



# VALUING NATURE



## Jellyfish Bloom Risk and Management Implication in Northern Europe

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# PhD Research

- Predicting the locations of future jellyfish blooms across UK waters
- Understanding the mechanisms of how future blooms will interact with coastal industries
- Quantifying the subsequent impacts of future jellyfish-human interactions



# Reason for attendance

- I am a biologist by training who is aiming to move into career that quantifies the costs of changes to the natural world
- I aim to improve my ability to quantify the value of ecosystem services during my participation in this school
- I believe this can be done through better understanding of how businesses view and use cost research relating to ecosystem services

# Challenges of Improving Research Impact

- Debate and lack of information on population explosions of my study species makes impacts difficult to predict
- Therefore getting coastal stakeholders to consider the future in terms of how natural resource are impacted is a challenge
- Initial contact with industries can also often be unsuccessful
- Personal lack of experience