



VALUING NATURE

Helen Roberts
Doctoral Researcher

hxr133@bham.ac.uk

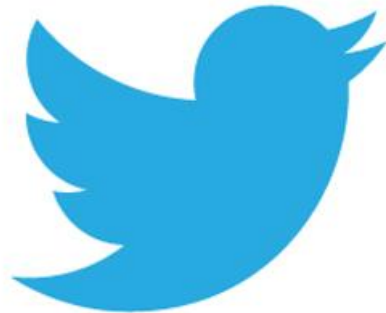
The role of social networks and apps in providing data to investigate patterns of human behaviour, mobility and sentiment in the context of urban green space



Research Area



"Went for a walk in Sutton Park this morning, so nice to be out in the fresh air! #walking #backtonature"



Reasons for attending the Business Impact School

- Understand how my research is relevant outside academia
- Understand how nature valuation is used in business
- Meet and listen to industry experts
- Explore other areas of research

Opportunities and Challenges for businesses

- Public vs Private sector?
- Green environments are better for business in more ways than one

