



VALUING NATURE

Valuing Nature Programme
Business Impact School
7 March 2017

Prof Rosie Hails

Programme Coordination Team

The Valuing Nature Programme

Five-year (2014-2019), £7M Programme to

“better understand and represent the complexities of the natural environment in valuation analyses

and to consider the wider societal and cultural value of ecosystem services”



Arts & Humanities
Research Council



Valuing Nature Programme Goals

1. Valuing Nature Network

- Builds on VNN1
- Interdisciplinary research capabilities
- Bring together researchers with businesses, policymakers & practitioners

2. Human Health & Wellbeing

- 4 research projects

3. Ecosystem Stocks & Tipping Points

- 3 research projects

Programme Coordination Team – led by CEH



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Champion
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Join the Network: valuing-nature.net



The screenshot shows the homepage of the Valuing Nature website. At the top left is the logo, a stylized tree with green and blue leaves, followed by the text "VALUING NATURE". To the right is a search bar with a magnifying glass icon. Below the search bar are three social media icons: an envelope, a RSS feed, and a Twitter bird. The navigation menu includes "ABOUT", "RESEARCH", "NEWS", "BLOGS", "EVENTS", and "NETWORK". The main content area features a large image of a wetland landscape with a body of water and mountains in the background. To the right of the image is a green box with the text "Funding Call coming soon" and "The Valuing Nature Human Health and Wellbeing Funding Call will be launched soon...". Below this text is a button that says "FIND OUT MORE" with a plus sign icon. Below the main content area, there are two columns: "Welcome..." and "Latest posts". The "Welcome..." section contains text about the organization's aim to improve understanding of the value of nature and fund interdisciplinary research. The "Latest posts" section lists three recent posts: "New report reveals public views on ecosystem services and valuing nature" (22 Jun 2015), "New Valuing Nature website" (16 Jun 2015), and "Funding Call - Health & Wellbeing" (16 Jun 2015). At the bottom left, there is a button that says "JOIN THE NETWORK" with a pencil icon.

VALUING NATURE

Search:

ABOUT RESEARCH NEWS BLOGS EVENTS NETWORK

Funding Call coming soon

The Valuing Nature Human Health and Wellbeing Funding Call will be launched soon...

FIND OUT MORE +

Welcome...

Our aim is to improve understanding of the value of nature both in economic and non-economic terms, and improve the use of these valuations in decision making.

To do this, the Valuing Nature Programme will fund interdisciplinary research, and the Valuing Nature Network will build links between researchers and people who make decisions that affect nature in business, policy-making and in practice.

JOIN THE NETWORK

Latest posts

Naturally speaking **New report reveals public views on ecosystem services and valuing nature**
22 Jun 2015

New Valuing Nature website
16 Jun 2015

Funding Call - Health & Wellbeing
16 Jun 2015

>1800 Valuing Nature Network members

3334 followers
 @ValuingN

#VNBIS2017

Business Engagement – Guy Duke



Business Interest Group

- 18 members (e.g. Welsh Water, M&S, National Grid)
- Identified business interests, risks, opportunities for research funding calls
- Made links to research projects

Health & Wellbeing Projects

Understanding the value of the UK's natural environment for human health (physical and mental) and wellbeing

1. WetlandLIFE: Taking the Bite out of Wetlands
2. GHIA: Green Infrastructure to promote Health & wellbeing In an Ageing population
3. IWUN: Improving Wellbeing through Urban Nature
4. CoastWEB: Valuing the contribution which coastal habitats make to human health and wellbeing, with a focus on coastal flooding

Tipping Points Projects

- Understanding links between ecosystem stocks, ecosystem service flows - defining critical levels of ecosystem stocks that avoid abrupt and damaging change in the delivery of benefits (tipping points)
 - How the values of ecosystem services and benefits change as tipping points are reached and exceeded
1. Understanding ecosystem stocks and tipping points in UK blanket peatlands
 2. Identifying potential tipping points in benefits from the UK's land ecosystems
 3. Mechanisms & consequences of tipping points in lowland agricultural landscapes

Annual Project Meeting 2016

- Members of all 7 Valuing Nature project teams presented their plans
- Identified shared interests & opportunities
- Impact Training
- Ideas for future activities

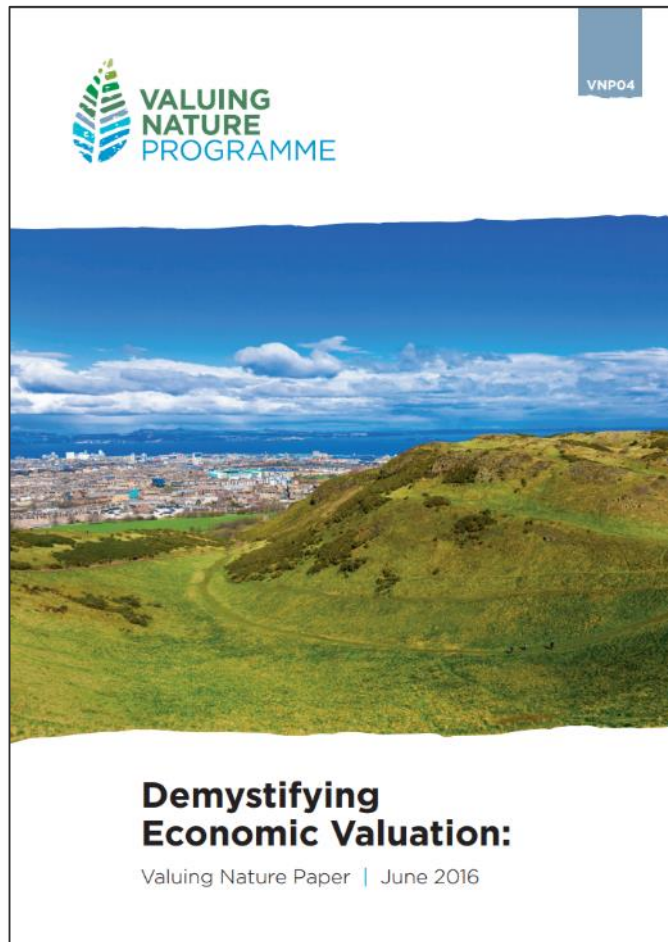


Valuing Nature Annual Conference 2016

- 180 attendees from research, business, policy, practice
- Diverse approaches to Valuing Nature
- Sessions included
 - Making the Business Case
 - Demystifying Economic Valuation
 - Natural Capital Protocol
- 2017 conference planned for October in Edinburgh



Demystifying Economic Valuation



- First in Valuing Nature “demystifying...” series
- Input from 120 volunteers
- Brought together experts to explain key concepts
- Widely distributed to very positive feedback (e.g. ISO)
- Other demystifying ideas:
 - Arts & Humanities interface
 - Health Metrics
 - Why Natural Capital is important for business

Valuing Nature & Participatory Decision Making Conference



University of
Kent

VALUING NATURE & PARTICIPATORY DECISION MAKING

19–20 July 2016

The University of Kent, Canterbury, UK

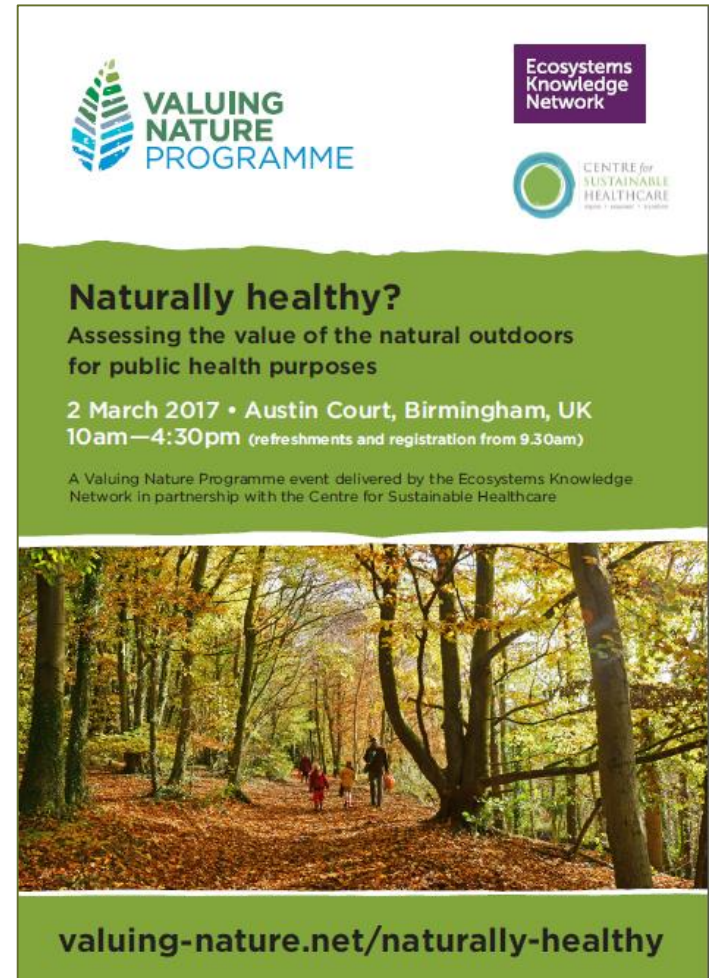


valuing-nature.net/valpart

- Designed to promote exchange within and beyond disciplines
- Participation recognized as a connecting point for valuing nature research and practice
- Event explore the critical, creative and practical challenges that arise when approaches to valuing nature are explored and developed in the participatory realm
- Over 80 researchers, policy makers & practitioners gathered at a sweltering event in Kent!
- Follow up event at BESS / BES event in April

Naturally healthy? workshop

- Delivered by Ecosystems Knowledge Network & Centre for Sustainable Healthcare
- Small invitation only event (25 people)
- Focus on understanding research needs in using the natural outdoors for public health purposes
- Outputs: policy & practice note, webinar



The poster features a white top section with logos for 'VALUING NATURE PROGRAMME' (a stylized leaf icon), 'Ecosystems Knowledge Network' (a purple square), and 'CENTRE for SUSTAINABLE HEALTHCARE' (a green circle). Below this is a green section with the event title 'Naturally healthy?' and subtitle 'Assessing the value of the natural outdoors for public health purposes'. The date and location are '2 March 2017 • Austin Court, Birmingham, UK' with times '10am—4:30pm (refreshments and registration from 9.30am)'. A small line of text at the bottom of the green section reads: 'A Valuing Nature Programme event delivered by the Ecosystems Knowledge Network in partnership with the Centre for Sustainable Healthcare'. The bottom section of the poster is a photograph of a forest path with autumn foliage and people walking. At the very bottom, a green bar contains the URL 'valuing-nature.net/naturally-healthy'.

VALUING NATURE PROGRAMME

Ecosystems Knowledge Network

CENTRE for SUSTAINABLE HEALTHCARE

Naturally healthy?
Assessing the value of the natural outdoors for public health purposes

2 March 2017 • Austin Court, Birmingham, UK
10am—4:30pm (refreshments and registration from 9.30am)

A Valuing Nature Programme event delivered by the Ecosystems Knowledge Network in partnership with the Centre for Sustainable Healthcare

valuing-nature.net/naturally-healthy

Keynote Lecture Series

- Showcase Valuing Nature research & concepts
- Build Valuing Nature Network & link to academic, policy & stakeholder audiences
- Facilitate debate and exchange on key issues
- Next lecture: Prof Tom Oliver, University of Reading 'An optimist's guide to managing ecosystem services'



Valuing Nature Placements

Placements round 2

- £130K: 5-10 placements
- Researchers work in a new setting
- 1 to 4 months



Department
for Environment
Food & Rural Affairs



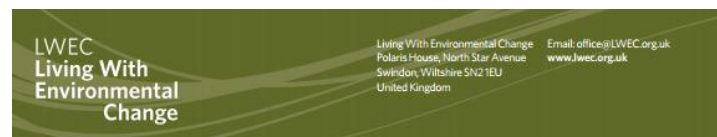
Historic England

PML

Plymouth Marine
Laboratory

Valuing Nature Placements 2016

- Placements viewed as transformative experiences
- Holders reported better appreciation of
 - user needs in valuation
 - challenges of embedding concepts and approaches into practice
- Outputs include:
 - reports, blogs, ppts
 - Policy and Practice notes
 - academic publications
 - proposals for further activity



Taking account of heritage values of urban parks and gardens

How can planners, decision makers and land managers ensure that the diversity of heritage values assigned to urban parks and gardens is adequately assessed and embedded in planning and decision making?



Living With Environmental Change
Policy and Practice Notes

Note No.36
September 2016

The Living With Environmental Change Partnership brings together 22 public sector organisations that fund, carry out and use environmental research and observations. They include the UK research councils, government departments with environmental responsibilities, devolved administrations and government agencies. The private sector is represented by a Business Advisory Board.

NERC Into The Blue event



- Public engagement event for 5000 people
- Platform for Valuing Nature researchers
- Experience nature and reflect on its value to you
- Real plants, video, birdsong
- Activities for kids: Valuing Nature Bingo & leaf art
- Reward for participating: chocolate gold coin



NERC Into The Blue event



British Ecological Society Annual Conference – December 2017 Liverpool

- >1600 attendees
- Part of BESS stand
- Key Natural Environment research audience
- Opportunity to promote Placement Scheme & Business Impact School



Business Impact School Participants – what we need from you

- Communications
 - blogs
 - Tweet: #VNBIS2017 @ValuingN
- Feedback on the School
 - to help us make it better in future
 - in the longer term on whether this has helped your research
- Help us build the Valuing Nature Network community:
 - come along to future events
 - BISchool session at the annual VN Conference in October
- Participate & enjoy - we will share all the presentations with you



Thank you – speakers, funders & hosts



Willis Towers Watson 

**THE CROWN
ESTATE**

