



VALUING NATURE

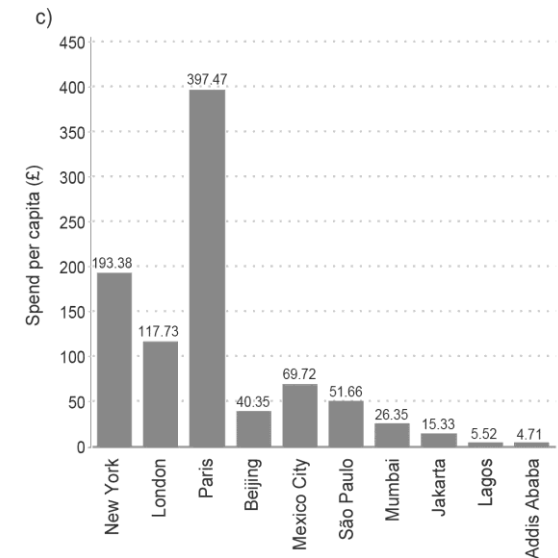
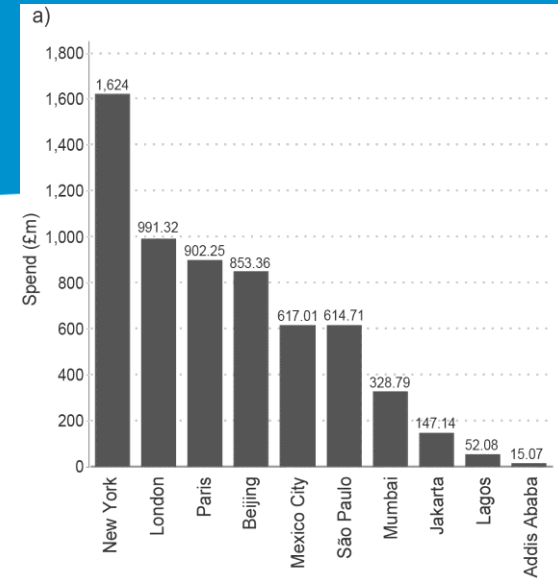
Re-defining and measuring the global green economy

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My Research Area

- Green Economy is an important concept for sustainable development and climate action
- There are different definitions, that overlap but also have tensions
- Measurement is key
- National statistics does not currently deliver comparable statistics
- Using 'transactional' data for country-by-country measurement
- Based on a new globally relevant definition
- Exploring that measurement to understand global green economy



Why did I want to attend the Business Impact School?

- To understand how my global green economy research could be relevant to businesses
- To understand how businesses obtain data and make decisions so I can tailor my research to address their needs and thus increase its impact.
- To generate new ideas, synergies and collaborations with other attendees and presenters.
- To understand how ecosystem data and my economic data could be combined.

What are the major opportunities and/or challenges for my research for businesses?

- Provides data that isn't available elsewhere
- Suggest evidence for;
 - where opportunities are
 - global production trends
 - how policies are shaping economies
- Can provide valuable data to measure the SDGs
- Can explore links between: green economy, natural capital and the environment