

Opportunities for Entrepreneurs in Ecosystem-based Adaptation

Biodiversity and Business: winning partners

Nature and Urban Wellbeing, Nature-Based Solutions to Societal Challenges, International Conference

Ghent, 19 May 2015, Debora de Block



Entrepreneurs(hip)

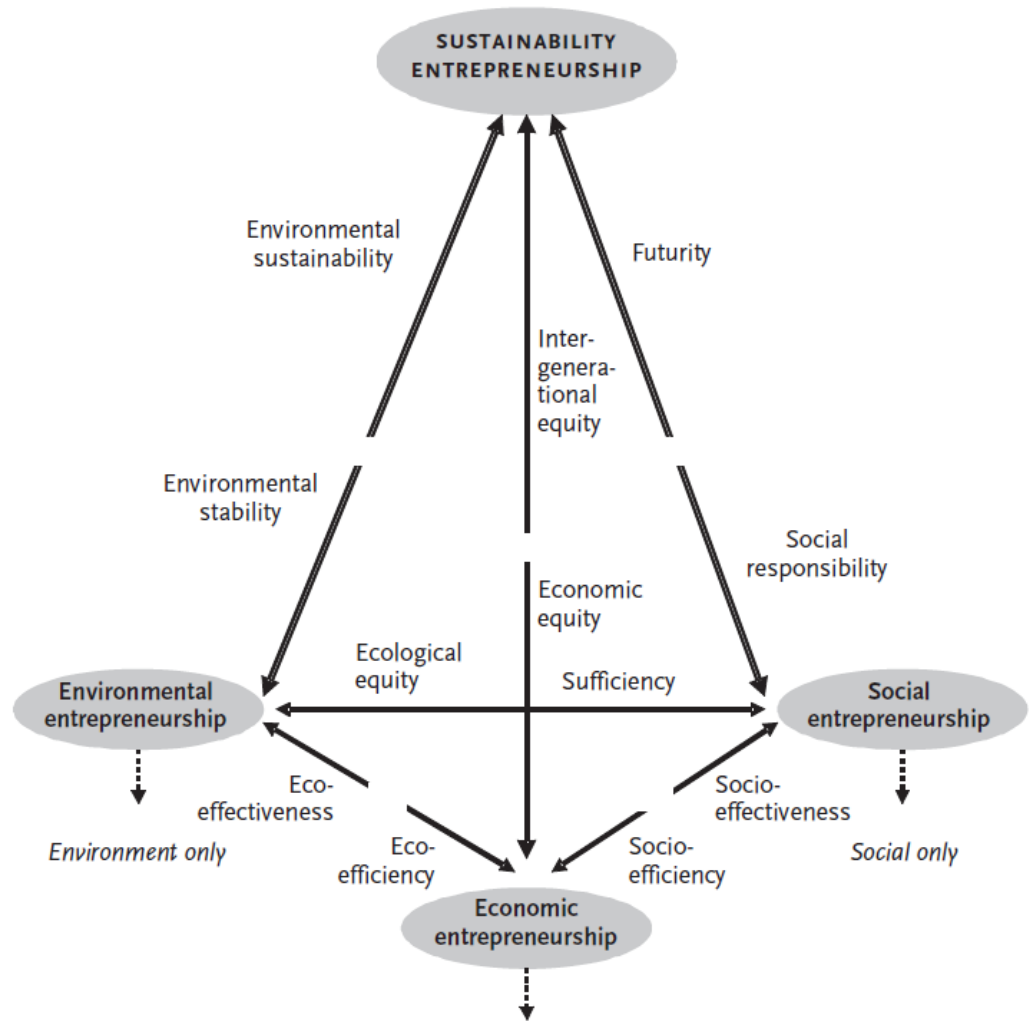


Figure 1 THE SUSTAINABILITY ENTREPRENEURSHIP MODEL

Source: Young and Tilley 2006



Welcome to the E-CONSULTATION ON NATURE-BASED SOLUTIONS discussion on Climate Change Adaptation and Mitigation

This e-consultation is a comprehensive EU R development and de

The objective of the Europe as a world le global market fo na

The European Comm Strategy (EPBRs), in market players, use participate.-

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Ministry of Infrastructure and the Environment
Ministry of Foreign Affairs



Invitation Panel discussion 5 November 2014

Bringing ecosystems into adaptation: -The new frontier-

On the occasion of the meeting of the International Resource Panel, the Executive Director of UNEP Achim Steiner will visit Rotterdam, the Netherlands on 5 November 2014. In the afternoon a panel discussion will take place, focusing on ecosystem based climate change adaptation in land-water interfaces. Specifically relevant in this context are the role of and opportunities for the private sector in the development and implementation of adaptation strategies and innovative ecosystem based adaptation approaches.



WAGENINGEN UR
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Entrepreneurial opportunities in EbA

- Set of ideas, beliefs and dreams discovered or created by entrepreneurs (Sarasvathy et al. 2005; Short et al. 2010)
- Include technologies or inventions for which no market has yet been defined or ideas for products and services (Lans et al. 2014)
- Subsequent to discovery or creation, entrepreneur must decide whether or not to exploit opportunity (McMullen and Shepherd 2006)
- New markets (Building with Nature)
- New products (More efficient irrigation and drainage)
- Consultancy services (Agro-environment schemes)

Opportunities: discovered or created?

	Problem discovery	Solution discovery	Creation
Problem stream	<i>Entrepreneurs are alert for problem acknowledgement and search for locations</i>	Entrepreneurs are aware of, or driven by, a problem	Entrepreneurs themselves formulate challenges
Solution stream	The solution is (readily) available	<i>Entrepreneurs actively search for, discuss and revise solutions</i>	Entrepreneurs are actively engaged in search for and development of solutions
Political stream	Entrepreneurs (re)frame solutions and are alert	Entrepreneurs (re)frame solutions and are alert	Lobbying and awareness raising of both problem and solution

Opportunity discovery and creation in the Water Holding, the Netherlands

Process	Entrepreneurs	Opportunity	Description
<i>Solution discovery</i>	Advisory firm	Underground water storage (<i>idea</i>)	Dutch ministry formulated a challenge to tackle insufficient freshwater availability
<i>Problem discovery</i>	Advisory firm	Consultancy services (<i>service</i>)	Search process for a suitable geographical location
<i>Creation</i>	Farmers	New techniques (<i>products</i>) and activities (<i>markets</i>)	Optimization of technique and expansion of project area; experimentation; lobbying and networking with stakeholders and governments

Findings

- 16 EbA cases, 18 discovery and 2 creation processes
 - Necessity for climate change adaptation gained foothold
 - Creation is more demanding and uncertain process
 - Selection of 'successful' cases
- Entrepreneurs and opportunity discovery: alertness, endurance, flexibility
- Entrepreneurs and opportunity creation: advocacy, lobbying, coupling, ownership over problem and solution

What's next?

Under which conditions are entrepreneurial opportunities in Ecosystem-based Adaptation in the UK and the Netherlands exploited, and what are the implications thereof for adaptation policy and practice?

Conditions	Indicators
Career Experience	Business and industry experience
Altruism	Empathy; Increasing nature values, CC risk awareness
Profit maximization	Monetary incentives
Economic context	Availability of equity and liabilities
Political context	(Inter)national policies; regulative instruments

Discussion points

- Definition of entrepreneurs in EbA context
- Is there indeed a need for more creation of opportunities?
- What is needed to make biodiversity and business winning partners?

Thank you!

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