



# VALUING NATURE

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Innovating, advocating and integrating a  
whole lifecycle approach to green  
infrastructure in the UK

# Project Aim

To create a product which meets an identified need in the planning and development sector for a comprehensive approach to the design, delivery, management and maintenance of high quality green infrastructure for the benefit of wildlife, people and the wider landscape.

As such the project has two distinct products:-

1. An evidence-based green infrastructure benchmark
2. A suite of green infrastructure products and services to help the development sector meet the demands of the benchmark

# Valuing Nature Business School

- Why did I want to attend?
  - Listen/talk to other researchers from different sector interests and working environments
  - Question assumptions e.g. is there consensus about the sensibility of using the eco-systems approach? Do people understand and utilise a green infrastructure approach?
  - Reflect on conversations in light of research project
  - Synthesise findings and challenges encountered
  - Amplify new knowledge and insight to project team

# Opportunities and Challenges

To getting these products used by businesses:

- **Raising aspirations** in the development sector to integrate strategic objectives for sustainable and resilient landscapes with site-level value for customers
- **Building confidence** to design and deliver green infrastructure components with longevity in mind
- **Cultural shift** towards valuing non-monetary benefits such as quality of life, health and wellbeing, landscape distinctiveness
- **Creating demand** for higher quality, more inspiring developments
- **Shaping supply** to limit products and services which are inherently difficult to manage and maintain