



VALUING NATURE

Business Interests in the Valuing Nature Programme

18 October 2016

Valuing Nature – Annual Meeting

Manchester

Guy Duke, Business Champion

- Role
 - To foster business engagement and impact
- What I bring
 - Background in business, policy and research
 - Substantial KE/impact experience
 - Wide connections with VN business community
- Activities
 - Business Interest Group
 - Business Impact Schools
 - Other business engagement activities

Why business engagement?

- Importance of the impact agenda
 - Pathways to Impact required in proposals/projects
 - Impact is critical element of H2020 proposals
 - Impact addressed in REF including through *impact cases*
 - Research contribution to jobs/growth increasingly critical
- Valuing nature & business interests
 - Value nature → business opportunity
 - ↑ RoI
 - ↑ Reputation
 - Failure to value nature
 - ↑ Risk (including regulatory risk)

Business Interest Group

- Advises VNP on business engagement
- c.20 members, range of sectors, SME to corporate
- BIG1 (May 2015)
 - Advised on optimising business engagement in H&W projects
 - Pathways to Impact with Business paper
- BIG2 (Dec 2016/Jan 2017)
 - To meet with H&W and TP projects, advise on business engagement/impact

Business Impact Schools

- **Aim**
 - to help develop VN research community with broader understanding of how VN research can be translated in to private sector decision making and innovation
- **BIS1 (Mar 2016)**
 - Willis Tower, Windsor Great Park
 - 15 speakers – wide range of sectors
 - 25 ECRs
 - Output: report, videos, ppts etc
 - 9/10 satisfaction
- **Towards a series of schools...**
 - BIS2, London, Feb/Mar 2017
 - BIS3 (tbc), Edinburgh, late 2017/early 2018
 - ...to build a network of business impact alumni



Valuing Nature Programme Report No. 5



**Delivering Business Impact
from Valuing Nature Research**
Report of the 2016 Valuing Nature
Business Impact School

June 2016

Ideas for other business engagement activities

- Programme-wide events
 - Webinars promoting VN research and impact with a wider range of businesses
 - Event with business HR managers promoting H&W values of nature for employee health, productivity
 - Business impact conference (towards end of VNP) – with projects, BIS alumni, businesses
- Marketplace
 - For R&I performers, to ‘market’ findings/innovations to businesses
 - For businesses, to ‘market’ their work in relation to VN data, relevant data/evidence, willingness to engage in VN agenda
- Bespoke support to projects
 - Coaching, planning of business engagement



VALUING NATURE

Session B
Making the Business Case
Chair: Guy Duke

Making the Business Case

Business Interests in the Valuing Nature Programme

Guy Duke, Valuing Nature Programme Coordination Team

Engaging Accountants, Responsible Investors & NGOs in Preventing Extinction

Jill Atkins, University of Sheffield

[Optimizing green infrastructure co-benefits](#)

Alice Sireyjol, PwC

Questions & discussion: what are the priority areas for Valuing Nature?