



# VALUING NATURE

The Business Impact School and  
Business Engagement under the  
Valuing Nature Programme

Guy Duke, Business Champion

# Aim of the School, programme

- To develop a Valuing Nature research community with a broader understanding of how research on valuing nature can be translated in to private sector decision-making and innovation.
- Speakers drawn from VNP Business Interest Group and other relevant businesses & business initiatives at forefront of innovation related to valuing nature.
- Opportunity to interact – Q&A, breaks, meals
- Hands-on session
- Field trip

# Importance of the impact agenda

- Increasing emphasis on research impact, and the research-innovation-commercialisation continuum.
- Critical to research careers and funding
- Impact evaluated in applications for funding – UK, EU...
- Impact also a consideration in UK higher education funding.
- Ability to deliver impact a key skill sought by universities when appointing researchers.

# Valuing nature & business impact

- Valuing nature agenda increasingly of interest to business
- Failure to value nature can present risks, valuing nature can present opportunities to business – RoI, reputation...
- VNP active in Business Engagement through:
  - Business Interest Group
  - Promoting business engagement in VN-funded projects
  - Business Impact Schools – London, Edinburgh
  - Other activities planned – round-tables, business impact brokering, business impact in Global Challenges research, business impact conference...



# VALUING NATURE PROGRAMME

Valuing Nature Programme Report No. 3



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

May 2015

# Features of a good proposal likely to deliver business impact

- 1+ business partners in proposal
- Secondments to business
- Research objectives/activities designed with business, to deliver business impact (co-creation)
- Research extends through innovation towards market application
- Skills in team to present business case for uptake of research outcomes
- Synergies with business R&D
- Funding and/or in-kind support from business

# Building in business impact

- Research design stage
  - Which businesses benefit, how
  - How are business decisions made
  - Agree mutual expectation of outcomes
- Project implementation stage
  - Secondments, mentors
  - Embedding value of nature in decision-making
- Communication & dissemination
  - Business-friendly language
  - Make data available to business

# Natural hazards & extreme weather events

Examples of business risks and opportunities:

- Temperature extremes and impact on water supply (link to toxins)
- Work on rainscapes (prevent surface water entering sewage systems)
- Business risks of water catchment management for enhanced H&W outcomes, e.g. soft vs hard (concrete) solutions





# Human exposure to pathogens and natural aquatic toxins

Examples of business risks and opportunities:

- Algal blooms in reservoirs
- Natural marine toxins in aquaculture, marine fisheries
- Insurance risks related to human exposure to pathogens



# Urban ecosystems

Examples of business risks and opportunities:

- Connecting blue and green corridors for flood control
- Delivery of multiple benefits from green space
- Urban landscape management to optimize H&W outcomes

