



Valuing our Life **Support Systems Summit 2014**

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Ethics

- contested term.
- power relations and ideologies
- can reconcile capitalism and nature
- Sustainable Growth
 - long history of sustainability accounting
 - need to develop better metrics
 - need to educate consumers



Linking Capitals

- societal change could drive the NC agenda
- need to invest in social capital e.g.
 Unemployed
- investors are major drivers of change
- Cultural ecosystem services
 - constructed by interactions of people and env.
 - not non-material and intangible
 - need participatory discussions about perceptions

Knowledge

- UK has considerable knowledge, data, models
- need to define confidence in each element
- investors are major drivers of change

Mapping

- maps are powerful tools, beware of seduction
- need to combine data sources
- design for users e.g. solutions for business



Partnerships

- high cumulative value of individuals working together
- co-construction of assessments and solutions
- challenge to manage/maintain collaboration
- need framework for catchment-coast-sea working

Economics

- understand value sets of different people
- whole life cycle methods
- value of change rather than fixed assets



The next 25 years

- remit England, but recognise wider perspective
- Natural Capital Investment Initiatives to gain leverage
- more recognition of non-market values

Health

- perfect storm, lifestyles damaging the planet
- emotional engagement key to behaviour change
- crisis in public parks



Positive Outcomes

- different sectors and interests represented
- common views on needs: working together, value is more than price, human perspective beyond biophysical description

Challenges

- mainstreaming the concept
- understanding risks and certainties
- sharing knowledge and maintaining partnerships
- ensuring ethical considerations (power dynamics)
- link ecosystem cycles to financial cycles, supply chains



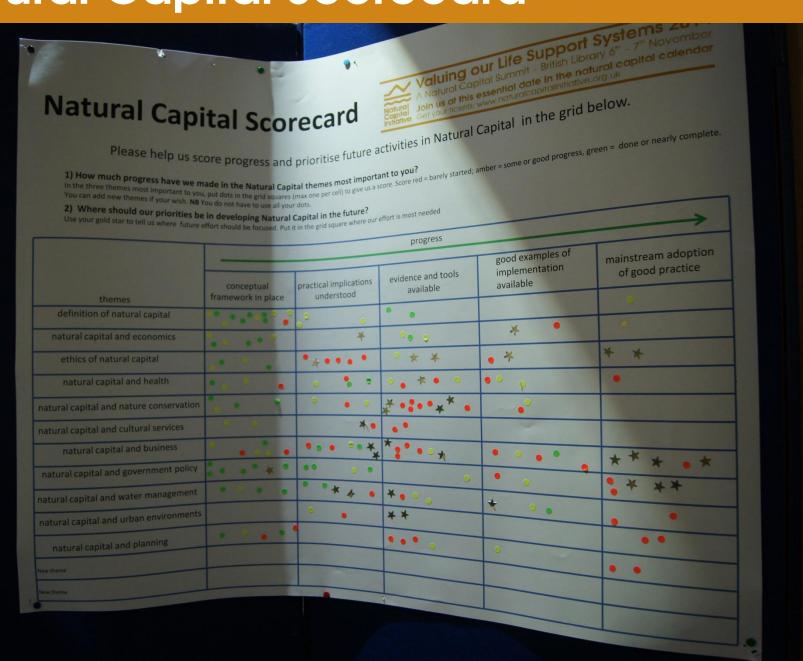
Sound-bite message

Turning natural capital from a problem, liability, fear into

a business opportunity for investment



Natural Capital Scorecard



Thanks to the conference team:

Secretariat

Alison Hester, Bruce Howard, Ceri Margerison, Daija Angeli, David Hodd, Irma Allen, Jackie Cain, Jane Lund, Laura Bellingan, Mike Acreman

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