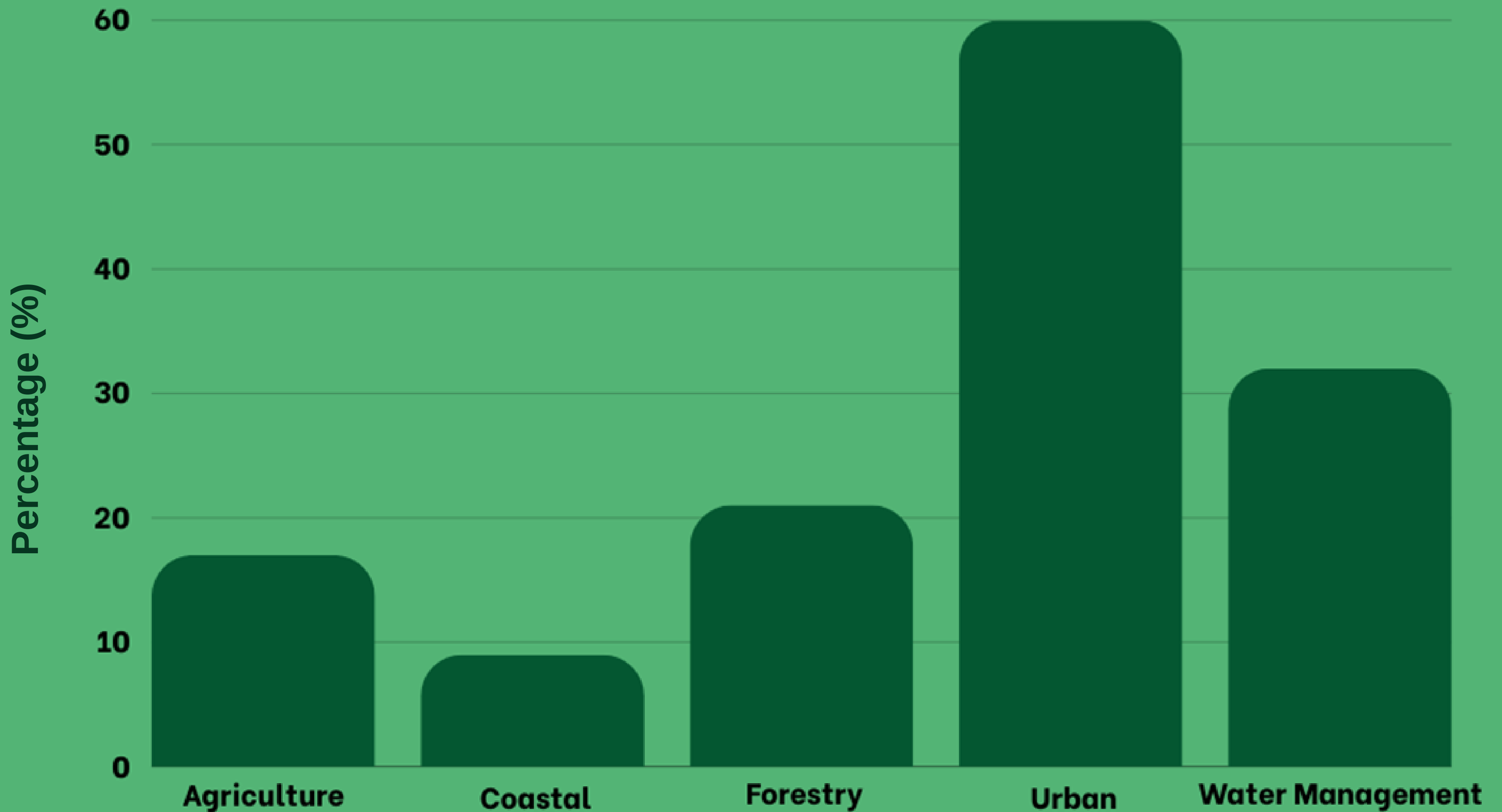


Landscapes

What market sector are you involved in ?

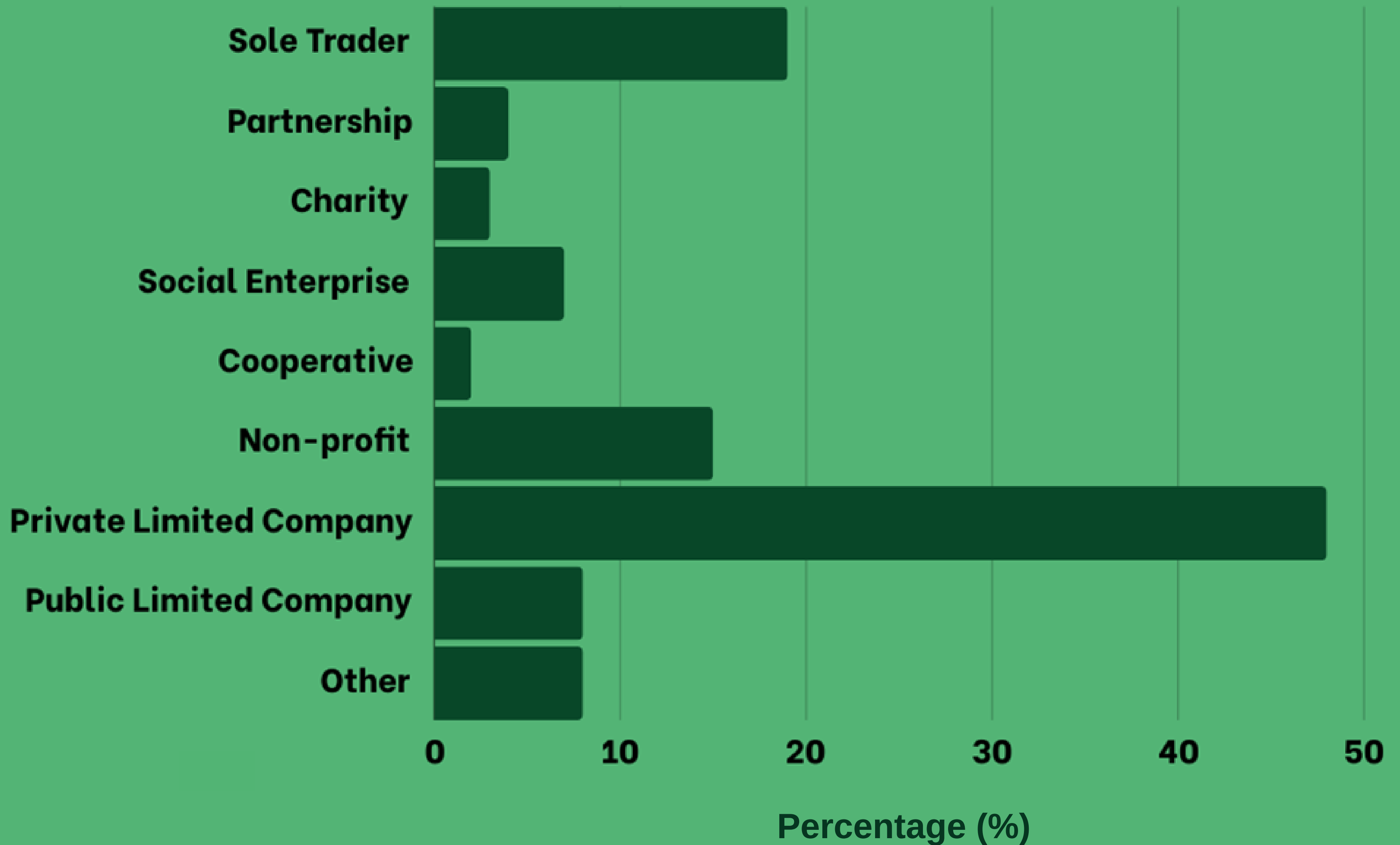


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Characteristic of the NBEs ①

What is the legal form of your enterprise ?



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Characteristic of the NBEs ②

Size

80% Micro (<10 employees)
15% Small (< 50 employees)

Goals

67% hybrid goals i.e. economic and environmental/social goals.
11% economic goal
20% environmental/social goal

Stage of Development

25% Existence
28% Survival
36% Success
10% Take-off
15% Resource Maturity

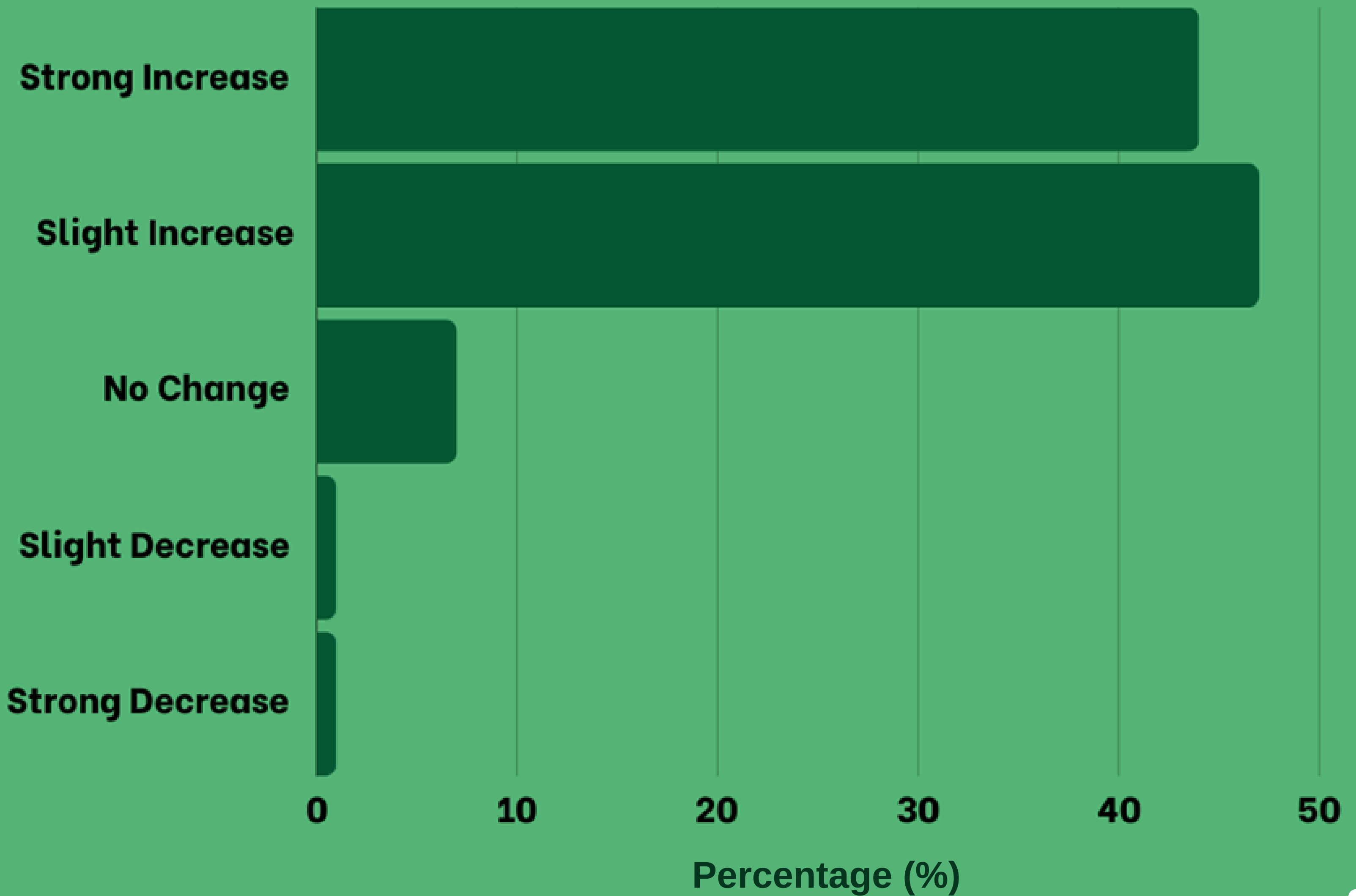


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Market Demand 1

What is the level of market demand for your products?



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“In the beginning, there was very little market demand for our services [nature-based solutions], but since 2018 the demand level has increased enormously, reaching a peak during the last year.”

- Water Management NbE

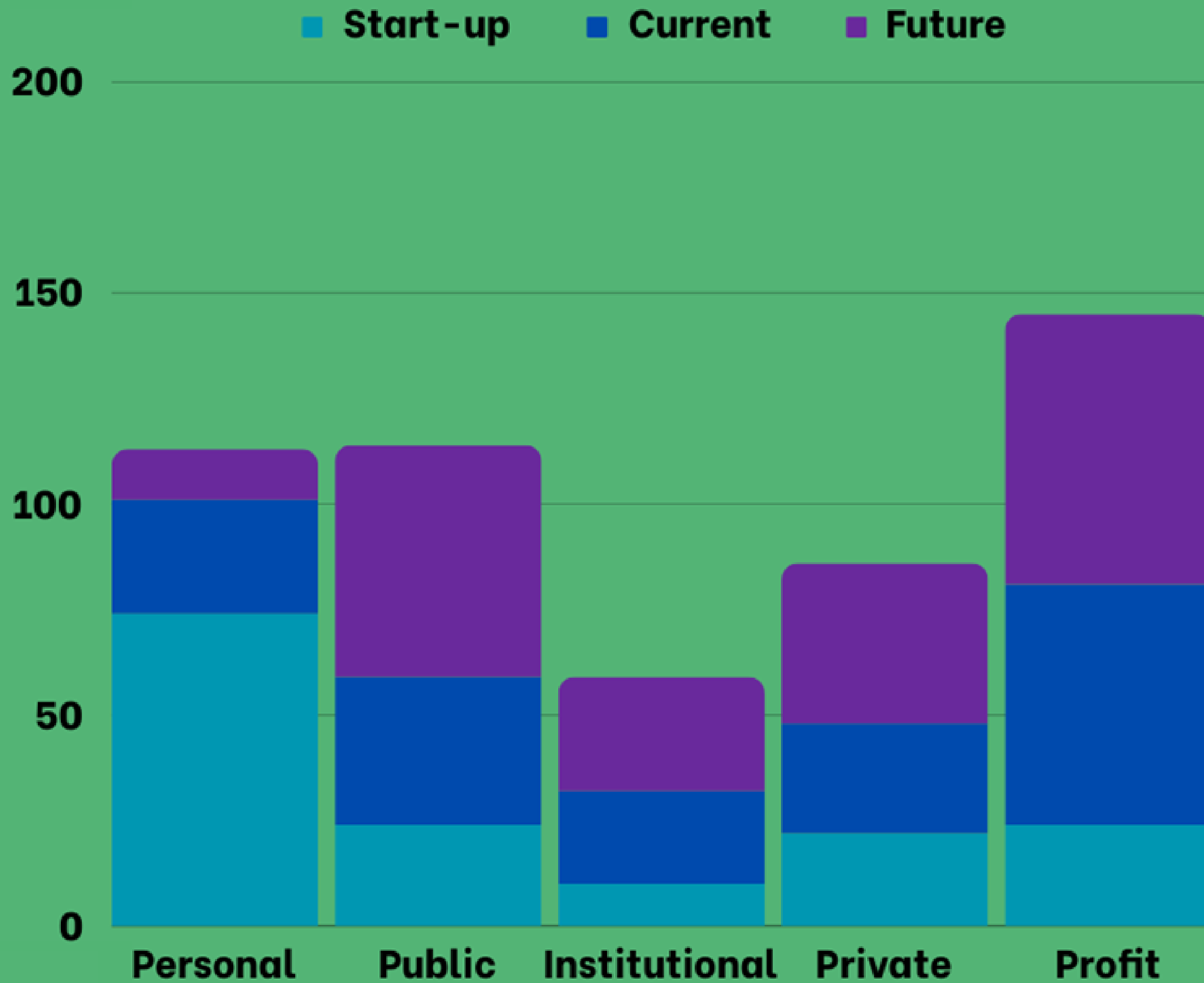
“The demand has been explosive! We are growing exponentially.”

- Urban NbE



Financing Sources ①

What are the most important sources of financing for your organisation at these different stages?



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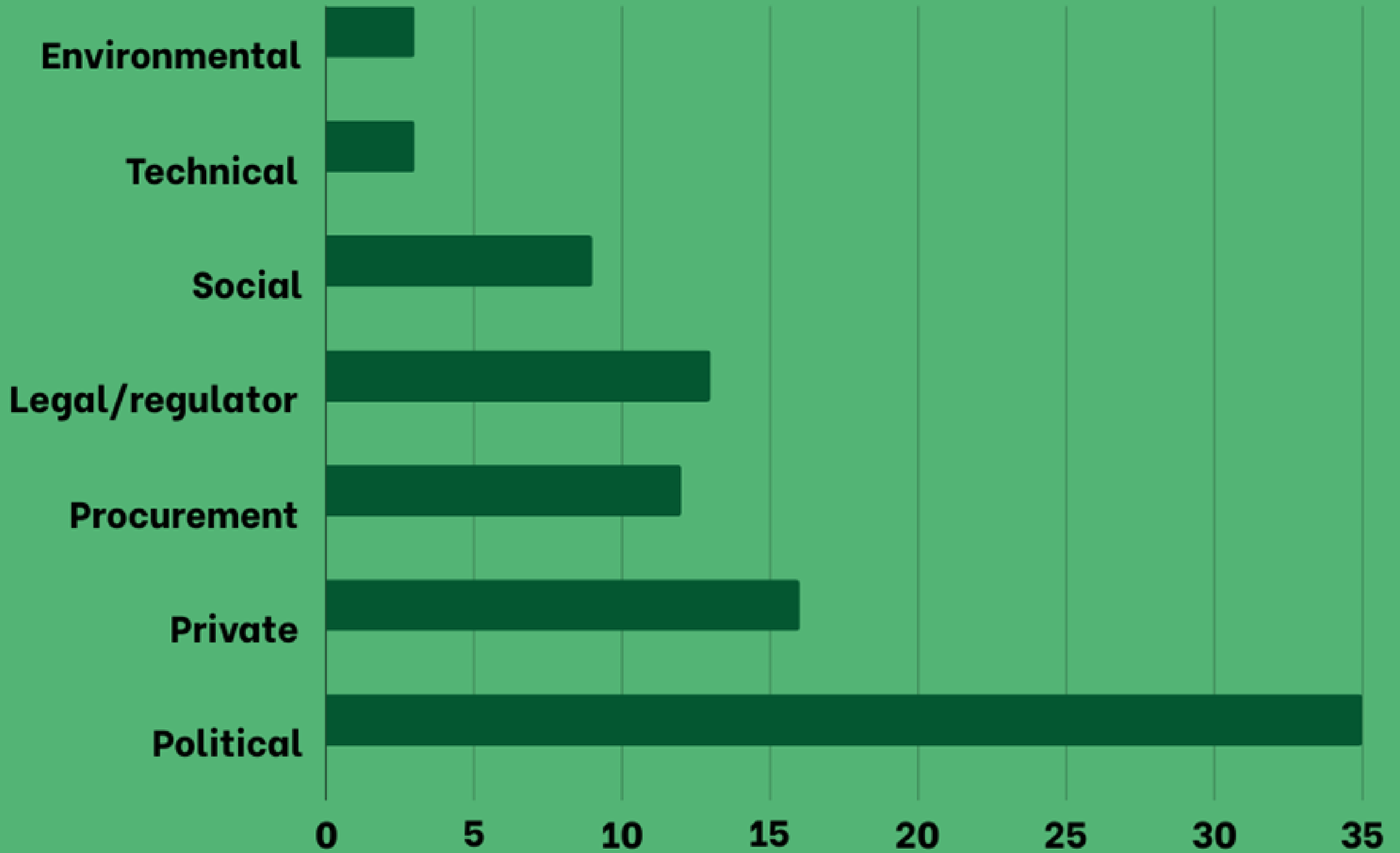
Key Findings

- **Personal finance** - is most important at start-up stage, decreases thereafter.
- **Public financing** - NBEs think this could be a good source of future financing
- **Institutions e.g banks** - lowest level of financing at all stages
- **Private investors** - little at present but high interest in this type of financing for the future
- **Self-financing from profits** are most important at later stages of development



Financing Barriers ①

External barriers to financing



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Key Findings

- **Political barriers are the most challenging i.e. lack of political prioritisation of financing for nature-positive economic activities.**
- **Lack of private sector investment i.e. lack of prioritisation for private investment in the future**



Financing Barriers ③

“I have had 3 business angels but it was quite a challenge. Their lack of knowledge and understanding for the field of NBS created large challenges and forced us to have too much focus on short term revenue instead of a long term sustainable strategy and a nature-positive and circular business model.”

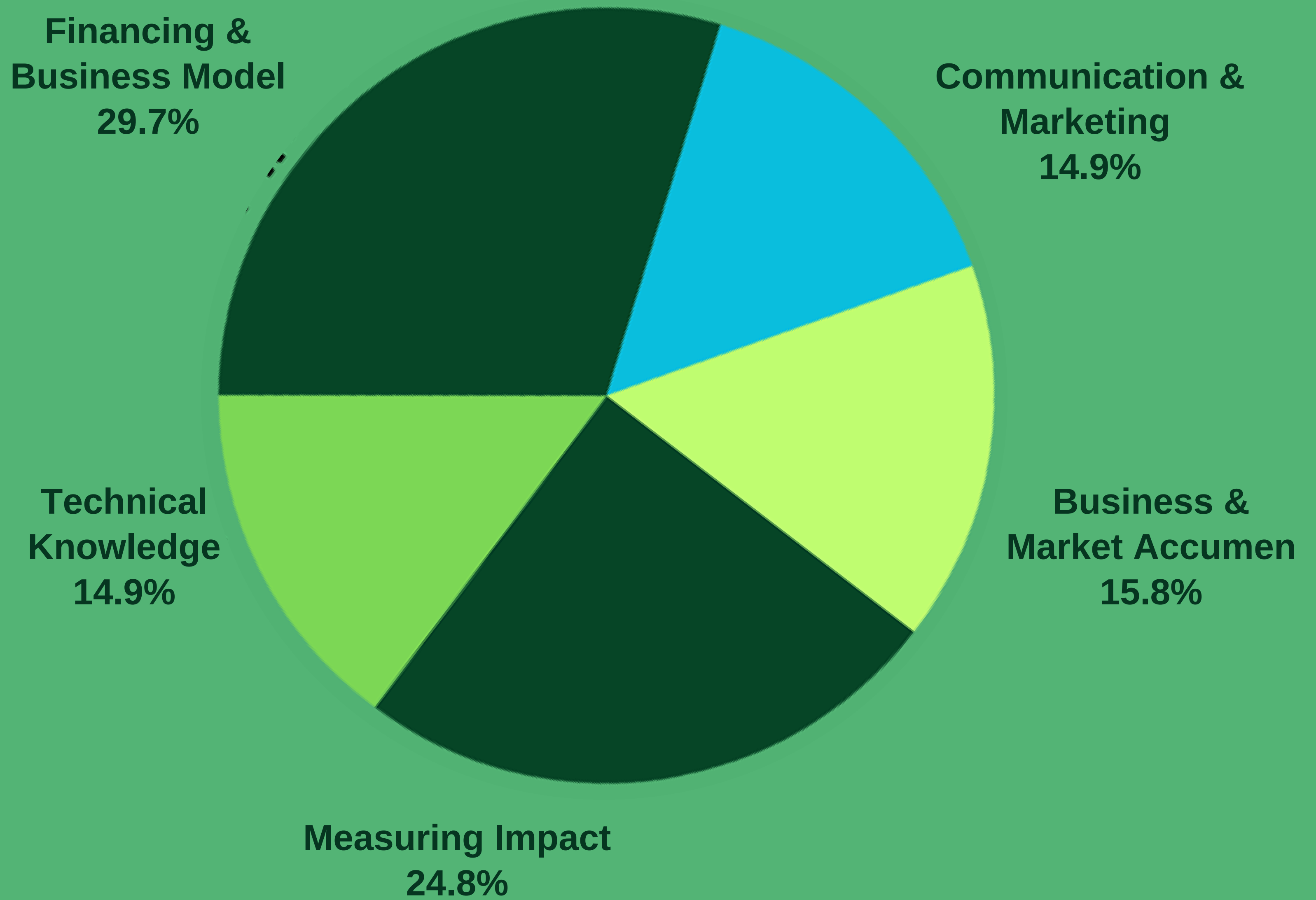
- NbE

“The desire for returns on investment is incompatible with our aims and objectives.”

- NbE

NBE Needs 1

Education and training needs



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Key Findings

- **Financing and business models - most important knowledge gaps**
- **Measuring impact is also a key challenge**
- **Training on Technical Knowledge, Business & Market Acumen, and Communication & Marketing rating lower**



NBE Needs ③

“It [education on NBS] must be improved, there is a gap in the mechanisms of financing for nature based solutions, many projects that claim as nature based solutions do not have a proper outcome or societal benefit”

- Urban NbE

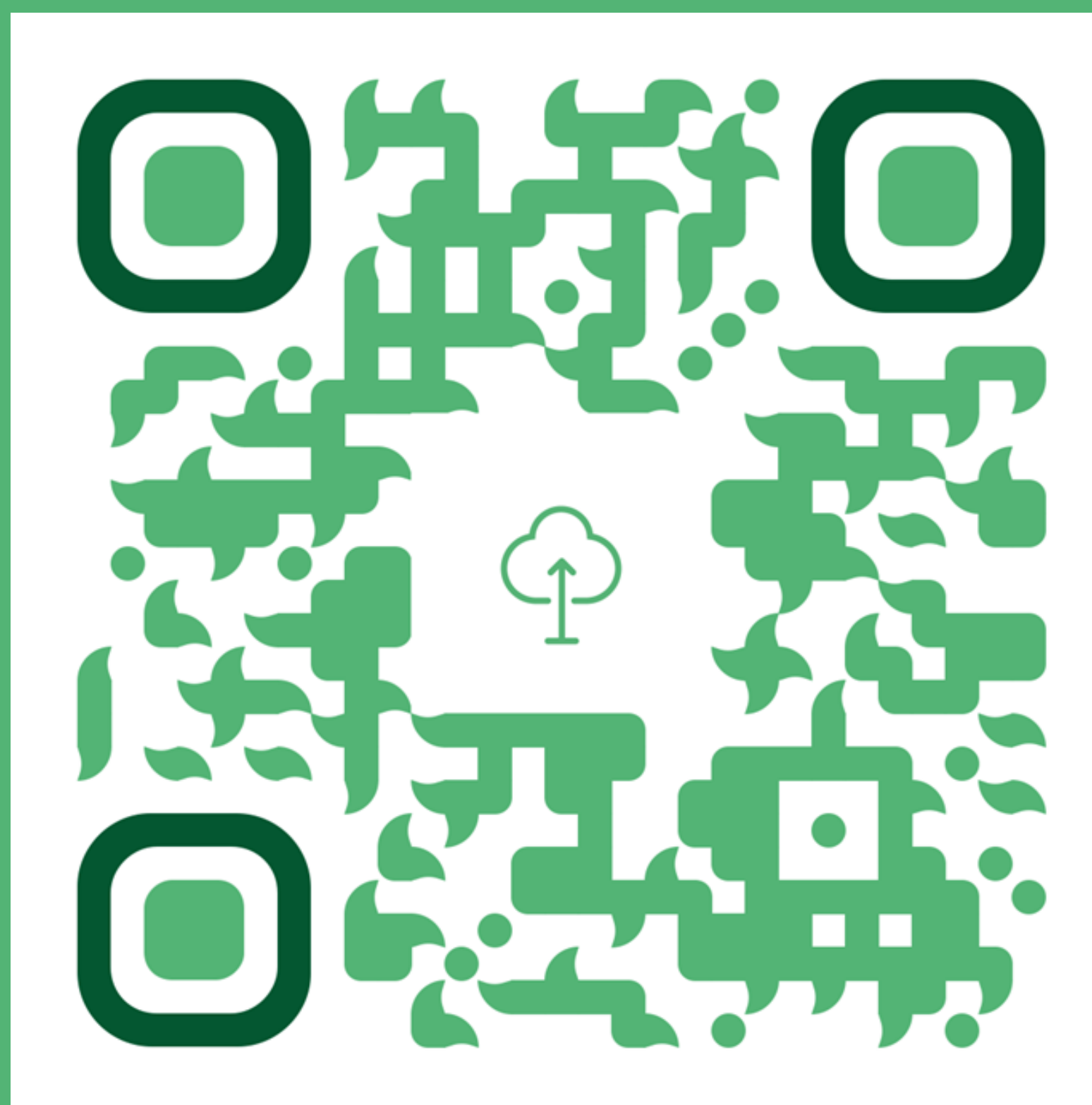
“The level of knowledge and hence training/education opportunities greatly varies among EU countries. In Slovenia, there is practically none as practitioners have no incentive to learn NBS, since the state still requires them to implement grey solutions. The most important measure is therefore to educate and train the public sector employees, others will follow.”

- NbE

Are you an enterprise working with
biodiversity and nature?



Take the survey!



Help us get more responses and share it
with your networks!



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