



# *How could we support Nature-based solutions implementation ?*

Thomas Binet



Workshop on Implementation of  
Nature-based Solutions to tackle climate change  
**Session 3b : Financial instruments and policy  
framework**

*Marseille (France)*  
*22-24 January 2019*





## 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



## 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)



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- 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)

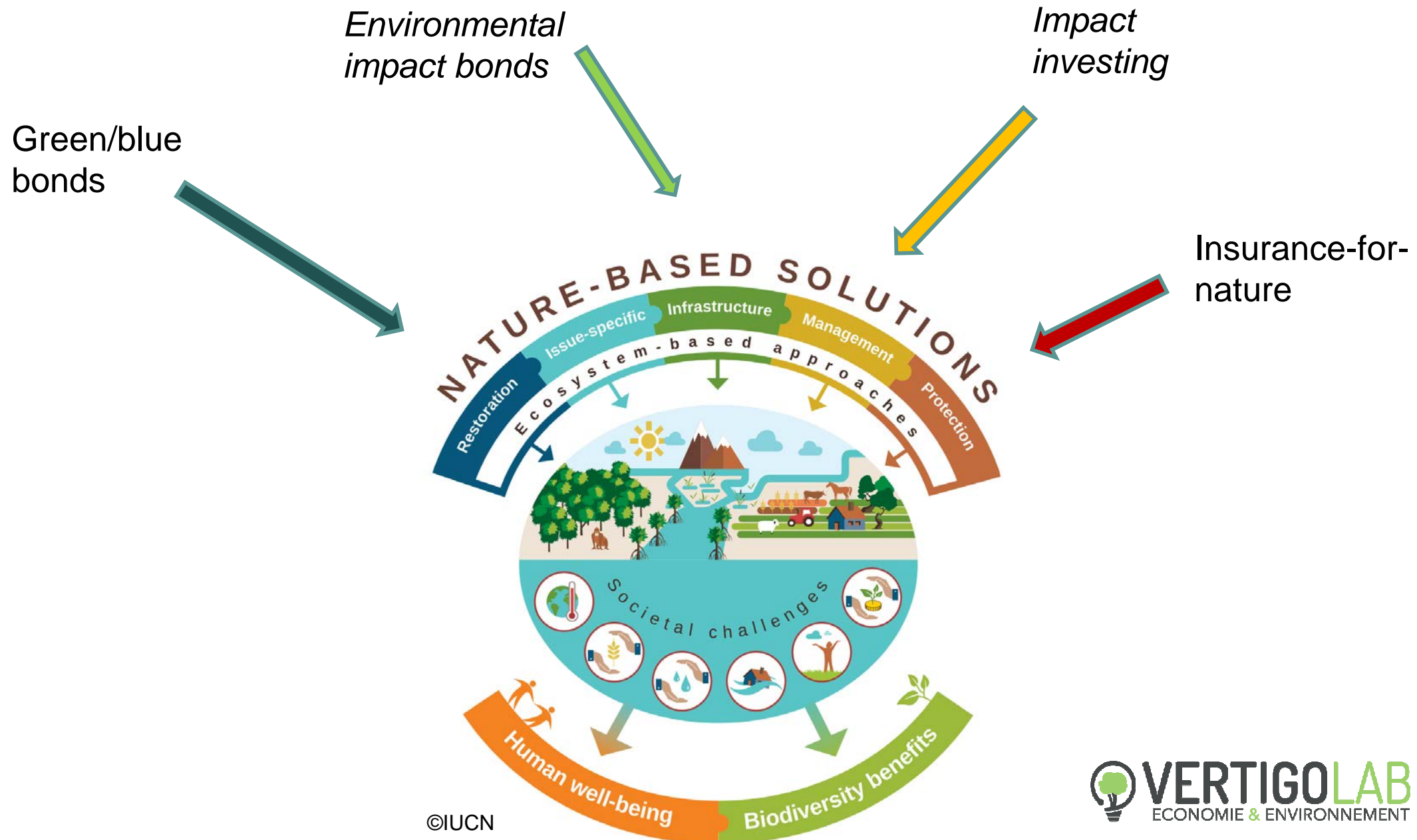


- Demonstrate socioeconomic rationales (through CBA)
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- Public actions
- Activate entrepreneurship in conservation (increase project pipeline, develop « culture » of green infrastructure from the supply side)
- Mobilize private finance



# How could we support NBS implementation?

## Private financing mechanisms



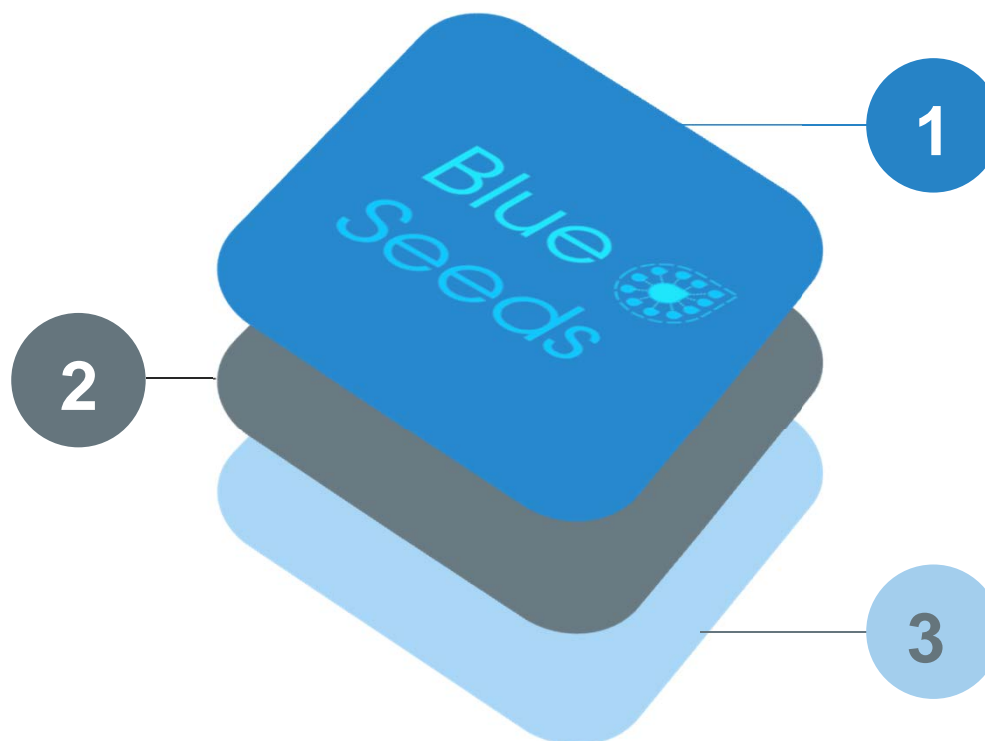
Think & Do Tank special  
environmental eco  
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finance and inn  
business devel

Blue   
Seeds

# A COMPREHENSIVE OFFER TO FOSTER MARINE CONSERVATION FINANCE

## LAUNCHING MARINE CONSERVATION SOLUTIONS

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



1

## 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.

3

## 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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