How could we support Nature-based solutions implementation ?

Thomas Binet

VERTIGOLAB
ECONOMIE & ENVIRONNEMENT

Workshop on Implementation of
Nature-based Solutions to tackle climate change

Session 3b : Financial instruments and policy framework

Marseille (France)
22-24 January 2019

UN environment United Nations Environment Programme · Mediterranean Action Plan Barcelona Convention · Plan Bleu · IUCN · Conservatoire du littoral · Tour du Valat · UICN Comité Français · MedWet · Wetlands International · Ville de Marseille

How could we support NBS solutions implementation?

- Demonstrate socioeconomic rationales (through CBA)
- Develop solutions (hybrid R&D) and test them

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- Develop solutions (hybrid R&D) and test them
- Use public actions

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How could we support NBS implementation?

Use public actions:

- Develop a « culture » of green infrastructure from the demand side (regulations, norms, standards, public procurement)
- Assist with the development of NBS value chains
- Local policies and regulations change (local plan or urbanization –PLUi- in France)
- Share investment risks (collateral, preferential, equity..) and start with public money (Plan Juncker) (cf. Rapport Canfin-Zaouati, 2018)

How could we support NBS solutions?

- Demonstrate socioeconomic rationales (through CBA)
- Develop solutions (hybrid R&D) and test them
- Public actions
- Activate entrepreneurship in conservation (increase project pipeline, develop « culture » of green infrastructure from the supply side)

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- Demonstrate socioeconomic rationales (through CBA)
- Develop solutions (hybrid R&D) and test them
- Public actions
- Activate entrepreneurship in conservation (increase project pipeline, develop « culture » of green infrastructure from the supply side)
- Mobilize private finance

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How could we support NBS implementation?

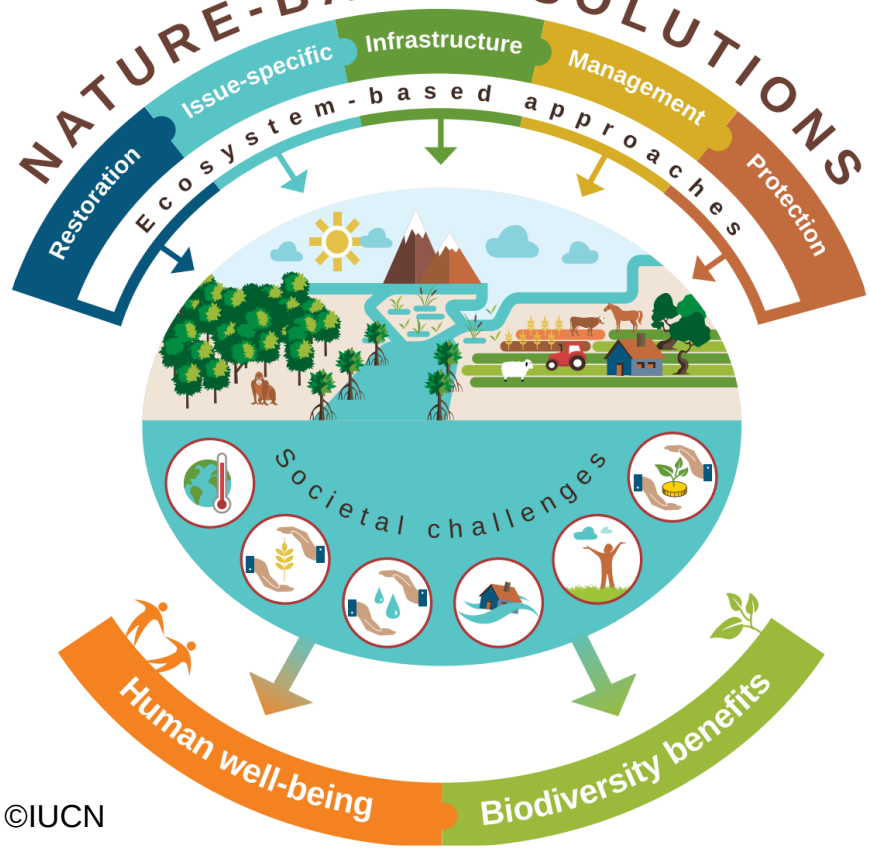
Private financing mechanisms

Environmental impact bonds

Impact investing

Green/blue bonds

Insurance-for-nature



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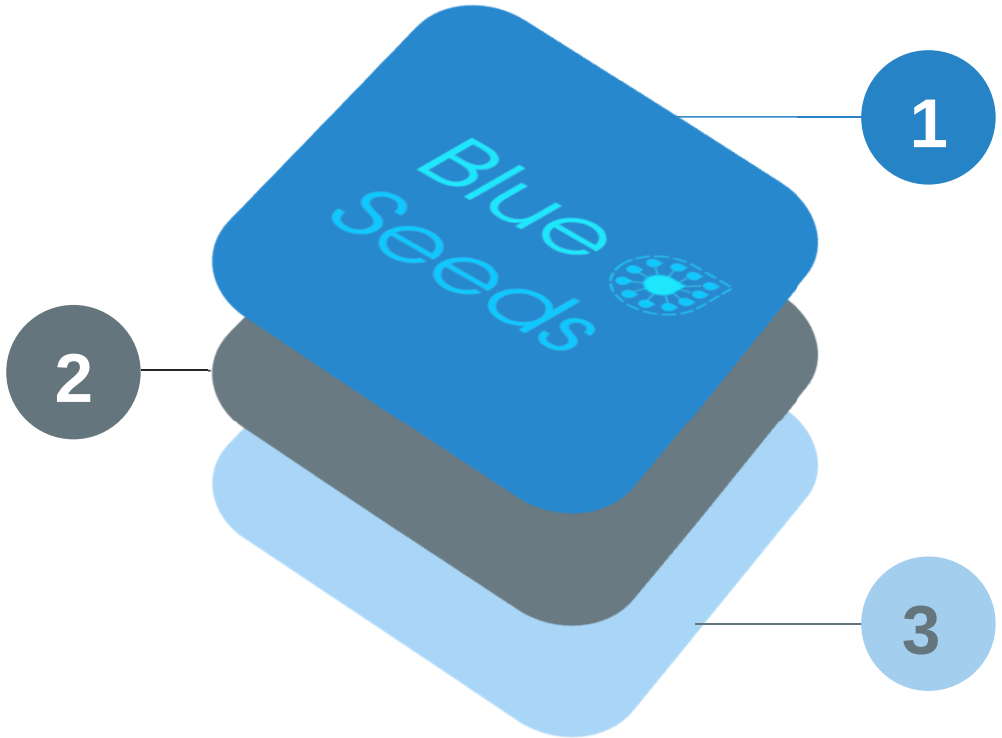
environmental eco
with a focus on cons
finance and inn
business devel

Blue Seeds

A COMPREHENSIVE OFFER TO **FOSTER MARINE CONSERVATION FINANCE**



TECHNICAL ASSISTANCE FOR MARINE CONSERVATION

Marine conservation needs to work on its financial and economic structuring. BlueSeeds provides hands-on solutions, conservation economics expertise and empowerment.

LAUCHING **MARINE CONSERVATION SOLUTIONS**

BlueSeeds will act as the catalyst for entrepreneurship in conservation, launch initiatives and connect conservation projects with entrepreneurs.

SETTING UP **FINANCING MECHANISMS**

BlueSeeds is the financial intermediary between conservation projects and investors.

3-YEARS DEVELOPMENT PLAN

Pilot sites to test our offer in the Mediterranean sea

2018

Analysis of marine conservation **needs**

Solutions design (“sustainability pathway”, strategic & financial planning, training, measuring tool)

Tests **on the field**

Scalable & impactful solutions development

2019

Tests of **new solutions** – focus on impact, scalability and profitability

Develop **a network of projects and investors**

Promote **impact measurement tool**

Test **BlueSeeds business models**

Validated solutions ready for investments

2020

Prototype launching

Impact evaluation of the platform

Design of a **5-years business plan**

Design the platform’s **financial structure**

Thank you

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