



# VALUING NATURE

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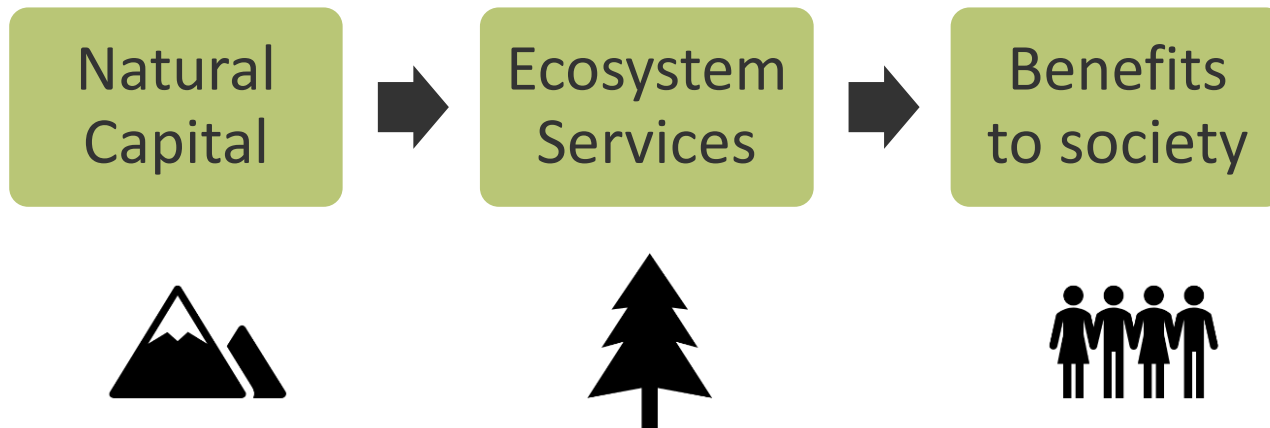
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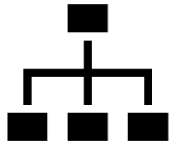
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# Research Area: Natural Capital

- Economics is not only about money: non-monetary valuation
- How to incorporate biodiversity into Natural Capital accounting?
- How do we decide what to protect?
- How do we characterise societal decisions?



# Why the Business Impact School?



- To learn more about linking ecology, economics and social sciences



- To improve communication to non-scientific audiences



- To hear different opinions regarding Natural Capital and ecosystem services

# Opportunities and challenges

## Opportunity

- Engage businesses with Natural Capital accounting
- Form standardised framework to identify and value Natural Capital

## Challenge

- How do we decide on what to protect?

