



VALUING NATURE

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Determining the Impacts of Harmful Algal
Blooms on Cultural Ecosystem Services and
Human Well-being

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Exploring changes in the coastal and marine environment and impacts on human well-being

- Growing body of research suggests that 'blue environments' support human well-being in important ways
- Positive associations with general and mental health and living near the coast (White et al., 2013)
- Increasing occurrences of harmful algal blooms could impact on the intangible, yet meaningful way that these environments underpin human well-being



Motivations for attending the Business Impact School



- Enormous implications for businesses which rely on healthy coastal/marine ecosystems
- Business benefit of greater understanding of HABs and their human dimensions
- Finding ways to translate academic research so that it is meaningful and relevant to business practice
- Developing skills to understand and incorporate impact into research

Challenges and Opportunities



- Interpreting data and understandings for use in management and business decisions
- Communicating risks and impacts of HABs to wide audience (challenges of language & disciplinary background)