Green Infrastructure and Multinationals

Private NBS investments in urban areas

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3 projects

- Nature
- replacing traditional green
- financed by large corporations
- on their own facilities
Key issues

- Low budget
- replacing traditional green for:
  - direct savings
  - or higher ecological value for the same price
Key issues

- Sales arguments
- Finding the green ambassador
- Maintaining the level of commitment
- Offering tangible benefits
There are more Challenges
Nurturing target vegetation in the Establishment period
Supplementary water supply?!
Business and cultural Challenges
Weed control
Invasive ruderal weeds
Creating Biodiverse Green Roofs in the Pannonic climate
Extensive biodiverse green roof

at Green House Offices, Budapest
the “greenest” building in Budapest (SEED Platinum)
original plans: sedum roof
key sales argument: higher ecological value for the same price
Heterogeinity

Diverse organic content
Shelters
Topography
Mixed propagation methods
Breeding spots
with regular water supply
Green roofs on 3 different levels
C Strategy
Biodiverse green roof
Extensive biodiverse green roof on the 7th floor
Great variety throughout the season
“Hollywood flower meadows” in May and June
and then comes summertime...
This is the Limit
of Customer Aesthetic Flexibility
Lessons learned

Commitment of stakeholders

Proper establishment period strategy

Water supply issues

Substrate organic content
Originally, the green roof was designed with a higher green roof. It featured a planted layer, which included various types of plants. However, this design was later modified to reduce the impact on the environment and to improve the aesthetic appeal. The new design incorporates a variety of plant species, including wildflowers and native plants, to create a more diverse and sustainable ecosystem.
Habitat restoration at LEGO
30 ha area
original plan was traditional grass area
changed to natural habitat restoration
of mosaic steppe with oak woods
Key sales argument:

Financial benefits
lower maintenance costs
ROI in 7 years