing large scale green and grey infrastructure upgrades including permeable pavements, green roofs, rain gardens, and rain barrels and downspout disconnections (DC Water 2015). The project is also aimed at supporting local economy and creating green jobs. DC Water has raised a part of the capital needed for financing this project by issuing green bonds. This was a landmark transaction, as it was utility's first green bond and also the first century bond issued by a water/wastewater utility in the U.S. The issuance achieved its "green bond" certification based on the project's environmental benefits, which include improving water quality by promoting climate resilience and improving quality of life through promotion of biodiversity and waterfront restoration (DC Water n.d.).

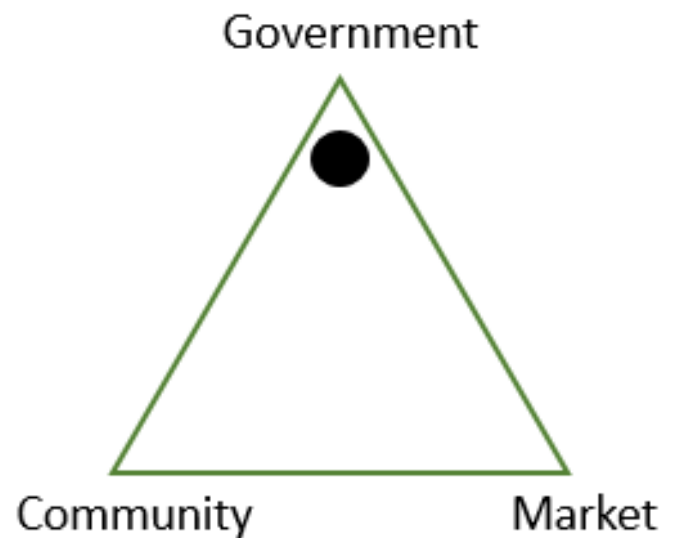
F0 MUNICIPAL INVESTMENT



F1 MUNICIPAL INVESTMENT ©Matej Kastelic

Description

A traditional top-down approach where municipality takes the lead in NBS financing by earmarking a share of public budget for the NBS implementation and maintenance. The municipal financing programmes might be a part of more overarching municipal, regional or national policies promoting sustainable urban development.



Example

Alna Environmental Park in Oslo is a part of a large scale river day-lighting project led by the Oslo municipality. The Environmental Park is foreseen to run along the river Alna and transform grey infrastructure to accessible parks and recreation areas. The project is funded by the Oslo municipality in combination with national government transfers (source: (Naturvation n.d.).



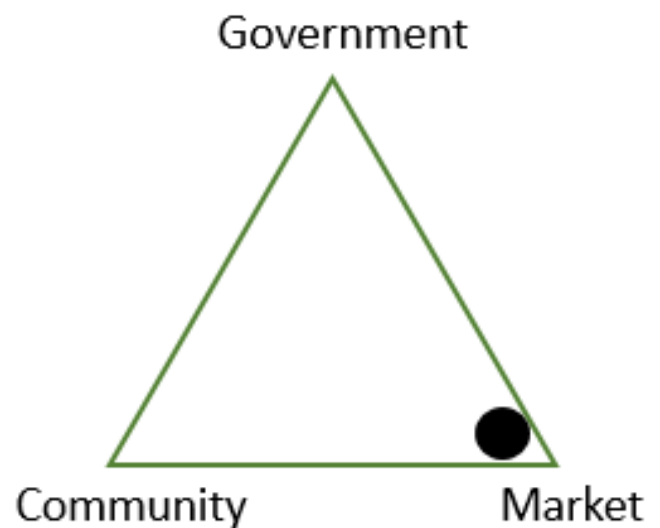
F6 PRIVATE SECTOR FINANCING



F8 PRIVATE SECTOR FINANCING © pressmaster- fotolia

Description

Private companies integrate NBS into their processes and structures either voluntarily through market based policy instruments, such as incentive systems or through coercion (binding regulation)



Example

Green roofs in Tampere. The private developers and building owners support the NBS implementation by setting up green roofs on their properties. Such private sector efforts are mostly guided by the municipal policies that require the construction companies to include a certain amount of green area in their new buildings. The municipality in Tampere has also introduced new planning tools like the Green Factor, which accounts for the green areas in land use and construction projects and thus facilitates the implementation of the NBS policy guidelines.



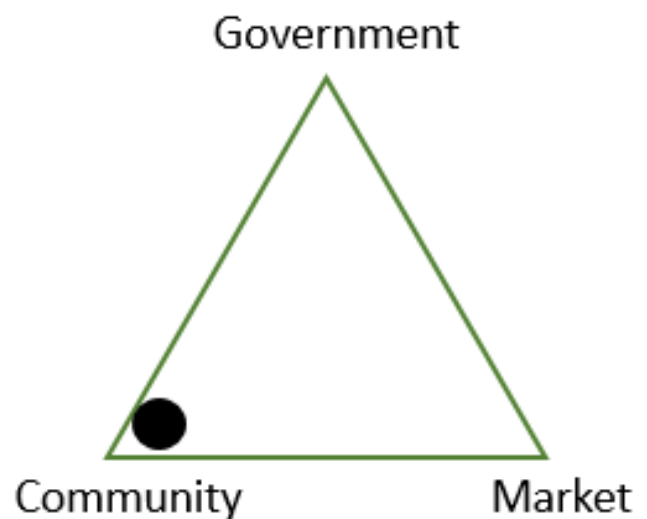
F7 SUPPORTING GRASSROOTS INITIATIVES



F9 GRASSROOTS INITIATIVES © Pixelbliss - Fotolia.com

Description

Grassroots initiatives are relatively small-scale initiatives, focused on a specific site, usually located on public or municipal land. Initiatives are normally started and maintained quite autonomously by local residents. They serve citizen and community objectives. By supporting grassroots initiatives municipality could save costs for greening



Example

DeRuigeHof grassroots association is managing around 13 ha of peri-urban green space in the southeast of Amsterdam. The local community formed the association in the 1980s to protect a green space that had begun to appear on abandoned construction sites, which are owned by the municipality of Amsterdam. The municipality granted the association the right to manage two sites of the municipal land for a symbolic €1 lease agreement. The activities of the association have involved conservation management on meadows, woodland and wetland, which has enhanced the quality of this unplanned green space in terms of wildlife, biodiversity and the connection of local people to the site (source: (Ambrose-Oji et al. 2017)).

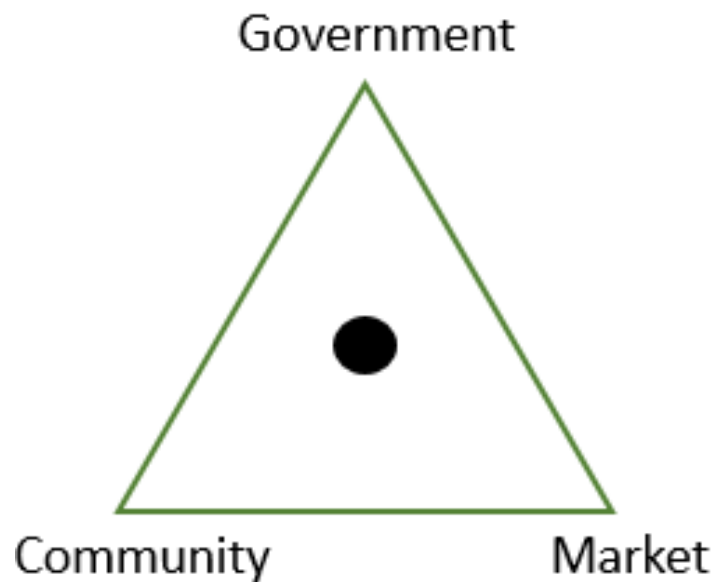
F2 USER FEES



F4_USER FEES ©gitchasron - Fotolia

Description

User fees are charges incurred by the citizens or companies in return for the delivery of specific services, benefits and utilities. It could include contractual fees, such as fees incurred for using a public park as a venue for an event



Example

New York City requires its residents and visitors to apply for a Parks Special Event Permit when organising events in the city parks that host more than 20 participants. The special permits are issued for a fee of 25 USD/permit. The Department of Parks and Recreation has estimated that in the fiscal year of 2018, event fees would constitute a little over 6% of their total revenue estimates (sources: (NYC Parks n.d.); (Mark-Viverito and Levine 2017)) .