

Making Decisions as if Nature Mattered



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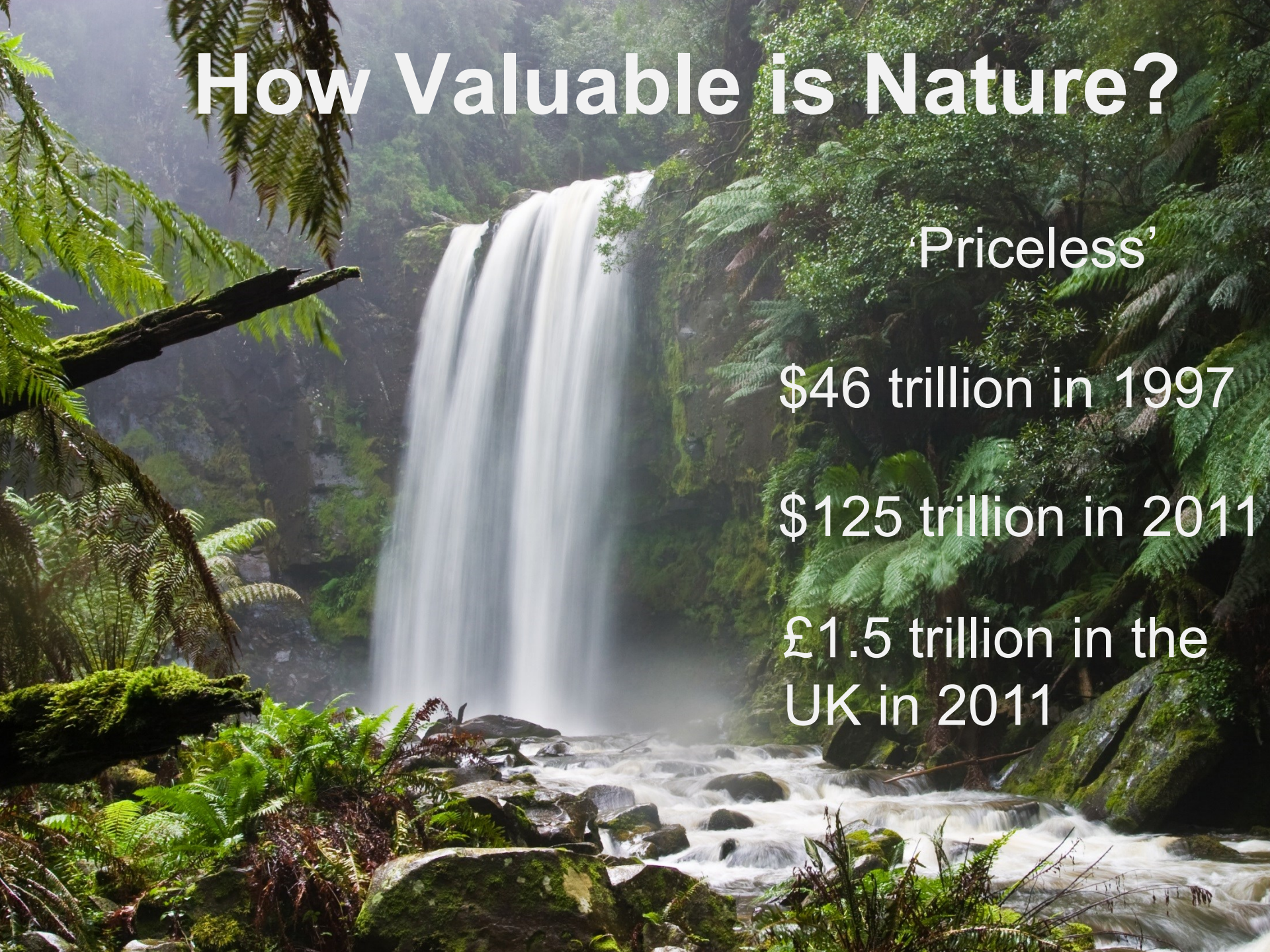
How Valuable is Nature?

'Priceless'

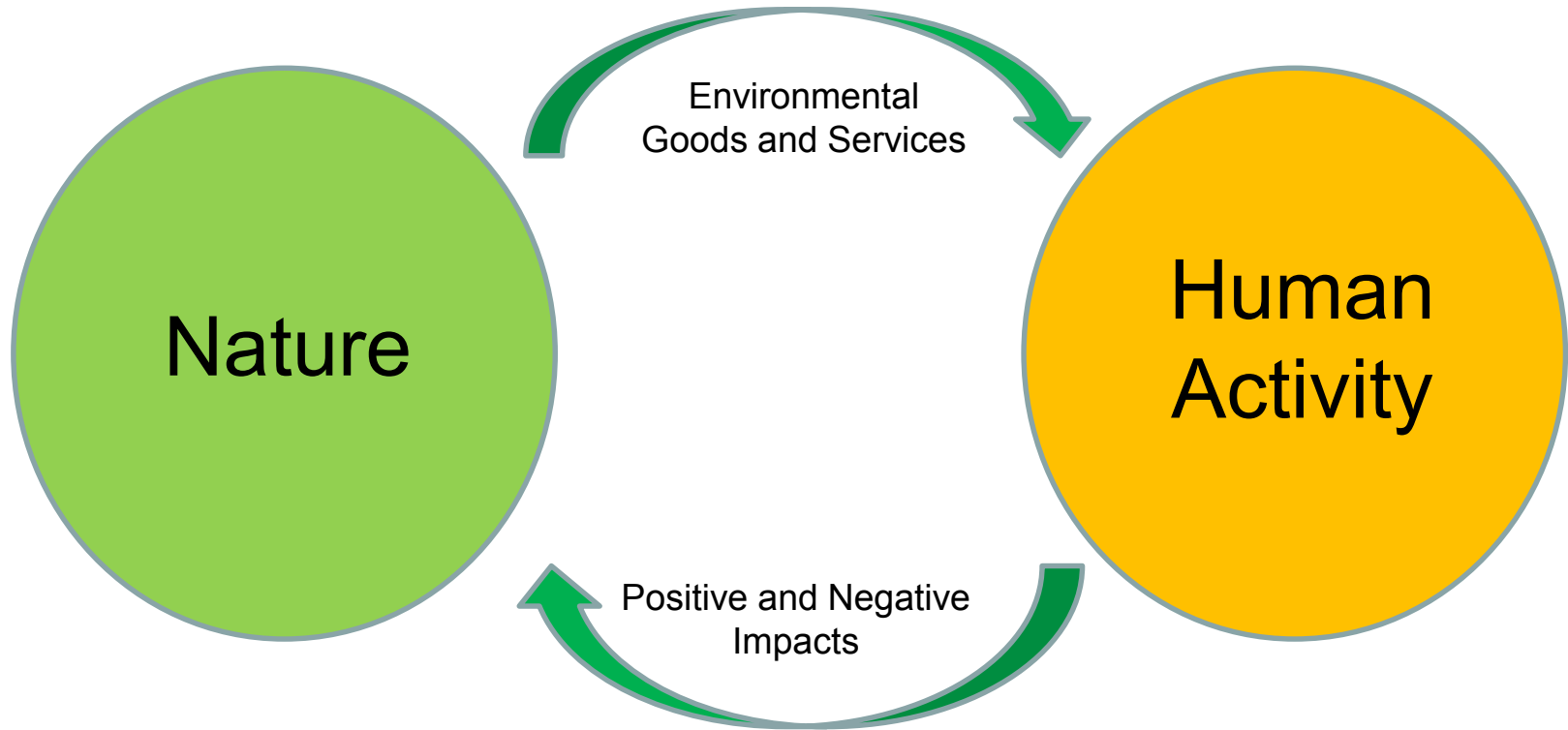
\$46 trillion in 1997

\$125 trillion in 2011

£1.5 trillion in the
UK in 2011



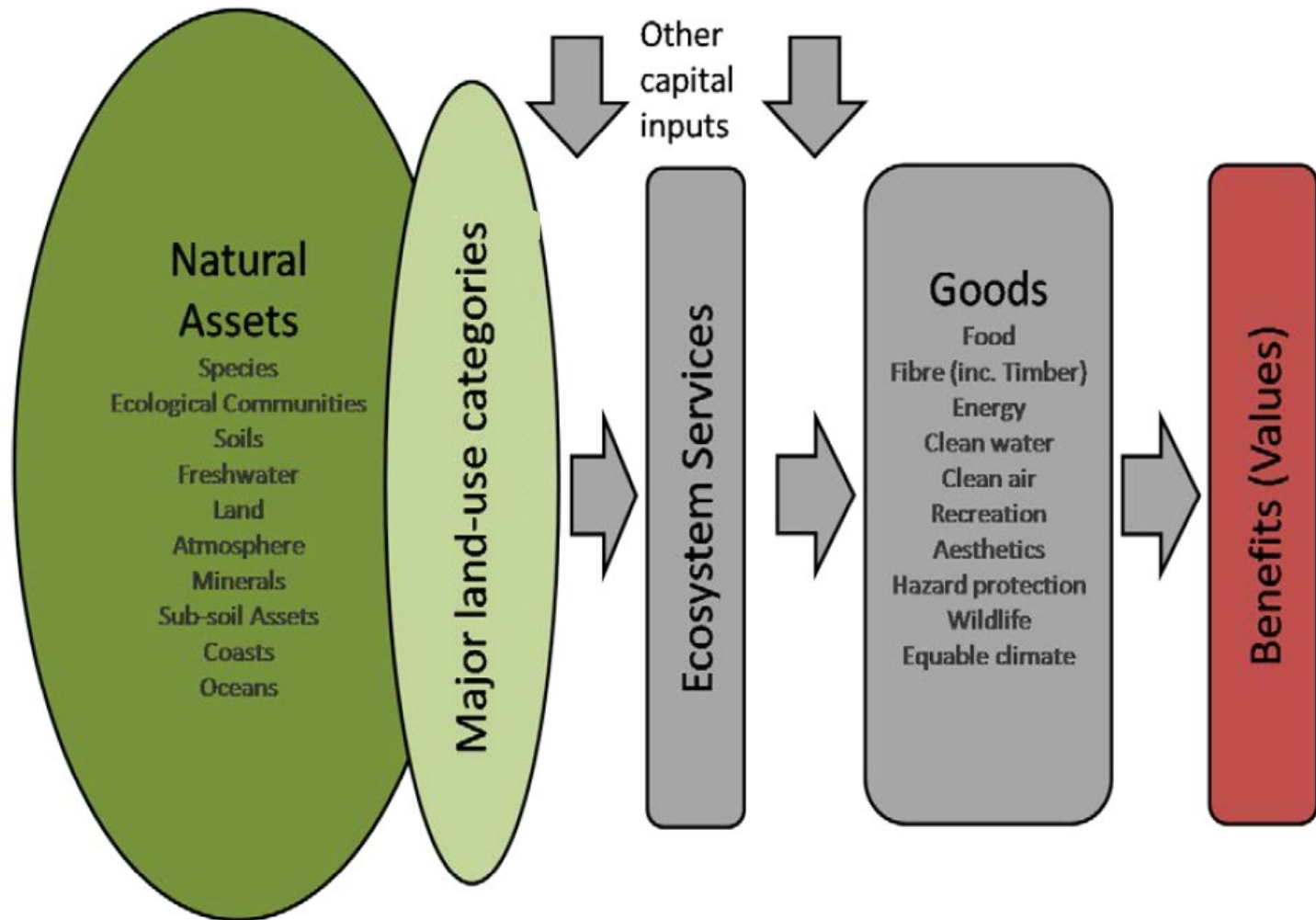
Why Value Nature?



Why Value Nature?



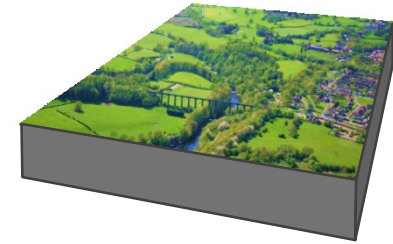
How Can You Value Nature?



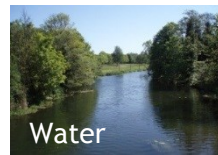
Types of Ecosystem Services



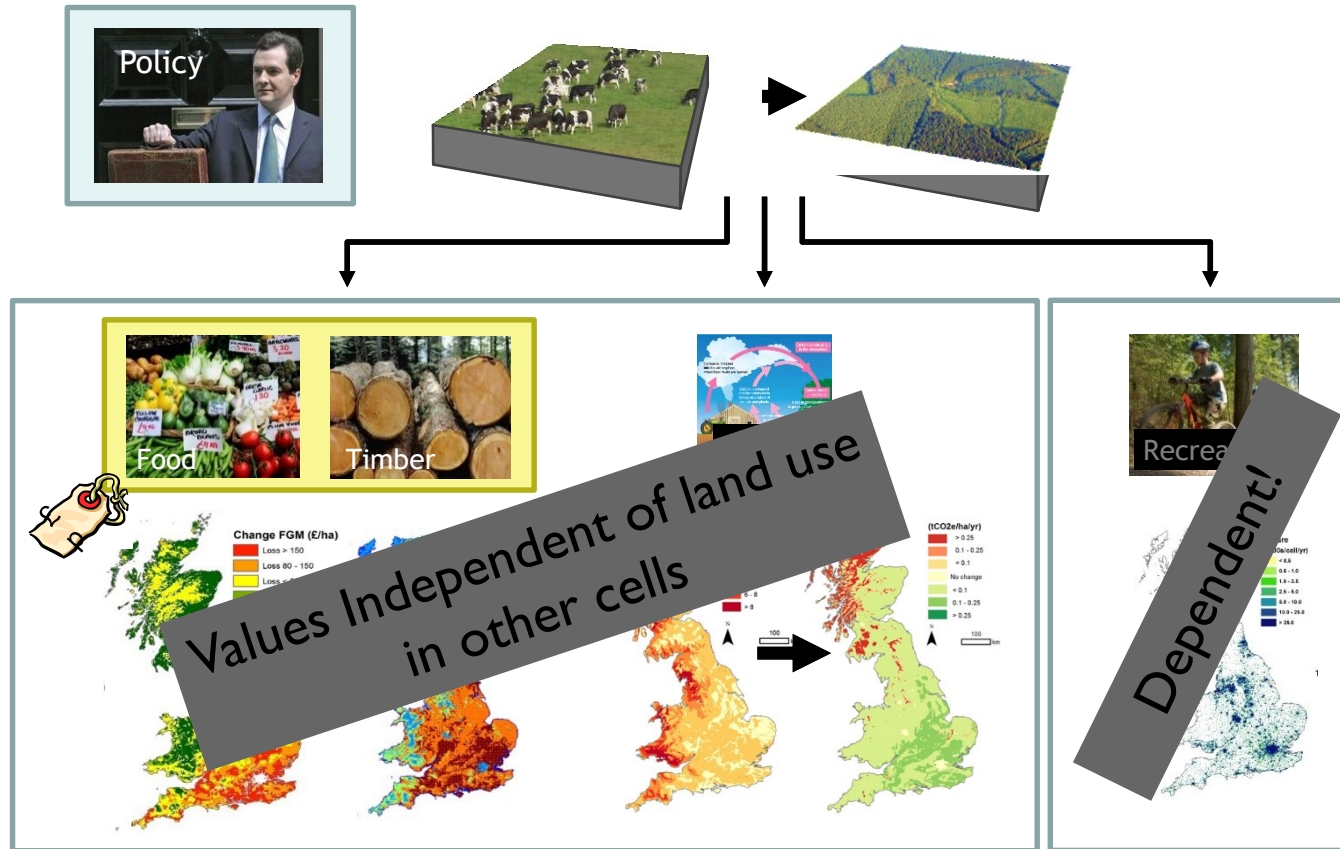
Valuing Land Use Change



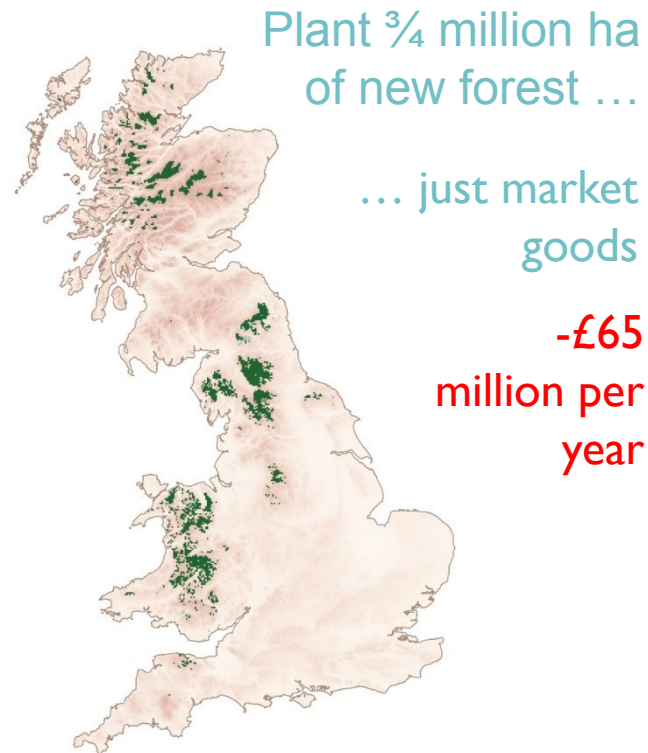
The Research Question



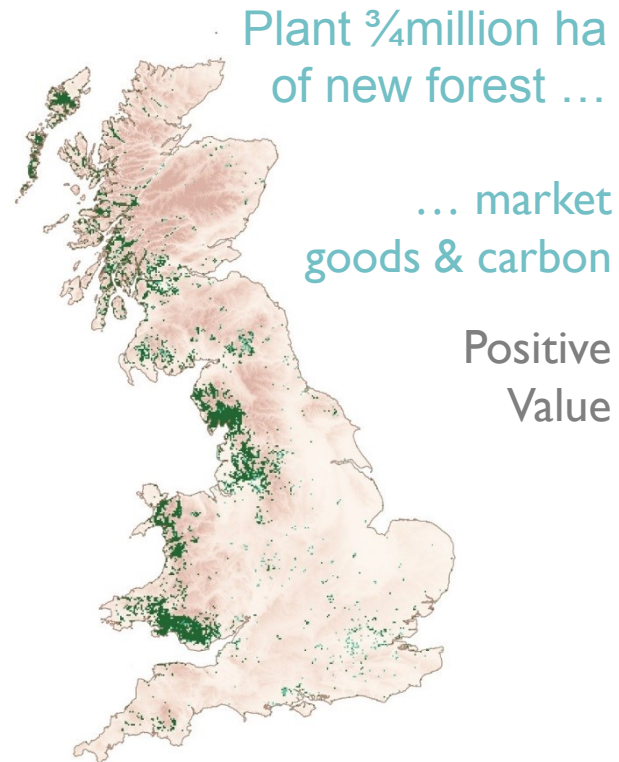
Policy Appraisal



Farming vs Forestry



... and Carbon ?



... and Recreation?



Plant $\frac{3}{4}$ million ha
of new forest ...

... market
goods & carbon
& recreation

+£546
million per
year



The ADVENT Project

