



# Nature-based solutions **Opportunities for business**

Paul Mahony  
General Manager

[www.oppla.eu](http://www.oppla.eu)  
[@OpplaCommunity](https://twitter.com/OpplaCommunity)

“Solutions that are inspired and supported by nature, which are **cost-effective**, simultaneously provide environmental, social and economic benefits and help build resilience.

Such solutions bring more, and more diverse, nature and natural features and processes into cities, landscapes and seascapes, through **locally adapted, resource-efficient and systemic interventions**”

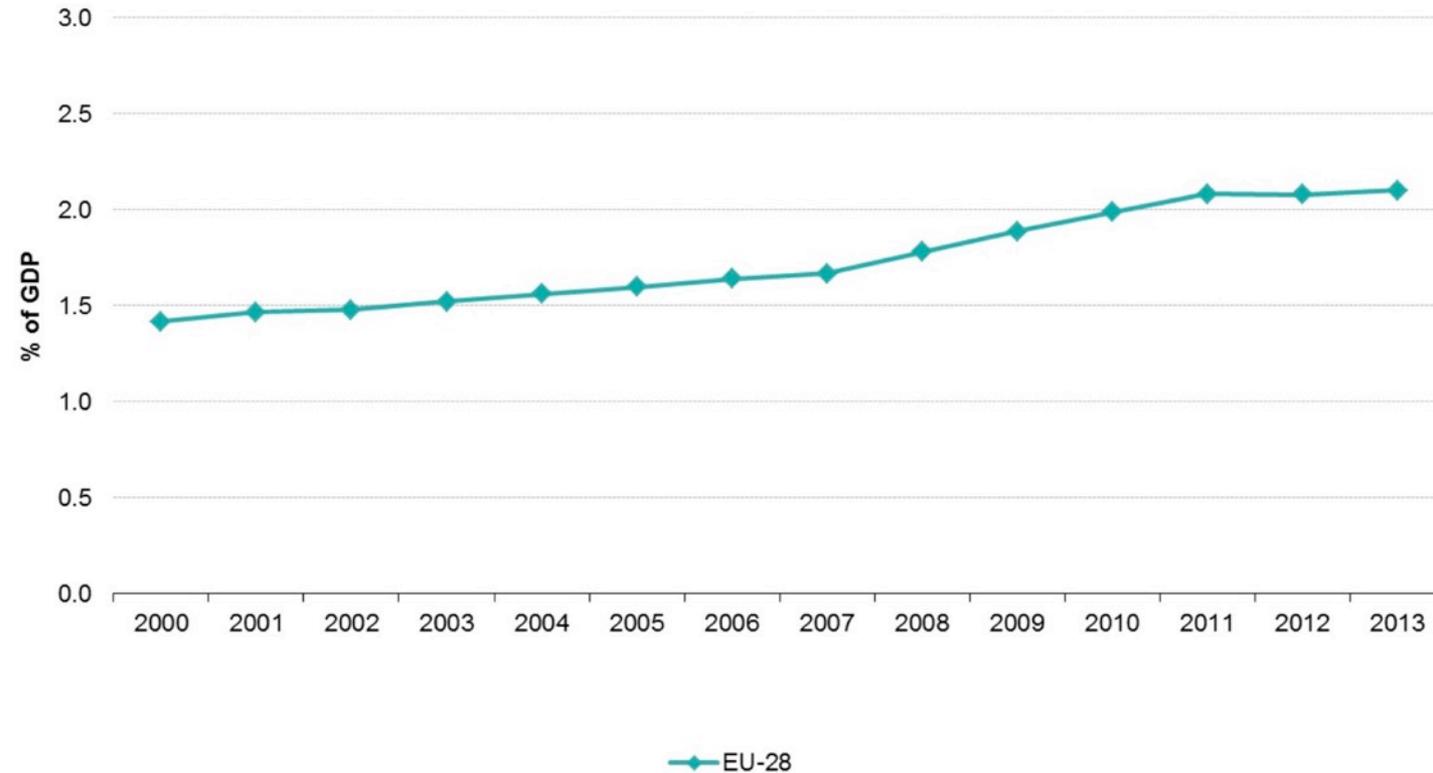
Source: EU Research and Innovation policy agenda on Nature-Based Solutions



**Opportunities**  
for business...



# #1 A growing market



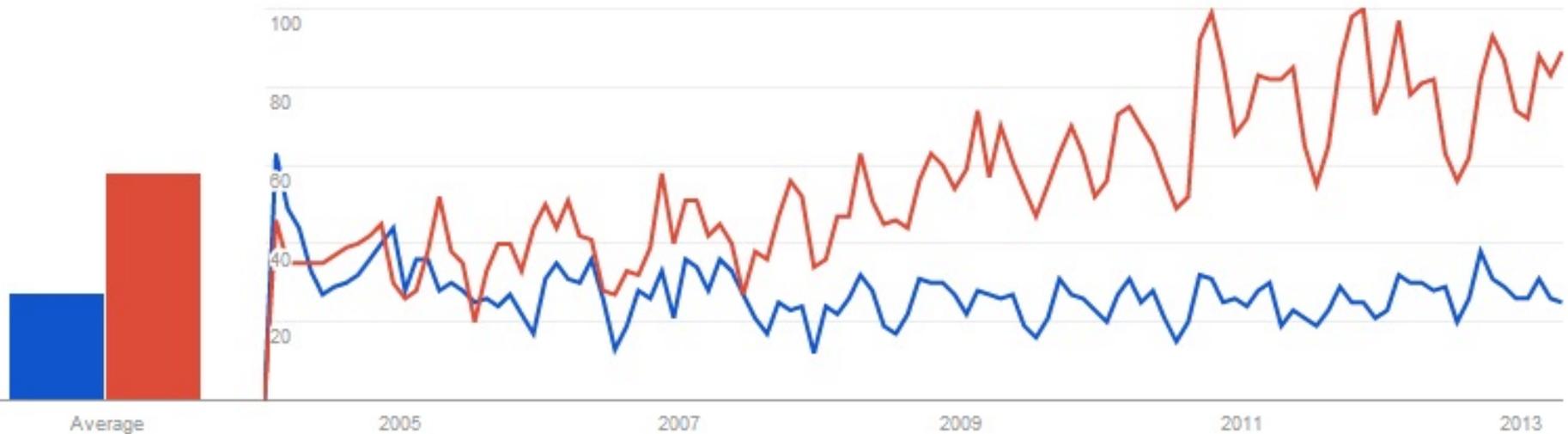
Trends in EGSS gross value added for EU28 (% of GDP). Source: Eurostat.

# #1 A growing market

## Interest over time ?

The number 100 represents the peak search interest

News headlines  Forecast ?



# #1 A growing market

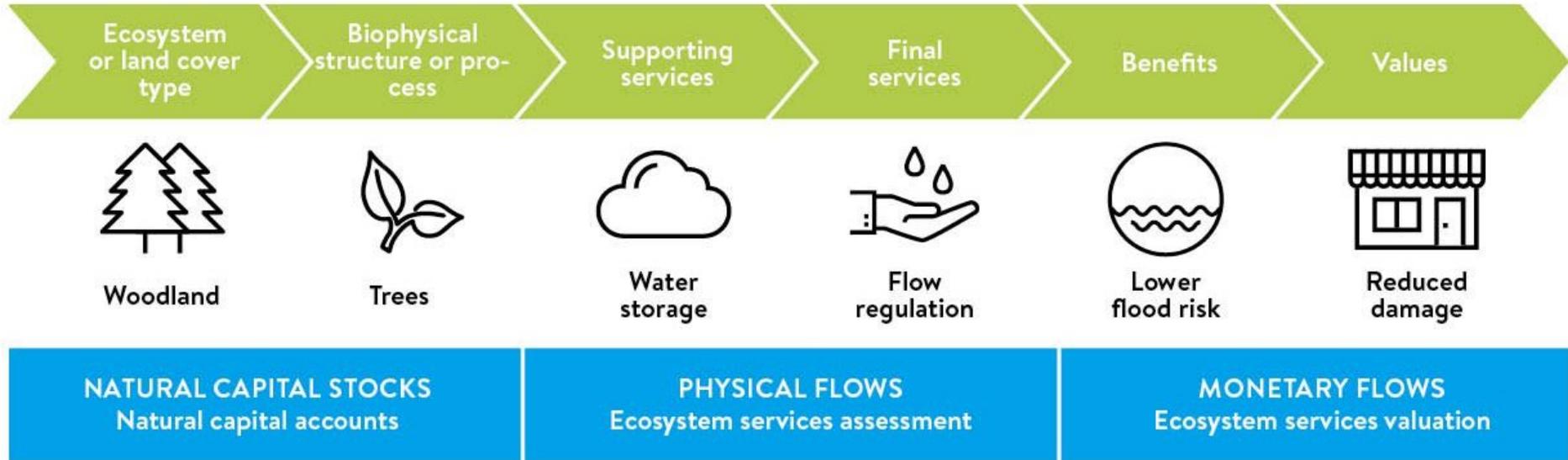
“With increasing demand for environmentally-sustainable products and services – both consumer and government-led – and mounting pressure on resources, businesses that engage early will undoubtedly reap the rewards from an altered competitive landscape in the years to come.”

The logo for CIMA, consisting of the letters 'CIMA' in a white, serif font, centered within a solid red rectangular background.

CIMA

Chartered Institute of  
Management Accountants

# #2 Natural capital



# #2 Natural capital

“Natural capital underpins all other forms of capital, including financial.

It is as prominent a business concern in the 21<sup>st</sup> Century as the provision of adequate financial capital was in the 20<sup>th</sup> Century.

The new model for business seeks to integrate the real value of nature into its thinking”



# #3 Cost-efficiency



# #3 Cost-efficiency

## Case study: Shell, Oman



- Arid desert converted to reed beds for cleaning water as by-product of oil drilling
- 100,000 cubic metres of water per day
- Treatment plant built on slope requiring no mechanical pumping
- Residual traces of oil removed and reclaimed
- Water cleaned by micro-organisms and algae
- Treated water used to drill new wells, which saves pumping water from aquifers
- 14 previous treatment plants reduced to 1

# #4 Managing risk



# #4 Managing risk

## “The elephant in the boardroom”

- Q: Significant unmanaged risks in your supply chain threaten the stability of your business and future cash flows. How would you raise these issues with your board?*
- Q: Material off-balance sheet liabilities are accumulating that threaten the medium-term viability of your business. What would you do?*
- Q: Although your profits may be growing, your capital base is eroding at a faster rate than it can be replenished. There is no straightforward solution to restoring it. What would be your responsibility to shareholders, employees, suppliers and customers?*

# #4 Managing risk

- Approximately 8% of global GDP spent on cost of climate change (\$4.7 trillion)
- Water shortage threatens a 'severe' or 'catastrophic' impact on 40% of Fortune 100 companies
- Loss of biodiversity results in loss of one major pharmaceutical development every two years (UNEP)

# #4 Managing risk

Achim Steiner, executive director of UNEP:

“The future success of businesses in a range of sectors hinges on their ability to manage the major risks posed by climate change, depleted natural resources, loss of biodiversity and extreme weather conditions. Companies that face up to these realities are likely to be the ones that thrive and remain competitive in a rapidly-changing world.”



# #5 Innovation

- Demand for knowledge: science > business interface
- New business models, products, services and solutions
- Emerging links with Smart Cities
- Importance to CSR and brand image
- New funding and revenue streams



# #5 Innovation

“The possibility of a new economy is emerging: one that fully integrates the real value of nature into business models.

Businesses that are most fleet of foot in responding to this situation will thrive. Those that do nothing may suffer unsustainable profits, cash flow problems, risks to their supply chain, as well as damage to reputations.

It is a stark choice: adapt or fail.”

The logo for the Chartered Institute of Management Accountants (CIMA) features the acronym "CIMA" in a white, serif font, centered within a solid red rectangular background.

Chartered Institute of  
Management Accountants