

## Amsterdam Challenge

Context: City Tree presented Amsterdam's most polluted street

Challenge: Amsterdam/City Tree presented the challenges of how to assess and communicate the impact and the value of NBS?

- Round one: Reframing the challenge
  - Created personas of the different stakeholders and their relation to air pollution, city tree and NBS more generally
  - Opened up the challenge to explore impact in a much wider sense than just air pollution. Now the challenge focused on the wider systems benefits, heat island effect, and citizen health and wellbeing.
  - Key discussion over whether the City Tree is a short/medium term strategy for many places in Europe.
- Round two: Opportunity mapping/solution clustering
  - Rapid fire of potential solutions/opportunities that were then mapped against impact and buy-in
  - Three primary ideas were then selected as the most promising: (a) looking at the impact of NBS/CityTrees on health and translating these into datasets of use to the private healthcare insurance industry, (b) developing a smart interactive City Tree that is a source of data and service for citizens (e.g. live streams air pollution info, news, other initiatives the city is doing on air pollution, traffic information, etc) whilst visually communicating the local air pollution via lights, and (c) citizen 'take-over' the street/car parking spaces around the city tree as a form of gorilla citizen engagement.
- Round three: Solution drilldown
  - Based on the group in the room a and b were combined into a personalised social impact assessment of the city tree that would also be used as a mechanism for behavioural change.
  - Key takeaway for the challenge owner was that there is "much more needed than just lab experiments"