

# GREEN SKILLS FOR CITIES

## Lesson Plan for Trainers – Lesson 2 (Financing NbS & Pitching)

### **Preparation:**

Students should read the power point slides and fulfill the tasks at the end of the presentation as a preparation for the in-class activities .

### **In Class Activities:**

**Materials:** Flip Chart, Post-it's, markers

**Duration:** max. 2 hours

**Method:** Jigsaw teaching & Pitching

In order to engage group work, the method “jigsaw teaching” is applied for the first part of this lesson. The second part of the lesson includes a pitching exercise. See the table on the next page for detailed instructions.

We have prepared power point slides, which you can use for the in-class activities (either as print out or for presentation mode).

Time (minutes)	Task
5	Welcome and introduction to the lesson
<b>Method: Jigsaw teaching</b>	
5	The students are divided into 5 groups (2 students per group). Each group is assigned to one financial instrument and one NbS: <ol style="list-style-type: none"> <li>1. EU funding - Urban Adapt project in Rotterdam</li> <li>2. Green Bonds - City of Gothenburg Green Bonds</li> <li>3. Blended finance - Café Selva Norte project in Peru</li> <li>4. Crowd funding - Ghent crowdfunding platform for climate adaptation, Ghent, Belgium</li> <li>5. Public budget - Green Exercise Partnership, Scotland, UK</li> </ol>
45	Every group receives the name of the NbS and the financial instrument/funding source. With this information they can research on their own. They should be able to answer what the sources of financing are in the case study and have a general overview of the project (what is the problem and what is the solution). Thereafter each member of the group explains the content of the handout to each other. They note the most important findings on a flipchart. They are now the “experts” on this topic.
<b>Pitching exercise</b>	
20	The instructor can use the random words document attached, or create new words. These words are all individually written on paper and mix them in a container. The students draw two random words, put them together and pitch the ‘NbS-product’ no matter how absurd it is. The pitch should be done in max. 1 minute preferably in 30 sec. The instructor times the pitch and has an alarm to stop the students. <p>If compelling elements are used (e.g. story arch, rhetoric pause, drama, start with “why”, personal, catchy, unique), the instructor will reflect on this with the class.</p>
40	In the next round the students have the task to create a 3min. pitch for the NbS example they worked on in their 2-person groups at the beginning of the lesson and noted on their flipcharts. They have 20 min. to prepare. They should consider the following things: <ul style="list-style-type: none"> <li>• Start with a catchy line - what you want to do?</li> <li>• What is the problem?</li> <li>• What is your solution?</li> <li>• Who is the solution for and why now?</li> <li>• How will you finance it?</li> <li>• What are the benefits?</li> <li>• Who are you (team)?</li> <li>• Call to action (based on what you want from your audience)</li> </ul> Discuss the pitches in the group.
Total time: 120 min	

## 'Cheat Sheet' for trainers (case studies and funding sources):

### 1. EU funding – Urban Adapt

The Urban Adapt project in Rotterdam is a cooperation between the City of Rotterdam, WWF and Rijkswaterstaat (Dutch national agency for public works and water management). The project is demonstrating two measures: a tidal park to improve climate resilience and a neighborhood project to engage local communities in the greening of grey areas to address water and urban heat challenges. Total project costs were over €10.3 million, with €2.7 million provided by LIFE (LIFE Urban Adapt, 2018).

[https://webgate.ec.europa.eu/life/publicWebsite/index.cfm?fuseaction=search.dspPage&n\\_pr oj\\_id=5239](https://webgate.ec.europa.eu/life/publicWebsite/index.cfm?fuseaction=search.dspPage&n_pr oj_id=5239)

**Source of Financing:** Programme for the Environment and Climate Action (LIFE) provides co-funding for projects in the area of the environment (including nature and biodiversity) and climate change adaptation and mitigation

### 2. Green Bonds - City of Gothenburg Green Bonds

The City of Gothenburg has been issuing green bonds since 2013. The city uses the proceeds for environmental projects such as green housing, green transport, tree planting and water treatment (S & P Global, 2017). Investments in the green bonds are transferred to a special budget account that supports the city's lending to eligible projects (CICERO, 2015). Projects are selected by the City Office (Urban Development and Treasury Departments) and the City Council. The Environment Administration then verifies the selection of proposed projects, and the City Office presents the verified projects to the City Executive Board for a final approval before awarding the green bonds (City of Gothenburg, 2015). The City Office is then tasked with monitoring the project's economic development and several environmental indicators, and communicating to investors (City of Gothenburg, 2015).

<https://goteborg.se/wps/portal/enhetssida/investor-relations/green-bonds>

**Source of Financing:** Green Bonds (Debt instrument)

### 3. Blended finance - Café Selva Norte project in Peru - Mirova Land Degradation Neutrality Fund

The Café Selva Norte project, financed by the Land Degradation Neutrality (LDN) Fund, aims at reversing land degradation by implementing sustainable coffee plantations on degraded areas in Peru. It creates a scalable model for sustainable agroforestry that could be replicated at a landscape level in other areas of Peru and South America. This USD 12 million investment aims to transform 9000 hectares of degraded land into productive agroforestry areas, avoid or sequester 1.3 million tonnes of CO<sub>2</sub> emissions per year, and improve the livelihoods of 2400 producers.

The LDN Fund is an investment vehicle co-promoted by the United Nations Convention to Combat Desertification (UNCCD) and Mirova. The blended finance fund is designed to support scalable land degradation reduction and reversal by leveraging public funding to catalyse private investments at scale. The fund primarily invests in sustainable agriculture and forestry, as well as other LDN-related solutions like ecotourism and green infrastructure, to restore degraded land, mitigate climate change and improve livelihoods.

<https://www.idsustainabletrade.com/uploaded/2020/02/LDN-Report-5.3-Peru.pdf>

**Source of Financing:** Blended

The Café Selva Norte project is financed by the URAPI fund, which is managed by Canadian company

ECOTIERRA. The URAPI fund received USD 50 million in equity investments from a range of institutional investors and foundations, as well as from the Land Degradation Neutrality Fund. URAPI invests in Cafe Selva Norte in several ways: it provides loans to coffee cooperatives, which then on-lend to smallholder coffee farmers for them to renovate ageing farms and develop agroforestry on them. It also invests equity in a coffee processing mill to improve coffee quality and traceability, and in VCS-certified forest protection and restoration projects, which generate revenues from carbon credits.

#### 4. Crowd-funding - Ghent crowdfunding platform for climate adaptation, Ghent, Belgium

The City of Ghent has established a crowdfunding platform to support the co-creation of climate change adaptation measures. The platform allows citizens to share their ideas and raise the necessary funds to realise them. The minimum donation on the platform is €5 and the submitted project ideas are reviewed by the platform manager (appointed by the city). Furthermore, the city has offered a municipal subsidy for the projects (up to 75% co-funding), which citizens can apply for during the application process. If applicants indicate they wish to receive municipal funding, a pre-defined funding goal needs to be achieved (for example, a project that has applied for 50% municipal funding with a funding goal of €1000 needs to raise at least €500 in donations by supporters) (Climate-ADAPT, 2016a; EEA, 2017). <https://climate-adapt.eea.europa.eu/en/metadata/case-studies/ghent-crowdfunding-platform-realising-climate-change-adaptation-through-urban-greening#:~:text=farming%20and%20gardening-,Solutions,becomes%20a%20%27project%20initiator%27>.

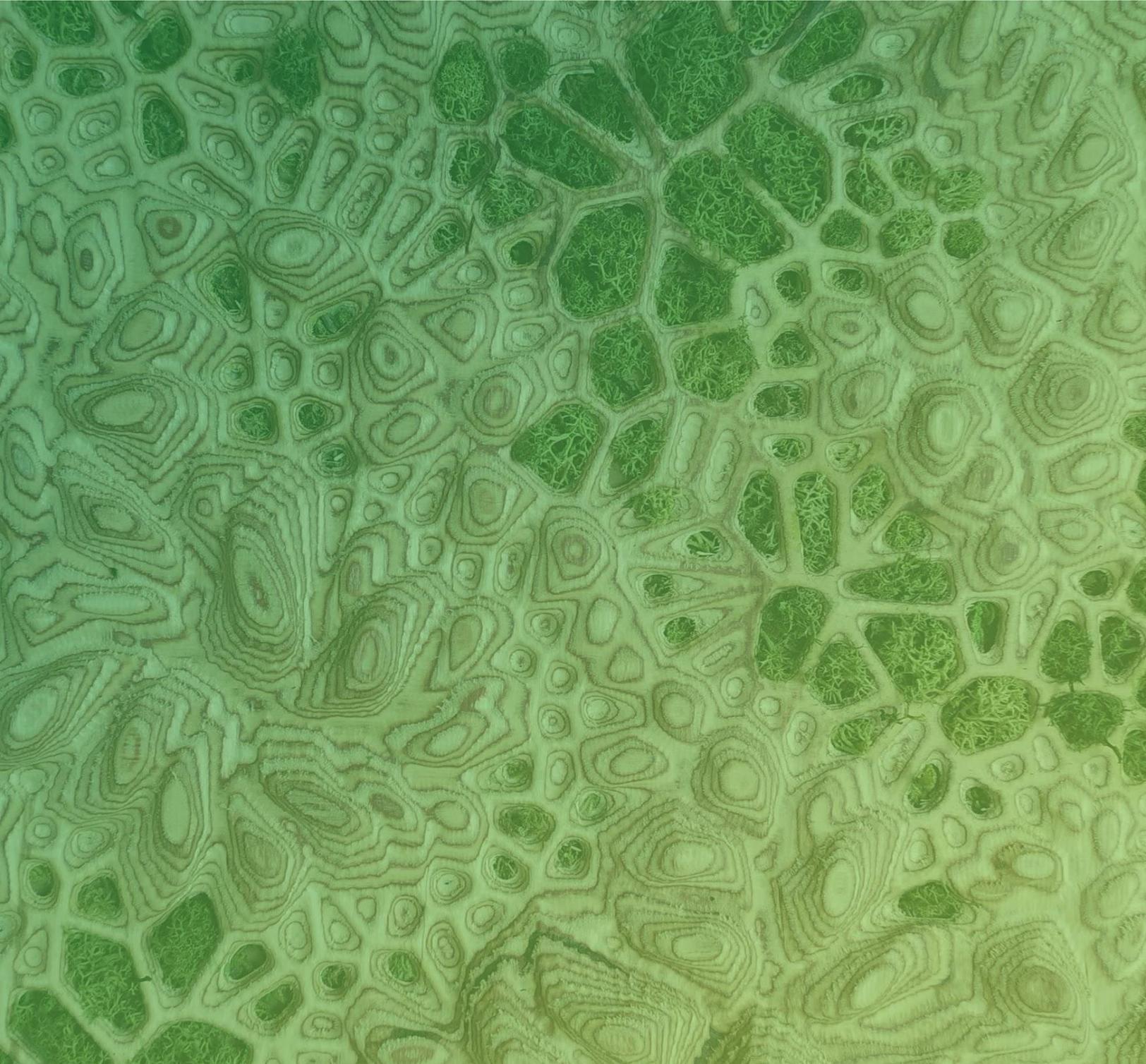
**Source of funding:** Crowdfunding

#### 5. Public Budgets - Green Exercise Partnership, Scotland, UK

The partnership is a joint venture between the Forestry Commission Scotland, Scottish Natural Heritage and Health Scotland (part of the Scottish National Health Service (NHS)). It funds projects to show the health benefits that derive from investment and management of the NHS estate. For example, it funded tree planting, active woodland management, pathway improvement and other actions so that hospital staff and patients, and local residents can benefit from exercise and time in nature (Forestry Commission Scotland et al., 2015).

<https://forestry.gov.scot/publications/forests-and-people/woods-for-health/316-green-exercise-partnership-briefing>

**Source of Financing:** Innovative use of public budget - joint venture between the Forestry Commission Scotland, Scottish Natural Heritage and Health Scotland (part of the Scottish National Health Service (NHS)).



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