

## B@B Workstream 2: Innovation for Biodiversity and Business

### Call for Evidence 2015

[For the response template, please see pages 7-9 of this document]

## 1 Overall workstream objective

**Workstream 2 of the B@B Platform seeks to promote innovation that contributes to nature and biodiversity conservation and provides business opportunities.**

The Workstream provides opportunities for businesses, including SMEs, to **showcase innovations**, to help **identify priorities for research** relating to these innovations and their further development, and to **highlight new business models** which might contribute to nature and biodiversity conservation.

### Year 1 outcomes

In Year 1 of Phase 2 of the B@B Platform (2013-14), the workstream gathered information about 21 business innovations related to: (i) green infrastructure, (ii) ecological restoration, (iii) biodiversity offsetting, (iv) tools and standards for natural capital accounting, (v) removal and recycling of marine litter, (vi) harnessing ethical investment for pro-biodiversity business. With respect to these innovations, the workstream identified priorities for further research and opportunities at EU level to foster their further development. These 21 innovation cases studies are showcased on the B@B Platform website.<sup>1</sup>

The workstream report (October 2014)<sup>2</sup> identified a number of ideas for follow-on work during year 2 of the workstream and consultation with the B@B members identified some additional ideas. Following voting on these ideas by the B@B members, a paper presenting options and recommendations for year 2 was presented and discussed at the Bureau Meeting on 4<sup>th</sup> February 2015.

### Year 2 objective

The objective of Workstream 2 for year 2 (2015), as agreed by the Bureau, is ***to broaden the number of innovation case studies and dig deeper into a sub-set of these cases to assess how best to scale-up the most promising partnership models.***

### Year 2 approach and method

The current call for evidence initiates this work by calling for further case studies, to be added to those collected and showcased in year 1. This call places emphasis on sourcing innovations that employ partnership models.

Partnership models are here interpreted in a broad sense and not strictly limited to public-private partnership (PPP), in which both funding and operations are shared between the government and private sector, although PPPs will be an important part of the analysis. Thus, all innovations involving some form of partnership (operational or financial or both) between the private sector and the public sector or between the private sector and civil society will be considered.

Once the newly collected cases have been collated, a small number of 'more promising' models will be selected, on the basis of a rapid assessment, from among all the cases submitted (i.e. both the year 1 cases and those newly submitted in response to the current call), for further analysis.

'More promising' is here interpreted to mean innovations that would deliver added value on an EU level, in terms of: (a) the likely benefit to business, (b) the likely benefit to nature and (c) the scalability

<sup>1</sup> [http://ec.europa.eu/environment/biodiversity/business/workstreams/workstream2-innovation-for-biodiversity-and-business/2014-output\\_en.htm](http://ec.europa.eu/environment/biodiversity/business/workstreams/workstream2-innovation-for-biodiversity-and-business/2014-output_en.htm)

<sup>2</sup> <http://ec.europa.eu/environment/biodiversity/business/assets/pdf/b-at-b-platform-innovation-workstream-final-report.pdf>

and feasibility of the innovation. This last point will look at the question how easy it is to expand the business innovation and grow its revenues significantly (and as a consequence grow the positive outcomes for nature) without equally increasing its cost base. Priority will be given to business innovations that involve funding and/or operational partnerships. The results of the rapid assessment will be shared with the Bureau and B@B members with a view to determining which models will be subject to more detailed analysis.

The more detailed analysis will consider:

1. **The scale of the potential opportunity for businesses**, including: estimate of potential market size in Europe to 2020 and beyond; costs and availability of substitutes; contribution to tackling risk facing business (including policy risks); financial viability of the opportunity (source of profit, risk/reward balance); potential demand underpinning the opportunity (number of beneficiaries and values to them).
2. **The scale of the reduced risks or potential gains to nature including**: scale (size and trend) of the externalities involved and urgency of response required; feasibility of managing the biodiversity and/or ecosystem services and speed and predictability with which they respond to management; assessment of scale of benefits to be realised - estimated in suitable metrics (monetary, quantitative, qualitative).
3. **The ease of implementation and practical opportunities for enabling growth of the model** including: scalability and transferability of good practice; opportunity for public sector leveraging of private sector activity; proximity to any policy window offering opportunity for change; presence of leaders or innovators and / 3<sup>rd</sup> party brokers and intermediaries (can providers and beneficiaries be connected); feasibility of overcoming any barriers.
4. **Underpinning economic case for the model**, including: existing cultural, regulatory or market management structures, including direction of travel; underpinning rationale for the specific business model linked to market failures (public goods, information failures etc.); the economic case for actions to enable the business opportunities.

## 2 Your invitation to participate

This call is designed to broaden the number of innovation case studies, and places a particular emphasis on innovations that involve partnership models.

B@B Members, Observers and Representatives are invited to participate, by showcasing innovations in business models, business processes and/or business offerings and contributing suggestions for further research and opportunities for further development of these innovations. Innovations that involve partnerships are particularly welcomed.

Other interested parties are also invited to contribute evidence in response to this call, and to [Join the Platform](#). **B@B Members, Observers and Representatives are encouraged to circulate this call to any companies they believe may be interested to respond and/or join.**

This Call for Evidence introduces some of the topics that we are exploring, sets out some of the questions that we would like you to help us address, and provides a template for your response.

**Companies that submitted innovations in 2014 which are showcased on the B@B Platform do not need to re-submit their cases in order that they may be considered for more detailed analysis, unless there have been, in the interim, substantial developments in the innovation.**

### Why innovate for business and biodiversity?

Europe 2020,<sup>3</sup> the EU's growth strategy, identifies new engines to boost growth and jobs, which are addressed by seven 'flagship initiatives', one of which is 'Innovation Union'<sup>4</sup> and another of which is

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<sup>3</sup> COM(2010)2020 final. *Europe 2020 – A Strategy for Smart, Sustainable and Inclusive Growth*.

<sup>4</sup> COM(2010)546 final. *Europe 2020 Flagship Initiative – Innovation Union*.

'Resource Efficient Europe.'<sup>5</sup> Europe's future economic growth and jobs will increasingly have to come from innovation in products, services and business models. The Innovation Union flagship initiative aims to improve conditions and access to finance for research and innovation in Europe, to ensure that innovative ideas can be turned into products and services that create growth and jobs. The Resource Efficient Europe flagship initiative supports the shift to a resource-efficient, low-carbon economy to achieve sustainable growth. It recognises that natural resources underpin our economy and our quality of life. The initiative will bring major economic opportunities, improve productivity, drive down costs and boost competitiveness. It provides a long-term framework for actions in many policy areas, including biodiversity. These are further detailed in the Road Map to a Resource Efficient Europe<sup>6</sup> which includes actions to promote the use of innovative financial and market-based instruments and explore their wider potential to address challenges to ecosystems and biodiversity, and to foster investments in natural capital, to seize the full growth and innovation potential of Green Infrastructure and the 'restoration economy'.

Innovation that provides business opportunities while, at the same time, contributing to nature and biodiversity conservation, is a win-win. It helps deliver growth and jobs, while at the same time helping to deliver on key EU targets to conserve and restore biodiversity and ecosystem services. In this way, it helps deliver truly sustainable development.

## Recent work on innovation for business and biodiversity

The work of the innovation workstream in 2014 (Phase 2 year 1) and its outputs have been outlined above.

Previously (in Phase 1) the European Business and Biodiversity Platform carried out work on benchmarking best practice concerning risk, responsibilities and opportunities in relation to nature and biodiversity conservation, for six sectors (agriculture, forestry, food supply, non-energy extractives, tourism, finance). While not directly addressing innovation, this work contains some relevant material for Phase 2 work on innovation.

A growing number of studies and papers are examining more directly the opportunities for businesses to contribute to nature and biodiversity through innovation.

Notably, the UK's business-led Ecosystem Markets Task Force (EMTF) focused on this question in the UK context. The EMTF was given a remit to '*review the opportunities for UK business from expanding green goods, services, products, investment vehicles and markets which value and protect our natural environment.*' The EMTF reported to Government in March 2013.<sup>7</sup> The EMTF recommendations were underpinned by substantial research.<sup>8, 9</sup> Many of the opportunities identified, for example relating to biodiversity offsetting, sustainable local woodfuel, nature-based certification and labelling, water and wastewater catchment management, and nature-based flood defences, focus on how business can contribute to green infrastructure and restoration, and have high relevance for other EU Member States.

While less heavily focused on innovation, *The Economics of Ecosystems and Biodiversity in Business and Enterprise* (TEEB, 2012) offers examples of how leading companies are taking action to conserve biodiversity and to restore ecosystems. This includes examples of how companies are responding to changing consumer preferences for nature-friendly products and services, examples of innovative practical tools to manage biodiversity risks in business, examples of new business models that deliver biodiversity benefits and ecosystem services on a commercial basis, and a review of the policy

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<sup>5</sup> COM(2011)21. *A Resource-efficient Europe – Flagship Initiative under the Europe 2020 Strategy.*

<sup>6</sup> COM(2011)571 final. *Roadmap to a Resource Efficient Europe.*

<sup>7</sup> Ecosystem Markets Task Force (2013). *Realising Nature's Value – The Final Report of the Ecosystem Markets Task Force.*

<sup>8</sup> Duke G., et al. (2012). *Opportunities for UK Business that Value and/or Protect Nature's Services.* Final Report to the Ecosystem Markets Task Force and Valuing Nature Network. GHK, London.

<sup>9</sup> Duke, G. et al. (2013). *EMTF Second Phase Research: Opportunities for UK Business that Protect and/or Value Nature.* Final Report. ICF GHK, London.

enabling frameworks needed to stimulate investment and entrepreneurship to realize such opportunities, and the obstacles that must be overcome.

Some EU Member States (e.g. Netherlands,<sup>10</sup> Germany<sup>11</sup>) have initiated TEEB for Business projects at national level. The work of the EMTF in the UK might in some respects be considered the UK TEEB for Business.

Evidence that innovation in relation to biodiversity and ecosystems is of rising interest to societies is provided by the success of Tony Juniper's new book entitled *What has Nature ever done for us?*. The bestselling work describes how natural systems underpin economic development and sets out many examples of where innovative business ideas are being used to achieve both commercial and conservation outcomes.

## Task 1 - Business innovations in relation to Green Infrastructure and Restoration

There have been a number of developments in EU policy of particular relevance to this Innovation Workstream, **notably relating to Target 2 of the EU Biodiversity Strategy to 2020**.<sup>12</sup> These include the recent Communication on Green Infrastructure (GI),<sup>13</sup> preparation of a No Net Loss Initiative and on development of a Restoration Prioritisation Framework.

The GI Communication provides the following working definition of GI: *"a strategically planned network of natural and semi-natural areas with other environmental features designed and managed to deliver a wide range of ecosystem services. It incorporates green spaces (or blue if aquatic ecosystems are concerned) and other physical features in terrestrial (including coastal) and marine areas. On land, GI is present in rural and urban settings."* The Communication outlines the need to improve the knowledge base and encourage innovation in relation to deploying GI. For further background on Green Infrastructure, see the DG Environment Green Infrastructure web page.<sup>14</sup>

Preparation of the No Net Loss Initiative has involved a Working Group, preparatory studies and an internet consultation.<sup>15</sup> The Working Group on No Net Loss developed advice to the Commission including on scope and objectives, principles, and management and support instruments. This threw light on a number of innovative business opportunities, for example in relation to the possible expansion of markets for biodiversity offsetting. The outputs from the Working Groups are available on CIRCA (requires login).<sup>16</sup> The Commission issued a consultation on the No Net Loss Initiative in June 2014 which closed in October; results are available on the Commission's website.<sup>17</sup> The Commission is currently working on its policy impact assessment with a view to publication of the Initiative in late 2015 or early 2016.

Similarly the Commission's work on a Restoration Prioritization Framework, which is addressing options for the setting of national restoration targets, criteria for priority setting, and support and financing mechanisms, is pointing the way to a range of potential future business opportunities. The Commission has supported the production of guidance<sup>18</sup> on this Framework.

The Commission and the European Investment Bank have recently launched a Natural Capital Finance Facility<sup>19</sup>, which will support business innovations relating to (a) payment for ecosystem services, (b) green infrastructure, (c) biodiversity offsets, and (d) innovative pro-biodiversity and adaptation businesses.

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<sup>10</sup> <http://en.biodiversiteit.nl/teeb>

<sup>11</sup> [www.naturkapital-teeb.de](http://www.naturkapital-teeb.de)

<sup>12</sup> COM(2011)244 final. *Our life insurance, our natural capital: an EU Biodiversity Strategy to 2020*.

<sup>13</sup> COM(2013)249 final. *Green Infrastructure (GI) – Enhancing Europe's Natural Capital*.

<sup>14</sup> [http://ec.europa.eu/environment/nature/ecosystems/index\\_en.htm](http://ec.europa.eu/environment/nature/ecosystems/index_en.htm)

<sup>15</sup> [http://ec.europa.eu/environment/nature/biodiversity/nnl/index\\_en.htm](http://ec.europa.eu/environment/nature/biodiversity/nnl/index_en.htm)

<sup>16</sup> <https://circabc.europa.eu>

<sup>17</sup> [http://ec.europa.eu/environment/nature/biodiversity/nnl/results\\_en.htm](http://ec.europa.eu/environment/nature/biodiversity/nnl/results_en.htm)

<sup>18</sup> <http://ec.europa.eu/environment/nature/biodiversity/comm2006/pdf/2020/RPF.pdf>

<sup>19</sup> [http://ec.europa.eu/environment/life/funding/financial\\_instruments/ncff.htm](http://ec.europa.eu/environment/life/funding/financial_instruments/ncff.htm) and <http://www.eib.org/products/blending/ncff/index.htm>

**Innovative business opportunities relating to nature and biodiversity do not arise solely in relation to Target 2 of the EU Biodiversity Strategy, and we will take in to consideration business innovations that might contribute to the delivery of other targets of the strategy.** For example, in Year 1, we also received innovations relating to biodiversity offsetting, tools and standards for natural capital accounting, removal and recycling of marine litter, and harnessing ethical investment for pro-biodiversity business.

#### Your input:

Members and Observers of the B@B Platform are invited to **provide examples of innovative business models, processes and offerings related to green infrastructure and/or ecological restoration (or otherwise relevant to delivery of the EU Biodiversity Strategy) and to provide materials to showcase these examples on the B@B Platform website.**

These materials should be submitted using the template provided. Word length is limited but you are welcome to append any supporting materials. The information provided on the template should include, where possible:

- The name and contact details for company;
- Q description of the business model or innovation, and an explanation of what makes it innovative;
- The technological readiness level of the innovation (if relevant)<sup>20</sup>;
- The extent of benefits already realised for your business;
- The extent of benefits already delivered in terms of benefits for biodiversity and/or ecosystem services;
- Current annual turnover for this innovation (if already on the market);
- An assessment of the potential scale of the EU market; an assessment of the extent of the potential scale of the contribution the innovation can make to GI and/or ecological restoration (or another specific target of the Biodiversity Strategy);
- A brief assessment of any barriers to take-up of this business model or innovation;
- A brief assessment of opportunities to accelerate take up of the business model or innovation, including any enabling actions required (e.g. by EU or national governments) and any further research and innovation activity needed (e.g. to bring an innovation to market by moving up through the technological readiness levels).

## Task 2 - Identifying priorities for research and opportunities for development of ideas and innovations

Many innovations for business and biodiversity will require enabling actions and further research in order to take off. Indeed, part of the work for the UK EMTF (see above) was to identify enabling actions and priorities for further research, in relation to the most promising business opportunities.

EU research and innovation funding under Horizon 2020<sup>21</sup> provides enhanced support for business innovation compared to the 7<sup>th</sup> Framework Programme, both for larger companies and for SMEs. More than € 17 billion is provided for research and innovation under the Industrial Leadership heading, with additional funding for the private sector available across the whole H2020 programme including under the Societal Challenges. It will be important, in terms of delivering the EU Biodiversity Strategy that a significant proportion of this funding goes to SMEs focussed on innovations for nature and biodiversity. Of particular relevance here are opportunities under the SME instrument<sup>22</sup> and the Societal Challenge 'Climate Action, Resource Efficiency and Raw Materials.'<sup>23</sup> Open calls for the SME instrument includes, for example, a topic on 'Boosting the potential of small businesses for eco-innovation and a

<sup>20</sup> Horizon 2020 Work Programme 2014-15, General Annexes, Annex G Technological readiness levels (TRL). Commission Decision C(2013)8631.

[http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014\\_2015/annexes/h2020-wp1415-annex-ga\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-ga_en.pdf)

<sup>21</sup> <https://ec.europa.eu/programmes/horizon2020>

<sup>22</sup> <https://ec.europa.eu/programmes/horizon2020/en/h2020-section/sme-instrument>

<sup>23</sup> <https://ec.europa.eu/programmes/horizon2020/en/h2020-section/climate-action-environment-resource-efficiency-and-raw-materials>

sustainable supply of raw materials.<sup>24</sup> The forthcoming 2016-17 calls under the H2020 Climate Action, Resource Efficiency and Raw Materials Work Programme are expected to address 'nature-based solutions,' notably in urban contexts.

The European Structural and Investment Funds (ESIF) which include the European Regional Development Fund, European Social Fund, Cohesion Fund, European Agricultural Fund for Rural Development and European Maritime and Fisheries Fund, will dedicate around EUR 110 billion to innovation activities, ICT, small and medium-sized enterprise (SME) competitiveness, and the low carbon economy. For example, ERDF priorities include innovation and research, support for SMEs (including in relation to 'green growth'), and the low carbon economy.<sup>25</sup>

The Programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME) runs from 2014 to 2020, with a budget of € 1.3 billion.<sup>26</sup> This facilitates access to finance for SMEs, creates an environment favourable to business creation and growth, encourages an entrepreneurial culture in Europe, increases the sustainable competitiveness of EU companies, and helps small businesses operate outside their home countries and improve their access to markets. COSME will ensure continuity with initiatives and actions already undertaken under the Entrepreneurship and Innovation Programme (EIP), such as the Enterprise Europe Network, building on results and lessons learnt.

The new Investment Plan for Europe,<sup>27</sup> which includes a new European Fund for Strategic Investments, may also offer opportunities for the up-scaling of innovative business models for green infrastructure and ecological restoration. A pipeline of projects to be supported under this Plan is currently under development.

#### Your input:

Members and Observers of the B@B Platform are invited to **suggest priorities for research, and opportunities for development of ideas and innovations.**

Suggestions related to specific business models/and or innovations should be integrated in to your reply to Task 1 questions on opportunities to accelerate take up of the business model or innovation, using the template provided.

You may also **make more generic suggestions on opportunities to stimulate innovation ideas and innovation for business and biodiversity, and on research priorities for business and biodiversity, using the spaces given on the reply template.**

### Task 3 - New business models

The work of TEEB and others<sup>28</sup> has identified a range of new business models that help to conserve biodiversity. Much of this tends to be global in scope with an emphasis on new models emerging in relation to areas of high biodiversity in developing countries, rather than having an EU focus.

Research work for the UK Ecosystem Markets Task Force included a dedicated paper on business models, which stated:

*“Commercial imperatives very often drive companies to dismiss the external impacts of their businesses, including in relation to environmental and ecosystem impacts. A range of pressures reinforces this situation, including those coming from investors (for profit maximization) and from consumers and clients (unwilling to pay more and absence of demand). New approaches for securing business growth and competitiveness can work with and around these countervailing pressures, for example through efficiency gains that cut*

<sup>24</sup> <http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/calls/h2020-smeinst-1-2015.html>

<sup>25</sup> [http://ec.europa.eu/regional\\_policy/en/funding/erdf](http://ec.europa.eu/regional_policy/en/funding/erdf)

<sup>26</sup> [http://ec.europa.eu/growth/access-to-finance/cosme-financial-instruments/index\\_en.htm](http://ec.europa.eu/growth/access-to-finance/cosme-financial-instruments/index_en.htm)

<sup>27</sup> [http://ec.europa.eu/priorities/jobs-growth-investment/plan/index\\_en.htm](http://ec.europa.eu/priorities/jobs-growth-investment/plan/index_en.htm)

<sup>28</sup> e.g. Bishop, J. et al. (2009) New Business Models for Biodiversity Conservation. *J. Sust. Forestry*. **28**, 285-303.

*costs through saving resources. This is, however, often not sufficient to meet some of the challenging goals that lie ahead... With this in mind, further innovation and the development of new business models is urgently needed. This is not least due to the limits of what can be achieved through legislation as the principle driver of change. While frameworks from government are vital, it will also be necessary for businesses to change. Ideally, both would work together, with policy-makers sending broad and clear signals, while at the same time working in new ways of within markets.”*

Some of the new business models emerging fall within the area of social enterprise. The specifications for the current study refer in particular to ‘benefit corporations’, for-profit entities which consider society and the environment in addition to profit in their decision-making processes.<sup>29</sup> They are an expression of a new approach to economics (the ‘New Economy’<sup>30</sup>), which prioritises the well-being of people and planet. There are analogous for-profit ‘social enterprise’ models addressing the environment emerging here in Europe. As stated in the EMTF study:

*“...social enterprise models might offer scope for new approaches toward business involvement in ecosystem conservation, although these kinds of structures are not necessarily any more suitable for this purpose than more traditional ones, excepting that they might liberate their operators from some of the pressures that come with more traditional and primarily commercially-driven models. Such models might be effectively harnessed if linked to a clear market opportunity.”*

At the EU level, the report ‘*Financing Social Impact*’ – which includes social impact through environmental services – maps a way forward for the funding of social innovation in Europe, including for businesses (for-profit social enterprise).<sup>31</sup> There is wide experience of supporting for-profit social enterprise in Europe that we can draw upon,<sup>32</sup> informed by our broad knowledge of how this is playing out in relation to innovations for nature and biodiversity.

#### **Your input:**

Members and Observers of the B@B Platform are invited to **provide, examples of new business models, in particular those along the lines of benefit corporations or social enterprise models**, again using the template reply form provided. Please indicate where asked if the model is indeed similar to a benefit corporation and/or social enterprise model. Again, word length is limited but you are welcome to append any supporting materials.

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<sup>29</sup> See for example: [http://en.wikipedia.org/wiki/Benefit\\_corporation](http://en.wikipedia.org/wiki/Benefit_corporation)

<sup>30</sup> See for example the mission statement of The New Economy Coalition (formerly the New Economics Institute): <http://neweconomy.net/about/necs-mission-and-vision>

<sup>31</sup> Social Innovation Europe Initiative (2012) *Financing Social Impact. Funding Social Innovation in Europe – mapping the way forward*. [http://ec.europa.eu/enterprise/newsroom/cf/\\_getdocument.cfm?doc\\_id=7048](http://ec.europa.eu/enterprise/newsroom/cf/_getdocument.cfm?doc_id=7048)

<sup>32</sup> See for example the Europe section at: [http://en.wikipedia.org/wiki/Social\\_enterprise](http://en.wikipedia.org/wiki/Social_enterprise)

## B@B Workstream 2: Innovation for Biodiversity and Business – RESPONSE TEMPLATE 2015

**PLEASE RETURN THE COMPLETED TEMPLATE, TOGETHER WITH ANY SUPPORTING MATERIAL (e.g. images to illustrate the innovation), TO THE INNOVATION WORKSTREAM LEAD, GUY DUKE, at [guy.duke@skynet.be](mailto:guy.duke@skynet.be).**

Please stick to the requested maximum word length for each section. Use the empty box under each question to give your answer – the text box will enlarge to accommodate your text (maximum word length is a guide – shorter answers are welcome). Please send your reply as a Word document (not pdf).

**DEADLINE FOR SUBMISSION OF REPLIES: MONDAY 1 JUNE 2015**

<p><b>1. NAME AND CONTACT DETAILS OF PERSON SUBMITTING THE FORM.</b></p>
<p><b>2. NAME, CONTACT DETAILS AND WEB ADDRESS OF THE COMPANY FOR WHICH THE BUSINESS INNOVATION OR INNOVATIVE BUSINESS MODEL IS BEING PRESENTED ON THIS FORM (leave blank if the same as at 1. above).</b></p>
<p><b>3. DESCRIPTION OF THE BUSINESS INNOVATION OR INNOVATIVE BUSINESS MODEL INCLUDING, IF RELEVANT, HOW IT INVOLVES PARTNERSHIPS (INCLUDING CURRENT GEOGRAPHIC AREA OF APPLICATION, IF APPLICABLE) <b>Max. 400 words</b></b></p>
<p><b>4. IS THE BUSINESS MODEL/INNOVATION YOU ARE DESCRIBING A BENEFIT CORPORATION, SOCIAL ENTERPRISE OR RELATED MODEL (Y/N, explain as necessary) <b>Max. 100 words</b></b></p>
<p><b>5. TECHNOLOGICAL READINESS LEVEL OF THE INNOVATION/MODEL (if relevant).<sup>33</sup> <b>Max. 100 words</b></b></p>
<p><b>6. EXTENT OF BENEFITS ALREADY REALISED BY YOUR BUSINESS, AS A RESULT OF THE INNOVATION/MODEL. <b>Max. 200 words</b></b></p>
<p><b>7. EXTENT OF THE BENEFITS ALREADY DELIVERED IN TERMS OF OUTCOMES FOR BIODIVERSITY AND/OR ECOSYSTEM SERVICES, AS A RESULT OF THE INNOVATION/MODEL. <b>Max. 200 words</b></b></p>

<sup>33</sup> Horizon 2020 Work Programme 2014-15, General Annexes, Annex G Technological readiness levels (TRL). Commission Decision C(2013)8631. [http://ec.europa.eu/research/horizon2020/pdf/work-programmes/general\\_annexes\\_draft\\_work\\_programme.pdf](http://ec.europa.eu/research/horizon2020/pdf/work-programmes/general_annexes_draft_work_programme.pdf) (see p27)



<p><b>8. CURRENT ANNUAL TURNOVER FOR THIS BUSINESS MODEL AND/OR FOR THE SPECIFIC INNOVATIVE PRODUCT OR SERVICE. Max. 50 words</b></p>
<p><b>9. ASSESSMENT OF THE POTENTIAL (FUTURE) SCALE OF THE EU MARKET (Please provide details of the basis of your assessment, where possible). Max. 200 words</b></p>
<p><b>10. ASSESSMENT OF THE EXTENT OF THE POTENTIAL (FUTURE) SCALE OF THE CONTRIBUTION THE INNOVATION/MODEL CAN MAKE TO GREEN INFRASTRUCTURE AND/OR ECOLOGICAL RESTORATION (or to another specific target of the EU Biodiversity Strategy to 2020). (Please provide details of the basis of your assessment, where possible). Max. 200 words</b></p>
<p><b>11. ASSESSMENT OF BARRIERS TO MARKET TAKE-UP OF THIS INNOVATION/MODEL. Max. 200 words</b></p>
<p><b>12. ASSESSMENT OF OPPORTUNITIES TO ACCELERATE BRINGING THE INNOVATION/MODEL TO MARKET AND/OR TO ACCELERATE MARKET UP-TAKE, (a) any <u>enabling actions</u> required, e.g. by the EU or national governments. Max. 200 words</b></p>
<p><b>13. ASSESSMENT OF OPPORTUNITIES TO ACCELERATE BRINGING THE INNOVATION/MODEL TO MARKET AND/OR TO ACCELERATE MARKET UP-TAKE, (b) any <u>further research or innovation activity</u>, e.g. to move the product or service up through the Technological Readiness Levels to market. Max. 200 words</b></p>
<p><b>14. ASSESSMENT OF OPPORTUNITIES TO ACCELERATE BRINGING THE INNOVATION/MODEL TO MARKET AND/OR TO ACCELERATE MARKET UP-TAKE, (c) any <u>other opportunities</u>. Max. 200 words</b></p>
<p><b>15. ARE YOU SUBMITTING ANY SUPPORTING INFORMATION WITH THIS FORM? (YES/NO). IF YES, PLEASE LIST ATTACHED DOCUMENTS HERE.</b></p>