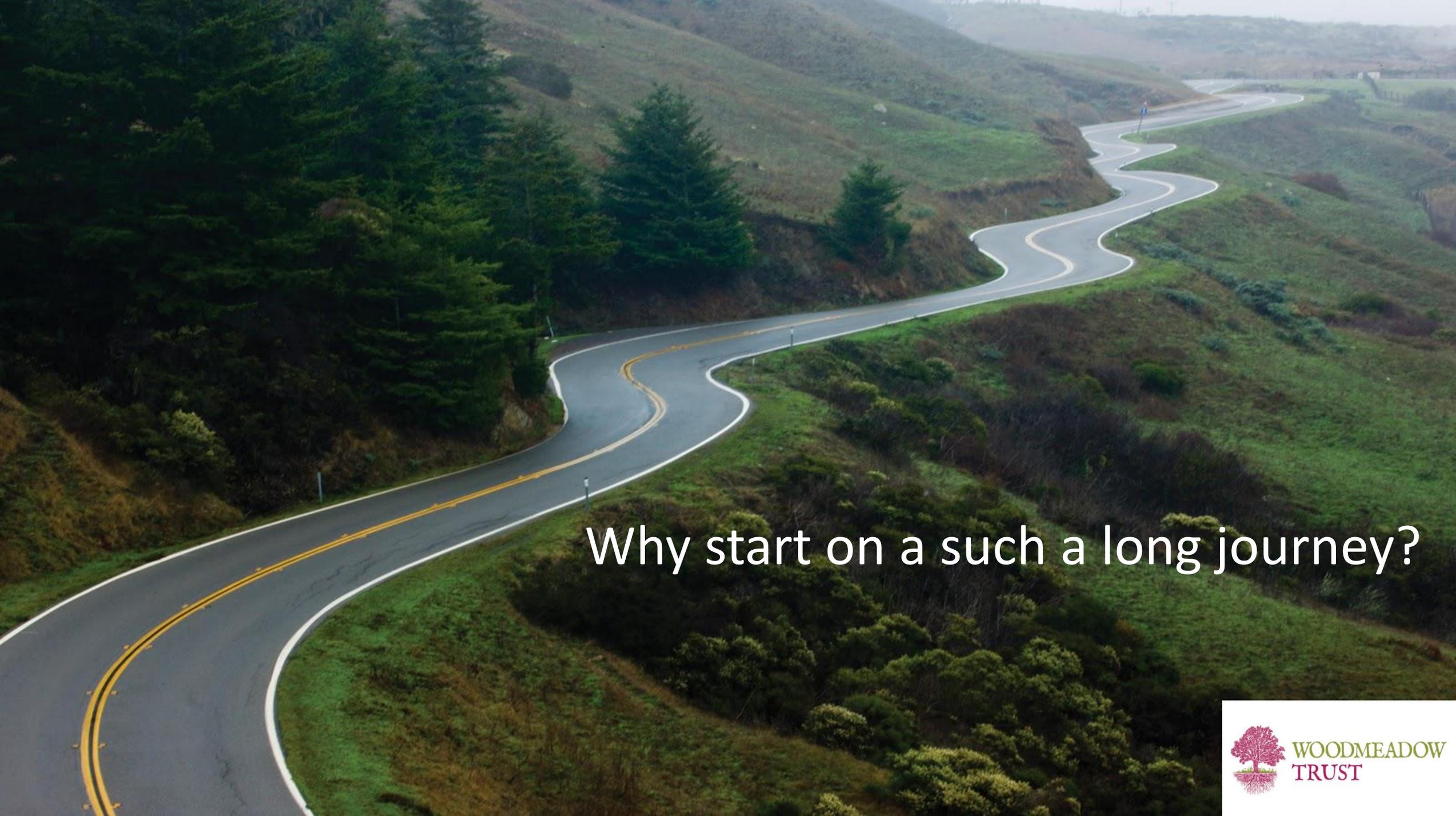


# The Long and Winding Road to London 2019

Dave Raffaelli, Woodmeadow Trust



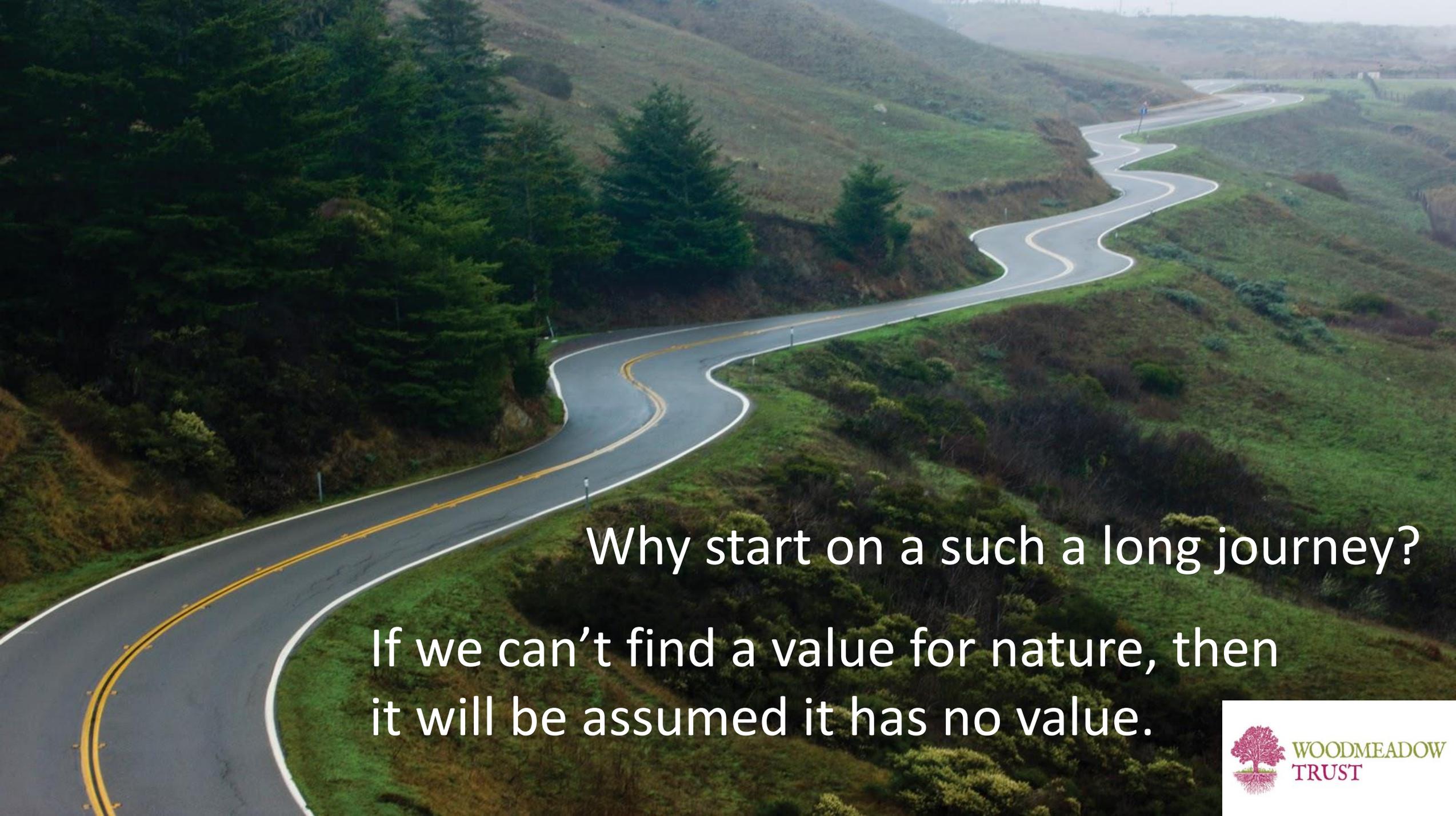
WOODMEADOW  
TRUST



Why start on a such a long journey?



WOODMEADOW  
TRUST



Why start on a such a long journey?  
If we can't find a value for nature, then  
it will be assumed it has no value.



WOODMEADOW  
TRUST

# But what value?



WOODMEADOW  
TRUST

# But what value?

## Direct use value

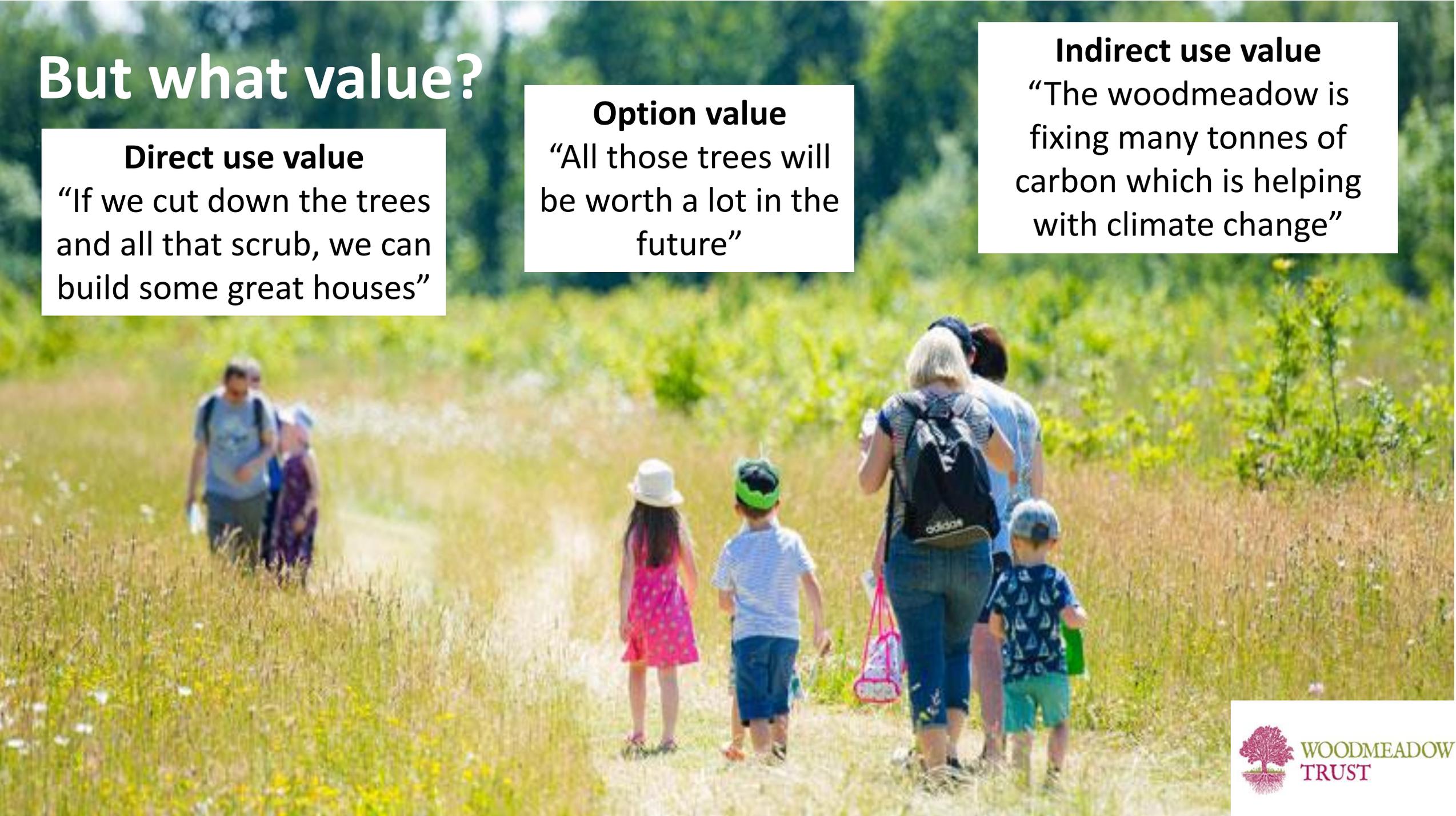
“If we cut down the trees and all that scrub, we can build some great houses”

## Option value

“All those trees will be worth a lot in the future”

## Indirect use value

“The woodmeadow is fixing many tonnes of carbon which is helping with climate change”



# But what value?

## Direct use value

“If we cut down the trees and all that scrub, we can build some great houses”

## Option value

“All those trees will be worth a lot in the future”

## Indirect use value

“The woodmeadow is fixing many tonnes of carbon which is helping with climate change”

## Spiritual value

“Such a place of peace, I can really reflect here.”

## Transformative value

“The first time I saw this woodmeadow, my view of the world and what is really important changed.”

## Existence value

“I have never seen woodmeadows, but its good to know they're there”

## Bequest value

“I want my grandchildren to be able to walk in this woodmeadow”

2007

Every journey needs a  
map.....

**Next Generation Science for Planet Earth**  
NERC Strategy 2007 - 2012



# 2007

Every journey needs a  
map.....

but a map implies a  
cartographer.....

## Next Generation Science for Planet Earth

NERC Strategy 2007 - 2012



# 2007

Every journey needs a  
map.....

but a map implies a  
cartographer.....



**Next Generation Science for Planet Earth**  
NERC Strategy 2007 - 2012



Georgina Mace



# 2007

## Biodiversity

The variety of life from microbes to ecosystems

### THE CHALLENGES

- Develop integrated physical and biological models that predict the impacts of individual and multiple pressures on biodiversity and ecosystems, particularly in poorly explored ecosystems, such as in marine, polar and freshwater environments.
- Provide evidence for the impact that biodiversity loss has on people's well-being and health. Develop improved indicators of trend and patterns in biodiversity loss and develop new methods for assessing the direct and indirect value of biodiversity to society.
- Investigate the thresholds beyond which a change in biodiversity will lead to extinctions and irreversible ecosystem change.

# 2007 Turning words into action.....



## Biodiversity Theme Action Plan

*Theme leader: Professor Lloyd Peck*

**Action 5 (valuing biodiversity)** is the third priority and is a direct requirement of the theme report (challenge 5). This is an important issue for the community to grasp. It will markedly affect future priorities for stakeholders, conservation bodies and policymakers. This issue is widely seen as being of great societal importance.

## Next Generation Science for Planet Earth NERC Strategy 2007 - 2012



# 2008 NERC puts a tentative toe in the water.....

## Valuation of Biodiversity - A NERC scoping study

Final Report to NERC

March 2009



Dave Raffaelli  
Jim Smart



Mette Termansen  
Evan Fraser  
David Abson



Melanie Austen  
Stephen Mangi  
Caroline Hattam

# 2011 Reaching out to diverse communities...



## VALUING NATURE NETWORK



Ian Bateman, Rosie Hales, Georgina Mace, Steve Albon, Roy Haines-Young, Dave Raffaelli



# 2013 - 2019 Finally, a fully-fledged programme



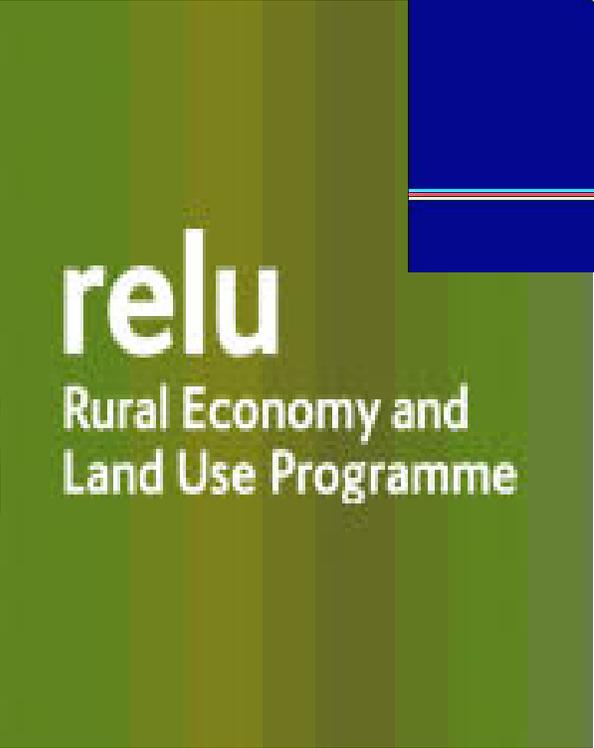
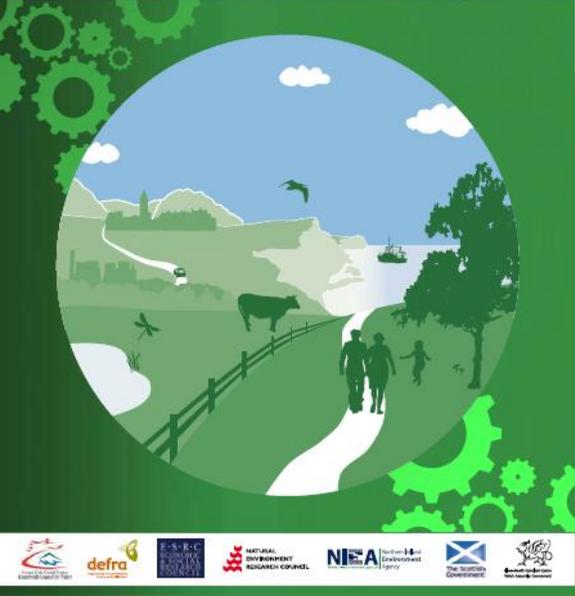
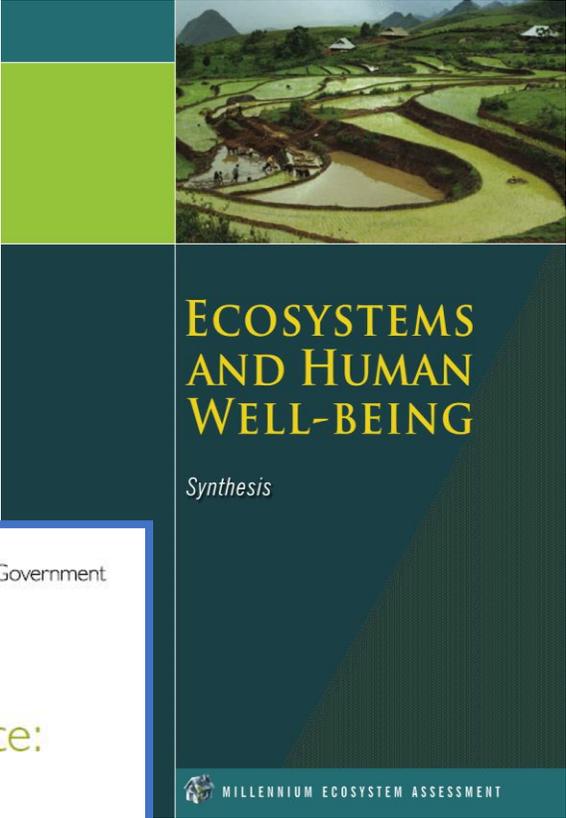
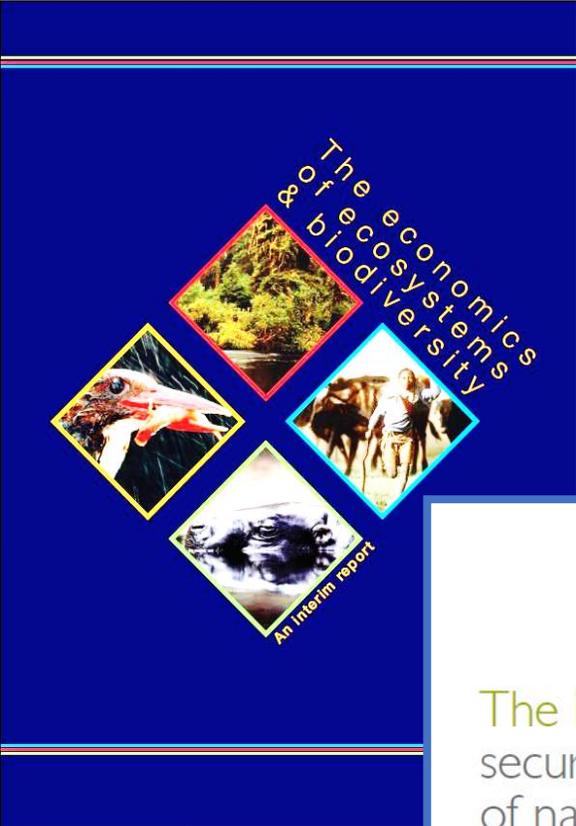
Arts & Humanities  
Research Council



VALUING  
NATURE  
PROGRAMME



# The external context



There were many obstacles along the way.....





**Danger**

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**Disciplines deaf  
to each other**



**Danger**

---

**Disciplines deaf  
to each other**



**Danger**

**Foot in  
each camp**



**Danger**

**Disciplines deaf  
to each other**



**BIOLOGICAL  
HAZARD**

**Ecologists on  
the loose**



**Danger**

**Foot in  
each camp**

2019

# The end of the road.....?



2019

# The end of the road.....?

*“The road goes ever on.....And  
whither then? I cannot say.”*

*“It’s a dangerous business going out  
your door. You step onto the road...and  
you never know where you’ll be swept  
off to.”*



VALUING  
NATURE  
PROGRAMME

