



Green Infrastructure and Multinationals

Private NBS investments in urban areas

Péter Dezsényi





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



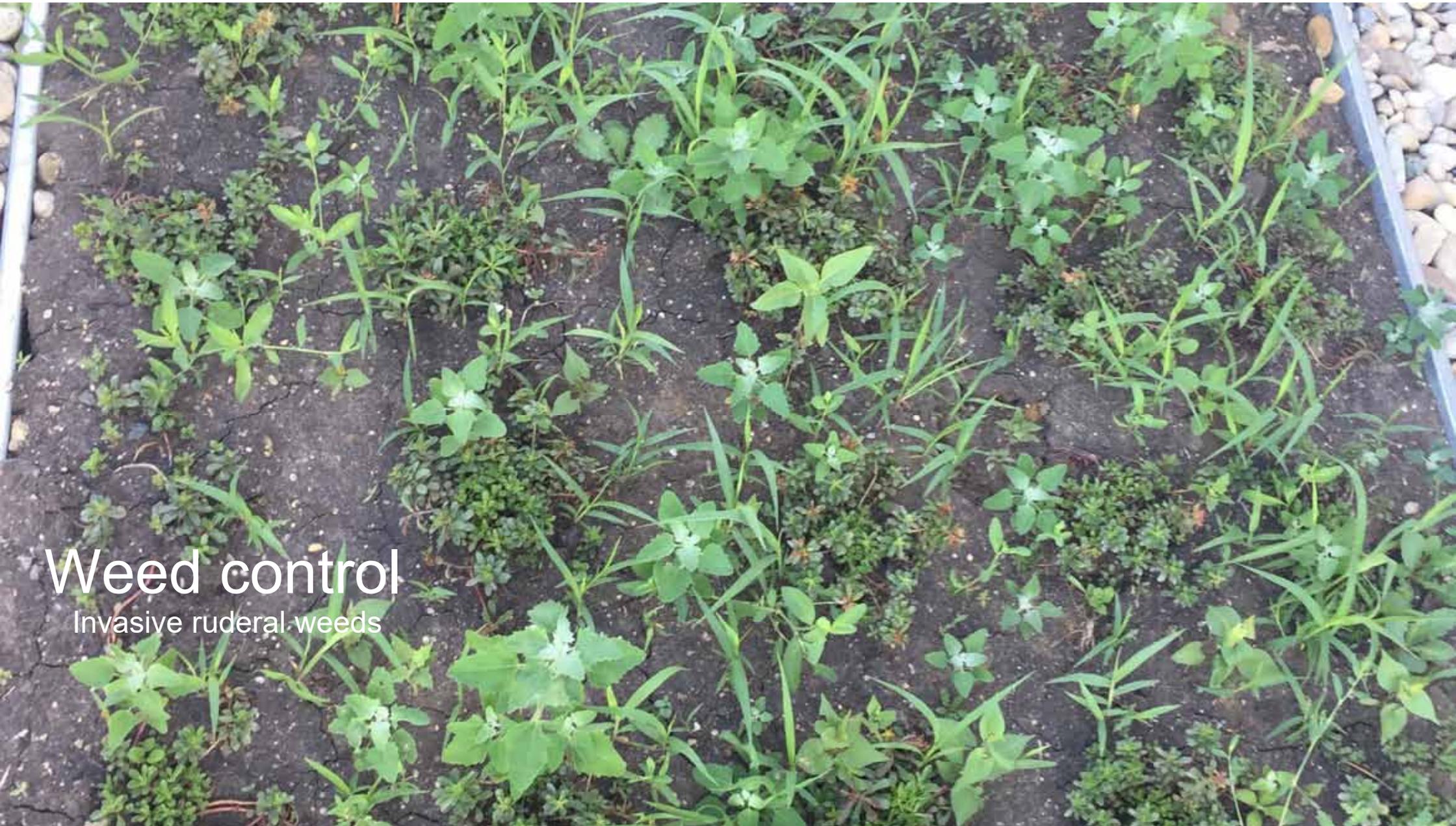


Supplementary water supply?!

A photograph of a green roof. The central area is covered in dark soil with sparse, low-growing, reddish-brown plants. The roof is bordered by a metal channel filled with light-colored gravel. In the bottom right corner, grey roof tiles are visible. The text "Business and cultural Challenges" is overlaid in white on the right side of the image.

Business and cultural
Challenges



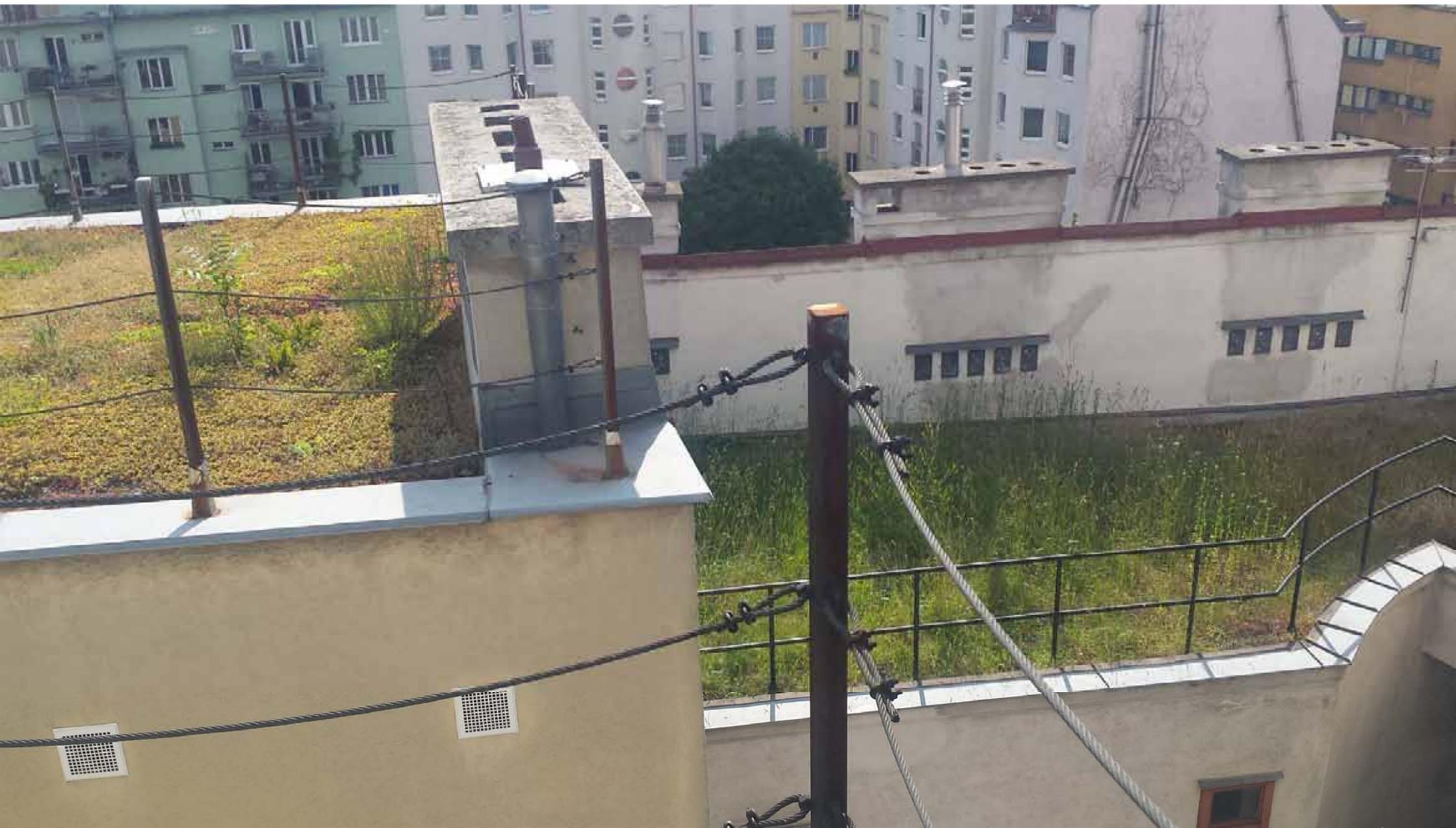


Weed control

Invasive ruderal weeds



Studying old sedum roofs





PROJECTS



Creating
Biodiverse Green Roofs
in the Pannonic climate



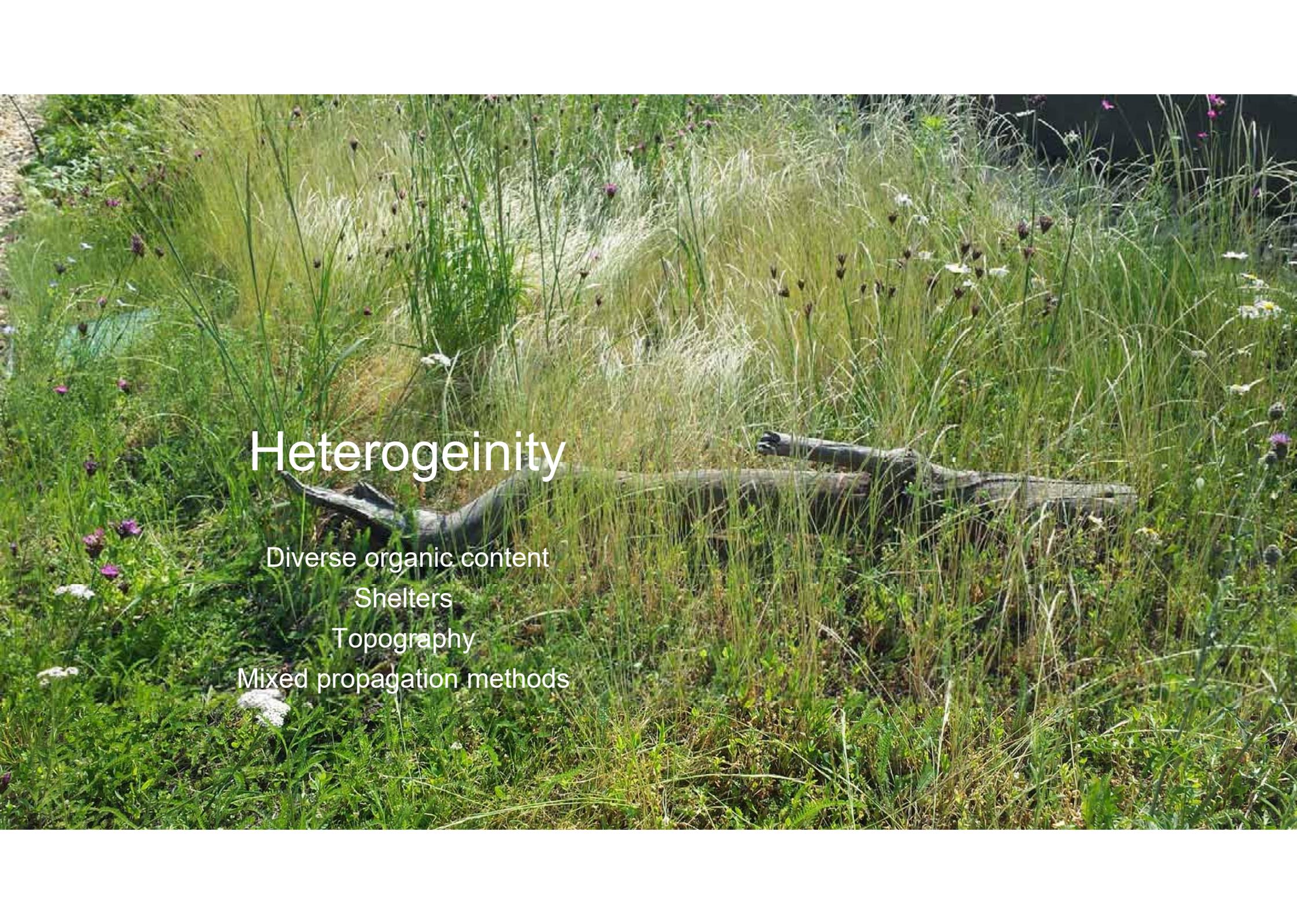
Extensive biodiverse green roof

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

A photograph of a diverse meadow. In the foreground, there are various green plants and small purple flowers. A large, weathered log lies horizontally across the middle ground. The background is filled with tall, thin grasses and more purple flowers, creating a dense and varied landscape.

Heterogeneity

Diverse organic content

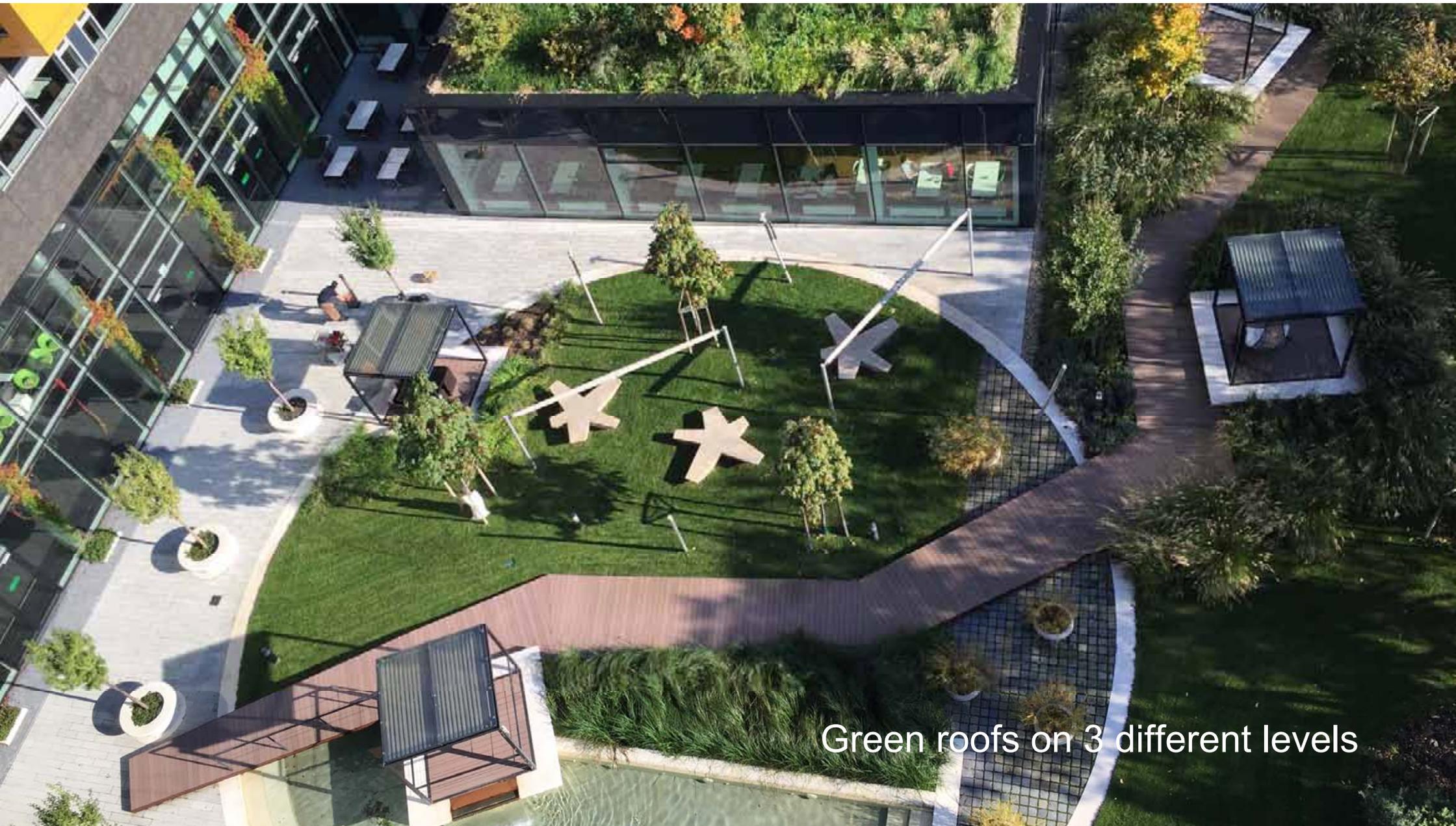
Shelters

Topography

Mixed propagation methods



Breeding spots
with regular water supply



Green roofs on 3 different levels

C Strategy

Biodiverse green roof



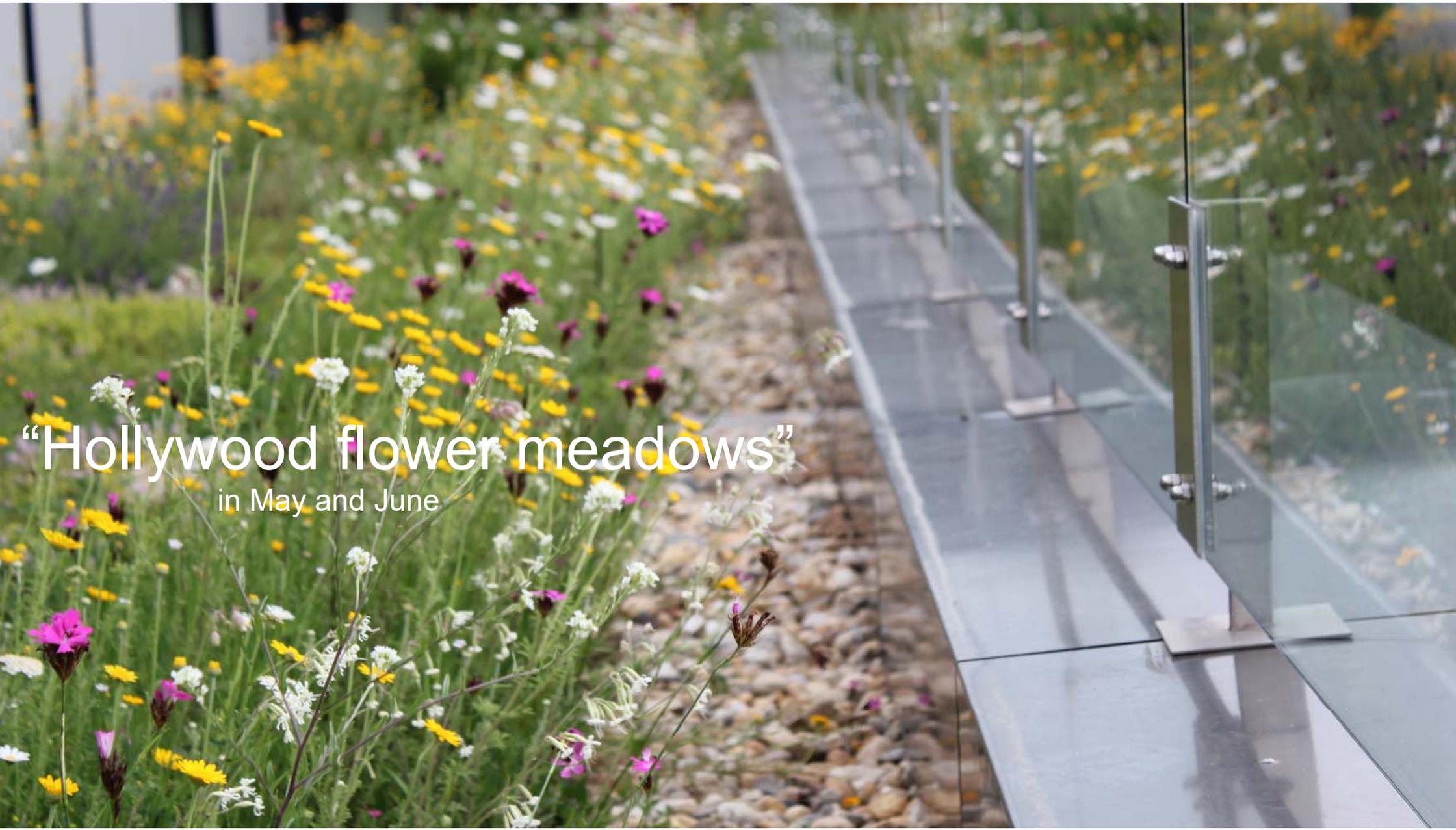




Extensive biodiverse green roof on the 7th floor



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



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

