



# VALUING NATURE

## **Tree species effects on nutrient cycling and soil microbes**

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# Research: nutrient cycling & microbial ecology



# Why attend the Business Impact School?

- Understand how businesses generally operate when valuing nature.
- Understand how to shape scientific studies to answer the questions businesses need to have addressed.
- Determine what criteria are evaluated by businesses when assessing natural capital.



# Opportunities and challenges

- Turning fine-scale measurements of ecosystem processes into applied business decisions.
- Identifying which research findings are most useful for business products, and then disseminating those findings in a digestible way to non-scientist audiences.