

GREEN SKILLS FOR CITIES

Lesson Plan for Trainers – Lesson 1 (Business Model Canvas – Value)

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. The Case Study “Biotope City – Wienerberg”, Vienna, Austria is the basis for the World Café

In Class Activities:

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

Duration: max. 2 hours

NbS Case Study: “Biotope City – Wienerberg”, Vienna, Austria

Background Information:

[full.pdf \(iba-wien.at\)](https://iba-wien.at/full.pdf)

<https://biotope-city.net/en/home-2/>

Instructions:

The setting for this lesson is group work. In order to engage the students a world-café setting is used (see the table on the next page with detailed instructions).

Based on the student's background research and the background information given beforehand three groups will work on the following topics:

Round 1: Value Propositions

Identify the Environmental, Social, Economic and other value propositions of the NbS. Use different coloured pens or post-it's for **environmental**, **social**, **economic** and **other** value propositions.

- What is the **Environmental** Value Proposition? How will the NbS help address key environmental challenges at community, city or regional level?
- What is the **Social** Value Proposition? How will the NbS help address important social challenges at community, city or regional level?
- What is the **Economic** Value Proposition? How will the NbS help address priority economic challenges at community, city or regional level?
- Are there any other direct or indirect value propositions arising from the NbS or any direct end-user benefit which hasn't been considered.

Round 2: Key Activities

What are the **key activities** that deliver environmental, economic and social value?

- What actions or key services are required to deliver the Environmental Value Proposition?
- What actions or key services are required to deliver the Social Value Proposition?
- What actions or key services are required to deliver the Economic Value Proposition?
- What actions or key services are required to deliver any other direct or indirect value propositions identified from the NbS?

Round 3: Key Partners

Which partners are involved? Consider the **Key Partners** required to deliver the **Activities**.

Bonus question: Which key partners are also beneficiaries of the NbS?

Timeplan

Time (minutes)	Task
5	Welcome and introduction to the lesson
Method: World Café	
5	The students are divided into three groups of which each group chooses 1 moderator. Every group gets one flipchart sheet, markers and post it's. As a preparation for the class, they looked into the NbS Case Study "Biotope City – Wienerberg" in Vienna, Austria. This NbS is the case study used for the world-café.
20	Every table has 20 min to work on the first question of round 1: Identify the Environmental, Social, Economic and other value propositions of the NbS. Use different coloured pens or post-its for environmental, social, economic and other value propositions. The group collects all valuable insights on the Flipchart paper. Diagrams, drawings, post-it's – everything is allowed. The more creative, the better! But leave some space for the next group.
5	After 20 min all students move to the next table, except the moderator. The moderators stay at their table and introduce the findings to the new students.
20	Then each group has another 20 min to work on the next question: What are the key activities that deliver environmental, economic and social value?
5	After 20 min all students move to the next table, except the moderator. The moderators stay at their table and introduce the findings to the new students.
20	Then each group has another 20 min to work on the next question: Which partners are involved?
10	Once this is completed, all students return to their start table and reflect on the findings of the other groups
30	Share collective knowledge - Gallery Tour: In order to share the gained knowledge with the other groups, the students from each table present their findings to the others (10 min per table). Use the time to create a discussion among the students. This is repeated for every table. Interesting discussion questions : <ul style="list-style-type: none"> • What are the trade-offs between Value Propositions? Does the Environmental Value Proposition generate any potential negative impacts on the Social or Economic Value propositions? • Does the Social Value Proposition generate any potential negative impact on the Environmental or Economic Value propositions? • Does the Economic Value Proposition generate any potential negative impact on the Environmental or Social Value propositions?
Total time: 120 min	

‘Cheat Sheet’ for Trainers:

[BIOTOPE CITY - the dense city as nature | Oppla Overview \(iba-wien.at\)](#)

Value Proposition:

Ecological:

- Increased biodiversity and ecological functioning in an urban area
- Improved air and water quality
- Reduced urban heat island effect (Reducing temperature at meso or micro scale)
- Flood peak reduction
- Increase infiltration / Water storage
- Reduce flood risk
- Reduce run-off
- Carbon sequestration and storage
- Increase Biodiversity
- Improve air quality

Social:

- Enhanced recreational and educational opportunities
- Improved quality of life for residents
- Enhancing sustainable urbanisation
- Increase amount of green open spaces for residents
- Increase awareness of NbS solution & their effectiveness and co benefits
- Increase stakeholder awareness & knowledge about NBS
- Increase social interaction
- Increase well-being
- Provision of health benefits

Economic:

- Land and property value
- Construction project as income for participating companies and stakeholders

Trade-offs between Value Propositions (for the end discussion):

- What are the trade-offs between Value Propositions? E.g. Increased tree cover may lead to concerns about public safety (negative social value) or access to parking spaces in retail areas (negative economic value)).
- Does the Social Value Proposition generate any potential negative impact on the Environmental or Economic Value propositions? E.g. people using green spaces could result in increased noise pollution (negative environmental value).
- Does the Economic Value Proposition generate any potential negative impact on the Environmental or Social Value propositions? E.g. increased property prices could lead to gentrification and lack of housing affordability for lower socio-economic groups (negative social value).

Key activities:

Build a mixed-use neighborhood that incorporates green roofs and walls, urban gardens, and rainwater management features to provide habitat for native species and improve ecosystem services.

- Incorporate green roofs and walls into building design to increase habitat for native species
- Develop urban gardens and green spaces to improve local air quality and provide space for community interaction
- Implement rainwater management features such as permeable paving and bioswales to reduce runoff and improve water quality
- Create educational programs to raise awareness of the project's benefits and engage local residents
- Foster collaboration between stakeholders to ensure project success

Partners involved:

- Local communities
- City planners and developers
- Architects and engineers
- Ecologists and conservationists
- Government agencies
- Universities

Beneficiaries:

Environmental:

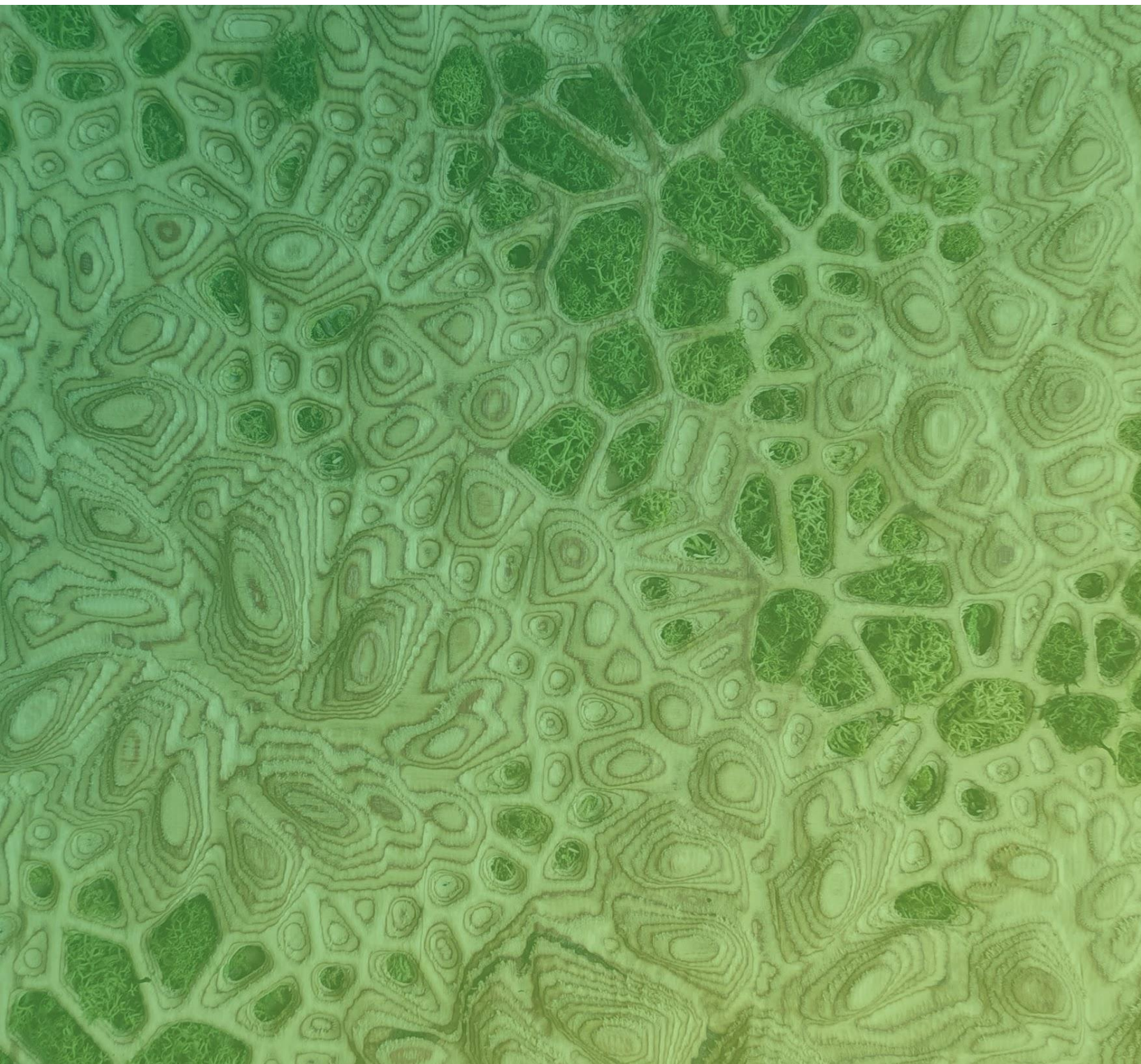
- City will benefit from decreased air pollution, reduced flood risk, reduced heat island effect, increased biodiversity

Social:

- Local residents benefiting from health benefits (better air quality, lower temperatures, improved social interaction, etc.)
- Health department benefitting from reduced expenditures on illness related to poor air quality in the long run

Economic: residents and businesses see an increase in their property value

Other: community groups benefiting from increased social interaction



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