

Opportunities for participatory data collection	
Additional information	
References	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
Description and justification	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.
Definition	This KPI, related to economic aspects measurements, evaluates how NBS interventions can increase consumption benefits, property betterment and visual amenity enhancement resulting from NBS.
Strengths and weaknesses	- Medium or long term assessment.
Measurement procedure and tool	<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>Consumption benefits = $n * Z [(value\ of\ improvements\ vs\ value\ of\ investment)\ (\text{€}/m^2)]$ Where n is referring to the number of units with benefit by its direct value (directly related to the each particular NBS)</p> <p>Gross value added (GVA) Defined as the difference between the value of goods and services produced and the cost of raw materials and other</p>

	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 EUR per 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° improvements) (€/m²) • (n° improvements or n° users) (€/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	None identified
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</p>

Urbana y el Desarrollo Sostenible, Angel Ibañez Ceba, Fermín Cerezo Rubio, August 2009

Guidance Document on Monitoring and Evaluation – ERDF and Cohesion Fund, Concepts and Recommendations, Programming Period 2014-2020, European Commission, April 2013. Annex1

“A Positive Externality on Consumption” (Science, Tech, Math, Social Sciences); <https://www.thoughtco.com/positive-externality-on-consumption-overview-1147392>

23.3 Number of new jobs created

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Direct economic activity: Number of new jobs created	New Economic Opportunities and Green Jobs
Description and justification	Green jobs should contribute to environmental benefits. They should be strive for minimisation of resources, create decent employment opportunities and build low-carbon sustainable societies. The International Labour Organization (ILO) has a methodology to estimate green jobs. According to ILO's various country-wide studies, primary green activities (i.e., organic agriculture, sustainable forestry), secondary activities (i.e., renewable energy, clean industry, sustainable construction) and tertiary activities (i.e., recycling, sustainable tourism, and sustainable transport) are defined as green jobs.
Definition	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 jobs created will reflect the economic opportunities and potential of NBS solutions.
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	Essentially a 'before-after' indicator which captures the part of the employment increase that is (a) direct consequence of NBS implementation (workers employed to implement the NBS project should not be directly counted). The