



Interreg
Alpine Space



 **LUIGI**

European Regional Development Fund

Gli obiettivi economici del progetto LUIGI: mercati, opportunità e modelli di business per la Città Metropolitana di Milano

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Fondazione Lombardia per l'Ambiente





Natura 2000 Forest

green roof

wildflower verge

green wall

hedgerow

biodiversity-rich
business park

beehives

multifunctional farming

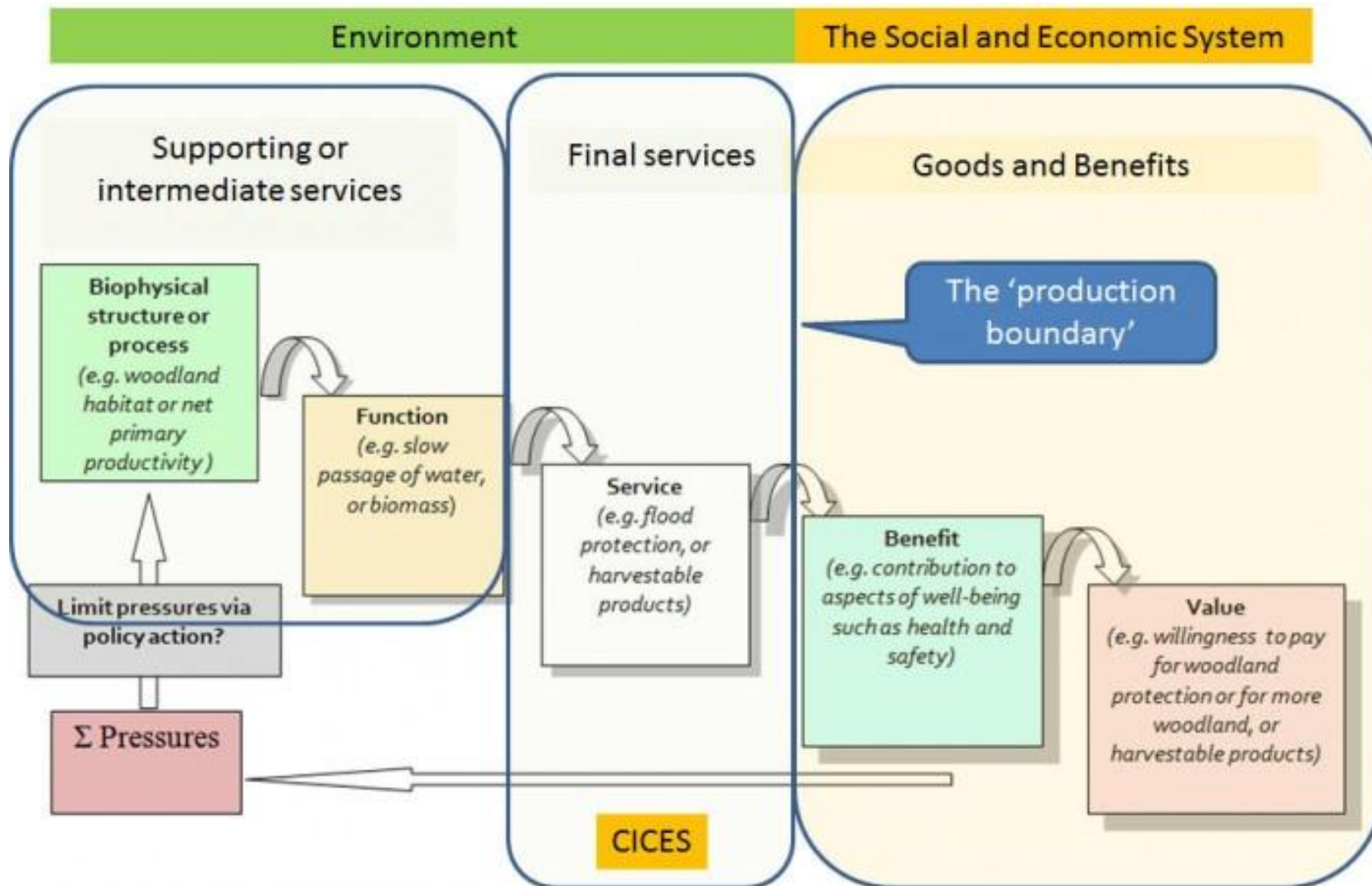
wildlife overpass

reedbed

fish ladder

© 2018 Huboorn Sustainability track

Ecosistemi, benefici, beni e servizi ecosistemici



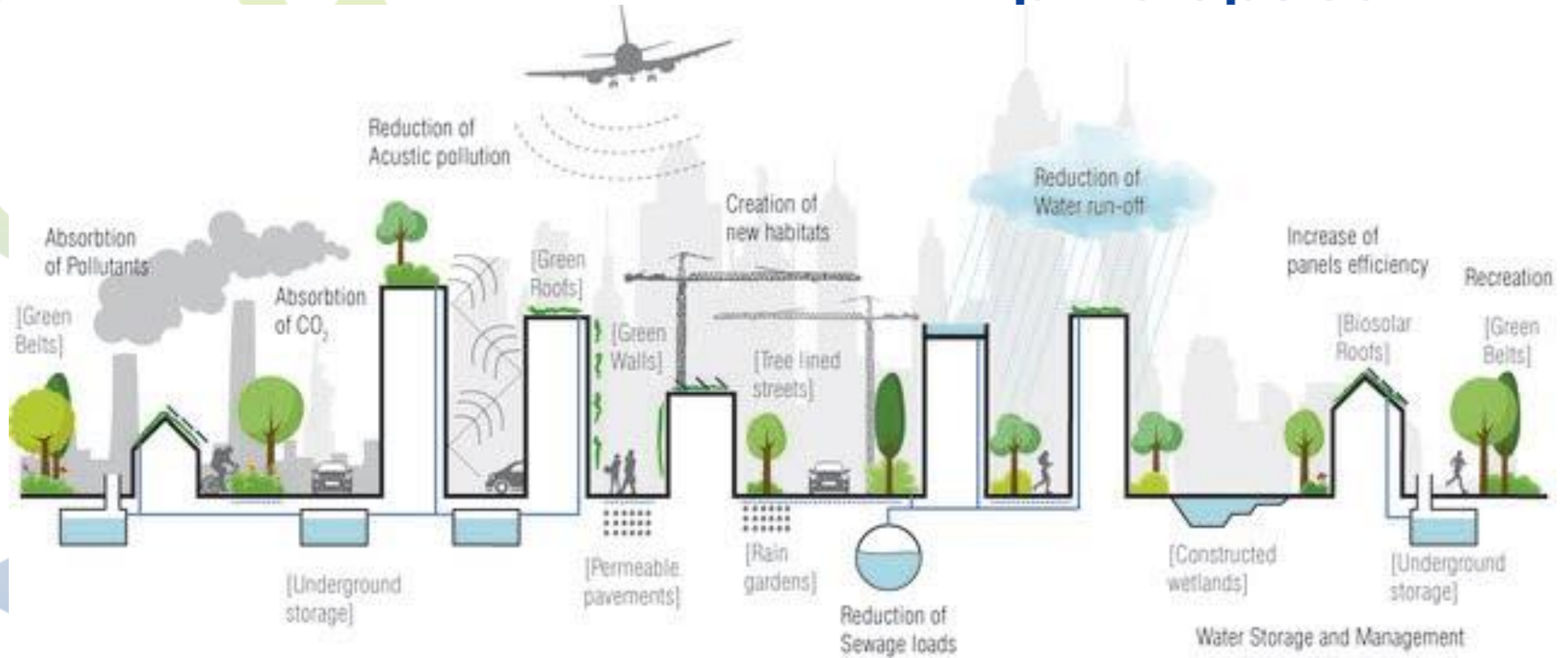








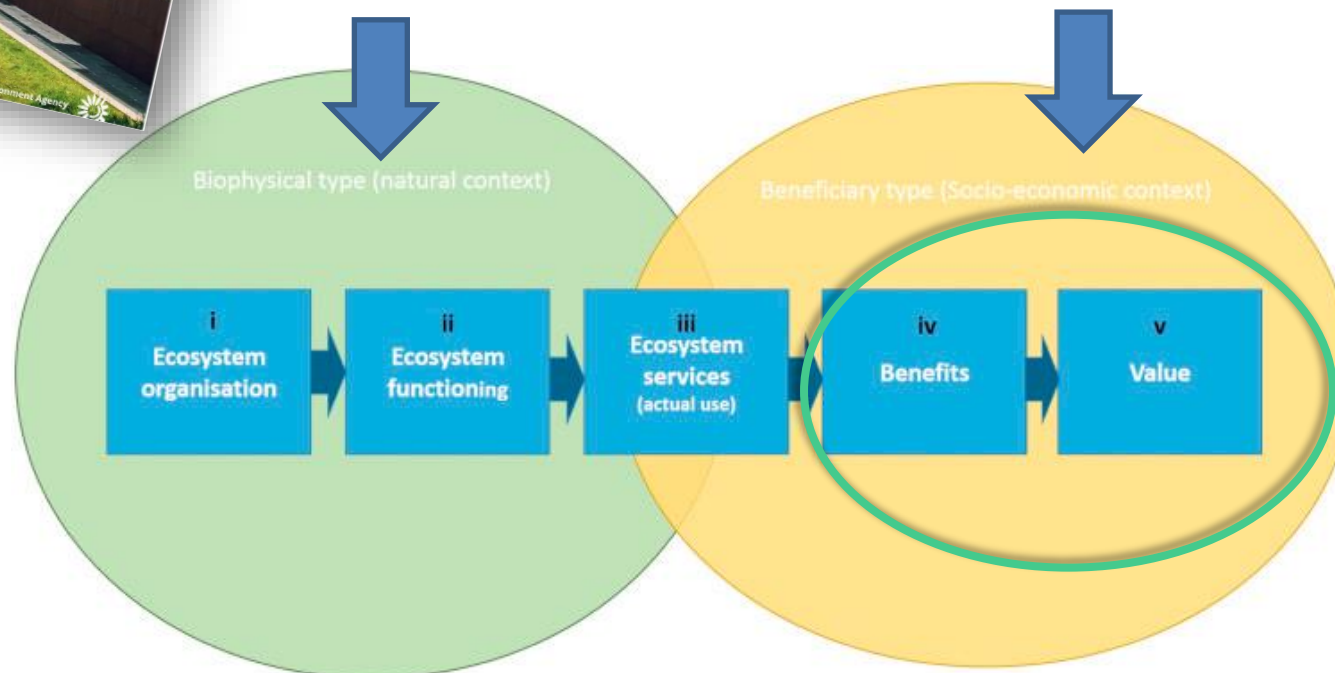
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Infrastrutture Verdi, benefici e mercati



Milano Porta Nuova
(EEA report 1/2021)



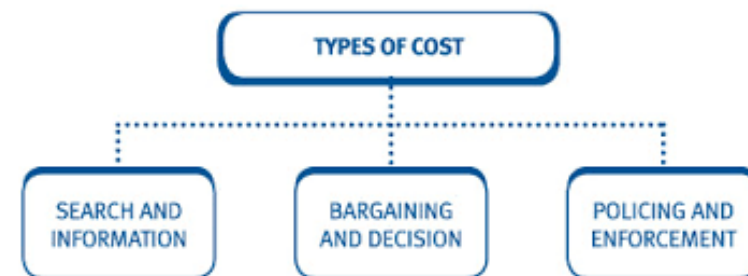
Quando gli scambi e i mercati funzionano?

- Partecipazione
 - Informazione sui beni o servizi scambiati
 - Sanzioni e rimedi
 - Assenza di congestione e bassi «costi di transazione»
- Condizioni spesso non rispettate
 - Assenza di mercati può voler dire meno opportunità di conseguire gli obiettivi dello scambio

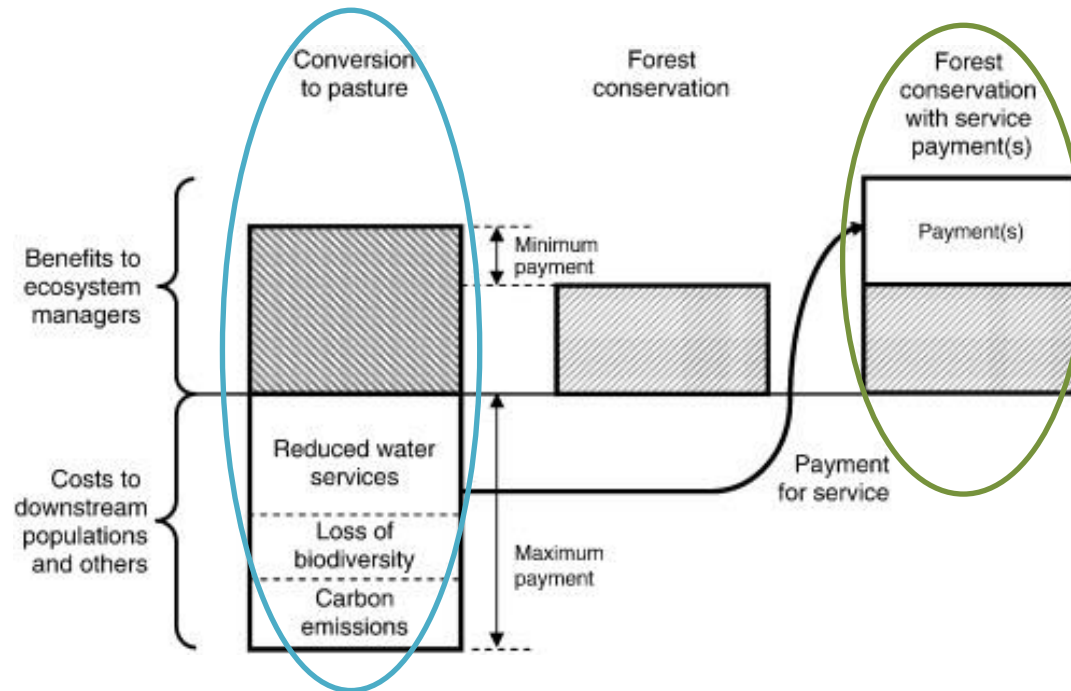


Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per 2/3 cup	
Calories	230
% DV*	
12%	Total Fat 8g
5%	Saturated Fat 1g
	Trans Fat 0g
0%	Cholesterol 0mg
7%	Sodium 160mg
12%	Total Carbs 37g
14%	Dietary Fiber 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	Vitamin D 2mcg
20%	Calcium 260mg
45%	Iron 8mg
5%	Potassium 235mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.



Valutare un mercato per i servizi ecosistemici



Mercato regionale / locale	
Definizione dei partecipanti	X
Definizione del servizio / beneficio scambiato	X
Addizionalità del mercato	X
Sanzioni / Rimedi	X
Costo opportunità / Costo di fornitura di servizio ecosistemico	X
Limitazioni biofisiche e fisiche	X
Fungibilità della currency	X
Presenza ed efficienza di capitale umano e sociale nel mercato	X



+ Valore Aggiunto

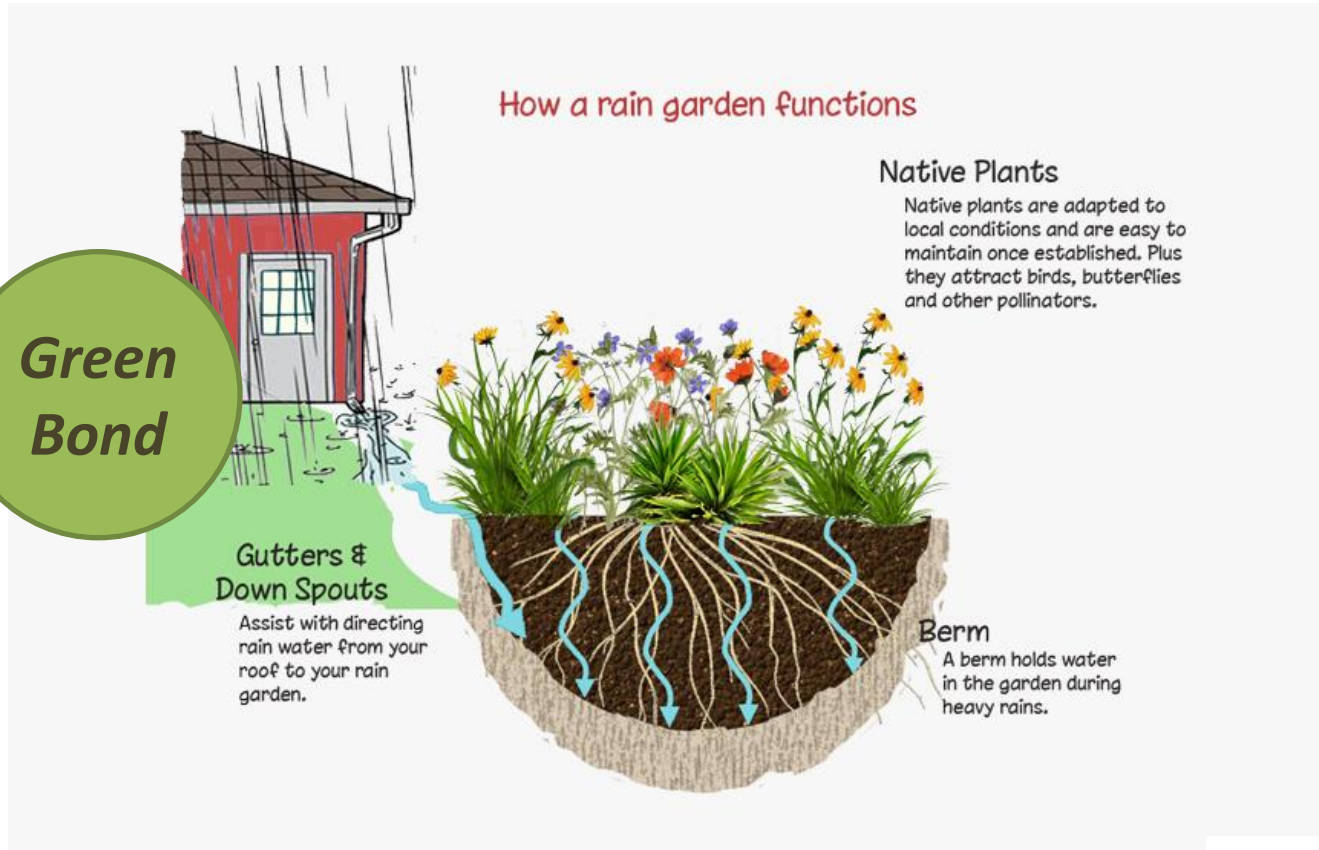
Il servizio comprende benefici/ valori ecosistemici e servizi commerciali (*business model*)

Picture: LUIGI project

Mercati per i valori ecosistemici in LUIGI

-  Project and assets
-  Expert review
-  Tracking & reporting
-  Issue on capital markets
-  Monitoring & Annual reporting

Green Bond



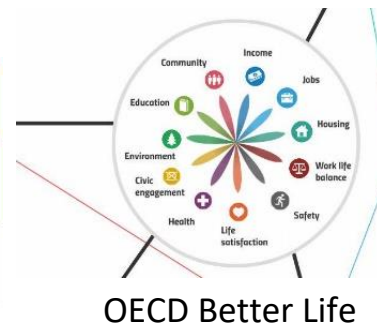
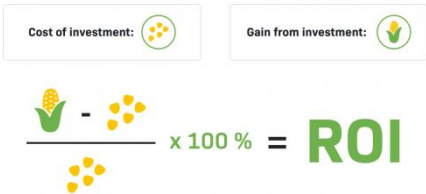
(APCC, 2021)

Benefici ecosistemici e misure del benessere

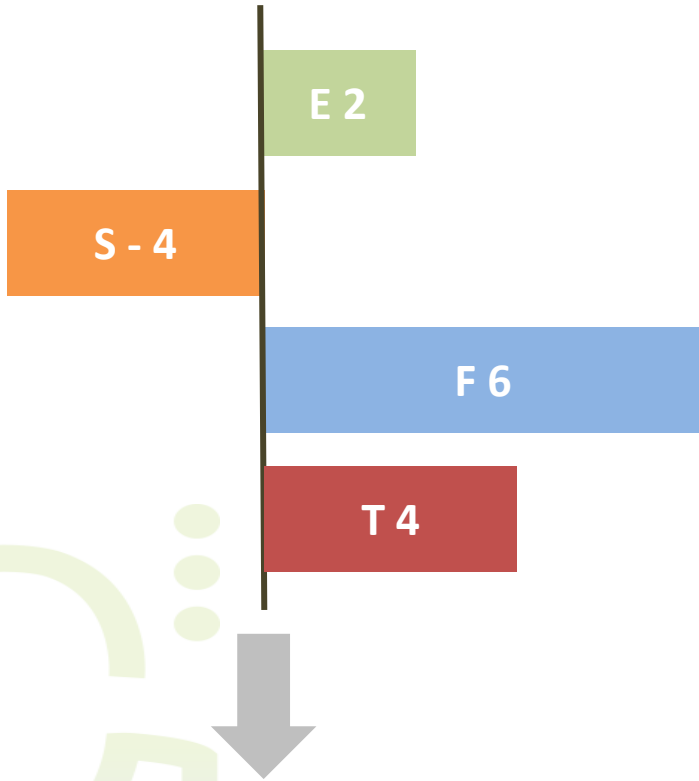
Benefici Economici e Finanziari

Benefici Ecologici e Ambientali

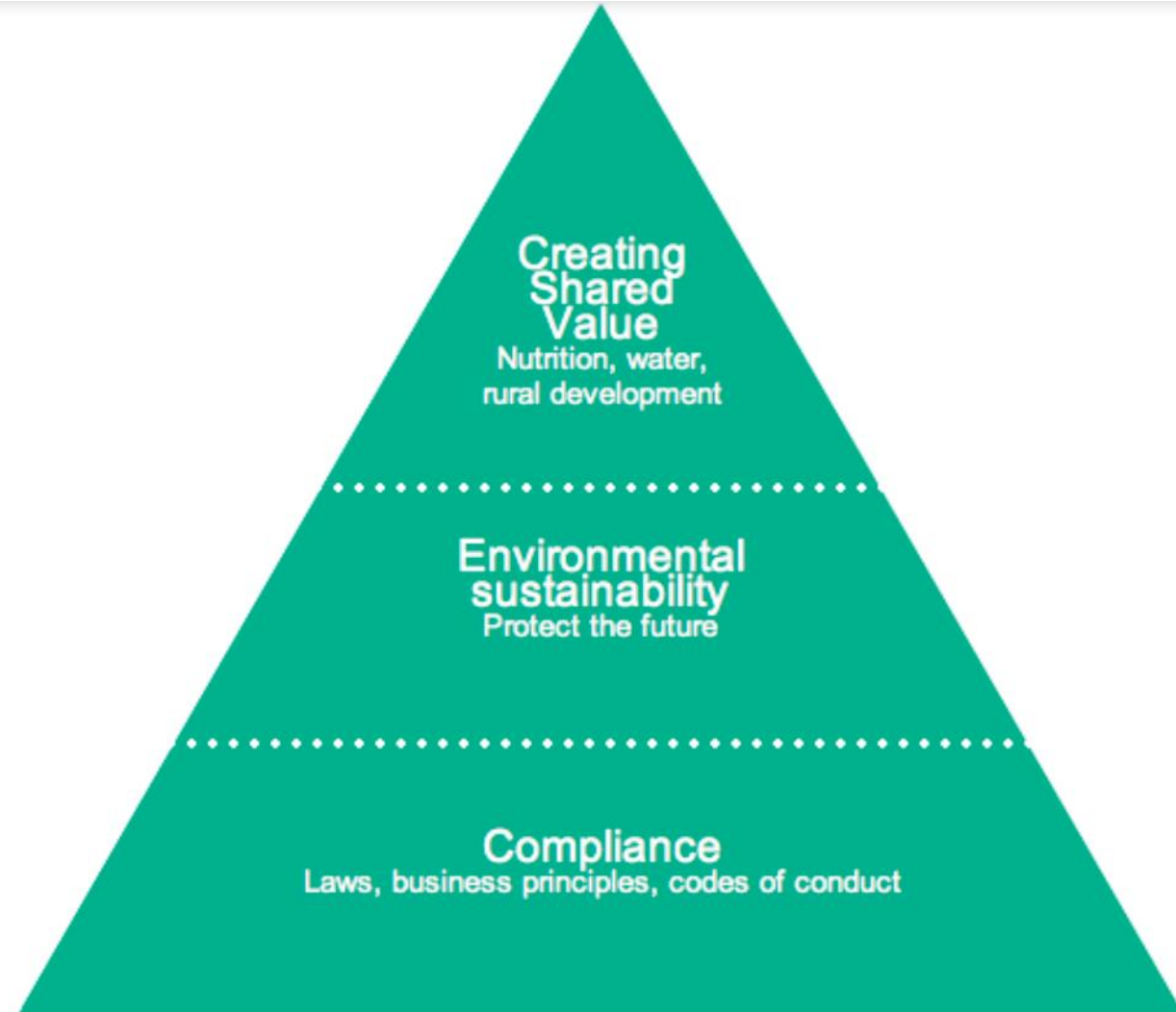
Benefici Sociali e Culturali



Valori ecosistemici e creazione di valori

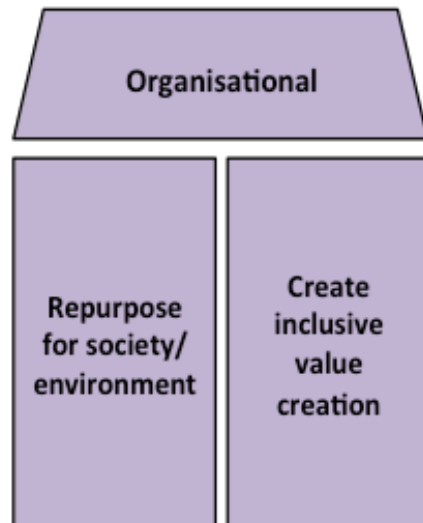
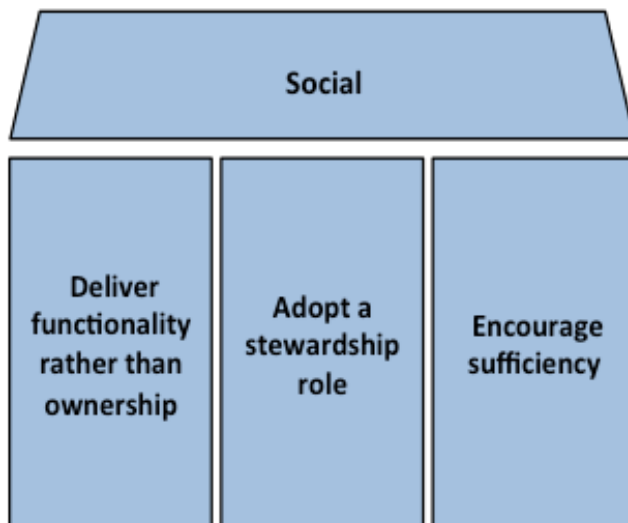
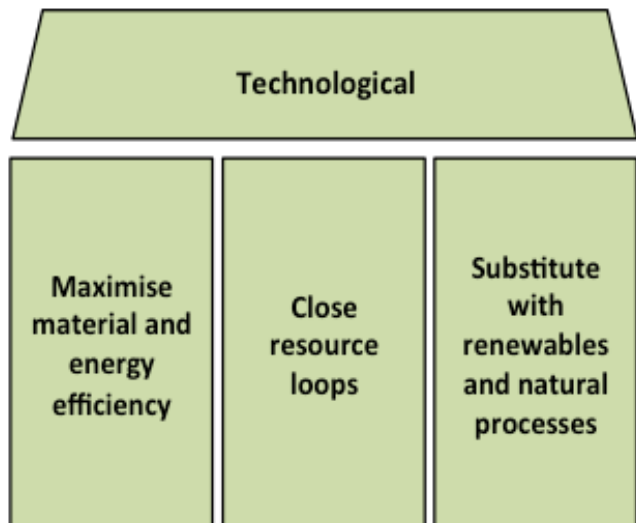


Investimento privato $0 < NPV_T < 4$
Investimento pubblico $NPV_T > \text{or} = 0$
Investimento filantropico $NPV_T < 0$



Groupings

Archetypes



Sustainable Business Model Archetypes.
Adapted from Bocken et al. (2014)

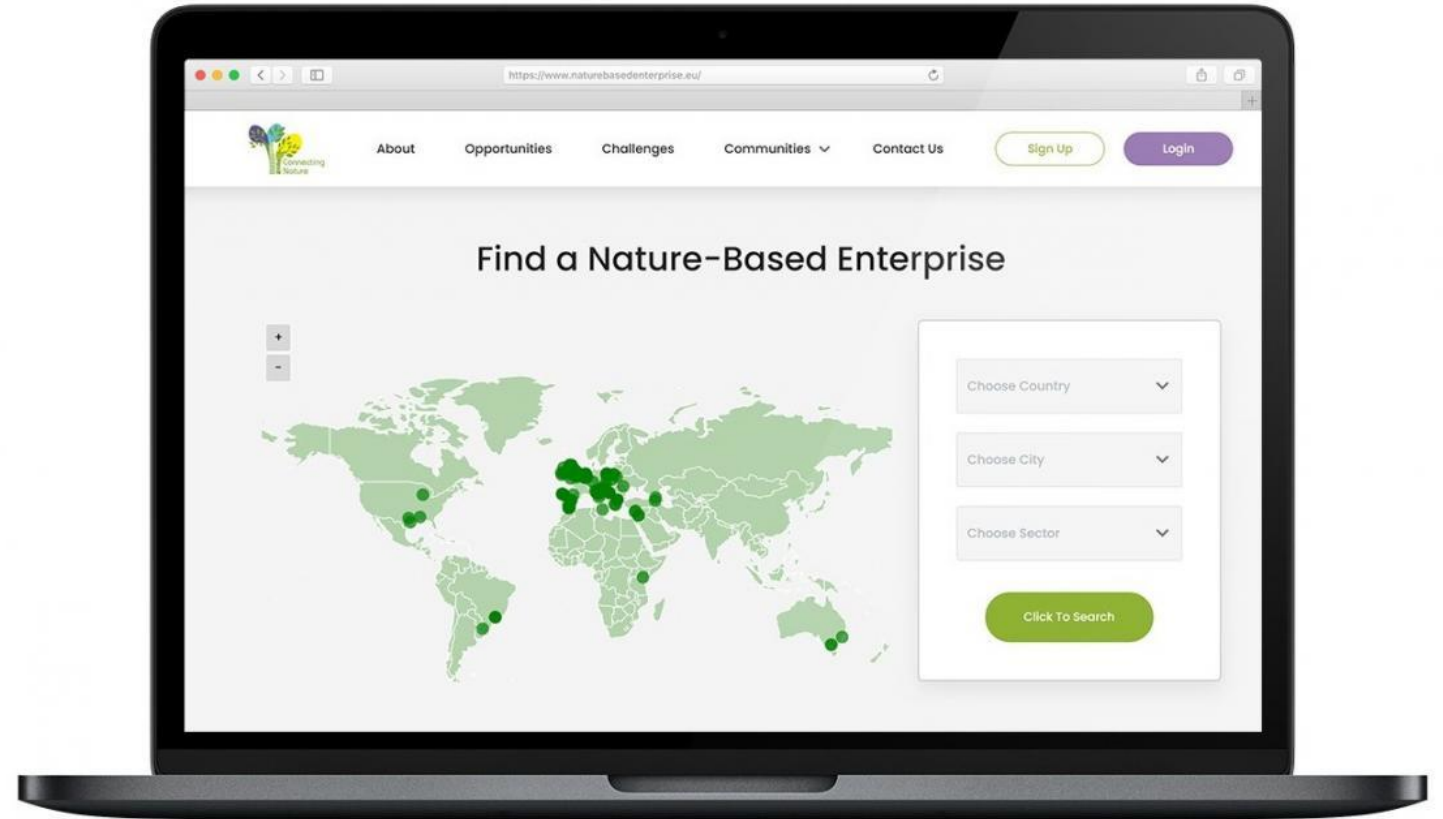
Modelli di business basati sui valori ecosistemici

The Sustainable Business Model Canvas

Key Partners Who are our Key Partners? Who are our key suppliers? Which key Resources are we acquiring from partners? Which key Activities do partners perform? MOTIVATION FOR PARTNERSHIPS: Specialisation and economy Reduction of risk and uncertainty Acquisition of particular resources and activities		Key Activities What key Activities do our Value Propositions require? Our Core Value Chain(s) Customer Relationships? Revenue Stream(s) CATEGORIES: Production Problem Solving Platform Network		Value Propositions What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? CHARACTERISTICS: Newness Performance Customisation Getting the Job Done* Design Brand Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability		Customer Relationships What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? EXAMPLES: Personal Assistants Dedicated Personal Assistance Self-Service Automated Services Communities Co-Creation		Customer Segments For whom are we creating value? Who are our most important customers? POSSIBILITIES: Mass Market Niche Market Segmented Diversified Multi-sided Platform	
Key Resources What Key Resources do our Value Propositions require? Our Core Business Model(s) Customer Relationships? Revenue Stream(s) TYPES OF RESOURCES: Physical Intellectual (brand names, copyrights, data) Human Financial		Cost Structure What are the most important costs inherent in our business model? Which key Resources are the most expensive? Which key Activities are most expensive? IS YOUR BUSINESS MORE: Cost Driven (emphasize cost structure, low price value proposition, customer automation, extensive outsourcing) Value Driven (emphasize value creation, premium value proposition)		Revenue Streams For what value are our customers really willing to pay? For what do they currently pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? FIXED PRICING: List Price Product/feature dependent Customer segment dependent Volume dependent DYNAMIC PRICING: Negotiative (bargaining) Trial management Real-time Market					
Eco-Social Costs What ecological or social costs is our business model causing? Which key Resources are the most resource-intensive? Which key Activities use a lot of resources? EVALUATION INSTRUMENTS: Life Cycle Assessment (of products and services) Carbon Footprint Social Return		Eco-Social Benefits What ecological or social benefits is our business model generating? Who are the benefit winners? Are they potential customers? Can we learn from the benefits in a Value Proposition? (Yes, to whom) INSTRUMENTS: Social Reporting/Standard Common Good Balance Sheet							

Based on: www.businessmodelgeneration.com

Ecosystem Stock Exchange



Grazie per
l'attenzione!

