

## Resilience through the Nature-Based Economy

In a structured workshop, inviting local businesses to identify the opportunities and challenges for them working in collaboration with our nature-recovery programme, we asked the question;

**Businesses are changing practice to meet net-zero targets. How can we connect this innovation to our work for landscape-scale nature recovery?**

### *Time & Date*

Tuesday 28<sup>th</sup> March 2023, 10am – 2pm

### *Location*

Agricultural Business Centre, Bakewell

### *Attendees*

Abigail Phillips	Start Up Adviser Manager, East Midlands Chamber
Alex Gill	Warden, Longnor Wood Holiday Park
Andrew Stanley	Product Manager, Codel International
Catharine Oldfield	Warden, Longnor Wood Holiday Park
Chris Sansom	Professor and Head of Zero Carbon Theme, University of Derby
Dave Savage	Landscape Recovery Manager (Dark and White Peak), Derbyshire Wildlife Trust
David Elliott	Associate Professor of Microbial Ecology, University of Derby
Emily Patrick	Business Partnership Lead, Nottinghamshire Wildlife Trust
Hollie Fisher	Senior Nature Recovery Advisor, Derbyshire Wildlife Trust
Ian Bates	Policy and Representation Manager, East Midlands Chamber
Ian Rotherham	Professor, Sheffield Hallam University
Kirsten Lees	Academic, University of Derby
Janene Haywood	Community Engagement Project Delivery Officer, Futures Housing Group
Martin Davies	Facilitator, Parides Ecological and Training Consultancy
Matt Buckler	Director of Natural Solutions, Derbyshire Wildlife Trust
Paul Francis	Business Development Manager, Jarvale Construction Ltd.
Paul Hodges	Corporate Partnerships Officer, Derbyshire Wildlife Trust
Polina Baranova	Senior Lecturer in Strategic Management, University of Derby
Rachel Bennet	Head of Landscape Recovery, Derbyshire Wildlife Trust
Rob Barlow	Managing Director, TDP Ltd
Rob Hockney	Retired, Rewilding the Square House
Ruth Pilbeam	Rewilding Projects Officer, Derbyshire Wildlife Trust
Sarah Watson	Homemaker, Representing myself

## **Introduction**

The workshop was a research and engagement tool employed by Derbyshire Wildlife Trust (DWT) staff during the development of its Wild Peak programme. This report will publish and discuss the outcomes of the event, including its perceived value to the attendees and to the future development of the programme.

Wild Peak is an ambitious rewilding initiative based in the Peak District that is working in close partnership with landowners, businesses and local communities to inspire and implement a landscape-scale, nature-led approach to Nature's Recovery, funded by a regional transition to a nature-based economy.

Changes in legislation, combined with growing moral and corporate social responsibilities, are driving a new and expanding markets, focused on the delivery of nature-based products such as carbon offsetting and other ecosystem services. This makes businesses a key stakeholder in the Wild Peak programme, and the priority to support in the transition to a nature-based economy.

Initial communications with local businesses and representative boards, including East Midlands Chamber (EMC) and the University of Derby Business School (UoD BS), highlighted the lack of awareness regarding nature-based solutions for businesses. Direct consultation with businesses was identified as key to the success of future engagement.

A structured workshop was identified as a useful engagement tool for introducing the concept of the nature-based economy, and then capturing opinions, interest and concern on a level playing field. The intention was to identify the issues faced by individual businesses and to avoid generalising such a diverse cohort or focussing on narratives perpetuated by organisations with vested interests.

## Workshop Method

The assembly was run by an experienced facilitator with a background in conservation project development, Martin Davies of Parides Ecological and Training Consultancy. The venue was selected as a central location and a hub for local businesses, with refreshments provided throughout the session, including a buffet lunch.

The workshop was advertised on the EMC events page, and coordinated with their advice. Invitations were distributed externally via the EMC, DWT and UoD BS newsletters, as well as on EMC and DWT social media platforms. Spoken introductions and invitations were also given at EMC 'Peak and Dales Manufacturing Network', and UoD BS 'Reducing your carbon footprint' events, and through individual contact with DWT corporate contacts.

The event began with refreshments, then the attendees were seated conference style, and the workshop progressed as follows;

- Ruth Pilbeam gave a 5 minute introduction to the workshop and facilitator
- Martin Davies gave a 5 minute introduction to the structure of the workshop including a task to write a reason nature inspires us on a card
- Ruth gave a 10 minute introduction to the Wild Peak Programme goals, and the opportunities for a nature-based economy including emerging green finance
- Dave Savage gave a 5 minute overview of opportunities through nature-based tourism
- All attendees read out their nature-inspiration cards
- Attendees were then asked to write cards answering the question 'What is preventing or holding back progress towards sustainability goals'
- Cards were read aloud, stuck on a wall and discussed
- Attendees were then asked to write cards answering the question 'What would help (you) to take advantage of new opportunities (regarding emerging green finance and nature-based tourism opportunities)
- Cards were read aloud, stuck on a wall and documented (Appendix 1.a,b,c)
- The workshop took a 30 minute break for lunch
- A wider discussion was held regarding the role Wild Peak could play supporting businesses to challenge barriers and take advantage of opportunities in pursuit of their sustainability goals, with all points recorded on cards
- Cards were read aloud, stuck on a wall and documented (Appendix 2)
- A final task asked attendees 'What do you want the Wild Peak of the future to look like'
- Cards were read aloud, stuck on a wall and documented (Appendix 3)
- The session closed with thanks from Martin, Ruth and Dave
- There was an opportunity for further networking before doors closed
- The session notes were collated into resultant responses by Ruth
- The resultant responses were sorted into problem and opportunity trees by Martin, Ruth and Dave (Fig. 1,2)
- This report was published and shared with all attendees for feedback

# Problem Tree

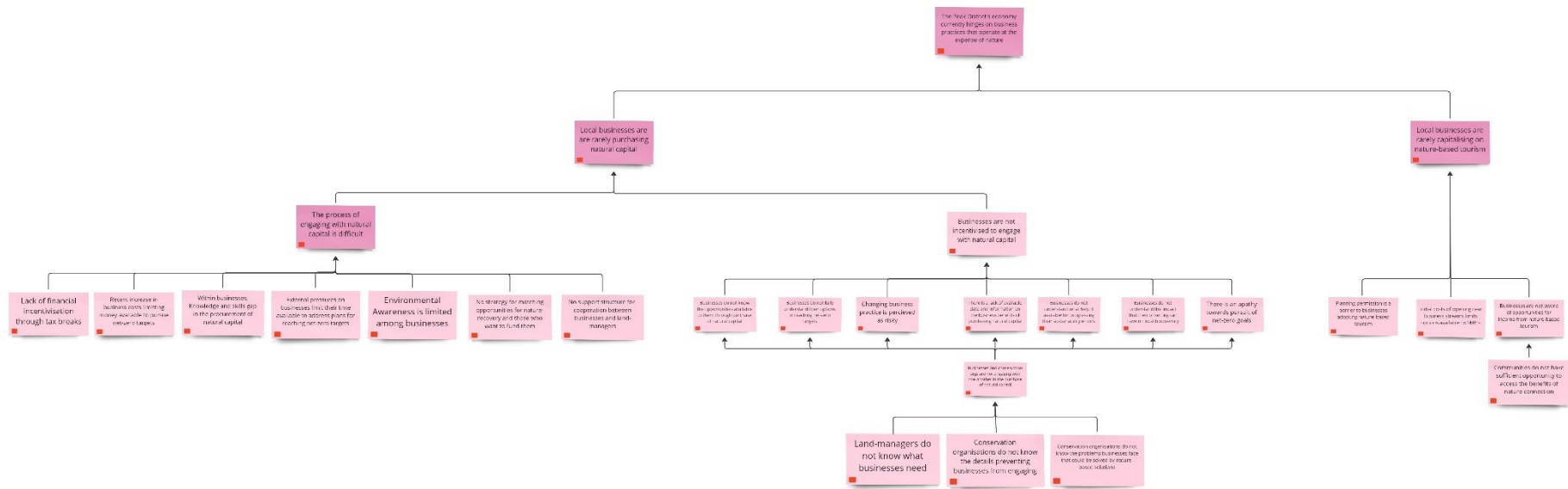


Figure 1. Problem tree exploring barriers to a nature-based economy in Wild Peak



## **Further work**

The resultant problem and opportunity trees have been integrated into a higher level version which will create the basis for the Wild Peak programme strategy. In recognition of stakeholder interest in nature-based solutions, and reliance on financial incentivisation for the delivery of nature recovery, this topic was prioritised for development. A logical framework has been created itemising the activities necessary to deliver a Peak District economy which functions for wildlife and for people. Derbyshire Wildlife Trust have designated six months of officer time to developing this framework into a series of funded projects which can be monitored at a regional level by reporting from third parties including East Midlands Chamber, the Peak District National Park Authority and Derbyshire County Council publications.

In addition, the networking opportunity afforded by this meeting resulted in a joint academic venture between the University of Derby Business School and Derbyshire Wildlife Trust. Pursuing the opportunity identified as 'Data and information on the business benefits of purchasing natural capital is well evidenced and freely available' (Fig.1), a research project has been proposed, exploring the benefits and challenges of engaging with nature-based solutions. The project intends to develop five case studies and undertake three dissemination workshops to showcase and support the engagement with the projects that support nature-recovery in and around the Peak District. Following this research, a place-based approach will be applied in the development of the education approaches that integrate nature thinking in enterprise education.

## **Quotes from attendees**

*'The interactive session was aimed at finding out how we, as local businesses, could become involved in this exciting initiative and help Derbyshire Wildlife Trust with their vision for the project. Exploring these themes was inspiring to better understand how we could interact more with nature to the benefit of the environment, wildlife and people. Ideas included volunteering days for staff, looking at our own environment whether our gardens or the landscape around our offices and factories and also carbon offset. It was highlighted by us and many of the businesses present that carbon offsetting projects are often seen as greenwashing and indeed not good for the environment long term, but where a project can be seen and visited it becomes more viable. As a local business we can have the confidence that if this last option in a nett zero journey is used, we have some control and a direct influence where the carbon credit is being utilised to help protect the Wild Peak.'* Rob Barlow, Managing Director, TDP Ltd.

## **Acknowledgments**

With thanks to the following individuals for their contributions in the delivery of the event and the distribution of invitations;

Ian Bates, East Midlands Chamber

Martin Davies, Parides Ecological and Training Consultancy

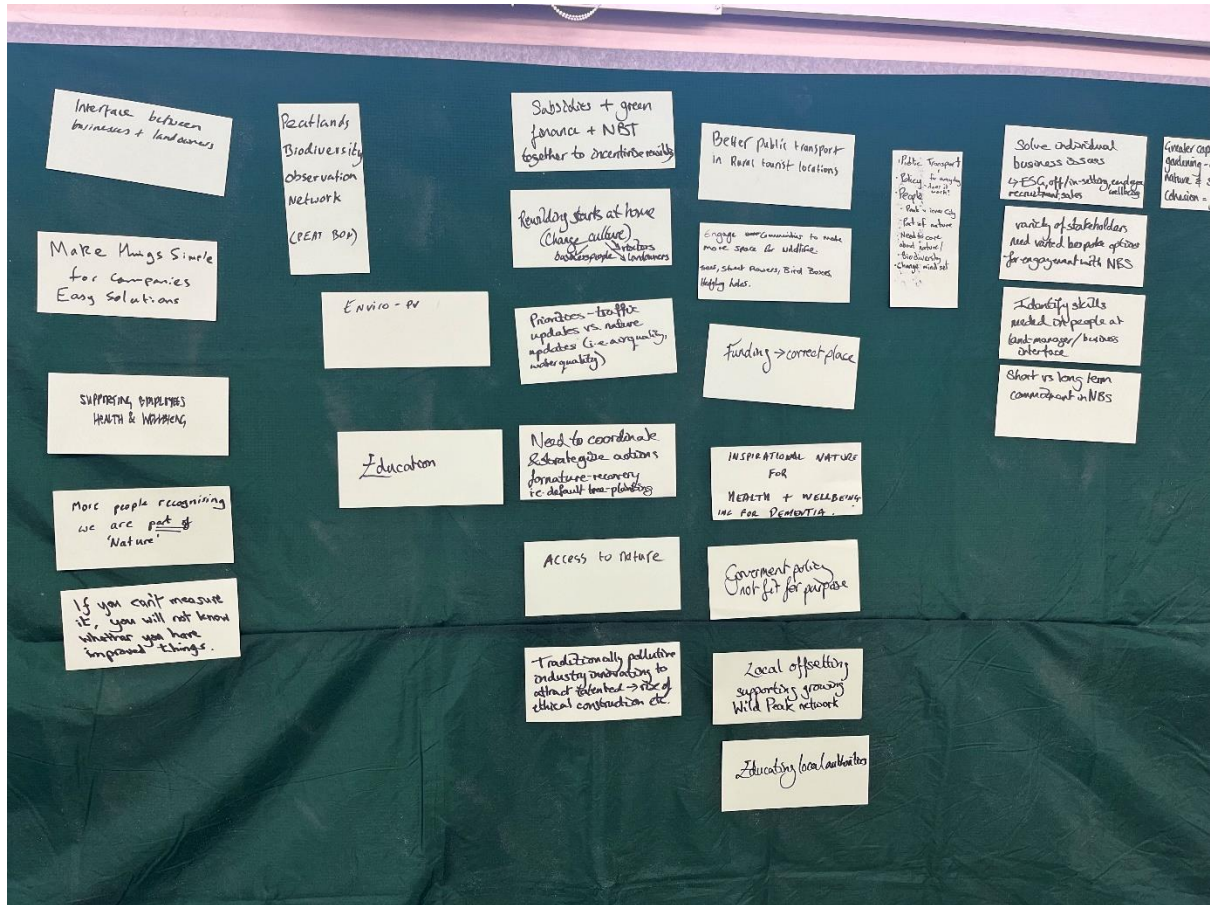
Richard Taylor, The Agricultural Business Centre

Amy Kopyrko, Peak and Dales Manufacturing Network

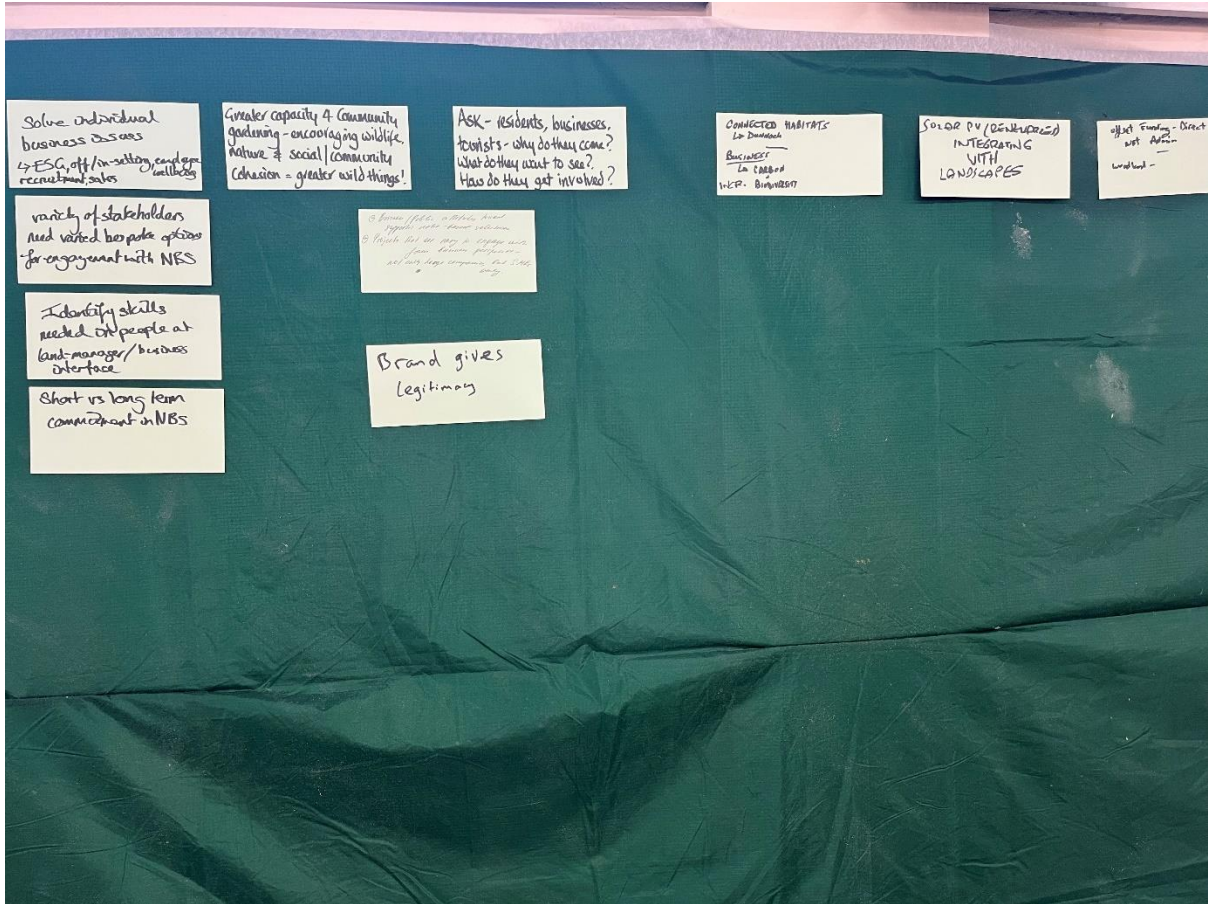
Deborah Rogers, University of Derby

# Appendix

## Appendix 1.a

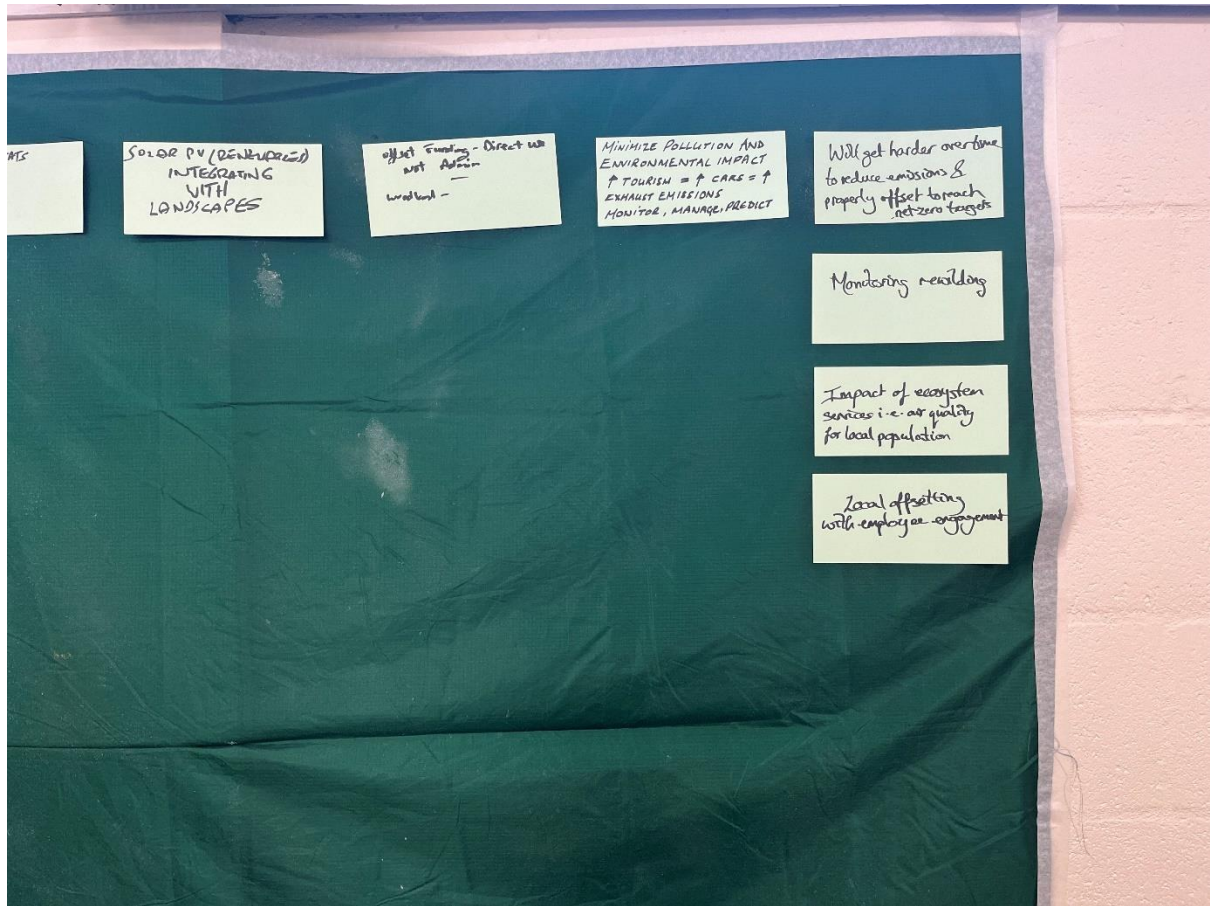


Appendix 1.b





Appendix 1.c



MS

SOLAR PV (RENEWABLE)  
INTEGRATING  
WITH  
LANDSCAPES

offset Funding - Direct use  
not Admin -  
workload -

MINIMIZE POLLUTION AND  
ENVIRONMENTAL IMPACT  
↑ TOURISM = ↑ CARS = ↑  
EXHAUST EMISSIONS  
MONITOR, MANAGE, PREDICT

Will get harder overtime  
to reduce emissions &  
properly offset to reach  
net-zero targets

Monitoring rewilding

Impact of ecosystem  
services i.e. air quality  
for local population

Local offsetting  
with employ or engagement

# Appendix 2

The image shows a green board with handwritten notes organized into two main sections: 'Barriers' and 'Opportunities'. The notes are on various colored sticky papers and include specific details about business challenges and potential solutions.

### Barriers

- What is preventing or holding back progress towards sustainability goals?**
  - TIME**: Lack of coordination and strategy for making opportunities and then do want to buy them.
  - Over-thinking**: Lack of knowledge or info to know how to proceed.
  - Skills**: Lack of expertise in business to know how to make forward / look to commercial or help business.
  - LACK OF DETAIL**: We don't know the problems that people have that we would solve.
  - Cost/Benefit**: MONEY / FUNDING HOVERS MIS-INFOREATION OVER-WHELMING
  - Agency / LACK OF SUPPORT**: SUPPORT STRUCTURE + SKILLS SHORTAGE
  - Lack of land manager engagement (for various reasons - financial, value systems)**: Planning Permission (Red tape)
  - What do business need and is preventing them being more involved in conservation?**: Organisation / Co-operation [Lack of]

### Opportunities

- What would help to take advantage of new opportunities?**
  - Influence of kits**
  - Customer Perception**
  - Re-plant the white Peak**
  - Tourist INFO - Inspiration**
  - Small PROGRESS BUSINESS ESG INITIATIVES**
  - Park & Ride tourism - market bus routes & train line**
  - Engage with businesses**
  - Engage with policy**
  - Engage with University / College / schools**

### Education - Social Media

- EDUCATION CAPTURE INTEREST WITH YOUNG**
- PEAK BOGS + NEW MESSAGES / PICTURES WITH RE-COMM MESSAGES**
- Community interest & appetite to be involved.**
- Lots of Volunteers / Support for ideas**
- Corporate initiatives**
- ESG Programs for ecosystem services**
- More on large number of opportunities**

**Additional notes:**  
 - **Coordinated Strategy and Shared goal.**  
 - **Policy & a community spirit funded by to engender change - Coordination**  
 - **Barriers**  
 - **What is preventing or holding back progress towards sustainability goals?**

# Appendix 3

