

# WP5 - Business cases for BwN upscaling

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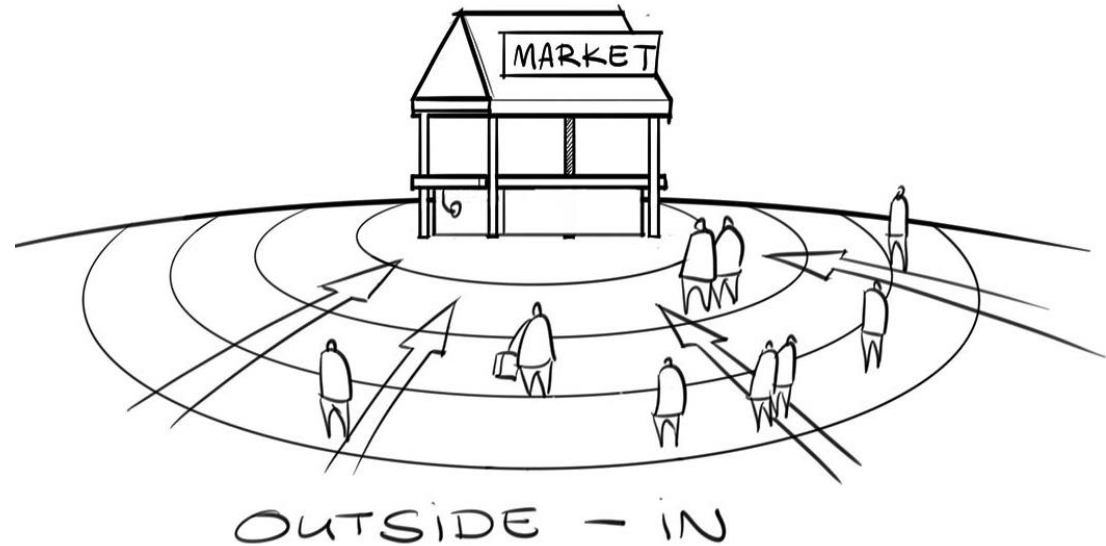
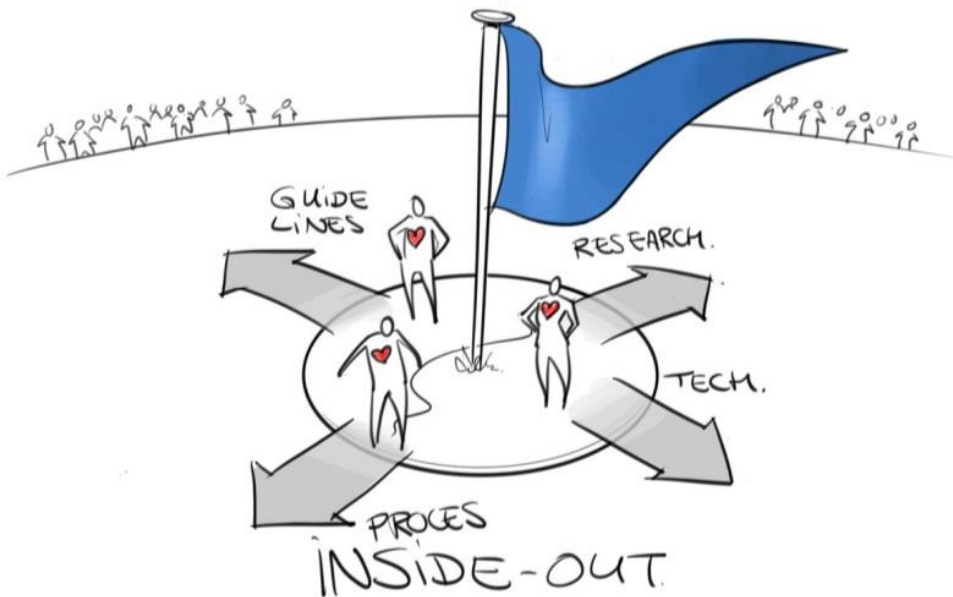


EcoShape



# 1. Business case development: necessary to upscale

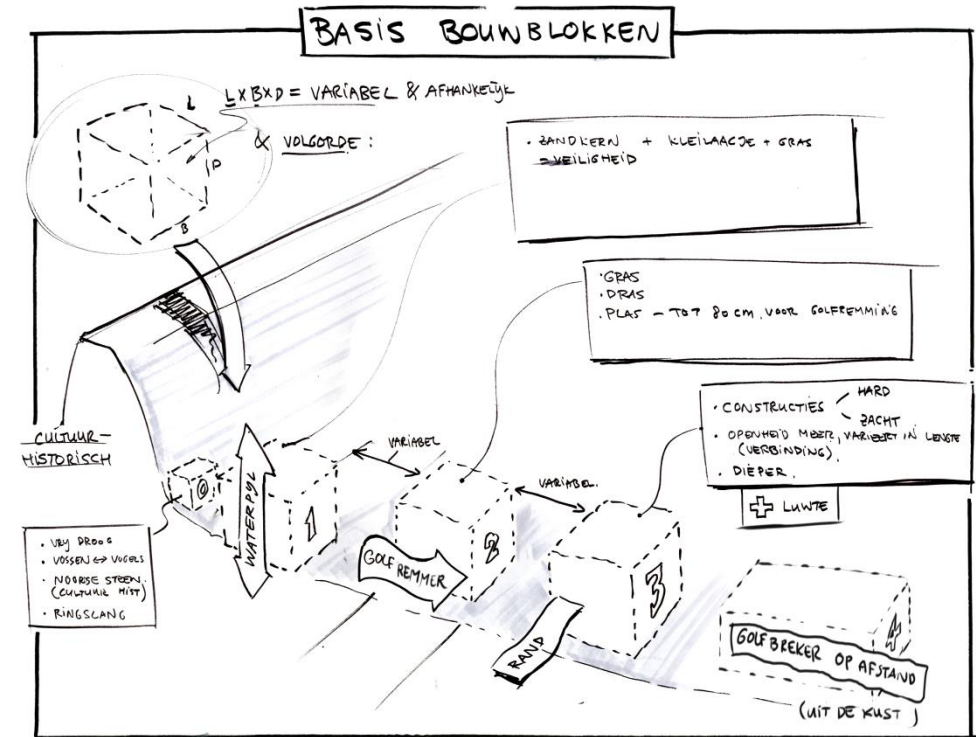
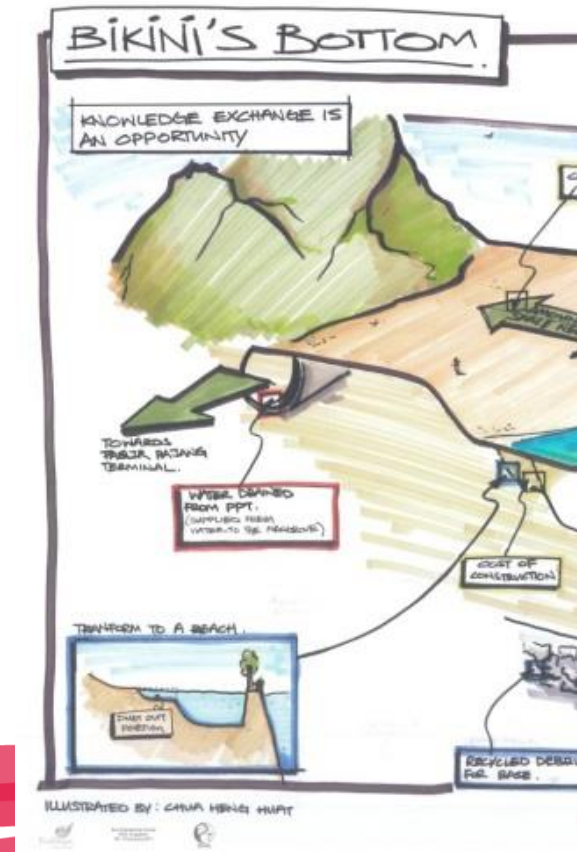
From pilot-project ... .. to implementation in policies





## 2. Business case development: tool for improving BwN designs

Optimize designs to balance and optimize benefits and costs





## Opportunities in business cases for Building with Nature

- Cost-effectiveness of BwN solution for the intended purpose
- Added value for nature and societal value as extra benefits
- BwN accounts for flexible and adaptive solutions
- Potential to influence/optimize design of the BwN solution
- High opportunity for stakeholder participation
- Valuation allows (objective) comparison with other solutions/designs/alternatives



## Difficulties in business cases for Building with Nature

- **Taking the systems perspective:** when working with the system, how to define the scale and time scale of your business case? (long term vs. short term; what is the landscape scale?)
- **Addressing multiple stakeholders;** requirement to create various business cases for each level of stakeholders (and not only 1 overall business case) & difficulty to assign (constant) value for each individual stakeholder
- **Valuation** (monetarization?) of ecosystem values, nature values and landscape values
- **Dealing with uncertainties** in operation and maintenance phase



## Our goals

- Show available methodologies for Business Case development (and valuation)
- Provide Guidance for BwN concepts to approach BC development
- Demonstrate opportunities of BwN by giving good examples of BC's for BwN  
- for use in mapping opportunities of BwN solutions



## WP5: business case development

1. Combine current knowledge on business cases of (NL) BwN examples
2. Develop 'Business case development guidance document'
3. Cooperate in deriving 10 'high-level business cases' for BwN solution (from Partners)
4. Further work out 'elaborated' business cases for 3 concepts
5. Provide input on 'business case parameters' for opportunity mapping



## WP5: business case development

### Step 1.: Combine current knowledge on business cases of (NL) BwN examples

#### Activities:

- Collecting information from EcoShape and Noorderzijlvest on their experiences with BC
- Quick matchmaking between our experience and current ‘urgent issues’ on BC in INTERREG BwN

#### Results:

- Presentation on ‘lessons learned’ on business cases by EcoShape (coming CM in Husum)
- Report on ‘lessons learned’ on business cases (available Q3 2017)





## WP5: business case development

### Step 2.: Develop 'Business case development guidance document'

#### Activities:

- Transforming experiences BC into BC guidance document
- Checking the usability of the guidance document on the practical case(s) of Noorderzijlvest
- Derivation of templates for use in setting up business cases

#### Results:

- Business case development guidance document (Q1 2018)
- Interactive workshop on 'how to use' business case guidance (during CM march 2018)



## WP5: business case development

Step 3.: Cooperate in deriving 10 ‘high-level business cases’ for BwN solution (from Partners)

### Activities:

- Using the ‘BC guidance doc’ and templates to derive ‘high-level business case’ (by Partners)
- Assistance with queries, troubleshoot, helpdesk etc. for that by WP5
- Editing/finalising Partner-delivered business cases to uniform format by WP5

### Results:

- At least 10 ‘high-level business cases’ (Q3 2018)
- Discussion on those and selection of BC’s to be further worked out (during CM september 2018)



## WP5: business case development

### Step 4.: Further work out ‘elaborated’ business cases for 3 concepts

#### Activities:

- Active cooperation between WP5 and selected Partners to work on quantification of BC
- Workshops (with stakeholders) to further develop the Business Case
- Providing feedback/insights on the process of going into more detail

#### Results:

- Workshops with insights on the process of making detailed BC’s (e.g. during CM March 2019)
- 3 ‘elaborated’ business cases for 3 relevant concepts (Q3 2019)



## WP5: business case development

Step 5.: Provide input on ‘business case parameters’ for opportunity mapping

### Activities:

- Active cooperation on ‘BC parameters’ during the search for BwN opportunities
- Provision of supportive reasoning for selected (mapped) BwN opportunities on their BC

### Results:

- Workshop(s) on search for BwN opportunities based on BC potential)(e.g. during CM March 2019)
- Supportive reasoning for identified opportunities by INTERREG BwN Project (end of Project)



## Role of WP5

- No ‘pilot’ or ‘cases’ executed in this WP  
... but we do use practical experiences of Noorderzijlvest
- Case material (including data) needs to come from INTERREG BwN partners
- Case material and data may come from laboratories, but also from earlier experiences
- We assist you with clarifying the data need per case and your questions and issues
- Our outputs are for your benefit in ... upscaling your concepts  
... optimizing your designs