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24.2 Value of rates paid by businesses in proximity to NBS

Project Name: UNaLab (Grant Agreement no. 730052)

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Indirect economic activity: Value of rates paid by businesses	New Economic Opportunities and Green Jobs
Description and justification	The major indicator is the total value of rates paid by businesses within a defined area surrounding implemented NBS for occupying that particular space (Gore et al., 2013).
Definition	Value of rates paid by businesses established in the area surrounding implemented NBS (within 300 m linear distance of NBS of at least 0.5 ha in size)
Strengths and weaknesses	+ The indicator is easy to define - A substantial amount of input data needs to be collected
Measurement procedure and tool	To accurately determine the impact of NBS implementation on the value of rates paid by nearby businesses, it is necessary to gather data over a period of years to understand trends and business activities before and after NBS implementation. Data can be derived annually from municipalities, planning departments and interviews with local businesses.

	Understanding and identifying the buffer zone surrounding NBS and assessing the number of new businesses in parallel is a critical component. It may be useful to define the proximity of land or property to NBS similarly to urban green space accessibility as in the indicator <i>Accessibility of urban green spaces</i> , i.e., land or properties within a 300 m distance from NBS. The type and size of a given NBS, and the different recreational opportunities and aesthetic values associated with the NBS, will largely determine the extent (in distance or time) and magnitude of its impact on local business development.
Scale of measurement	District to regional scale
Data source	
Required data	Input data from municipalities, planning departments, and interviews with local businesses as well as area and categorisation of green spaces
Data input type	Quantitative
Data collection frequency	Before and after NBS implementation
Level of expertise required	Low to moderate
Synergies with other indicators	Synergies with the indicator group <i>New Economic Opportunities and Green Jobs</i> indicators and the indicators <i>Distribution of public green space</i> and <i>Accessibility of urban green spaces</i>
Connection with SDGs	SDG 8 Decent work and economic growth, and SDG 9 Industry, innovation and infrastructure
Opportunities for participatory data collection	No opportunities identified
Additional information	
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24.3 New customers to businesses in proximity to NBS

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

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Indirect economic activity: New Customers to existing and new businesses (or 'footfall' if necessary)	New Economic Opportunities and Green Jobs
Description and justification	This indicator provides information about the change in the number of customers of: 1) existing businesses in proximity to the NBS and/or 2) new businesses established either directly or indirectly due to the NBS. [See factsheets for Indicators 12.1.3.2 and 12.2.1.2]
Definition	The change in the number of customers reported by businesses in the vicinity of the NBS or new businesses directly related to the NBS. Note that this is different from 'footfall' which only counts the presence of an individual in a given location – but who may or may not be a customer of any given business. Customers must – by definition – purchase something from the relevant business. However, it may be easier to collect information about 'footfall' in a given area and let businesses make their own calculations about the conversion of people in the vicinity to 'customers'.
Strengths and weaknesses	<ul style="list-style-type: none"> + The indicator is easy to define and understand + The indicator is meaningful for businesses considering starting up or expanding in a given area. + The indicator may assist local authorities determine / provide evidence for appropriate rate levels to set in the area. - The data is 'owned' by individual businesses and may be difficult to collect