



# Thriving Places for Nature and People

Thursday, 24<sup>th</sup> – Friday, 25<sup>th</sup> February 2022



'Our economies, livelihoods, and well-being all depend on our most precious asset: Nature. We are part of nature, not separate from it.'

Professor Sir Partha Sarathi Dasgupta, FRS, FBA

Approximately seventy participants from a very broad range of backgrounds gathered to co-create scalable solutions, which would result in improved biodiversity, better health and well-being, and services to mitigate climate change, while championing immersive and experiential learning and also generating new income streams, employment, community engagement and digital innovation. It was intended that the conjunction of diverse viewpoints and expertise should help to create and evolve new ideas and projects. This document reflects the discussions and key initiatives from the event.

## Introduction

The UK's natural environment is currently one of the most degraded in the world (in the bottom 10%). Access to the countryside is neglected or challenging for many, especially young people. To survive a panoply of threats – climate change, global changes in diets, and degradation in the quality and ability of our rivers, soils, and air to support flourishing life – we need to ensure nature is being allowed to regenerate in all contexts – city, urban, rural and marine.

Through the powerful lenses of a systems-based approach, engineering and regeneration projects can be seen in their many actual dimensions: human, social, nature, climate, insurance, policy, funding and more.

Active (not passive) collaborations across industries, communities, and disciplines help dissolve barriers to needed change – to unlock regenerative design at pace and scale, and to bring health and nature upstream in design and planning so that from Day Zero of any project they are positively guiding clients' and broader stakeholders' early decision-making and conceptualisation.

For the UK, the needed and desired result of adopting bold and inclusive nature regeneration solutions must be that millions of people feel confident in their surroundings and in their ability to nudge biodiversity, well-being, and climate solutions back into balance.

Overview of consultation outcomes

- New alliances, collaborations, and involvement in each other's existing work
- New friendships and extended professional networks of relationships
- New initiatives and projects – ideas to take forward
- New frames of reference through listening to diverse viewpoints
- New commitments to deliver outcomes – in organisations, families, and personally

It was strongly agreed that more is needed of this type of cross-fertilisation of thinking and ideas among a greater diversity of people and perspectives. Future follow-up meetings, calls and updates are planned.

### Brave, bold, ambitious

Looking at what to do better for a better future 'raises questions we don't know how to ask'. How are we to know what we don't know? How are we to know which are the right solutions?

The fear is that by acting prematurely or wrongly, we may incur greater disadvantage from unintended consequences than we already face. (Today's problem was yesterday's solution; today's solution is tomorrow's problem.) Although current approaches are not ambitious enough, as reflected in the continuing decline of nature and lack of investment in nature-positive solutions, there is hope: new farming schemes (ELMs), lower red meat consumption, the Biodiversity Net Gain framework, and new forms of investment (green bonds) offer possible ways forward.

The 'risk-avoidance' mode of risk management seeks to conserve existing benefits while prioritising incremental improvements upon them, and tends to obstruct large change. However, this mode is also the end result of many rational responses to evolutionary pressures and cannot simply be swept away. For example, pension providers, weighing up security versus boldness in investment, naturally avoid unproven experimental portfolios and thus tend to invest in existing norms. Supermarkets avoid risks, which could endanger satisfaction of consumer demand and competitiveness against rivals, even though this entails establishing power relationships that disadvantage farmers, food producers and the environment.

A fundamental problem is that 'having something to lose' engenders a conservative mindset that counters radical change – but radical change is necessary if we are to have a planet fit to live on.

Some possibilities suggested for overcoming fear of consequences or 'risk-aversion inertia':

- **Consciously redefine the acceptable level of 'risk of not knowing the consequences' upwards.** 'Courageous unreasonableness' is required in life and living as it is in project design, along with taking greater risks regarding our definitions of 'talent'. It seems we have to become able to work from ignorance, rather than waiting for knowledge and engaging in more conversations and data-collection in hope of reaching some mirage of certainty. A strong message from the consultation is: carry out practitioner-centred solutions to exert positive influence immediately, and try things out.
- **Use observation to avoid more unintended consequences.** Solutions cannot solve problems they are not designed for; design is constrained by point of view; point of view is limited by circumstance; we each inhabit our own circumstances. In any effort to produce change, look at whom you are addressing and observe who they are, in this immediate moment and circumstances. What do they say they need and want?

- **Reshape the risk by talking through fences.** By building cooperative agreements for mutual and environmental benefit with one's immediate neighbours (geographical, supply-chain, peers/rivals, etc), many risks can be redefined or even eradicated. Network Rail's 'First Field' approach to management of its verges emphasises neighbourliness as the key to overcoming perceived obstacles, and builds it through communications and agreements about shared access with neighbouring landowners.
- **Define unreasonable ambitions.** Through working with new groups of stakeholders, we can bring together resources to address much larger issues. Looking as an individual entity, a desirable goal or objective may appear to be unachievable, but by working with others, it may become possible to define and deliver a much greater ambition.

### Multiple bottom lines

In capitalism and science, we customarily take huge risks while knowing that capital and systems may fail and be lost. Ultimately, capitalism and science can be seen as being as much about failure as about success: each contains an iterative process of saying 'Oh, that didn't work', and trying something else towards the posited idea of what 'success' should look like. For example, the pharmaceutical industry often uses a 'fail fast' approach to prioritise the most likely candidates for a successful compound while dropping any investment in compounds that may not succeed. We need to take similar risks socially and culturally, underpinned by evidence. Otherwise, the main stumbling blocks to positive change will be lack of acceptance and lack of relevance to the majority. In a democracy, this means no willed change.

Several times during the consultation, it was emphasised that the familiar dichotomy between 'good' and 'profitable' is false. We should, therefore, stop talking about such trade-offs and compromises, and instead look for 'both' or 'many', not 'either/or' approaches. Likewise, in facing climate change, it is not necessarily a case of 'adapt or mitigate' but, often, of achieving both, and finding that each benefits from the other (as in carbon-fixing in soil through regenerative agriculture). Nature-based solutions can save money, minimise inputs, and regenerate natural capital, within virtuous circles of cost reduction even in the absence of direct financial exchange.

It is worth noting that, although 'fiduciary duty' is typically interpreted as 'maximum possible financial return [at the expense of responsibilities to maintain natural capital]', for any sensible person, it is equally a fiduciary duty to ensure and preserve quality of life, too. The B Corp movement, which is expected to have certified 1000 companies in the UK by the end of 2022, is one example of the growing movement to shift the duty and behaviour of business to this end.

Meanwhile, and although trends differ from region to region, post-pandemic global demand for energy means that coal consumption is on track to hit a new high in 2022 (International Energy Agency report), mineral production is expected rapidly to return to pre-pandemic levels (industry forecasts), and global meat consumption is forecast to continue upwards by about 1.4% per year (European Commission Agricultural Outlook, 2022). Funding for nature-friendly solutions therefore cannot afford to be conservative. 'Being unreasonable' means only that the

reasons cited are outside the reason-set called 'normal', and 'normal' is what we are trying to move away from. In the words of one participant: 'I don't want to be funded for the easy "solutions" that do what got done yesterday.'

### Natural capital

The urgency and magnitude of the risks we now have to face, and take, are a consequence of having ignored the dangers for a long time during which we have heavily overdrawn our natural capital to attain financial prosperity. The Ancient Greek word *oikos*, 'household, dwelling', gives us the words 'ecology' ('knowledge of the *oikos*') and economy, ('managing the *oikos*'). Prioritisation of economy, not ecology, means we have been 'managing without knowledge'.

Reinstating natural capital will deliver many benefits if designed well – it is not simply about planting trees. The woodland and forestry sector is, however, a key stakeholder as a solution-provider in land management, carbon storage, expertise, and provision of material and natural habitats.

Moreover, we should be clear that ideas of 'preserving nature' is simply not ambitious enough and does not offer adequate scalable solutions; for example, a recent report (April 2022) by the British Ecological Society on 'Protected Areas and Nature Recovery' showed that National Park designations had made little positive difference to nature within the designated areas. Nature needs to be given the opportunity to regenerate, enabled by extensive rehabilitation.

Where are the enjoyed benefits of natural capital to be located? Beneficiaries are not necessarily in the same location as the natural resources they live by; for example, ocean sustainability doesn't show one economic return but we could all pay for breathing the oxygen it produces. How shall such examples of displaced benefits of natural capital be accounted for in any cost/benefit funding model?

Likewise, designating responsibilities for benefits should be preventative of further damage to natural capital, or focussed on rebuilding it, rather than based on an idea of 'pass the responsibility to treat the symptoms of damage'.

Rebuilding and/or transforming relationships between ecologies and economies for their mutual benefit can offer hopeful ways to revalue natural capital and align incentives for good outcomes. But we can only have an influence on economic structures in which we are invested. Disinvestment requires shedding involvement and responsibility.

### Investor value

The website 'Make My Money Matter' claims that 'going deep green' in investments is the single biggest carbon-footprint reducer any individual can undertake – 21 times more than the combination of going vegan, switching energy provider, and ceasing to travel by plane. Faster change will be driven by a flow of blended capital from individuals and organisations wanting more than a cash return.

According to the World Economic Forum's Future of Nature and Business Report, a nature-positive pathway in the infrastructure and built environment could create over \$3 trillion in business opportunities and create 117 million jobs by 2030. The WEF also stated that nature-based solutions for infrastructure are 50% cheaper than grey alternatives and deliver 28% greater added value in terms of direct and environmental benefits. Yet, globally in 2021, nature-based solutions only received 0.3% of average spending on urban infrastructure.

To generate more investment in nature-friendly solutions, whether in urban planning, agriculture, rewilding or carbon capture, it's necessary to:

- improve the investment case around nature-positive outcomes;
- use appropriate language to empower more people to bring change;
- question/challenge pension providers and other investment bodies by asking them about how they invest and spend.

The right language must be used to describe recognisable future benefits: not 'keystone species' and 'biodiversity gain' but 'return on investment', 'revenue streams' and 'capital value' (and variations), to get investors on board. Pension providers, especially, tend to think longer-term with investments, and nature provides long-term benefits and returns, especially if viewed as 'commons' more than 'commodity'.

'We have more nature reserves in the UK than branches of McDonalds' is a striking line. Yet we confront pervasive, catastrophic ecosystem collapse requiring huge investment for repair. Nature-focussed sectors (wildlife trusts, nature reserves, regenerative agriculture) have to rethink how to take private money and generate people-funded solutions. For example, £40–£50Bn goes into ISAs annually; how could that potential be beneficially exploited?

Carbon markets, used badly, can be damaging to nature – but they offer a familiar model on which to build trading markets for other resources or substances. However, measuring carbon is not yet all worked out, and investors have limited confidence in the poor existing data as a measure of effective environmental intervention: forests and peat are counted, but not salt marshes and other carbon-fixing environments. A standardisation body for carbon capture is needed to offer new measurement frameworks based on high-quality, comparable data (going beyond biodiversity and also measuring – for example – the number of people using nature in a given location, training days, and inputs as well as outputs).

An expressed need for more measurement and standards reflects back on mindset (how much more data should we wait for before taking action?). Yet the need for measurable results and to know what to measure emerged repeatedly as an obstacle or prerequisite throughout discussions. This need could be framed as several questions:

## Measurability

- 'Evidence-based' buys acceptability and requires gathering data; when is certainty? When is 'certain enough'? How much data of what quality do we need for decision-making?
- In what units and by what means shall we measure/count natural capital?
- How shall we determine what needs demonstrating before measuring for it? (Deciding what to measure can be a political decision even if the resulting data is politically neutral.)
- How shall we make best and new use of maps, satellite imaging, tracking, geo-spatial data, big data analysis and other innovative technology around information gathering and processing? (How valued is the local sewage works by walkers/runners? – Strava data analysis demonstrated opportunities to regenerate nature along popular routes; how far does a cat travel? – each may command several hundred metres' range for excrement and damage to bird populations; how nearby is nature for the majority? – a '1-km walk for 80% of the population' yet leaves many without any access to natural spaces.)

Better citizen science through education at all ages can produce remarkable change through local pressure, but depends on shared, credible data. Much better public access to blended data would start to inform people about local issues around pollution, soil degradation, etc. so that they themselves can take appropriate action. A good example is citizens' groups, such as the River Windrush team who have taken on the responsibility of holding their local water company to account for any failure to maintain properly an upper tributary of the Thames.

## Human health and wellbeing

In addressing some of the above questions, it was noted both that humans are nature, and that access to nature constitutes a vital component of human health and wellbeing. Indeed, we are witnessing the collapse of multiple ecosystems that underpin our lives as primates.

Responding to reports of demonstrable mental and physical health benefits resulting from time spent in nature, 'green prescriptions' are gradually increasing. The majority of the NHS's carbon footprint continues to derive from the drugs it prescribes. Do we really see nature based prescriptions as 'real', primary care? This, again, is a mindset issue at least in part.

Nature and creating thriving spaces also provide valuable and meaningful work, not least through social impact. More roles in such work should be created and made available to a wider range of applicants, especially the young, many of whom care deeply about the future taken from their hands. Their opinions are important and should be heard.

Our food supply from farming is not just about biophysical systems but social, cultural, and other systems, too. Here, trusted intermediaries are needed to make change happen; credibility is key. Adaptation requires time, and meanwhile investors get risk-averse. Many farmers and land managers would like a change of approach to incorporate more dimensions than 'maximum yield', but need to see working examples of such 'multi-dimensional' practice for imitation/adaptation. Technology offers methods to (for example) visualise real-time data for farmers to tap into and use to resolve problems or respond in time.

## Impact at scale in the next 8 years

To achieve enough change quickly enough requires rapid scaling of successful actions. Endless calls for and promises of action at all levels have resulted in very little change. Participants asked: why?

Further, there have been pilots and strategies galore – sufficient to cause overdose. The issue is not finding out what works so much as scaling the implementation of successful pilots already achieved. Initiatives such as the UK's Biodiversity Net Gain consultation, Plymouth's green spaces programmes, education and employment projects in Wales and Bristol Smart Cities (among others) are already making changes, and need networking, collaboration, partnership and funding rather than reinventing.

What would 'at scale' mean? To bring the question into a locally meaningful perspective, what percentage of the UK population would we want to know can contribute to the climate/population question, to have a meaningful effect?

To have impact at scale, it was suggested, a first step is to posit what 'good' will be at a given moment in the future, then work backwards from that desired point to establish the immediately preceding step and the step before that, and so on backwards to the present moment. At the same time, it is important, by whatever workable means, to stop bad things happening now.

This means understanding the range of tools available and being realistic. Although tax and regulatory approaches look very attractive as ways to compel good behaviour, they are rarely a realistic solution, because politicians loathe them and will do a great deal to avoid implementing them. Could one try honey instead of vinegar, and, for example, award OBEs to farmers doing the right things, so that more farmers will follow? It's important to remember that, while we may want a thousand flowers to bloom, institutions such as the UK government and NHS have to serve everyone.

Changes to government policies and legislation will take time and will be subject to changes in political leadership. Engaging private sector funding at scale will deliver scalable projects in the short term. This has already started with investors pooling funding to buy estates for nature-based regeneration. Insurance companies have also started to invest although care needs to be taken to avoid increases in land prices that would make any community based projects even more challenging.

Scale brings its own issues of practicality. For instance: where is the UK to source 135 million seedlings? Who will plant them, how many will survive, will they be the right species in the right places, what will happen to biodiversity when all the saplings become medium-sized at once, and then all the medium-sized trees become large?

It's important that conversations such as this continue and are promulgated, not least into schools, where incorporating a nature-centric ethos into the curriculum must be part of ensuring its survival. Arks, youth-groups, and storytelling help make the abstract more real for younger generations.

## Communication

How can we ensure decision-making is not siloed? What ideas are missing from the room?

Getting the disenfranchised/unengaged into the environmental conversation will help make sure that collective solutions can be made by the collective they will affect – rather than by a subset of the collective.

We can cultivate empathy for lack of engagement by genuinely communicating, and working to see past prejudged impressions. We can enact 'deliberative democracy' by asking, listening, and responding to what is actually being said, finding modes of communication that work to get engagement and response, and avoiding the easy assumption that because an unsuccessful communication seemed apt to the sender, the blame for its failure must lie with the recipient. Education via trusted sources is key so that everyone can understand the changes they can make which will be beneficial to both themselves and the environment.

## APPENDIX ONE

Ideas generated during the consultation: Note the animal/plant name relates to the table name at the event.

### *Elephant*

#### Nature Standards

Establishing an official, government-backed standard with an accreditation scheme to draw investment in multiple outcomes from nature recovery

### *Ash*

#### Climate Smart Cities Challenge

Create a framework for managing the four value capitals in an urban context: nature, human, social, and produced capitals (the topic of climate to underpin all four)

### *Shark*

#### Future literate children

Schools perform a baseline nature survey within the school's local environment (1 mile)

### *Otter*

#### Tech with wellies

A transition for farming via a superfund that would make careers in food, farming and land visible and attractive, and provide landowners with the resources needed to change

### *Beaver*

#### Rallying Cry

Open finance to nature through multiple strategies while co-developing a holistic vision as a rallying cry to inspire action on the full value of nature

### *Wolf*

A fully sustainably climate-literate population

*Hare*

One Health

A safe space and combined approach to address mental wellbeing for clean water

*Starfish*

Create new land classification with multi-dimensional scorecard and ambitious regulations

The result of collating the above ideas after the consultation was over was a streamlined portfolio of **six broad ambitions that frame existing, new, and potential projects and around which we could further collaborate.**

## 1. Water Health

Generate a business case to take a personalised healthcare approach to tackling mental health through social and green prescribing. A pilot to be sponsored by water-utility company Wessex Water.

*Ambition:* Nature-based green prescribing to enhance mental health and resilience; reduce use of antidepressants or similar medical treatment; reduce process and impact on associated cost of extracting contaminants from water.

*Next steps:* Create the business case and agree location and participants.

*Sponsor:* Wessex Water (Ruth Barden).

*Contributors:* Atkins, Liz Smart, Dr Lucy Loveday.

*Subsequently:* Consider applying to a broader range of pharmaceuticals through a 'prevention vs treatment' approach. Education via trusted sources is key so that everyone can understand the changes they can make which will be beneficial to both themselves and the environment.

## 2. NatureConnection

Generate a UK-wide programme, in collaboration with schools and communities of learning, to connect children with nature and agriculture. Teachers report that pupils are disconnected from and deprived of connection to nature and the food system, with the symptoms worse in urban contexts. Connect with the green belt through sensing, curiosity, technology, art and play; monitor impacts of DEFRA new scheme, e.g. impact of new hedgerows on biodiversity; promote learning to gain insights and understanding to connect food, crops, etc.; connect communities and farmers.

There are very significant opportunities to influence policy in the devolved nations (Wales, Scotland and Northern Ireland) and the UN is already following on Wales' lead on a new Special Envoy for Future Generations and other linked measures to be introduced next year: <https://www.futuregenerations.wales/news/wales-leading-the-way-with-future-generations-legislation-un-plans-to-adopt-welsh-approach/>

*Ambition:* Increase future literacy of secondary school children of today for tomorrow to tackle climate, food resilience, biodiversity, urban resilience, health and wellbeing; generate accredited apprenticeship pathways to create ecologists, conservationists, coders, GIS, etc.

*How:* Focus on connecting access to green belt on the perimeter of cities and towns.

*Monitoring/sensing:* School Yard 1000 – biodiversity and natural capital survey within one kilometre of the gates of every school in the country, conducted by school children and supported by NGOs and volunteers.

*Progress:* Atkins via the United Nations Environment Programme – connecting with a 'gaming' partner to generate a mechanism to take the data back into the classroom and test scenarios; simulate the shocks and stresses of climate change; play with agriculture and nature interventions. (TYF Adventure are developing nature connectedness programmes in education and business that could feed into this.)

*Sponsor:* Atkins.

*Potential contributors:* Defra, Natural England, Esmee Fairbairn Foundation, local authorities, CLA, NFU, private landowners, IEMA, Department for Education/universities?

*Ask:* Please confirm if you wish to contribute/co-sponsor.

### 3. Climate Smart Cities Challenge

Disrupt the system to generate a multi-value framework and model to deliver equitable housing that contributes to thriving communities and healthy cities. Policy, multi-capitals (nature, human, social, produced metric ranges) through blended/stacked funding pathways to impact measures.

*Challenge Leads:* UN Habitat, Viable Cities (see [citieschallenge.org](http://citieschallenge.org))

*Team composition:* co-lead – Atkins & Igloo Regeneration; collaborators – Bristol Land Communities Trust, TRUUD, Universities of Bristol & Bath; potential contributors – Esmee Fairbairn Foundation, Pete Falloon (Met Office), Environment Change Institute Oxford University, Jon Hollis (Environment Agency), Manu Maunganidze. Others are welcome. Please contact: Zoe Metcalfe [zoe.metcalfe@atkinsglobal.com](mailto:zoe.metcalfe@atkinsglobal.com) to learn more.

*Timeframe:* Submission issued 25th April 2022; pitch on May 19th; notified of outcome in July.

#### 4. Safeguards and standardisation to leverage the potential of biodiversity net gain (BNG)

Taking the lessons learnt from the lack of confidence in measuring carbon offset results which have undermined investor confidence, to develop measurement frameworks which will enable the creation of a successful BNG market. Establishing a set of official government-backed standards that set the parameters against which outcomes from nature recovery, carbon capture, water, biodiversity, public health and wellbeing can be measured. The standards would define the values that can be measured, invested in or sold and their creation will remove doubt to allow buyers to enter the market and can be traded. However, the offers are doubted/contested so a standard is required to create confidence so buyers can enter the market.

##### *Projects:*

1. Patrick Begg & Tony Juniper ideas as shared at the event.
2. River vitality measures that allow practices such as nitrate trading in Milford Haven, Hampshire and loW to be extended.

1. *Ambition:* Create a roadmap and credible means of delivering biodiversity net gain credits to enable funding pathways and safeguard against green-washing.

*Team composition:* Tony Juniper (Natural England), IEMA, Oxford University, Atkins, National Trust, Ethos Wilder, investors, Amazon Web Services. Blueprint green future-literacy to tackle grand challenges of our time. Corporates, communities, NGO's, schools etc through short in-resident courses, connecting to nature and agriculture.

2. *Ambition:* Ensure that all current and future generations of employees and leaders are equipped with a level of nature and climate literacy that gives them the tools, insights and confidence to take appropriately ambitious action at home, in their community and at work, through fast-track training, awareness-raising, competency and empowerment, and skills acquisition.

*Projects:* Certificate in Planetary Health: 10 hours free online or custom immersive learning programme to give 15m people the confidence to spot change and take positive action.

*Ideas:* Training for teachers and volunteers to make it easy for schools to connect pupil learning to community challenges, within their existing budget and staff resources.

*Team Composition:* Andy Middleton, Mark McKenna, IEMA, National Trust, Wildlife Trusts?

## 5. National digital platform

With partners, create an open digital platform to enable NGOs and members to gain free and easy access to meaningful data for nature, agriculture and forestry.

*Ambition:* Enable ease of knowledge-sharing, visualisations, scenarios and simulations to leverage nature recovery networks. Using the data, better identify areas of climate change vulnerability and strategic plans for mitigation to inform early strategic decisions linked to infrastructure and built environment, bringing nature and climate upstream. Enable insights and foresight to inform strategic decision making at a national and regional level.

*Potential team composition:* Atkins, Met Office, Defra, Oxford University, trusts?

## 6. Farming superfund: Tech, Land, Health Nexus

*Ambition:* Generate an 'impossible to misunderstand' quality of data, for insights that will enable the creation of compelling routes for people of all ages into full- or part-time employment that adds value to the relationship between land, water, food, health, nature and carbon. This will result in coders, robotic crop pickers, nutritionists, carbon and water managers, processors and health professionals working together around shared understanding of the benefits that could be delivered by working in radically different ways.

On the back of the unified and clarified data, and the assurance provided by common data standards, to create an investment superfund with sufficient heft to give all of the UK's farmers the ability to optimise their land use for carbon, water and nature within half a generation, or sell to new regenerative-focused owners if preferred.

*Team composition:* Andy Middleton (TYF Adventure/North Star Transition), Richard Pullen (Defra), Steve Evans (Cambridge University), Elspeth McIntyre (Atkins), Lisa Sensier (National Parks Partnership), Sarah Mukherjee (IEMA), Matt Howard (Amazon Web Services), Victoria Vyvyan (Country Landowners Association), Bobby Walton-Knight (DIO).

*Preamble:* We believe that we are experiencing a transition problem – we know where we are trying to get to, but don't know how to get there, and recognise that we will need to be working at both the 'top predator level' with supermarkets and their investors, and 'mycorrhizal foundation level' as soil and community-level supply chains are built.

*Question:* how could we most effectively de-risk a rapid shift towards regenerative farming and land use that maximises the benefit to food, nature, water, soil and climate? Create an investment 'superfund' that would give every single UK farmer the resources to either maximise the potential of their land for carbon, food, water, and biodiversity or sell some or all assets so that others could do that.

*Projects:* Amazon Web Service Pitch Document – share with contributors. Write up a short project outline to send over contributors and AWS via Matthew Howard.

*Potential partners:* CLA, NFU, AWS, National Trust, private estates, councils who own farms, food companies. Others welcome.

### Asks from the UN

- Please bear in mind that the UK can have an effective influence elsewhere in the world, both through the UN environmental program and independently.
- Please offer ideas for actions, eg the Green Gaming initiative; the UN needs good ideas.
- Likewise, please suggest metrics to the Nature Positive university campaign through Oxford University.
- The Restoration Sea Capital Facility is involved with climate finance for developing countries; if you know anyone, please recommend them.
- When active on social media, please use the hashtag #GenerationRestoration so people globally can see they are not working alone.

## Participants

Richard Aylard	Sustainability Director, Thames Water Utilities Limited
Jyoti Banerjee	Co-founder, North Star Transition
Ruth Barden	Director of Environmental Solutions, Wessex Water Services Ltd
Patrick Begg	Outdoors and Natural Resources Director, National Trust
Craig Bennett	Chief Executive, The Wildlife Trusts
Holly Berry	Young Leader, Ethos Wilder
Lucy Butt	Geospatial Analyst, Atkins
Dr Richard Byrne	Senior Lecturer (Land Management), Harper Adams University
Amanda Campbell	Head of Net Zero, Satellite Applications Catapult
Geoff Carss	Co-founder, Ethos Wilder
Tim Christophersen	Head, Nature for Climate Branch, United Nations Environment Programme (UNEP)
James Clare	Director Climate Change and Sustainability, Ministry of Defence
Jane Davidson	Patron, CIEEM
John Davies	National Farmers Union (NFU)
Anwen Davis	GIS Analyst, Atkins - SNC Lavalin

Ivan de Klee	Natural Capital Consultant, Nattergal Ltd
Adrian Dolby	Head of Agriculture, Buccleuch Astanor Ventures
Mark Drewell	CEO and Co-founder, New Foundation Farms
Richard Dunne	Director, The Harmony Project
David Eccles	Bristol Airport
Professor Steve Evans	Professor, University of Cambridge, Centre for Industrial Sustainability
Ellie Ewart	Freelance designer / outdoor instructor / environmental education developer
Dr Pete Falloon	Met Office Climate Service Lead – Food, Farming & Natural Environment, Met Office
Dr David Gasca	Principal Hydrologist, Atkins
Ben Hart	Carbon and Biodiversity Accounting Consultant, Bunloit Rewilding / Nattergal
Jon Hollis	Natural Flood Management Senior Advisor, Environment Agency
Dr Matthew Howard	Head of Healthcare Data Science, Amazon Web Services
Marcus Huband	Principal Geomorphologist, Atkins
Dr Simon Jackman	Senior Innovation Fellow, University of Oxford
Graydon Jeal	Practice Director, Atkins

Sarah Jennings	Executive Director of Communications, Customer and Commercial, Natural Resources Wales (NRW)
Dr Tony Juniper CBE	Chair, Natural England
Dr Lucy Loveday	GP & Associate Dean, NHS Clinical Entrepreneur Fellow, Health Inequalities Fellow, Acumen Fellow (UK 2021), Movement & The Mind ®
Henry Marriner	Leadership, Ex-Lieutenant - Mine Clearance Diving Branch Royal Navy, TYF Group
Manu Maunganidze	Director of NYCE and GGC; Inclusion Consultant, NYCE and Global Goals Centre
Liam McAleese	Director, Esmée Fairbairn Foundation
Elsbeth McIntyre	Senior Geospatial Consultant, Atkins
Mark McKenna MBE	Co-founder & CEO, Down to Earth
Mike McNicholas	Managing Director, Infrastructure, Atkins (Member of the SNC-Lavalin Group)
Zoe Metcalfe	Client Director, Local and Central Government UK, Atkins
Andy Middleton	Chief Exploration Officer, The TYF Group
Tara Moloney	Project Coordinator, SNC-Lavalin
Paul Morgalla	Principal Consultant, Atkins
Dr Justin Morris	Chief Executive, Bristol Zoological Society

Sarah Mukherjee MBE	CEO, IEMA
Professor Michael Obersteiner	Director, Environmental Change Institute, University of Oxford
Jo O'Hara	Managing Director, FutureArk Ltd
Maddie Phillips	Graduate Geospatial Analyst, Atkins
Richard Pullen	Head of National Biodiversity Policy, Defra
Archie Ruggles-Brise	Partner, Spains Hall Estate
Katharine Scarfe-Beckett	Freelance Writer / Editor (Rapporteur)
Lisa Sensier	Development Manager, National Parks Partnerships
Liz Smart	Care Consultant, NHSE
Dr Georgie Sowman	Doctor, NHS, OHIaD and Healthcare Ocean
Dr Neil Strong	Biodiversity Strategy Manager, Network Rail
Stan Townsend	Climate Finance Negotiator, Cabinet Office  Head of Sustainability, Pedal Progression
John Vesey	Business Manager – Health, Wellbeing & Emergency Services, Satellite Applications Catapult
Dr Kate Vincent	Associate Director, Ecology, Atkins

Victoria Vyvyan	Deputy President, Country Land and Business Association (CLA)
Maj Gen Bobby Walton-Knight CBE	Director Strategy and Plans, Defence Infrastructure Organisation (DIO), Ministry of Defence
Claire Wansbury	Associate Director, Ecology, Atkins
Faith Ward	Chief Responsible Investment Officer, Brunel Pension Partnership
Daniel Waterhouse	Partner, Balderton Capital
Louise Wilson	Co-founder and joint MD, Abundance Investment
Nick Wise	CEO, OceanMind
Chris Woodfield	Sustainability and Impact Coordinator, TYF Adventure  Knowledge Exchange Officer, University of Plymouth / Low Carbon Devon

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