



VALUING NATURE

Who will invest in the ecosystem services provided by Britain's urban forests?

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My research area

Facilitate private-sector investment in urban forests and ecosystem services (ES).

- Are businesses willing to invest in urban forest-based ES?
- Which ES are most important to their business and why?
- How much would they be willing to invest?
- Which funding mechanism would be most appropriate (e.g. multi-partner PES)?



My reasons for attending the School

- To better understand business motivations.
- To increase business involvement in my study and facilitate the interviews and focus group.
- To increase the likelihood of businesses wanting to fund urban forest-based ES.
- To find out what other professionals and academics are doing in this field.



How businesses might use my research

- My PhD will also obtain evidence on how society benefits from urban forest-based ES.
- Help businesses understand the 'free' benefits they receive and how nature's dwindling resources underpin the economy.
- Encourage businesses to invest in urban forests (via appropriate mechanisms) to benefit both their own business and wider society.

