

## SESSION DESCRIPTION

### ID: T13b

Making a business case for nature-based solutions / nature conservation

#### Hosts:

|       | Title | Name             | Organisation | E-mail                   |
|-------|-------|------------------|--------------|--------------------------|
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#### Abstract:

Nature-based solutions (NBS) / ecosystem restoration / nature conservation are high on the agenda in the frame of international biodiversity and climate adaptation and mitigation strategies. However, although they are widely praised for their local and global benefits from ecosystem services, there are not many NBS realized globally. For two main reasons, firstly there are still practical challenges (e.g. ongoing research on how to develop successful NBS), and secondly to get such investments financed (complication with the variety of private and public beneficiaries, and possibilities to proof the added values).

Payment for ecosystem services (PES) provides a theory to organize the distribution of costs and benefits among different beneficiaries and investors. Although promising in theory, there is a lack of real PES examples. In this session we want to discuss (1) possible revenue streams and (2) the practical realization to make the business case and to proof the added values and return on investment (e.g., how to quantify the amount of revenue).

Possible revenue streams:

- Selling natural resources: e.g. Fisheries (specify impacts of a NBS on commercial species and its benefits for fisheries); Fresh water provisioning
- Cost savings from less resource use (company internally)
- Carbon credits. Carbon credits became an established market and growing for nature conservation and NBS projects (e.g. transforming unproductive coastal land). Nature restoration projects and NBS could be certified and certificates can be sold.
- Organizing (eco)tourism activities
- Cost savings from coastal resilience/climate adaptation/Disaster Risk Reduction measures
- financed by responsible government agency
- Biodiversity, e.g., biodiversity funds, biodiversity offsetting schemes with biodiversity credits (ecosystems, species)
- Natural capital credits platform to bring investors and buyers together (e.g., crowd funding platform Agora-Natura)

- SDG – Voluntary Carbon Market which now includes crediting beyond carbon e.g., for SDGs
- Corporate Social responsibility funding options: companies that finance social/ecological projects for their responsibility

We will start this session with a short introduction of this first inventory of possible revenue streams. We welcome abstracts on practical examples of (successful) business cases, PES examples, and investigations into specific revenue streams from restoration/nature conservation projects and NBS.

### Goals and objectives of the session:

The goal of this session is to share knowledge and experiences on making a business case for NBS/nature conservation projects (identify and quantify revenue streams to proof the return on investment).

### Planned output / Deliverables:

Synthesis note with session participants to provide suggestions for making a business case for NBS. As follow up after the session we like to work towards a guideline that describes how to choose revenue streams and evaluate them for different type of projects and investors.

### Session format:

Standard session (presentations)

### Voluntary contributions accepted:

Yes, I allow any abstract to be submitted to my session for review

### Related to ESP Working Group/National Network:

[Thematic Working Groups: TWG 13 – Role of ES in Ecosystem restoration](#)