



# VALUING NATURE

## Future land management business models

Supporting businesses dependent on the environment to  
invest in restoring and enhancing natural capital

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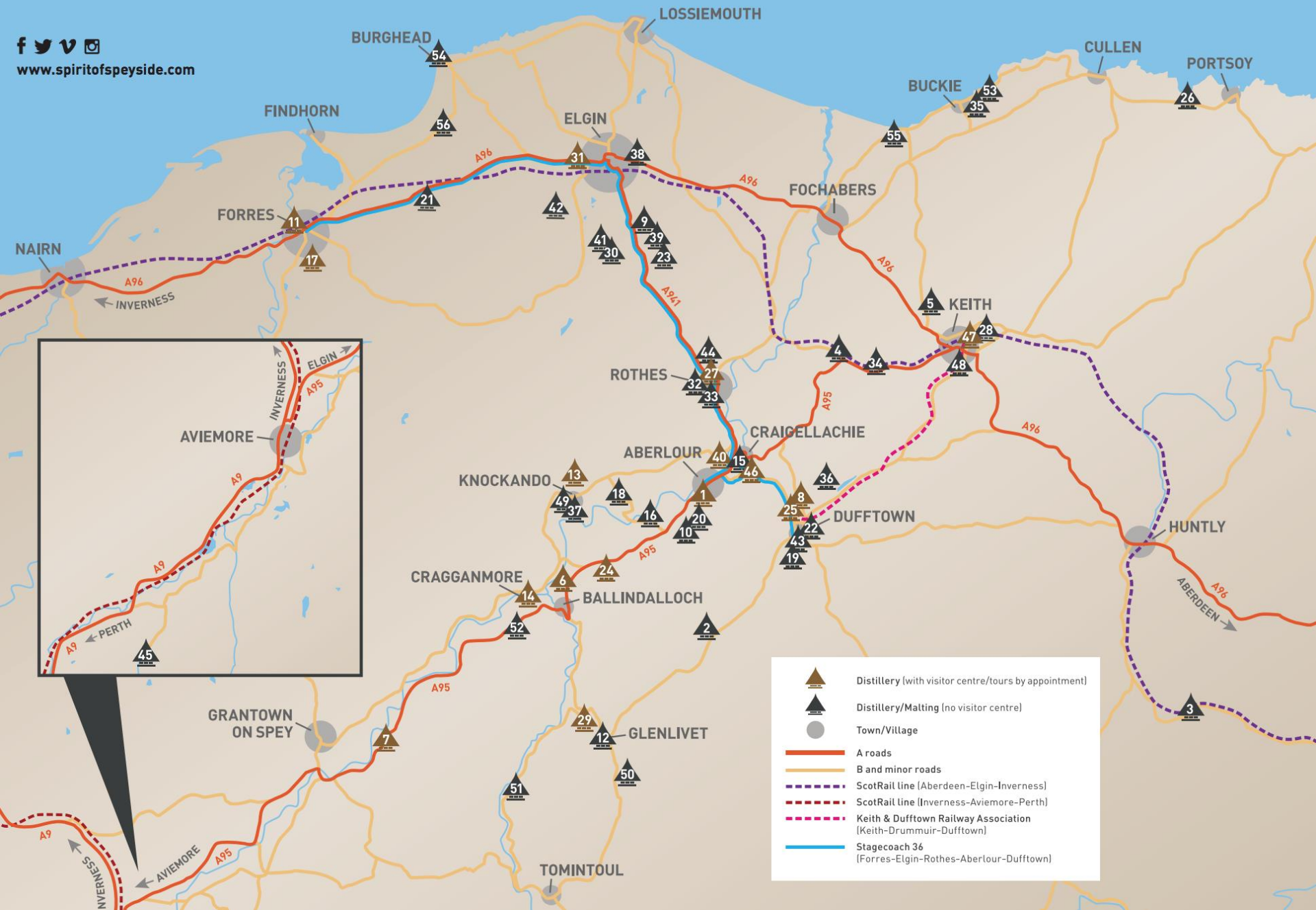


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# Outcomes

Motivations and barriers for businesses to co-invest in NC

Shared understanding among businesses and agencies of the opportunities to invest in NC

New approaches to collaboration between land managers and businesses





- **Methods**
  - Literature review
  - Stakeholder mapping
  - 20 semi-structured interviews
  - Final workshop

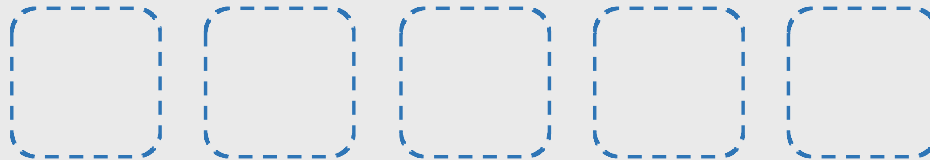
# Interview topics:

Which aspects of the Spey landscape do the businesses perceive to be dependent on?

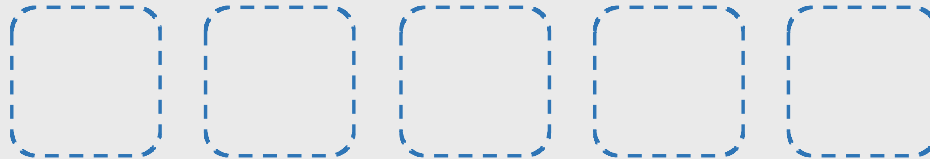
## Identifying business dependencies on Spey landscape assets

Name of business: \_\_\_\_\_

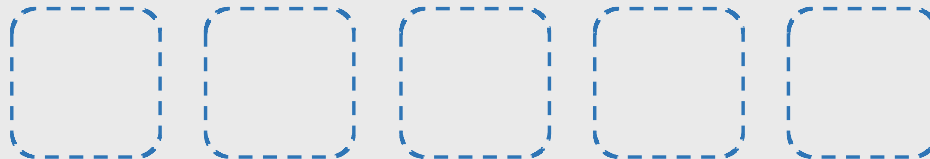
**Spey  
landscape**

Five dashed rectangular boxes arranged horizontally, intended for listing dependencies on the Spey landscape.

**Landscape  
assets**

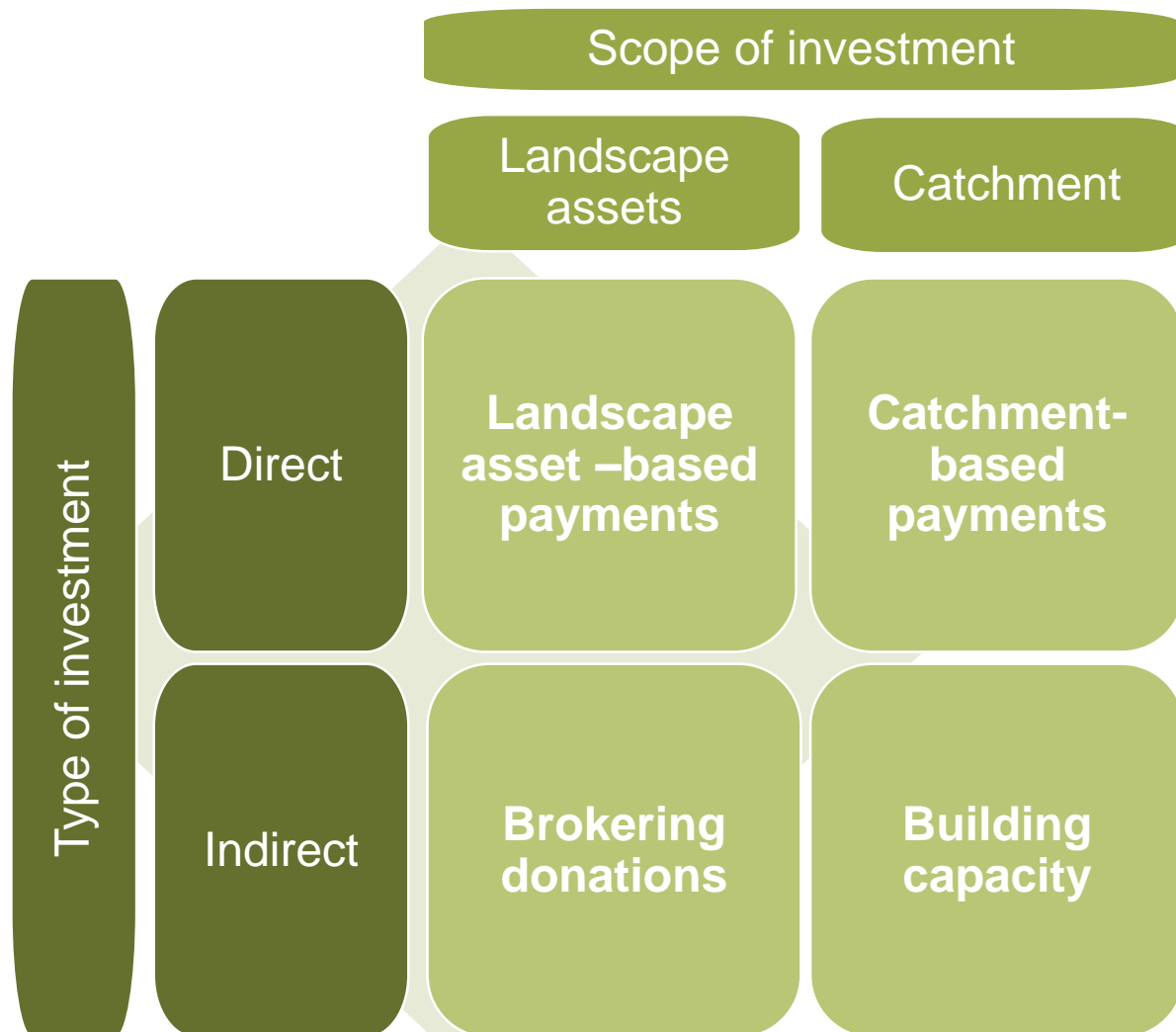
Five dashed rectangular boxes arranged horizontally, intended for listing dependencies on landscape assets.

**Supply  
chain**

Five dashed rectangular boxes arranged horizontally, intended for listing dependencies on the supply chain.

# Interview topics:

Developing solutions to co-ordinate investment in Spey landscape



# Landscape asset-based investment model

## Spey Businesses

Businesses identify assets they are willing to invest in

Invest in different landscape assets separately

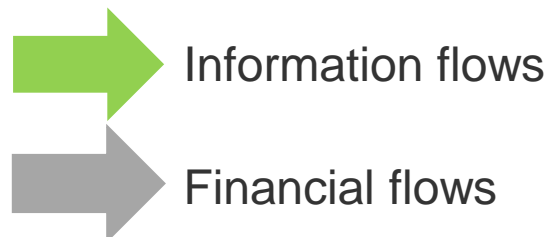
## Broker

**Catchment partnership**  
'packages' investments in landscape assets into contracts with land managers and provides advice

## Land managers

Land managers assess landscape assets on their estate together with the catchment partnership

Paid according to their contribution towards different landscape assets





# Placement outputs





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Thank you!



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