



VALUING NATURE




Operationalising Natural Capital to Inform Decision-Making in Business

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Research Area: Objectives and Approach

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- A green combine harvester is shown in a field of blue and yellow flowers. The harvester is moving through the field, and the flowers are in the foreground. The background shows a line of trees under a blue sky with some clouds. The harvester has 'FAHR' and 'FELTZ-FAHR' written on it.
- To better understand the link between natural capital investment, ecosystem service delivery and commercial return
 - To better understand the barriers and incentives for businesses in mainstreaming natural capital decision-making and investment
 - ❖ By applying metrics and design thinking to assess baseline data and create a social learning platform
 - ❖ By co-designing a set of scenarios and delivering a series of workshops and interviews with staff, supply chain partners and stakeholders

Why the VNN Business Impact School?

- To update my reference points and to ground my research in current thinking on Business Impact
- To learn about context of applying learning within a corporates, SME and social enterprises
- To immerse myself in language most relevant to the valuing of natural capital within businesses
- To meet and exchange with likeminded researchers
- To connect with and find more out about the Valuing Nature Network

Use of Research by Businesses

Opportunities

- Substantive placement/s
- Co-design process
- Good connections
- Clear needs
- Willing involvement in CISL work
- Creative interdisciplinary approach
- Building in scalability

Challenges

- Transparency
- Alliances and gaining buy-in across the org
- Corporate/SME mix (not over-reaching)
- Degree of stakeholder engagement
- Combining qualitative and quantitative data
- Marginalisation