



Assignment for Kristianstad Municipality

BUSINESS MODELS FOR PUBLIC GREEN SPACES IN AND AROUND THE CITY

Summary

On behalf of Kristianstad Municipality, Krinova have conducted the joint UL2L study dealing with regulations and contracts enabling economic activities on public ground (e.g. public-private-partnerships) and business models. The study has been conducted using business models with a focus on ecosystem services, health and parks. The assignment is a partial delivery from Kristianstad municipality to the EU project Urban Links 2 Landscape.

Enabling accessibility to nature, public green areas, as a resource for commercial businesses and visitors, and to achieve the desired effect means understanding what is needed for the business models to function. The formulated problem then reads "How do we create opportunities for entrepreneurs to establish commercial businesses that are sustainably viable in public areas in nature?"

The purpose of the assignment Business models for public green spaces, is to identify solutions that will provide entrepreneurs access to recreational areas in nature, increase ecosystem services and in turn make the areas and services accessible to the public and visitors. A step in this direction is to investigate how to use areas of nature as a resource with various business models.

With support from Krinova's Business designers, a concept designer has performed the study applying three methods. The process in the methods is based on Krinova's methodology for challenge-driven innovation.

- Desk research
- Interviews
- Workshops

The information gathered includes the perspectives of entrepreneurs, officials and consumers i.e. visitors and residents. A fifth perspective, on ecosystem services has also been included to highlight the needs of nature.

In the work 17 qualitative interviews were conducted, of which 11 contractors, 5 officials and 1 researcher. The contractors have been selected on the criteria that they currently conduct their business with nature as a key resource. The questions designed for the interviews have focused on mapping the opportunities and challenges experienced today, how these conclusions have been made and what the driving forces behind various initiatives linked to nature are.

Conclusions:

- Unused potential and commitment

The clearest insight is the common interest in nature that is today displayed in different, from one another separated initiatives in diverging directions. Current challenges are lack of resources and prioritization of the same. Seen from an inclusive perspective - communication, information and knowledge are important keys with great potential for development.

- Accessibility is needed on several levels and must be based on good collaboration

Several different functions and actors need to work and interact in a synchronized way. Especially to be able to create long-term sustainable business models in natural public areas, whilst nurturing and preserving sensitive and valuable resources in nature. Market information such as the driving forces of customers and market size needs to be communicated to entrepreneurs to be able to be applied in potential businesses.

- In order to achieve collaboration & practical action, a leading role is required

Based on the information gathered it is possible to identify certain gaps between different relationships and actors regarding the work with these areas and the business opportunities. A leading role is required to achieve collaboration and practical action.

To clarify the purpose and function of the model, three made-up cases and conceptual scenarios have been developed to exemplify the existing challenges.

Local Gardening Kristianstad

In Kristianstad's Tivoli Park the entrepreneur wants you to have the opportunity to rent a place to grow vegetables in your own box! It serves as a collective meeting place for like-minded to share their interests, cultivation skills and provide a space to practice their own cultivation in the center of Kristianstad. The entrepreneur needs to be able to block out unauthorized persons (the public) to some extent in order to establish the business and protect the cultivation. The contractor may need to obtain a permit that allows using the park for the business. Collaboration needs to take place between the municipality and the contractor, which is regulated through contracts and compensation to the municipality for using the site.

The water kingdom experience

The Water kingdom Experience is it the adventure company that wants to give the visitor a unique experience through stimulation of the five senses during the stay. The experience provides a nature-friendly accommodation in Vattenriket where you can see the beautiful environment from the tent opening. If the entrepreneur wants to develop the dining experience through an outdoor kitchen there will be regulations for that particular site but no permission should be needed because the visitor prepares his food himself and the right of public access applies. As well as in the previous case the contractor may need a permit that allows the business to use areas in the water kingdom for more permanent tents. A collaboration between the municipality and the contractor can regulate compensation to the municipality for using the site.

Mindclass in Kronoskogen

The company MindClass wants to convey the forest as a health tool in their business concept by offering regular mental training in the forest. The main challenge is to regularly use a specific place in the forest for groups of people without restricting access to others or overstrain the place. Businesses may not primarily be run from the forest but use the service provided by the municipality. This could be done in agreement with the municipality in order to access rest areas, benches, trash cans and light trails. If the company wants to develop its business further by offering, for example, classes that require playing music or need to storage, this requires different contracts/permits.

More information can be found in the full report (in Swedish):

https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1582287146.pdf