

GREEN SKILLS FOR CITIES

LTP
**Financing NbS
& Pitching**

**In-Class
Activities**

Vienna University of Economics
and Business (WU)



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Università
di Genova



Group Work – Topics on Financing NbS

Group 1: EU funding - Urban Adapt project in Rotterdam

Group 2: Green Bonds - City of Gothenburg Green Bonds

Group 3: Blended finance - Café Selva Norte project in Peru

Group 4: Crowd funding - Ghent crowdfunding platform for climate adaptation,
Ghent, Belgium

Group 5: Public budget - Green Exercise Partnership, Scotland, UK

Pitching Exercise 1 – Random words

- Pick two random words
- Combine the two words and pitch the „NbS product“ no matter how absurd it is in max 1 minute

Pitching Exercise 2

- Pitch the NbS example you worked on in your groups of two
- Consider this:
 - Start with a catchy line - what you want to do?
 - What is the problem?
 - What is your solution?
 - Who is the solution for and why now?
 - How will you finance it?
 - What are the benefits?
 - Who are you (team)?
 - Call to action (based on what you want from your audience)

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For more information contact:

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Or check out our website:

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