



# VALUING NATURE

Designing and economic model for  
investments in landscape assets using  
the Landscape Enterprise Networks  
approach

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# Who am I ?

- PhD in environmental economics from the University of Edinburgh
- Home organisation: Scotland's Rural College
- Host organisation(s): Nestle UK and 3Keel LLP



# What is the objectives of my placement ?

- 1) design the economic model/matrix to enable LENS transactions for landscape function to take place
- 2) develop a simple and operational platform for aggregation of demand
- 3) test the model and platform with 'real life' beneficiaries

# What is Landscape Enterprise Networks (LENs) ?

- LENs is a regionally focused approach, which harnesses commercial interest in how landscapes function
- Developed by 3keel in response to needs of
  - 1) private sector clients
  - 2) policy and NGO clients



# Components of LENSs approach

## 1) Opportunity Analysis

- Systematic review of businesses and their needs
- GIS work on landscape assets

## 2) Coalition-building and practical action



# Components of LENs (1): Matrix for systematic characterisation of demand

## BENEFICIARIES

Organisations that are dependent on the landscape. This is the 'market'.



FOOD PROCESSOR



INSURANCE COMPANY



DEVELOPER



RETAILER



WATER COMPANY



TECH SECTOR



TOURISM

## FUNCTIONS

The outcomes that beneficiaries depend on from the landscape in order to be able to operate their businesses. These are a subset of ecosystem services, in that they are limited to functions in which beneficiaries have sufficient commercial interest to make financial investments in order to secure them.



LIVESTOCK



WATER QUALITY



FLOOD RISK MITIGATION



LANDSCAPE QUALITY



ENERGY PRODUCTION



RECREATION



VEGETABLE PRODUCTION

## ASSETS

The features and characteristics in a landscape that underpin the delivery of those functions. These are like natural capital, only no value is assigned to them beyond the price beneficiaries are willing to pay to secure the landscape functions that the Natural Asset underpins.



FARM VIABILITY



GREEN SPACE



SOILS



WATER



TREE COVER



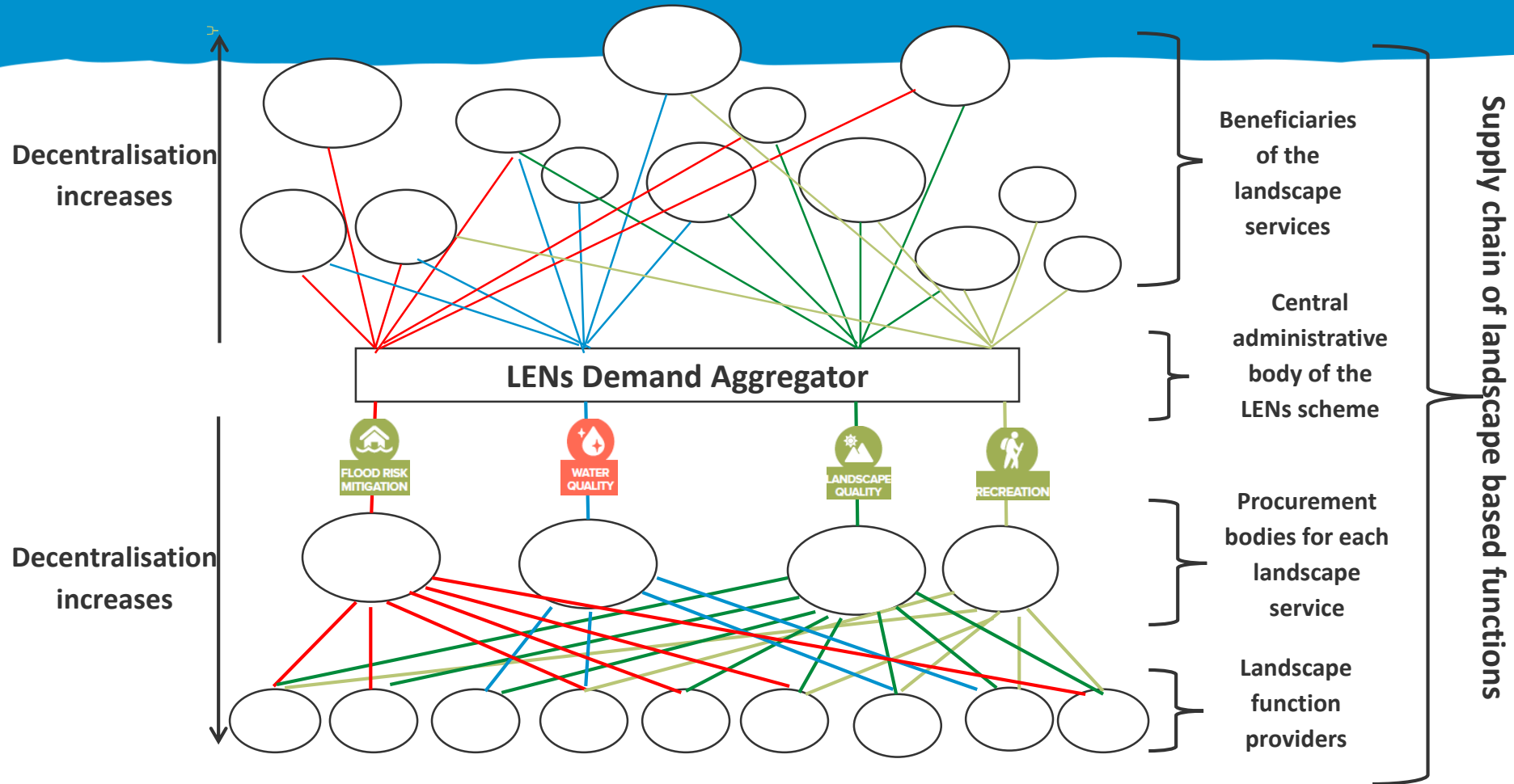
PROPERTY



NATURAL HABITATS



# Components of LENs (2) : Governance structure of natural capital based supply chains

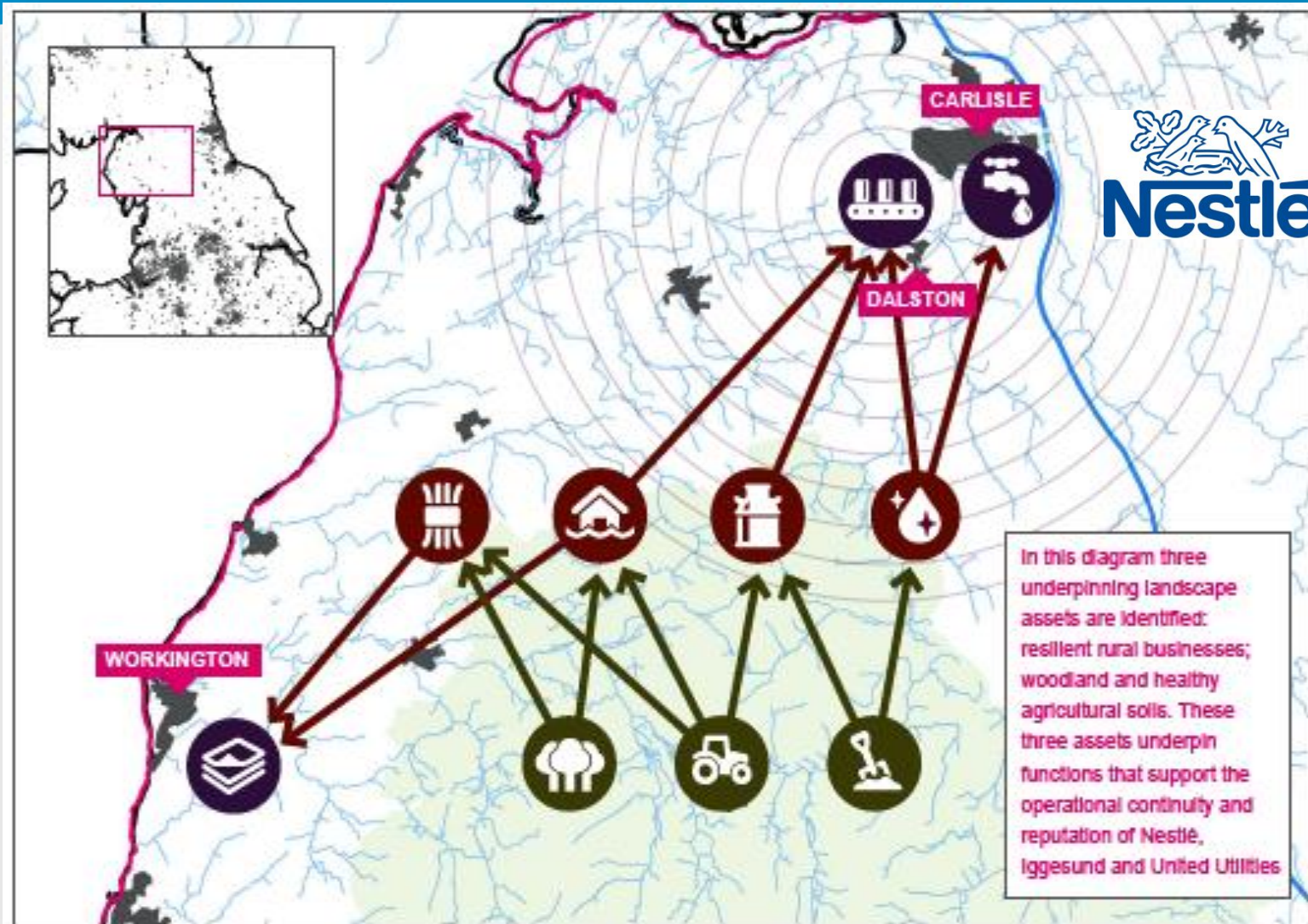


# Timeframe and deliverables

Date	Milestones/Deliverables
<b>November 2017</b>	Review of existing LENS data and literature and identification of key beneficiaries Expand on the current design of the LENS framework to isolate the benefit from each function and the scope of benefit derived by each beneficiary
<b>December 2017</b>	Identification of extended beneficiaries, bringing together mutually beneficial business clusters investing to protect the natural assets in case study areas Mapping landscape functions each depend on and their approximate boundaries - Draft a publication on matrix for systematic characterisation of demand
<b>January 2018</b>	Identification of opportunities to improve natural habitats, rural economy and livelihoods in the case study areas - Draft a publication on governance of landscape function supply chains
<b>February 2018</b>	Look into current subsidy and grant landscape - Draft a concept note on how the future subsidies and grants from the public sector could be integrated into LENS approach



# Case Study (1): Cumbria



  
**Nestlé 3keel**

# Case Study (2): East Anglia

