



# VALUING NATURE

## Understanding the potential for private sector investment in natural capital - lessons from the Spey catchment

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# How to increase and diversify investments in natural capital?



**Private**

**Public**



A scenic landscape featuring a winding river through lush green fields under a dramatic, cloudy sky. The sun is breaking through the clouds, creating a bright glow. The foreground shows rolling hills and trees.

# Research questions

How do businesses currently invest in the Spey landscape?

What motivates and hinders businesses to invest in the Spey landscape?

Is there potential for coordinated business investments in the Spey?

# Four main steps



# Main finding 1

Businesses recognise the importance of natural capital to their business success, but this does not currently translate into significant investment

# Recognition of natural capital



Family heritage

Local produce

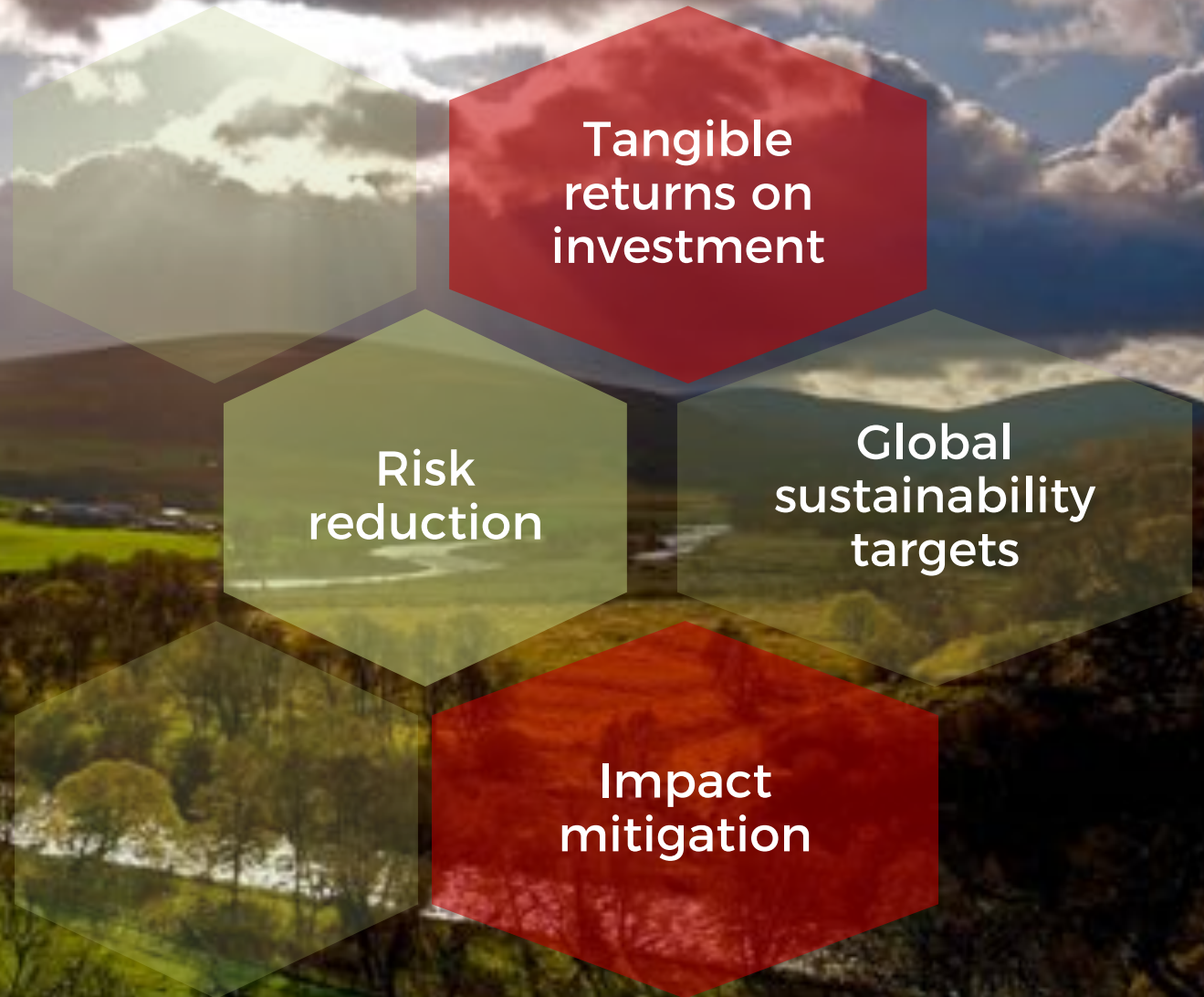
Sense of place



Experiences

Aesthetics

# Barriers to investment

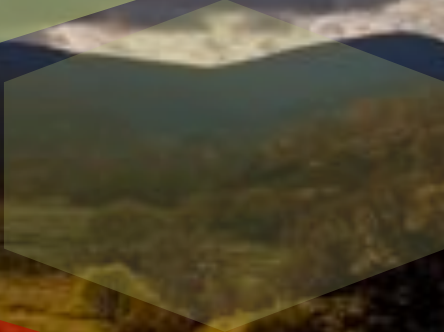


# Drivers of small-scale investment



Sustainability-oriented brands

Responsibility and reputation



Limited environmental impact



# Main finding 2

Businesses are interested in diversifying and increasing their investments in the environment, but find it difficult to identify tangible returns on investment

# Main finding 3

There is broad support for increasing coordination of investment through an independent business-led intermediary

# Main finding 4

Two potential business models for coordinated business investment were identified: a levy model and a project based model

# Levy model



The levy model: Businesses contributing a levy towards projects in the catchment

# Project based model



A scenic landscape featuring a river winding through green fields under a dramatic, cloudy sky. The sun is breaking through the clouds, creating a bright glow. The foreground shows a river with some rocks, surrounded by lush greenery and trees. The background consists of rolling hills and a distant horizon.

## Main finding 5

Government and public sector support are essential to increase investment



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**Thank you!**

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