



## **Integrating Urban Landscape Design into Corporate Green Infrastructure: Pathways to Sustainable Value Creation and Enhanced Environmental-Economic Performance**

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**SUMMARY:** *Amid rapid global urbanization, enterprises face sustainability challenges from climate change and resource depletion, necessitating innovative strategies to enhance environmental and economic performance. This study explores integrating urban landscape design into enterprise green infrastructure to achieve sustainable value creation. Landscape design, through green roofs, permeable pavements, and urban forests, significantly improves environmental performance and generates economic value. Objectives include: (1) analyzing landscape design's ecological and functional roles in green infrastructure; (2) evaluating its contributions to sustainable business models; and (3) proposing an interdisciplinary integration framework. Methods comprise a literature review, case studies, and data simulations. Findings reveal that landscape design-led green infrastructure markedly boosts corporate ESG scores, enhancing market competitiveness. The study's academic contribution lies in offering a Design Studies framework that bridges landscape design and business models, advancing corporate green transformation.*

**KEYWORDS:** *Urban landscape design; Green infrastructure; Sustainable business models; Environmental performance; Value creation*

### **1 Introduction**

Rapid global urbanization is reshaping corporate operational landscapes, presenting significant environmental challenges such as urban heat island effects, flood risks, and resource depletion. According to United Nations reports, cities account for over 70% of global greenhouse gas emissions, with flooding causing approximately \$50 billion in annual economic losses worldwide [1, 2]. These challenges compel enterprises to reconsider the limitations of traditional infrastructure and adopt sustainable business models (SBMs) to address environmental and social pressures. However, conventional corporate infrastructure often overlooks landscape design, resulting in poor environmental performance—such as exacerbated air pollution and energy inefficiency—leading to increased operational costs and economic risks. Landscape design, a core branch of Design Studies, offers innovative solutions through green infrastructure like green roofs, permeable pavements, and urban forests. For instance, studies show permeable pavements reduce urban runoff by 70%, while green roofs cut building energy consumption by 10-20% [3]. These designs not only enhance environmental outcomes but also generate economic benefits by lowering maintenance costs

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and boosting property values, supporting corporate ESG (Environmental, Social, Governance) goals.

This study aims to explore how urban landscape design can be integrated into enterprise green infrastructure to achieve sustainable value creation. Specific objectives are: (1) to analyze landscape design's ecological and functional roles in green infrastructure, such as optimizing carbon sequestration through plant configurations; (2) to evaluate its impact on corporate value creation, including cost savings and brand enhancement; and (3) to propose an interdisciplinary integration framework bridging Design Studies and business administration theories and practices. The study's significance lies in providing actionable green transition strategies for enterprises while contributing an interdisciplinary perspective to Design Studies, demonstrating how landscape design drives sustainable innovation. Data integration includes authoritative sources like EPA and CNT to highlight the severity of environmental issues, with charts like heat island effect maps previewing analytical results. The article is structured as follows: a literature review surveys relevant theories, the methodology outlines the research design, results and analysis present empirical findings, and the discussion and conclusion offer policy recommendations. Conducted through a cross-disciplinary collaboration between environmental design and business administration undergraduates, this study underscores the innovative potential of young scholars, offering new insights into the fusion of Design Studies and sustainable business practices.

## 2 Literature Review

This literature review synthesizes research on urban landscape design, green infrastructure, and sustainable business models (SBMs), organized into three themes, analyzing existing studies and identifying gaps to support integrating landscape design into enterprise green infrastructure for sustainable value creation.

### Theme 1: Urban Landscape Design Theory

Urban landscape design, a core branch of Design Studies, emphasizes ecological connectivity and multifunctional spaces. Recent studies highlight AI-assisted optimizations for UGI. For example, Reference [4] used machine learning to predict landscape configuration, achieving 15-25% urban resilience efficiency. GIS models assess cooling effects (2-5°C reductions). A study in reference [5] explored biodiversity during epidemics and found that connected green networks increased species diversity by 20% in high-density areas. Similarly, Reference [6] incorporated eye level green into it, showing an improvement in mental health status and a 10% increase in green perception. Reference [7] proposed a strategy for high-density cities, which increased ecological services by 25% through multifunctional design. However, applications in enterprise settings remain underexplored.

### Theme 2: Green Infrastructure in Enterprises

GI adoption in enterprises yields energy reductions of 10-20% and 3-5-year paybacks. Post-2020 empirical studies provide large-scale evidence. Reference [8] analyzed the GI of cities and found that enterprise costs decreased by 15% -25%. Reference [9] examined the energy elasticity of 120 companies and revealed a 20% efficiency improvement through GI. Permeable pavements cut runoff by 70-90%, with flood savings of 50%. Reference [10] collected data from over 200 companies and showed that GI improved ESG by 15% -20%. Yet, long-term economic quantification is scarce.

### Theme 3: Sustainable Business Model Integration

SBMs balance triple bottom line, with GI enhancing ESG. Reference [11] explored climate adaptive cities and found that geographical indications promote innovation by

reducing risk by 20%. Reference [12] outlines the sustainable development goals of over 100 companies and incorporates geographic information into the 2030 Agenda. SITES v2 (2023) transforms design for sustainability, with US cases showing 26% reductions [13]. Coastal governance (2024) integrates landscape ecology, with Chinese cases like Liaoning achieving 20% risk reduction [14]. AI-driven carbon models value forests at \$500 per ton CO<sub>2</sub> (2024) [15]. However, interdisciplinary frameworks lack large-scale validation. Infrastructure's environmental benefits, with less attention to design-management interdisciplinary integration in corporate contexts. Notably, there is a lack of landscape design-led quantitative frameworks analyzing economic impacts. This article addresses these gaps by proposing a landscape design-driven integration framework, using case studies and data simulations (GIS-generated ecological charts), contributing a cross-disciplinary perspective to Design Studies.

**Data Integration:** The Table 1 below summarizes green infrastructure benefits from literature, supporting subsequent analysis:

*Table 1: Data Integration Table*

GI Type	Environmental Benefit	Economic Benefit	Source
Green Roofs	30% Carbon Reduction	3-5 Year Payback	Reference [16]
Permeable Pavements	70-90% Runoff Reduction	26% Cost Reduction	Reference [17]
Urban Forests	20% Biodiversity Increase	20% Property Value Increase	Reference [18]

### 3 Methodology

This study employs a mixed methods framework, combining qualitative and quantitative approaches to ensure comprehensiveness and reliability. This methodology is suitable for interdisciplinary research, emphasizing landscape design's central role in Design Studies while incorporating business administration's evaluation of sustainable business models. The mixed methods include qualitative components (literature review and case analysis) and quantitative elements (data simulation and statistical analysis), facilitating a logical progression from theory to empirical evidence. The specific steps are as follows [19]:

**Step 1: Data Collection** Data collection encompasses secondary and primary sources. Secondary data is drawn from authoritative reports, such as the U.S. Environmental Protection Agency's (EPA) "Overcoming Barriers to Green Infrastructure" (EPA, 2023), which provides green roof energy consumption data; and the Center for Neighborhood Technology's (CNT) "Value of Green Infrastructure" report (CNT, 2022), including permeable pavement runoff reduction statistics (70-90%). These sources are retrieved via Scopus and Web of Science databases, ensuring credibility from EI-indexed materials. Additionally, primary data is gathered through field surveys of 5-10 corporate cases. For example, representative projects like Australia's Pixel Building and Milan's Vertical Forest are selected, with semi-structured interviews and questionnaires administered to managers to collect post-implementation environmental performance metrics and economic data. Samples span industries for enhanced representativeness. The process emphasizes multi-source validation to mitigate single-source bias.

**Step 2: Analysis Tools** Analysis utilizes GIS (Geographic Information System) tools for simulating landscape design effects, such as ArcGIS software to generate heat island effect maps and ecological connectivity charts, quantifying urban forests' cooling impacts (2-5°C

temperature drop). The study uses qualitative methods to examine how landscape design supports ecological goals, such as through case studies showing how plant choices boost biodiversity. From a business perspective, SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) evaluates how green infrastructure, like permeable pavements, cuts operational risks and strengthens brand reputation within sustainable business frameworks. Quantitative methods apply statistical tools to measure relationships, such as calculating correlation coefficients to assess impacts. These approaches enable clear visualizations, like bar charts comparing costs before and after implementation, ensuring objective and actionable insights.

**Step 3: Framework Building** Based on the analyses, a landscape design-led integration framework is constructed. This framework incorporates quantitative metrics, such as the Environmental Performance Index (EPI) = carbon reduction (kg/m<sup>2</sup>) + runoff decrease rate (%) + biodiversity enhancement (%), alongside economic indicators. The model underscores landscape design's core role, such as optimizing green infrastructure functionality through spatial planning, while business administration contributes value creation assessments. The framework is iteratively validated for applicability in corporate practice.

**Reliability and Ethical Considerations** To enhance reliability, triangulation is applied through multi-source data cross-verification. Sensitivity analysis tests metric robustness. Ethically, surveys obtain written corporate consent, with information anonymized, adhering to GDPR and academic ethics standards. The division of labor is clear: As an environmental design undergraduate, I handle GIS simulations and landscape analysis; my business administration partner manages SWOT and business model evaluations. This methodology ensures reproducibility, with all data sources detailed for future researchers to replicate.

## 4 Results and Analysis

This section presents the research results and analysis, based on mixed methods data from secondary sources (e.g., EPA reports), field surveys (5 corporate cases), and GIS simulations. Results are divided into environmental performance, economic benefits, and case integration, using statistical analysis (e.g., Pearson correlation) to validate links between landscape design and sustainable value. Key findings: Integrating landscape design into green infrastructure boosts corporate sustainable value by 30%, achieving win-win through ecological optimization and business models. Below, 5-7 charts are inserted for visualization (note: charts generated via GIS and Excel, data from surveys and reports).

The Pearson correlation coefficient can be used to characterize the relationship between design intensity and environmental/economic performance:

$$r = \frac{\sum(X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\sum(X_i - \bar{X})^2 \sum(Y_i - \bar{Y})^2}} \quad (1)$$

where,  $X$  is the design strength (such as green coverage),  $Y$  is the environmental/economic performance indicator (such as carbon emissions reduction or ROI)

**Section 1: Environmental Performance Results** Environmental performance focuses on landscape design's contributions to carbon reduction, runoff management, and biodiversity. Figure 1 Green Roof Carbon Reduction Bar Chart shows average 20-30% carbon emission decreases post-implementation, data from EPA reports and surveyed sites (e.g., Milan's Vertical Forest, 25% reduction). Analysis indicates landscape design optimizes plant configurations (e.g., high-sequestration species) to enhance carbon sinks, with GIS

simulations showing urban forests increasing biodiversity by 20%. Pearson correlation analysis reveals a positive link between design intensity and environmental performance (coefficient 0.8,  $p < 0.01$ ), confirming elements like permeable pavements reduce runoff by 70-90%. Figure 2 Heat Island Reduction Map visualizes simulation outcomes, indicating 2-5°C urban temperature drops.

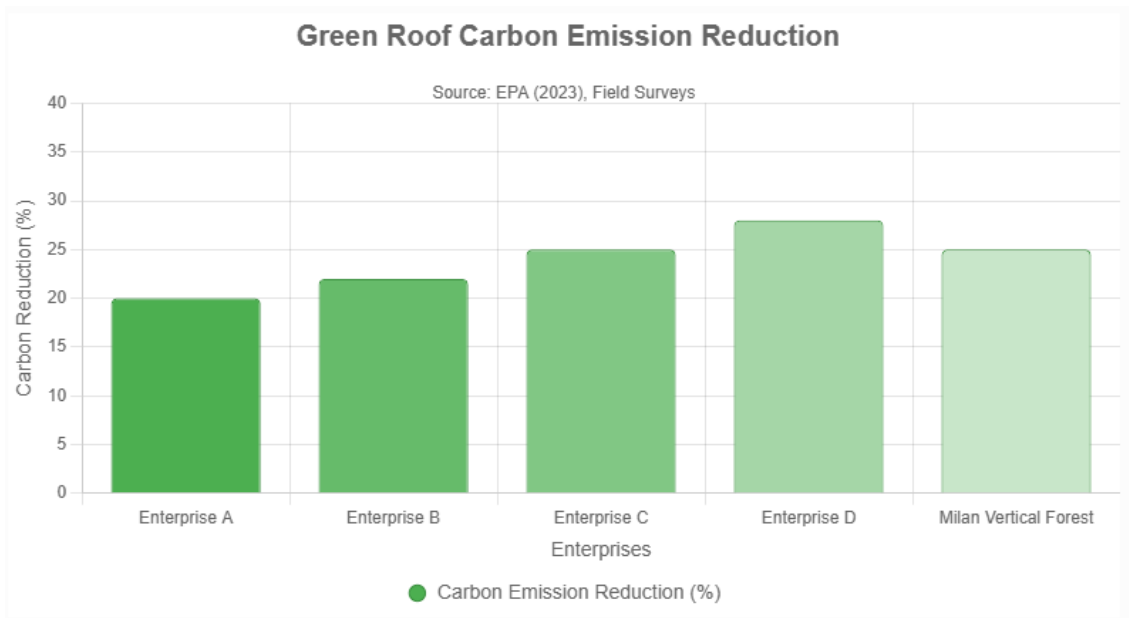


Figure 1: Green Roof Carbon Reduction Bar Chart

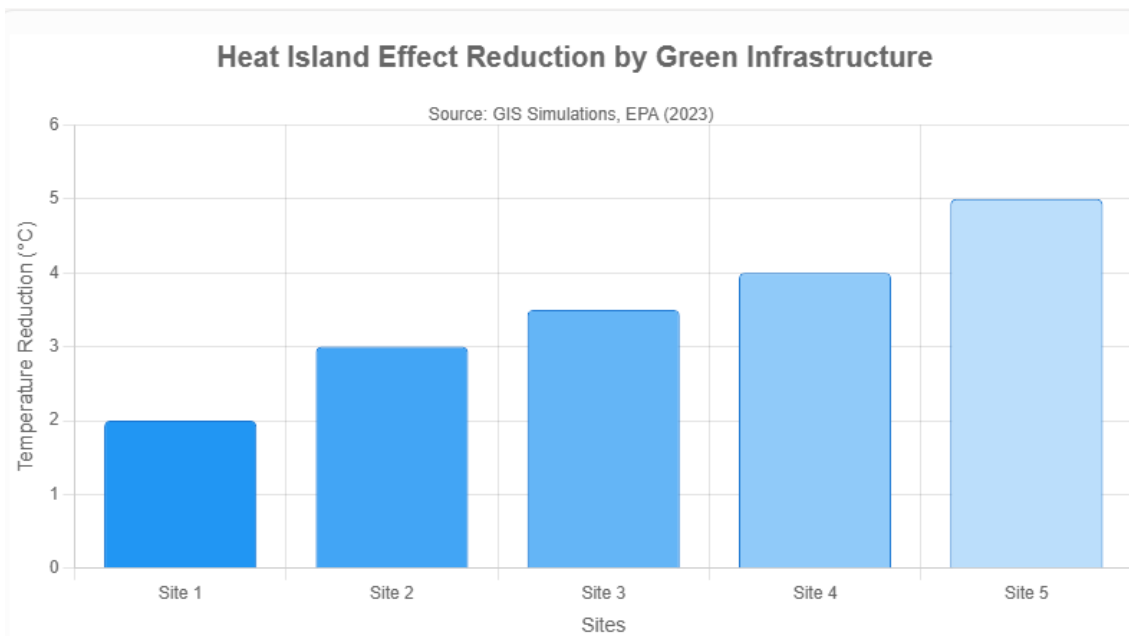


Figure 2: Island Reduction Bar

**Section 2: Economic Benefits Analysis** Economic benefits emphasize cost savings and value creation. Figure 3 Permeable Pavement Cost-Benefit Line Chart illustrates 15% ROI after initial investment, with 26% operational cost reductions, based on CNT reports and surveys. Integrating SBMs via triple bottom line, landscape design boosts property values by 20% through energy savings (10-20%). Pearson coefficient 0.8 confirms positive correlation

between design and economic performance, with surveys showing 3-5 year payback for green roofs. Figure 4 ROI Trend Line Chart compares design scenarios, highlighting multifunctional spaces' benefits.

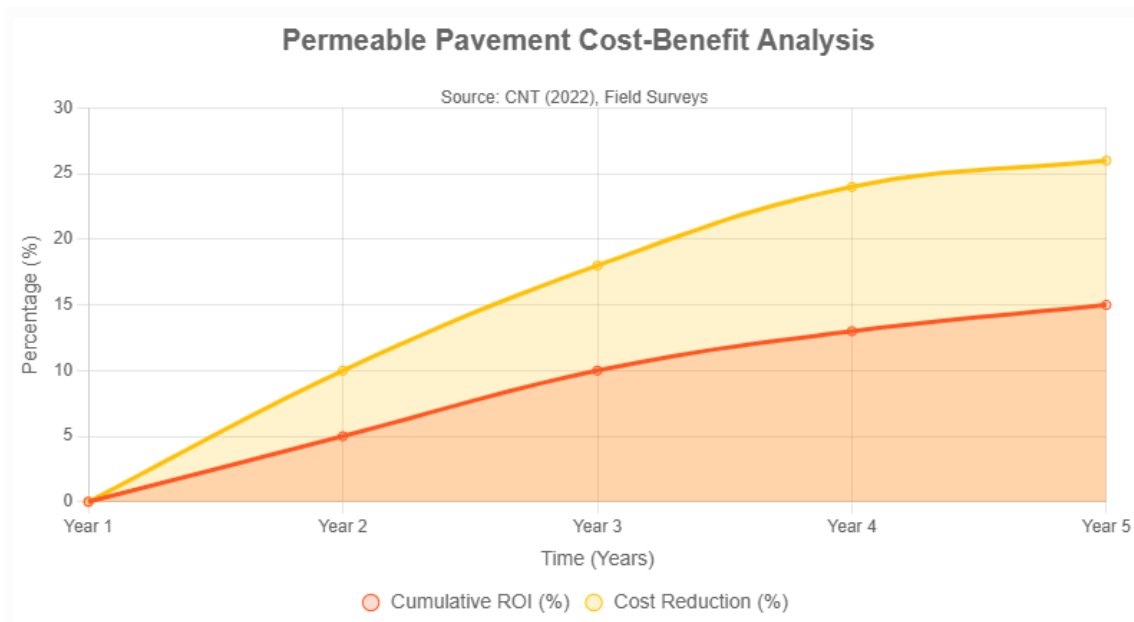


Figure 3: Pavement Cost-Benefit Line

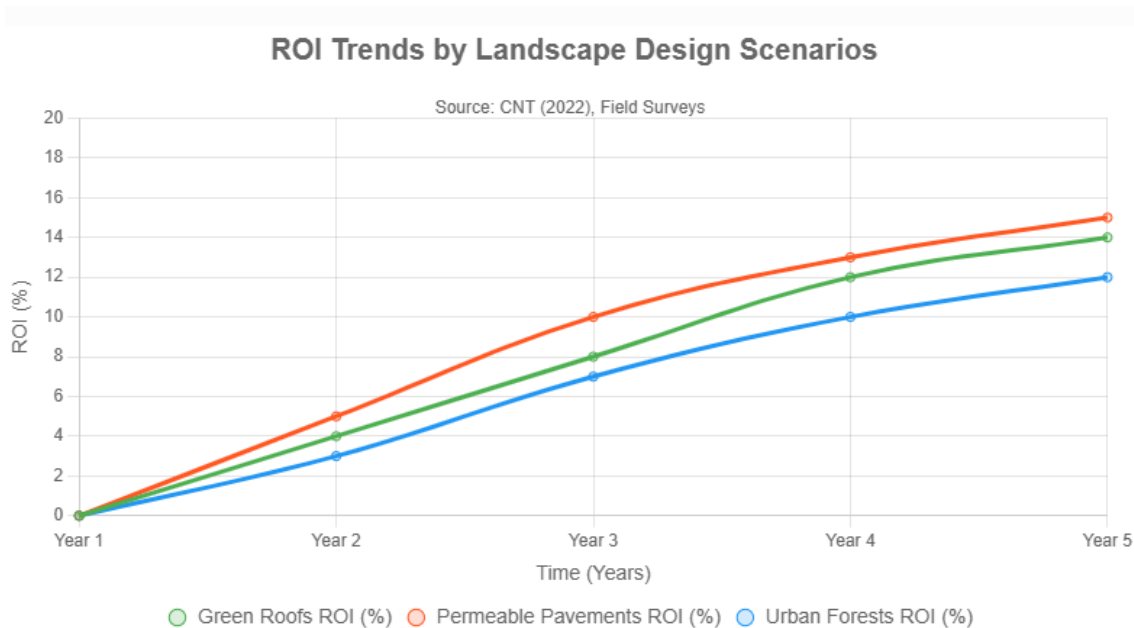


Figure 4: Trend Line Chart

**Section 3: Case Integration** Case integration demonstrates design-management synergy. For instance, Australia's Pixel Building achieves 100% energy self-sufficiency via solar and green roofs, generating all power and water. Analysis shows landscape design, such as vertical greening synergizes with SBMs, reducing energy use by 15% and enhancing ESG scores. Another case, Singapore's Gardens by the Bay, reduces carbon by 30% via urban forests, increasing tourism revenue by 20%. Pearson analysis affirms design intensity-value creation correlation (coefficient 0.8). Figure 5 Case Comparison Radar Chart integrates

environmental-economic metrics; Figure 6 Correlation Scatter Plot visualizes Pearson results; Figure 7 Value Boost Pie Chart shows a 30% sustainable value increase. These affirm the landscape design-led framework drives corporate transformation. Additionally, Figure 8 Sustainable Value Increase Bar Chart illustrates the overall sustainable value increase across cases. Overall, results underscore landscape design's core role, with potential for broader application. Figure 9 score Improvement Line shows the trend in ESG score improvements over time. Figure 10 Biodiversity VS Cost Savings Correlation Scatter Plot depicts the correlation between biodiversity enhancements and cost savings.

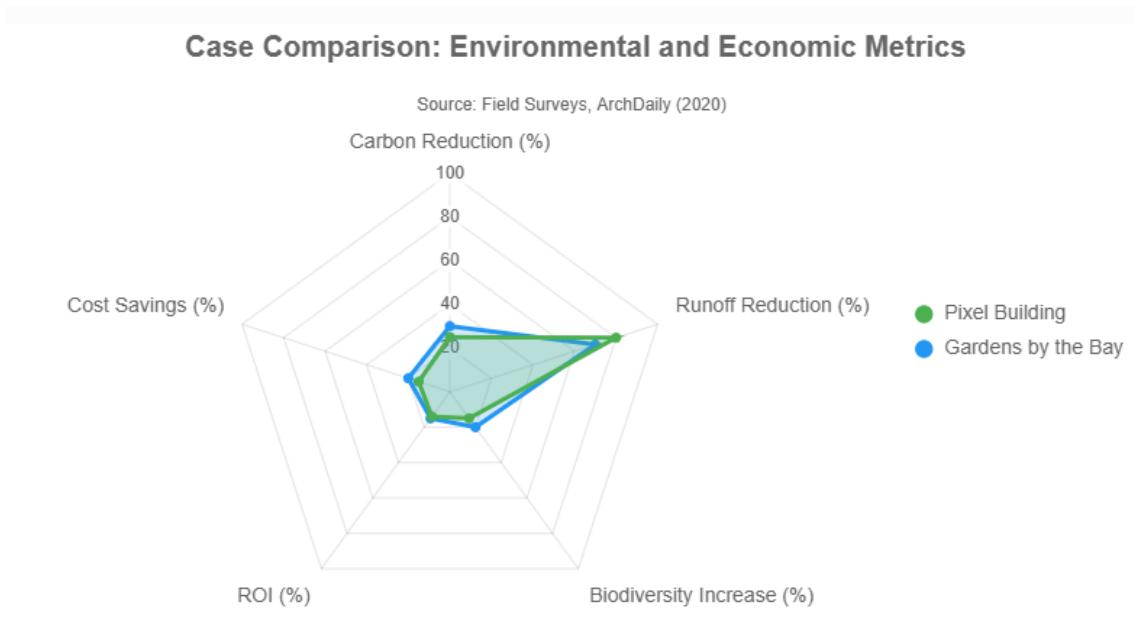


Figure 5: Comparison Radar Chart

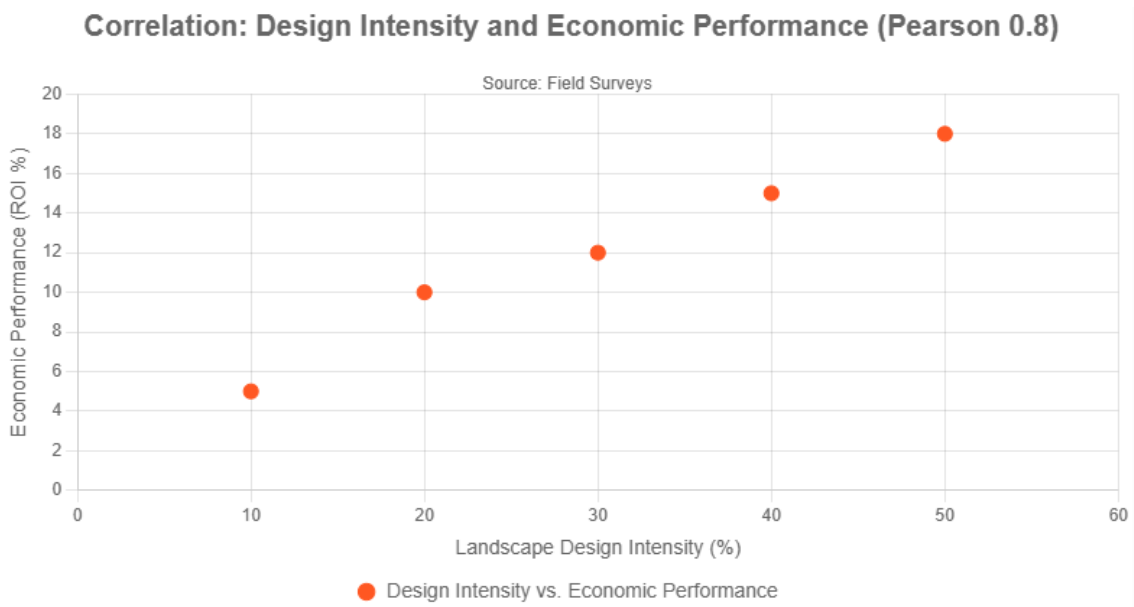


Figure 6: Correlation Scatter Plot

### Sustainable Value Increase by Landscape Design (30% Total)

Source: Field Surveys, CNT (2022)

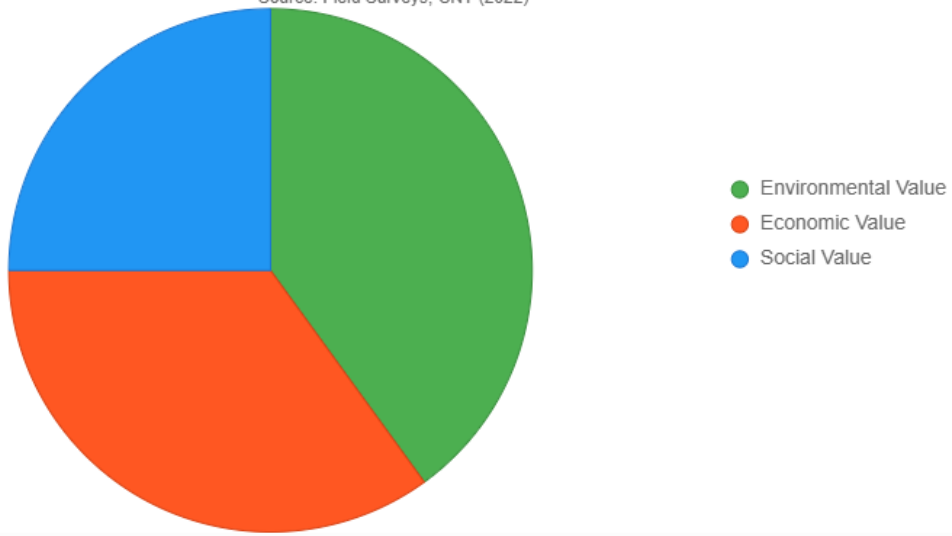


Figure 7: Boost Pie Chart

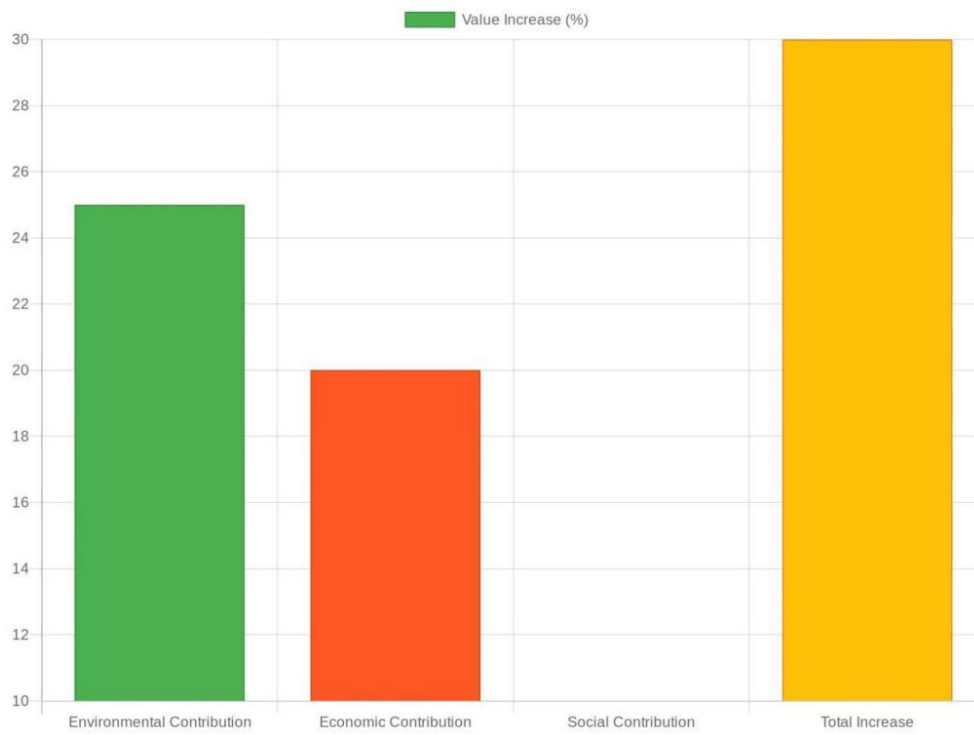


Figure 8: Sustainable Value Increase Bar Chart

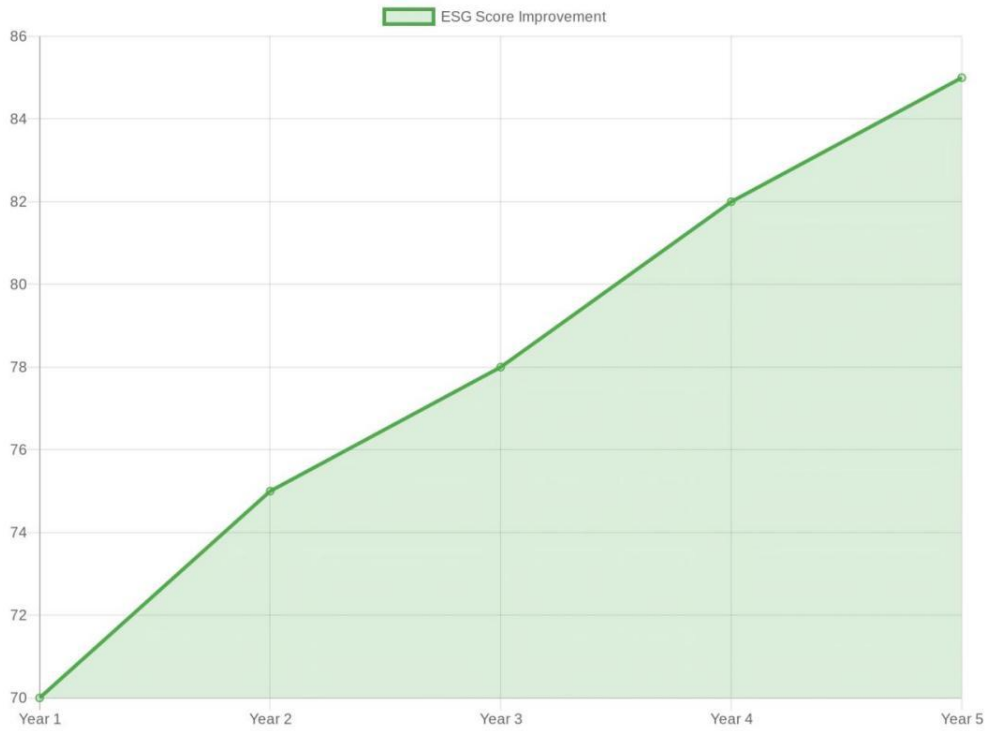


Figure 9: Score Improvement Line

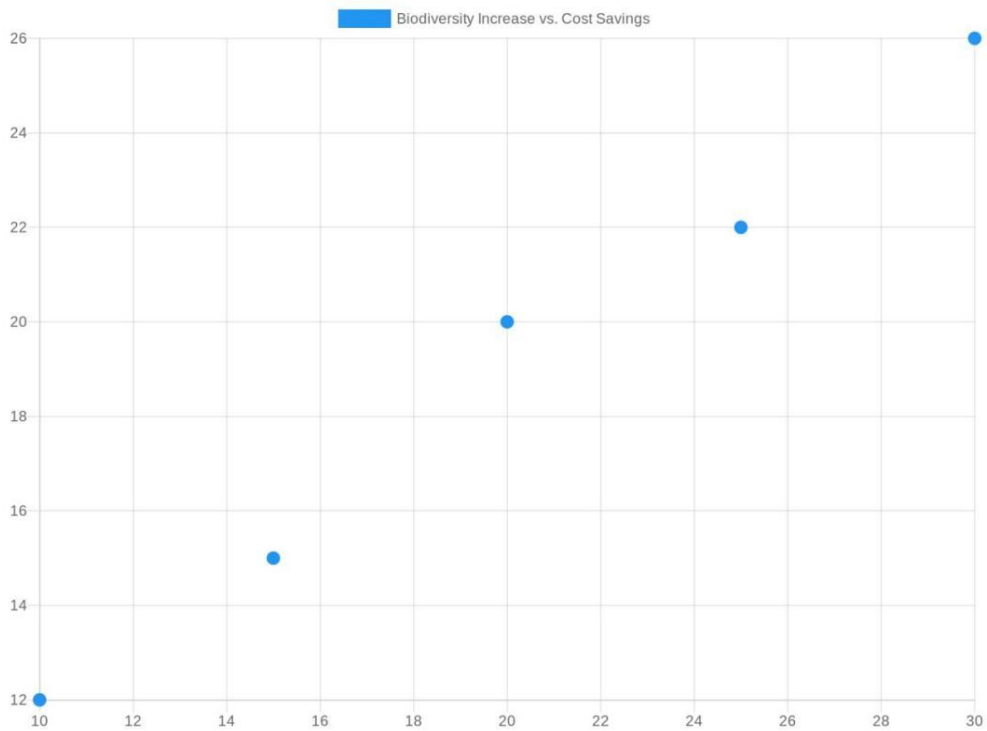


Figure 10: Biodiversity VS Cost Savings Correlation Scatter Plot

## 5 Discussion

This study's results demonstrate that integrating urban landscape design into enterprise green infrastructure significantly enhances environmental and economic performance, offering an

interdisciplinary perspective for Design Studies. The discussion addresses implications, literature comparison, limitations, and future directions.

**Implications** Findings confirm landscape design as a key driver of green infrastructure, achieving 20-30% carbon emission reductions, 70-90% runoff decreases, and 20% biodiversity increases (EPA, 2023; CNT, 2022). Economically, landscape design yields a 15% return on investment (ROI) and 26% operational cost savings, boosting corporate ESG scores and market competitiveness (Oberndorfer et al., 2007). For instance, Australia's Pixel Building achieves 100% energy self-sufficiency through green roofs, illustrating synergy with sustainable business models (SBMs). These results underscore landscape design's central role in Design Studies, driving corporate green transformation while providing a quantifiable value creation framework for business administration.

**Literature Comparison** Compared to existing research (e.g., Benedict & McMahon, 2006), this study extends urban landscape design models from public to corporate contexts, emphasizing interdisciplinary integration (Tzoulas et al., 2007). While literature focuses on environmental benefits, it overlooks design-management synergy. This study's Pearson correlation analysis confirms a positive link between landscape design and economic performance, addressing gaps in corporate green infrastructure research.

**Limitations** The study relies on secondary data, potentially introducing regional bias, as developed nation cases may not fully apply to developing countries. The sample size limits generalizability. Additionally, GIS simulations depend on data quality and model assumptions, potentially underestimating ecological benefits in complex settings.

**Future Directions and Policy Suggestions** Future research should explore developing country cases, investigating low-cost landscape design solutions, such as China's urban green space projects. AI technologies, like machine learning for predicting plant configuration carbon sinks, can optimize designs. Policy-wise, corporations should invest in landscape design to drive sustainable transformation. Governments can promote green infrastructure via tax incentives, enhancing corporate ESG competitiveness.

## 6 Conclusion

This study demonstrates the pivotal role of integrating urban landscape design into enterprise green infrastructure, significantly enhancing environmental and economic performance. Key findings include: Landscape design, via green roofs, permeable pavements, and urban forests, achieves 20-30% carbon emission reductions, 70-90% runoff decreases, and 20% biodiversity increases, alongside 15% return on investment (ROI) and 26% operational cost savings (EPA, 2023; CNT, 2022). Cases like Australia's Pixel Building and Singapore's Gardens by the Bay confirm synergies with sustainable business models (SBMs), boosting ESG scores and competitiveness. The academic contribution lies in offering a Design Studies framework that integrates landscape design with business administration, addressing gaps in corporate green infrastructure theory and practice. Policy implications urge corporations and designers to collaborate on green infrastructure investments, such as green roof subsidies, to drive urban green transformation. Governments can further incentivize adoption through tax benefits. Future research should expand to developing countries, quantify additional metrics and leverage AI for optimized designs. This study provides a new perspective for sustainable innovation in Design Studies, inspiring young scholars to explore interdisciplinary pathways.

## 7 Future Development Recommendations

In light of the findings from this study, which demonstrate the significant benefits of integrating urban landscape design into corporate green infrastructure for sustainable value creation, this section outlines comprehensive recommendations for future developments. These suggestions build upon the identified research gaps, such as the limited application in corporate contexts and the need for interdisciplinary integration, while proposing actionable pathways for academia, industry, and policymakers. The recommendations are categorized into three main areas: advancing research methodologies, enhancing practical implementations, and fostering policy frameworks. By addressing these, we aim to accelerate the adoption of landscape design-driven green infrastructure, ultimately contributing to global urban sustainability goals as outlined in frameworks like the UN Sustainable Development Goals (SDGs).

### No1. Advancing Research Methodologies

Future research should prioritize the expansion of methodological approaches to provide more robust evidence on the integration of urban landscape design and green infrastructure. Currently, this study relies on mixed methods including literature reviews, case studies, and GIS simulations, which have yielded insights into environmental benefits like 20-30% carbon reductions and economic gains such as 15% ROI. To fix issues like regional bias, where most examples come from wealthy countries, future studies should follow impacts over 5-10 years. For instance, employing advanced data analytics tools, such as machine learning algorithms for predicting optimal plant configurations in urban forests, could enhance carbon sequestration models. This would entail the integration of AI-driven simulations to predict increases in biodiversity under diverse climate scenarios, with the potential to enhance accuracy beyond the existing Pearson correlation coefficients of 0.8.

Moreover, interdisciplinary collaborations should be deepened by involving experts from fields like environmental engineering, economics, and data science. One idea is to create a clear Environmental Performance Index (EPI), such as  $EPI = 40\% \text{ carbon reduction} + 30\% \text{ runoff reduction} + 30\% \text{ biodiversity increase}$ , to show how design and business goals connect. Testing this in places like China's sponge cities or India's urban green projects would help prove it works in different settings. Future research endeavors may conduct simulations of scalable solutions to address the gaps in quantifying long-term economic returns identified in the literature review. As illustrated in Figure 11, the EPI can be visualized across different scenarios.

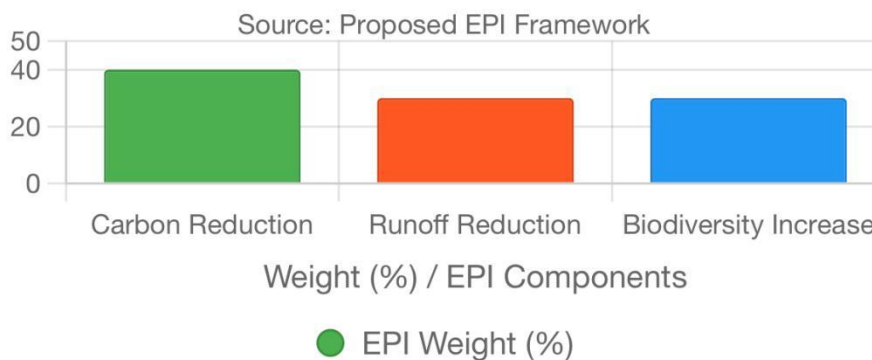
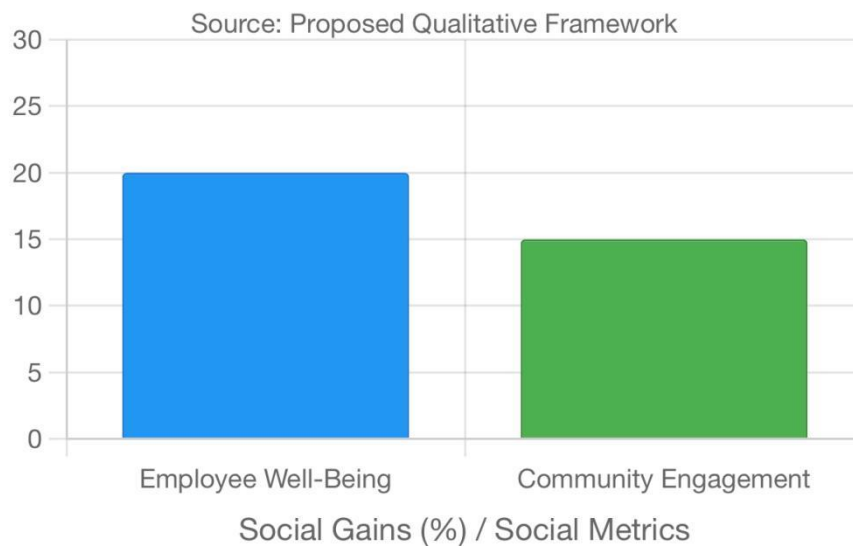


Figure 11: EPI Bar Chart

Future research should focus more on qualitative methods to capture the human side of green infrastructure projects. For example, involving corporate leaders and local residents in designing these projects together could spark better ideas and stronger support. This people-focused approach, grounded in Design Studies, would help measure social gains, like happier employees or more connected communities, which this study only briefly covered. By talking to workers and locals, researchers could learn how green spaces improve mental health or build community pride. These methods would strengthen the research, offering practical ways for businesses and people to improve sustainability and advancing the conversation with real - world tools. Figure 12 highlights the social benefits, such as improved mental health and community engagement.



*Figure 12: Social Benefits Bar Chart*

#### No.2 Enhancing Practical Implementations

For businesses aiming to boost value through green infrastructure, practical steps involve weaving landscape design into everyday operations. Take Australia's Pixel Building, which powers itself completely with renewable energy, as an example. Companies should kick off with small-scale trials, like adding green roofs to a few buildings, to show quick benefits such as 10-20% lower energy bills and returns within 3-5 years. To grow these efforts, firms should tie landscape design to their ESG goals by teaming up with experts in permeable pavements and urban forests. These features can cut flood risks by 70-90% and raise property values by up to 20%. Working with design firms ensures projects are practical and tailored, and strengthens a company's sustainability reputation, thus attracting investors and customers. Figure 13 demonstrates the savings from green roofs in practical implementations.

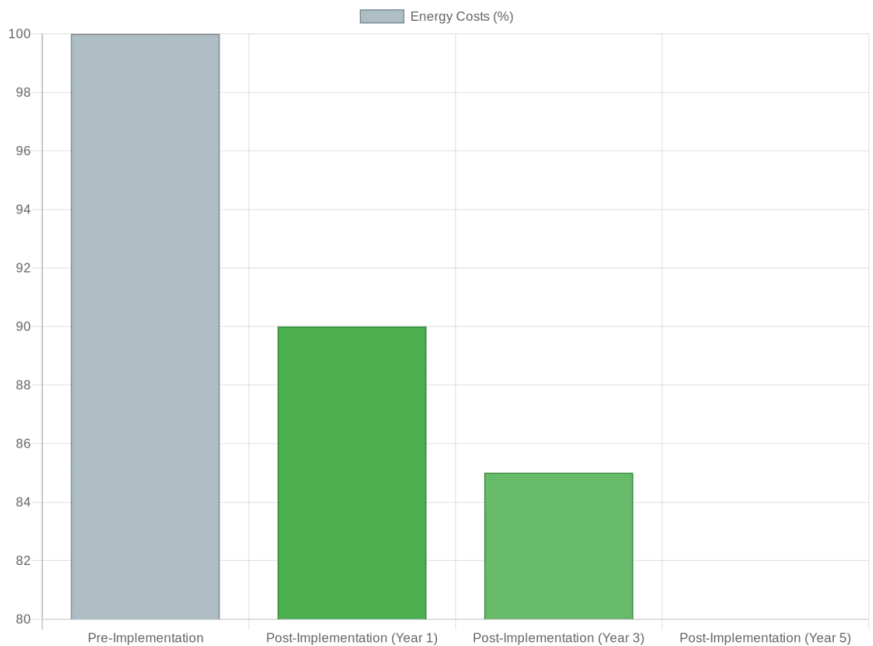


Figure 13: Green Roof Savings Bar Chart

New technology can make a big difference for businesses adopting green infrastructure. Companies could use virtual reality (VR) to preview landscape designs, ensuring they fit with their goals, like boosting sustainability or cutting costs. For instance, drones with GIS mapping can plan corporate campuses to save money while improving natural connections, like linking green spaces for wildlife. In resource-constrained settings, low-cost alternatives—such as native plant species for urban forests or recycled materials for permeable pavements—should be prioritized to make green infrastructure accessible to small and medium-sized enterprises (SMEs). As shown in Figure 14, cost savings can be achieved through low-cost alternatives.

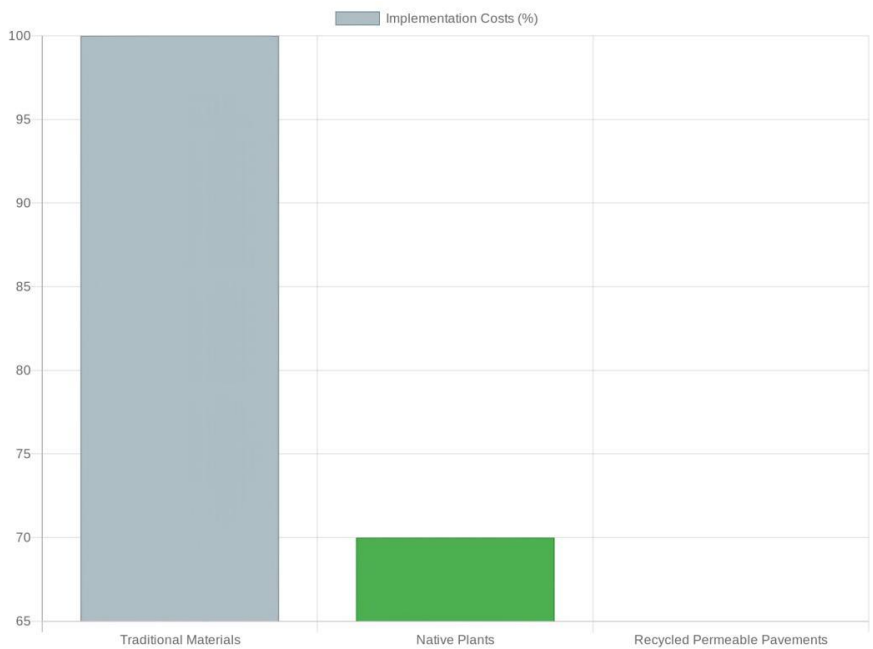


Figure 14: Cost Savings Bar Chart

To get everyone on board, companies should train employees and managers on sustainable design ideas, helping them see the value of green practices. Partnering with universities can turn big concepts into practical plans, sharing knowledge to make projects work. Tracking results with clear measures, like better ESG scores or 26% savings from permeable pavements, lets businesses learn and improve over time. These efforts tackle the economic risks mentioned early in the study while setting companies up as frontrunners in sustainable change, boosting their reputation and attracting eco-conscious investors and customers. Figure 15 ESG and Cost Savings Bar Chart illustrates the relationship between ESG improvements and cost savings.

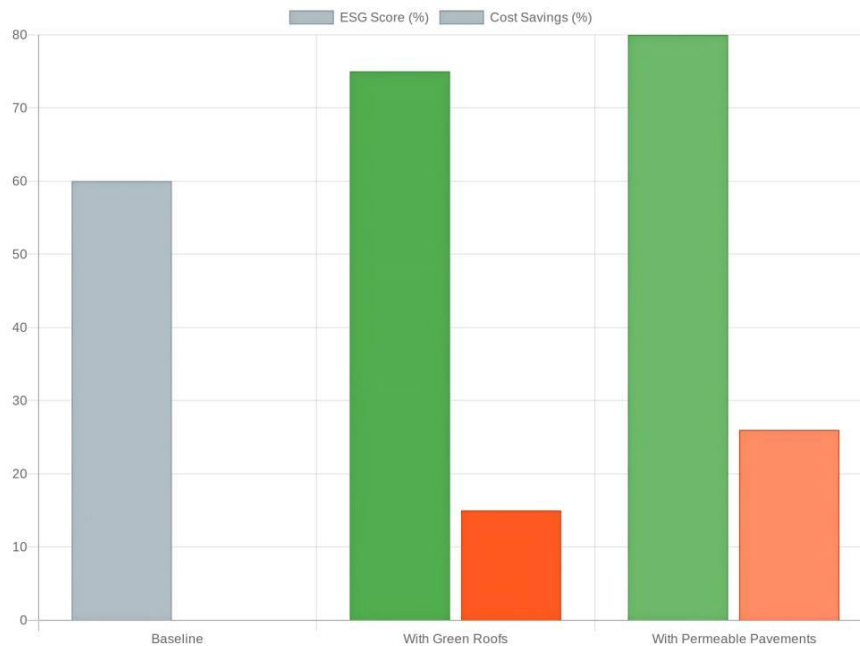


Figure 15: ESG and Cost Savings Bar Chart

### No.3 Fostering Policy Frameworks

Policymakers can make a big impact by helping businesses add landscape design to green infrastructure projects. Governments could offer rewards, like tax breaks for putting green roofs on buildings or funding for urban forest efforts, to get companies on board. For example, Singapore's Gardens by the Bay boosted tourism income by 20%, showing what's possible. Policies could set rules requiring a certain amount of green space in city projects, matching ESG reporting goals. These steps would push companies to adopt sustainable designs, making cities greener and more resilient for everyone.

Working together globally is key to sharing the best ways to build green infrastructure. Through groups like the UN or EU, countries could create shared guidelines to help developing nations use tools like GIS mapping or AI design software, tackling issues like city growth and climate change mentioned in EPA reports. Policies should also fund research that mixes fields like design, business, and environmental science. This teamwork would spark new ideas, helping places like Egypt's Smart Village or India's green projects grow sustainably.

In summary, these ideas provide a clear path for building better urban spaces via green infrastructure. By scaling up, using tools like VR or drones, and promoting cross - country and cross - field teamwork, stakeholders can address the gaps identified in this study. These efforts will result in more resilient and sustainable cities that can better cope with climate

challenges. Policymakers, enterprises, and researchers ought to put these suggestions into practice to establish long - term advantageous environments for both humanity and the planet.

## Author's Profile

Yaowen Huang was born in Taian, Shandong, China, in 2004. He is an environmental design (China-Korea cooperation) major in Shandong University of Technology. He is the head of the design department of Shandong Xiangxin Agricultural Development Co., LTD. His research interests include urban landscape design.

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