

# VNP Business Impact

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Director - Building with Nature

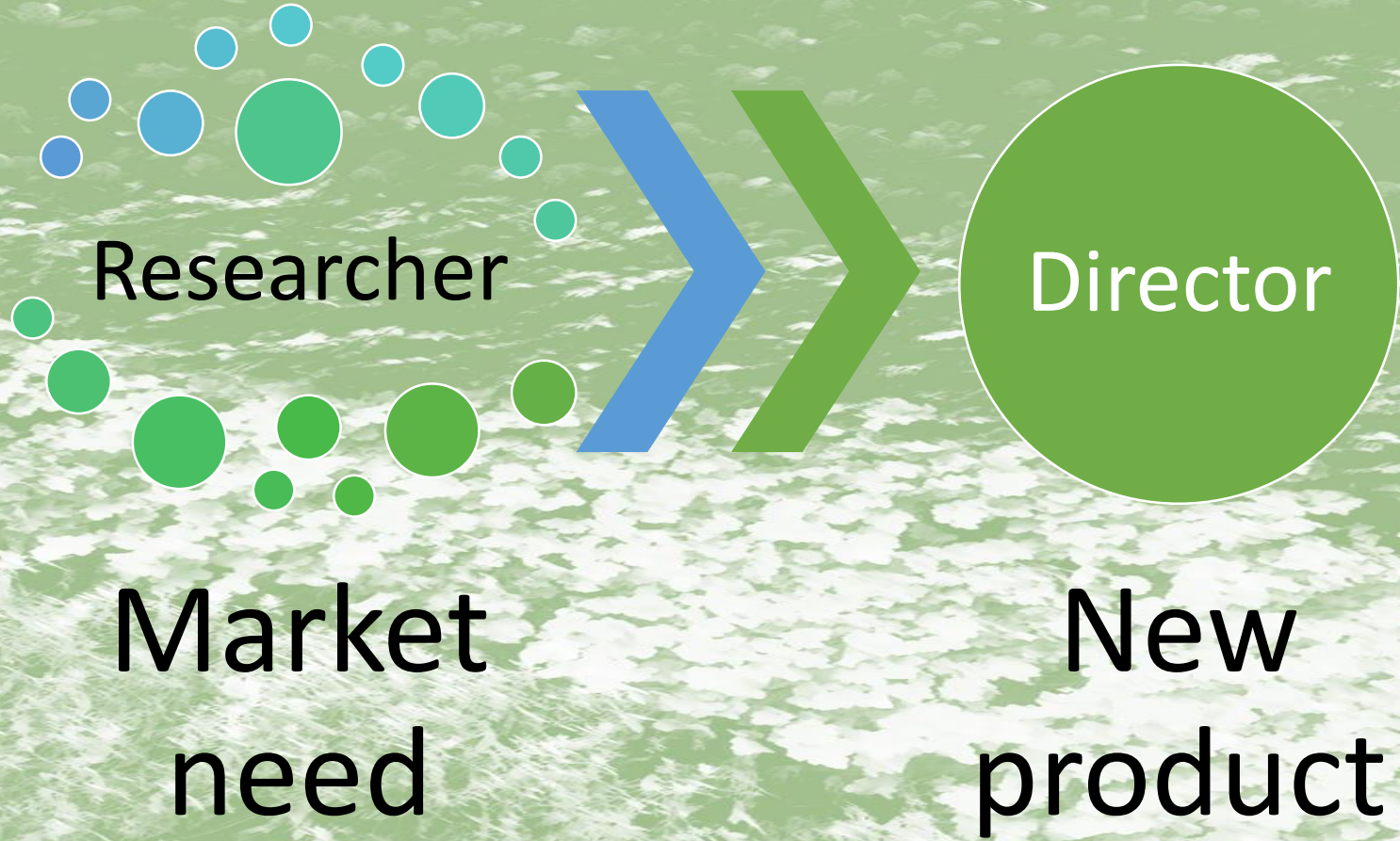


## VALUING NATURE

1. impact of attending the VNP Business Impact School
2. engagement with the business community and career choices
3. perspectives on how the decision-making R&I community can best help business integrate consideration of natural assets in and business models



# VNP Business Impact School participation





# What came after VNP Business School...



## Engagement with business community

1. Customer requirements testing
2. Stakeholder engagement
3. Active listening > Product design



## Career choices

Knowledge > Communication

Skills & Training > Change & Influence



# Lessons for integration: Natural assets in business models

Five pointers for framing the journey as *'problem >> solution'*

**Investment versus Costs** *Shape the message to fit the needs of your delivery partners*

**Multiple benefits:** Immediate versus long-term *Who pays for the uplift in value, and wider benefits to society?*

**Building confidence:** "bad guys" versus 'agents of change' *Businesses are trying to understand all the risks and opportunities associated with the environment*

**Partnership and collaboration:** The more that academics and practitioners from the voluntary sector can help them do that, then there's a *win-win situation* to be gained

**Define key opportunities** in a way industry can understand e.g. net biodiversity gain brings benefits for everyone