



VALUING NATURE

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*Producing "Greener" Better Sports
Turf Through Soil Microbial
Management*

Soil Microbial Management

- What's there already?
- What happens to the existing population during current practises?
- What effect does this population change have?
- How can we influence the population deliberately?



Motivations for attending Business Impact School



- 2 Industrial partners
- Mainly speak at industrial conferences
- A need to convey my research effectively to non-scientists
- To learn better negotiation of industrial circumstances

How does this relate to business?

Opportunities

- Potential to give real evidence to an industry currently lacking
- Could have a good environmental impact if successful

Challenges

- Potential issues with existing companies
- Convincing a group who are very set in their ways
- Difficult to compromise a solution pleasing to all