



# VALUING NATURE

**Valuing Nature Programme  
Business Impact School  
2 March 2016**

Prof Michael Winter

VN Programme Coordination Team

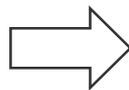
# Why Value Nature?



- Decision making based on economics often gives nature a zero value
  - Natural Capital approach
- But the value of nature is not just economic
  - Social
  - Cultural
  - Historic
- Not well understood:
  - Relationships assets to benefits
  - How to use in decision making

## Natural Capital Assets

Species  
Soils  
Freshwater  
Atmosphere



## Natural Capital Benefits

Food & Fibre  
Recreation  
Wildlife  
Clean Air

# The Valuing Nature Programme

Five-year (2014-2019), c£6.5m Programme to

“better understand and represent the complexities of the natural environment in valuation analyses

and to consider the wider societal and cultural value of ecosystem services”



Arts & Humanities  
Research Council



# Valuing Nature Programme Goals

1. Valuing Nature Network [valuing-nature.net](http://valuing-nature.net)
  - Builds on Valuing Nature Network 1: 2011-13
  - Develop interdisciplinary research capabilities
  - Bring together researchers, businesses, policymakers & practitioners
2. Human Health & Wellbeing [funding call June 2015](#)  
role of biodiversity & ecosystem processes  
in human health & wellbeing:
  - natural hazards & extreme weather events
  - Pathogens & natural aquatic toxins
  - urban ecosystems
3. Tipping Points [funding call Feb 2016](#)
  - In natural capital stocks and ecosystem services
  - Link to valuation & natural capital accounting

# Programme Coordination Team Led by the Centre for Ecology & Hydrology



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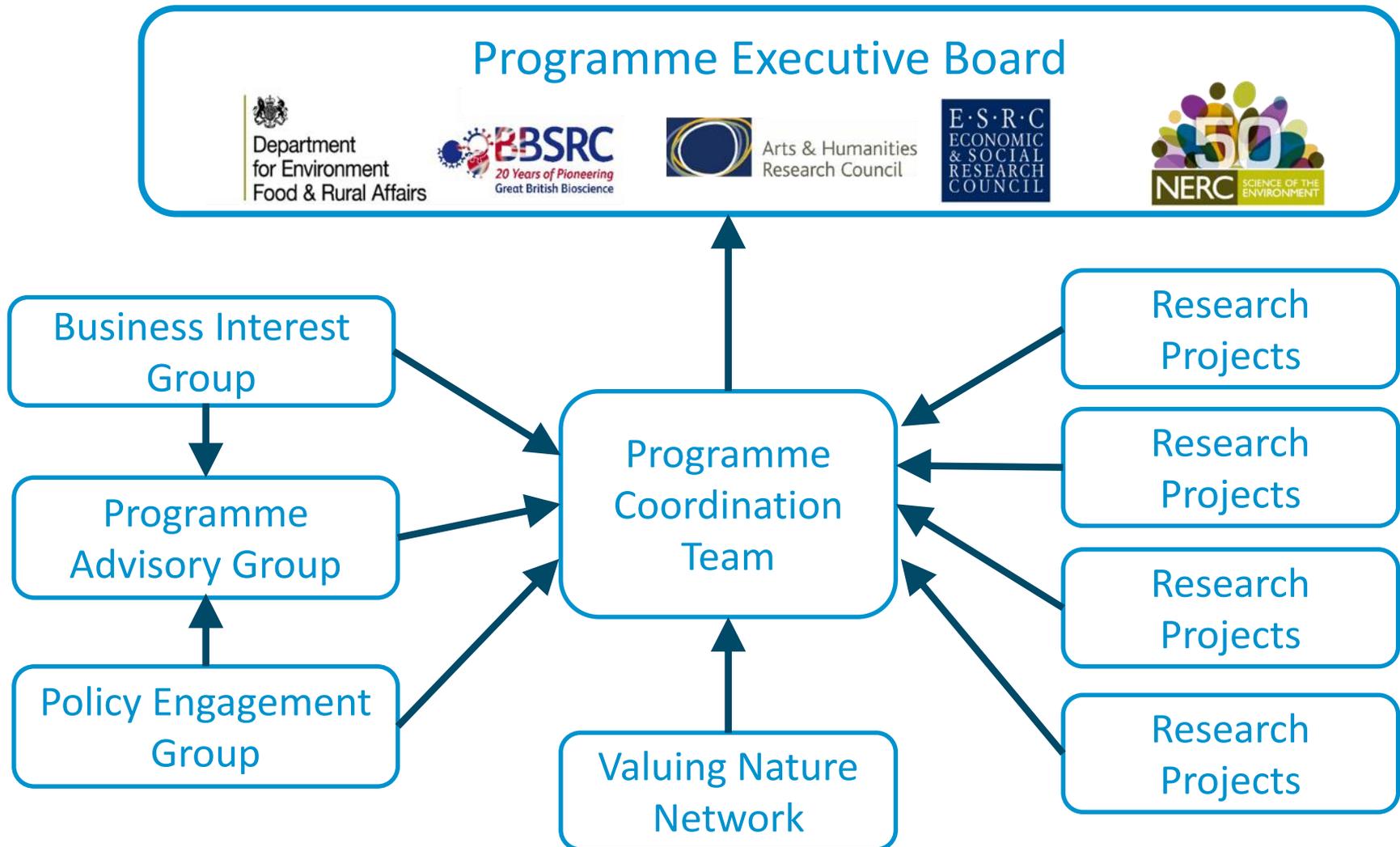


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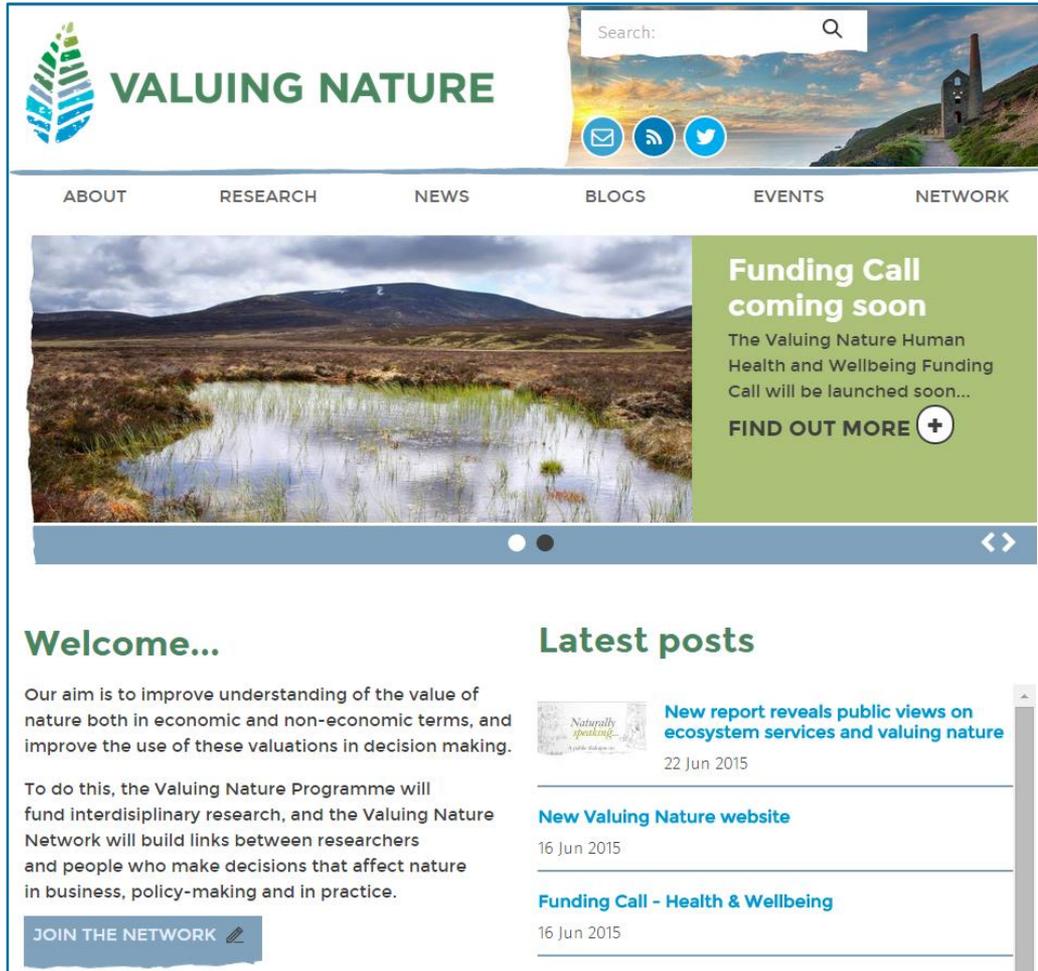


**Val Woods**  
Programme Administrator  
CEH

# Valuing Nature Programme



# Join the Network: valuing-nature.net



The screenshot shows the Valuing Nature website homepage. At the top left is the Valuing Nature logo, a stylized tree with green and blue leaves, followed by the text "VALUING NATURE". To the right is a search bar with a magnifying glass icon. Below the search bar are social media icons for email, RSS, and Twitter. The navigation menu includes "ABOUT", "RESEARCH", "NEWS", "BLOGS", "EVENTS", and "NETWORK". The main content area features a large image of a wetland landscape with a body of water and mountains in the background. To the right of the image is a green box with the text "Funding Call coming soon" and "The Valuing Nature Human Health and Wellbeing Funding Call will be launched soon...". Below this text is a button that says "FIND OUT MORE" with a plus sign icon. Below the main content area is a "Welcome..." section with a paragraph of text: "Our aim is to improve understanding of the value of nature both in economic and non-economic terms, and improve the use of these valuations in decision making." Below this is another paragraph: "To do this, the Valuing Nature Programme will fund interdisciplinary research, and the Valuing Nature Network will build links between researchers and people who make decisions that affect nature in business, policy-making and in practice." At the bottom left of the welcome section is a button that says "JOIN THE NETWORK" with a pencil icon. To the right of the welcome section is a "Latest posts" section with three entries. The first entry is "New report reveals public views on ecosystem services and valuing nature" with a date of "22 Jun 2015". The second entry is "New Valuing Nature website" with a date of "16 Jun 2015". The third entry is "Funding Call - Health & Wellbeing" with a date of "16 Jun 2015".

>1600 Valuing Nature Network members

2496 followers  
 @ValuingN

# Research priorities web survey & workshop

## Royal Society - March 2015

- 223 responses to web survey
- 50 invited attendees at workshop
  - Research disciplines: Health & Wellbeing, Natural Sciences, Social Sciences, Economics, Arts & Humanities
  - Decision makers: Defra, Dept of Health, Public Health England, Environment Agency, Natural England, Forest Research, Greater London Authority



# Business Interest Group meeting Willis Building – March 2015



- 18 members (e.g. Welsh Water, M&S, National Grid)
- Identified business interests, risks, opportunities
- Made recommendations for enhancing business impact
- Offers to host researchers & input to projects

# Valuing Nature Reports



Valuing Nature Programme Report No.1



**Identifying Priorities for the Health & Wellbeing Funding Call:**  
Results from Web Survey

May 2015



Valuing Nature Programme Report No. 2



**Identifying Priorities for the Health & Wellbeing Funding Call:**  
Results from Scoping Meeting

May 2015



Valuing Nature Programme Report No. 3



**Identifying Priorities for the Health & Wellbeing Funding Call:**  
Pathways to Impact with Business

May 2015

# Health & Wellbeing Call Event Birmingham – July 2015



- 120 people
- Videos on website
- Offers platform



# 181 “Offers” on Valuing Nature Website



Natural hazards  
& extreme  
weather events



Pathogens &  
natural aquatic  
toxins



Urban  
ecosystems

## DISCIPLINE

Natural Sciences

## RESEARCH AREA

Urban ecosystems

## ROLE

Research user (policy)

APPLY

RESET

## Title

## Offer

[Gareth Parry](#)

Gloucestershire Wildlife Trust

We would be interesting in providing study sites e.g urban green spaces and participating in collection of data on outdoor based health and wellbeing programmes. Potentially multiple Wildlife...

[Read more](#)

[Tanya Rowan](#)

South Downs National Park  
Authority

The South Downs National Park Authority is extremely interested in partnering with researchers and are happy to participate in and support any research of relevance to the South Downs National...

[Read more](#)

[Rachel Penny and Sarah Preston](#)

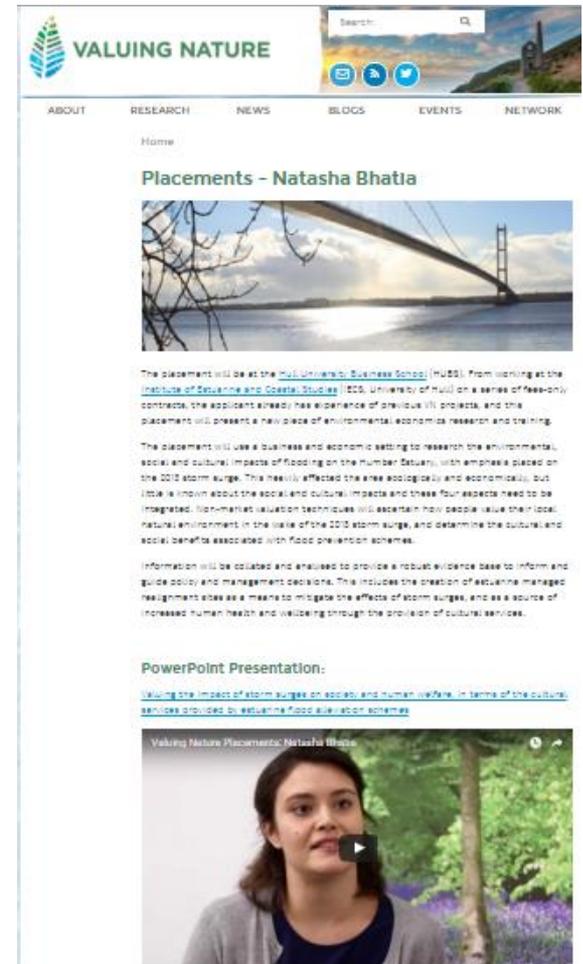
Natural England

Natural England staff and members of the National Outdoors for All Working Group and Strategic research Group have collaborated to develop this survey submission and are keen to work closely with...

[Read more](#)

# Valuing Nature Placement Scheme

- 12 short placements for researchers to work in a new discipline / applied setting for 1 to 3 months
- Currently underway for 2016
  - Half to other academic disciplines
  - Placements at Defra, Welsh Government, Cornwall Council, WWF, RSPB
- Full details on the Valuing Nature website along with videos and presentations from placement holders
- Hope to run again in 2017



The screenshot shows the Valuing Nature website interface. At the top, there is a search bar and navigation links for ABOUT, RESEARCH, NEWS, BLOGS, EVENTS, and NETWORK. The main content area features a section titled "Placements - Natasha Bhatia" with a background image of a suspension bridge over water. Below the image, there is a detailed description of the placement, including the location (Hull University Business School) and the focus of the research (environmental, social, and cultural impacts of flooding). A "PowerPoint Presentation" link is also visible, along with a video player showing a woman speaking.

**VALUING NATURE**

ABOUT RESEARCH NEWS BLOGS EVENTS NETWORK

Home

### Placements - Natasha Bhatia



The placement will be at the [Hull University Business School](#) (HUBS) from working at the [Institute of Estuarine and Coastal Studies](#) (IES) University of Hull on a series of fee-only contracts, the applicant already has experience of previous VU projects, and this placement will present a half piece of environmental economic research and training.

The placement will use a business and economic setting to research the environmental, social and cultural impacts of flooding on the Humber Estuary, with emphasis placed on the 2010 storm surge. This heavily affected the area ecologically and economically, but little is known about the social and cultural impacts and these four aspects need to be integrated; formative valuation techniques will ascertain how people value their local natural environment in the wake of the 2010 storm surge, and determine the cultural and social benefits associated with flood prevention schemes.

Information will be collated and analysed to provide a robust evidence base to inform and guide policy and management decisions. This includes the creation of estuarine managed realignment sites as a means to mitigate the effects of storm surges, and as a source of increased human health and wellbeing through the provision of cultural services.

**PowerPoint Presentation:**

[Valuing the impact of storm surges on social and human welfare in terms of the cultural services provided by estuarine flood alleviation schemes](#)



Valuing Nature Placements: Natasha Bhatia

# VN Placement Holders 2016

<b>Natasha Bhatia</b>	<b>Valuing the impact of storm surges on society and human welfare in terms of the cultural services provided by estuarine flood alleviation sites</b>
<b>Amy Binner</b>	From valuing nature to policies and decision making: Co-developing and implementing a 25 year planning tool for the natural environment
<b>Dan Bloomfield</b>	Cornwall Council and the University of Exeter: maximising the human health and wellbeing value of nature in a local government context.
<b>Clément Feger</b>	A 'rapid context diagnostic' on organizational, political and institutional factors affecting use of ecosystem services research in decisions and impact on outcomes.
<b>Laurence Jones</b>	Integrating environmental, social and health data in Wales to inform and support innovative policy implementation by Welsh Government.
<b>Joseph Kenworthy</b>	Valuing coastal services: Stressor induced impacts, tipping points and societal wellbeing
<b>Charlie Langan</b>	Assessing and implementing a natural capital approach for Scottish estate management
<b>Sarah Papworth</b>	Valuing nature: how do conservation decision-makers choose what to save and how to save it?
<b>David Robinson</b>	Valuing Soil Change in Natural Capital assessments
<b>Eirini Saratsi</b>	Investigating & linking tangible and intangible forms of heritage of urban green spaces to better embed them in the policy and practice of valuing nature. With Historic England.
<b>Tim Wilkinson</b>	Exploring biodiversity values in the Somerset Levels with 'ecological entrepreneurs'
<b>Cheryl Willis</b>	Determining the Impacts of Harmful Algal Blooms (HABs) on Cultural Ecosystem Services and Human Well-being

# Future Plans for Valuing Nature activities

- Demystifying valuation series
  - Economic valuation
- Debate series
  - is there value to valuing nature?
- Defra seminar & policy engagement
- Tipping Point call
- Annual meeting
- Events:
  - landscape-focus
  - Ecosystem Knowledge Network
  - Historic England event



# Business Impact School Participants – what we need from you

- Communications
  - Videos & blogs
  - Tweet: #VNBIS2016 @ValuingN
- Feedback on the School
  - to help us make it better in future
  - in the longer term on whether this has helped your research
- Help us build the Valuing Nature Network community:
  - come along to future events
  - BISchool session at the annual VN Conference in October
- Participate & enjoy - we will share all the presentations with you



Thank you!

