

14.9 Number of new businesses created and gross value added to local economy

Project Name: URBAN GreenUP (Grant Agreement no. 730426)

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Direct economic activity: New businesses attracted and additional business rates	New Economic Opportunities and Green Jobs Place Regeneration
Description and justification	This KPI, related to economic aspects measurements, evaluates how NBS interventions can increase the attraction of businesses, or how to increase the value of the existing ones. This value, evaluated through the measurements of number of new business created and the percentage of the gross value added, will reflect the economic opportunities and potential of NBS solutions.
Definition	The impact assessment of the implementation of NBS in terms of new business creation and improvement on business rates.
Strengths and weaknesses	<ul style="list-style-type: none"> - Medium or long term assessment. - It needs municipality data from different departments. - This KPI will require citizens' collaboration, so recovering the data could be difficult.
Measurement procedure and tool	<ul style="list-style-type: none"> - Number of business created (direct value buss related NBS by zone) Direct value on business created by zone NBS affected, before and after implementation, during the established period. Number of business created= $n * Z [(n^{\circ} \text{ business}) (\text{€}/\text{m}^2)]$ Where n is referring to the number of business and Z to its increased value (NBS related by zone), during the established period of implementation (directly related to the each particular NBS) - Gross value added (GVA) Defined as the difference between the value of goods and services produced and the cost of raw materials and other non-labour inputs, which are used up in production. The research should conclude what is the total contribution of NBS in % of the total GVA to the region/area economy in Euro/ by year.

Scale of measurement	City / neighbourhood
Required data	City official data, city platforms, questionnaires, small-medium enterprise account (Related to de NBS investment zone)
Data input type	<ul style="list-style-type: none"> ▪ (n° business) (€/m²) ▪ (n° business or n° users) (kg/year) (€/year)
Data collection frequency	Annually
Level of expertise required	Technical / Basic
Synergies with other indicators	-
Connection with SDGs	SDG1 / SDG4 / SDG5 / SDG8 / SDG10 / SDG11 / SDG12
Opportunities for participatory data collection	--
Additional information	
References	<p>URBAN GreenUP Deliverable D2.4 - Monitoring program to Valladolid. https://www.urbangreenup.eu/insights/deliverables/d2-4---monitoring-program-to-valladolid.kl</p> <p>URBAN GreenUP Deliverable D3.4 - Monitoring program to Liverpool https://www.urbangreenup.eu/insights/deliverables/d3-4---monitoring-program-to-liverpool.kl</p> <p>URBAN GreenUP Deliverable D4.4 – Monitoring program to Izmir https://www.urbangreenup.eu/insights/deliverables/d4-4---monitoring-program-to-izmir.kl</p> <p>URBAN GreenUP Deliverable D5.3: City Diagnosis and Monitoring Procedures https://www.urbangreenup.eu/insights/deliverables/d5-3-city-diagnosis-and-monitoring-procedures.kl</p> <p>An impact evaluation framework to support planning and evaluation of nature-based solutions projects; An EKLIPSE Expert Working Group report, 2017</p> <p>"The Model of the Environmental Sustainability Matrix" ("El Modelo de la matriz de Sostenibilidad Ambiental"); La ordenación Urbana y el Desarrollo Sostenible, Angel Ibañez Ceba, Fermín Cerezo Rubio, August 2009</p> <p>Expert evaluation network delivering policy analysis on the performance of Cohesion policy 2007-2013, 2013, "Job</p>

	<p>creation as an indicator of outcomes in ERDF programmes”, Synthesis report, August 2013, A report to the European Commission Directorate-General for Regional and Urban Policy</p> <p>Forestry Commission, Scotland, The economic and social contribution of forestry for people in Scotland, David Edwards, Jake Morris, Liz O’Brien, Vadims Sarajevs and Gregory Valatin, September 2008</p> <p>Guidance Document on Monitoring and Evaluation – ERDF and Cohesion Fund, Concepts and Recommendations, Programming Period 2014-2020, European Commission, April 2013. Annex1</p>
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14.10 Social return on investment

Project Name: CONNECTING Nature (Grant Agreement no. 730222)

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Social Return on Investment (SROI)	New Economic Opportunities and Green Jobs Place Regeneration
Description and justification	This indicator seeks to capture the value of improvements in social well-being (in monetary terms) arising from nature-based solutions. It should be used only in cases where additional information relating to the notional monetary value of one or more social well-being indicators is needed for the purpose of funding applications, investor requirements (see <i>Indicator 12.2.5 Private Finance / Private Investment in NBS / Bioeconomy</i>) or comparing the value of different projects for which there are a range of different impacts.
Definition	<i>Social Return on Investment (SROI)</i> is generally reported as a ratio between the monetary value of outputs/outcomes and the monetary value of inputs. As such, it provides both a quantifiable cost-benefit analysis of a given project / programme, as well as a tool for comparing different investments either as a forecast or a post investment evaluation. Proponents of the SROI measurement approach claim that it takes a more ‘holistic’ view of the various impacts