

### 23.2.2 Average land productivity and profitability

**Project Name:** NAIAD (Grant Agreement no. 730497)

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Average land productivity and profitability		New Economic Opportunities and Green Jobs
<b>Description and justification</b>	Provides an indication of the average economic value of agriculture	
<b>Definition</b>	Average economic return of the agricultural activity per ha (EUR/ha)	
<b>Strengths and weaknesses</b>		
<b>Measurement procedure and tool</b>	Extrapolation from secondary data sources (literature review and official data)	
<b>Scale of measurement</b>	Aquifer scale (Medina del Campo aquifer)	
<b>Data source</b>		
<b>Required data</b>	Data on crop area, production, cost, prices, etc.	
<b>Data input type</b>		
<b>Data collection frequency</b>	Yearly (if available)	
<b>Level of expertise required</b>	Technicians	
<b>Synergies with other indicators</b>		
<b>Connection with SDGs</b>	SDG 2, 6, 12	

<b>Opportunities for participatory data collection</b>	
<b>Additional information</b>	
<b>References</b>	NAIAD, Deliverable D6.3, DEMO Insurance Value Assessment Report. SC5-09-2016. Operationalising insurance value of ecosystems. Grant Agreement n° 730497

### 23.2.3 Property betterment and visual amenity enhancement

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

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Property betterment and visual amenity enhancement	New Economic Opportunities and Green Jobs
<b>Description and justification</b>	Benefits of Consumption versus Benefits to Society. A positive externality on consumption occurs when the consumption of a good or service confers a benefit on third parties who are not involved in the production or consumption of the product.
<b>Definition</b>	This KPI, related to economic aspects measurements, evaluates how NBS interventions can increase consumption benefits, property betterment and visual amenity enhancement resulting from NBS.
<b>Strengths and weaknesses</b>	- Medium or long term assessment.
<b>Measurement procedure and tool</b>	<p>Consumption benefits (Direct property betterment )            Direct value on consumption benefits by zone, before and after implementation, during the established period.            To be based on analysis of the cadastral value of the properties according to the availability of green areas. It requires a zone analysis, since it depends on the location of the house and its relation with the NBS.</p> <p><b>Consumption benefits = <math>n * Z [(value\ of\ improvements\ vs\ value\ of\ investment)\ (\text{€}/m^2)]</math></b>            Where n is referring to the number of units with benefit by its direct value (directly related to the each particular NBS)</p> <p><b>Gross value added (GVA)</b>            Defined as the difference between the value of goods and services produced and the cost of raw materials and other</p>