

What business can learn from Nature Based Solutions?

By Laura Hohoff



**Responsive Cities Symposium //
Design with Nature**

„THE BUSINESS OF BUSINESS IS BUSINESS“

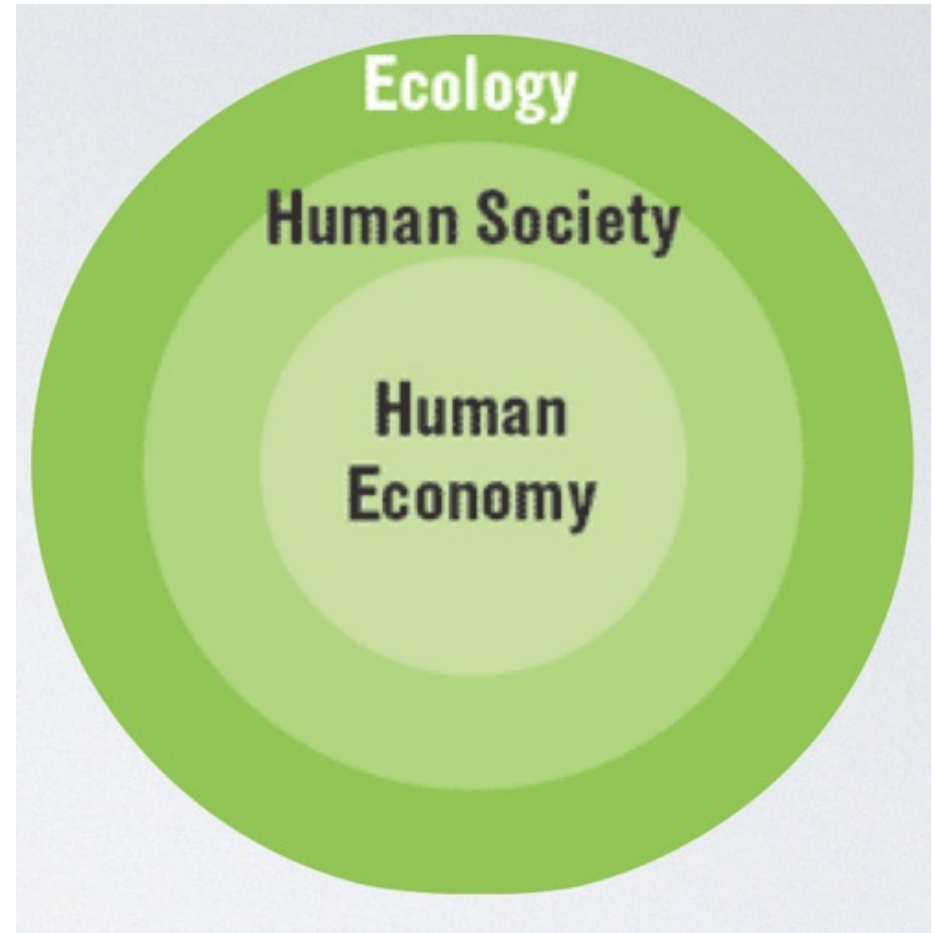
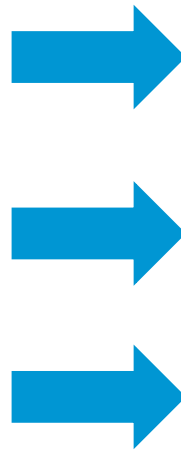
-M. Friedman

VS.



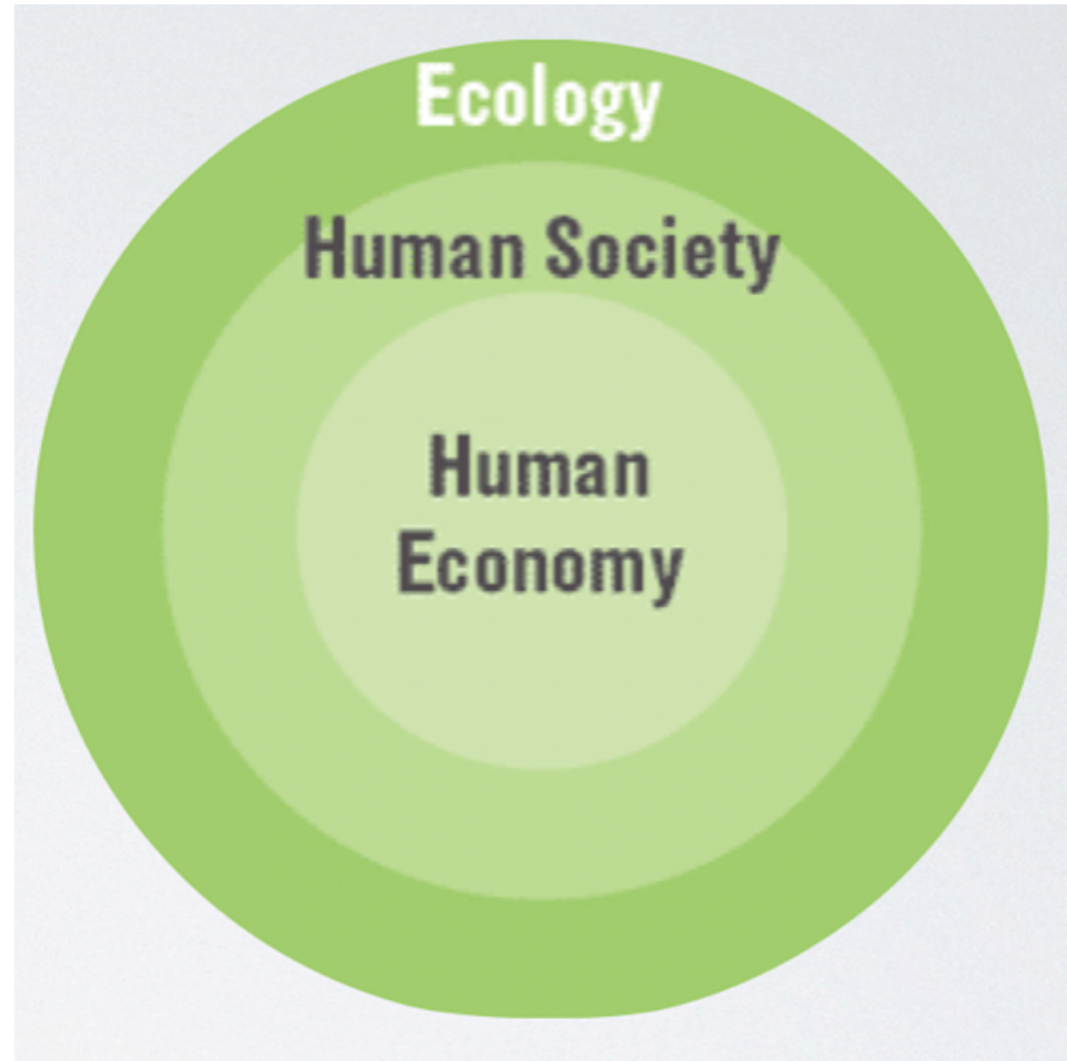
Source: Markus Spiske via Unsplash

PARADIGM SHIFT



NBS as business opportunity

**PROVIDE
SUSTAINABLE,
COST-
EFFECTIVE,
WIN-WIN
SOLUTIONS**





How can Nature-Based Solutions learn from Business?

