

# Natural Assets Research & Innovation Platform and Agenda in Support of UK Business & Policy – Pledge Form

The Valuing Nature Programme has worked with business over the last 2 years, funded by the Natural Environment Research Council, to develop a Natural Assets Research and Innovation Agenda in Support of Business and Policy. This has involved:

Based on this work, the Valuing Nature Programme has submitted a Case to NERC, within the context of the NERC [Call for Ideas for potential Strategic Priorities Fund \(SPF\) programmes](#), for an investment of £100m+ in a new ***Natural Assets Research & Innovation Platform and Agenda in Support of UK Business & Policy***.

The idea is now under consideration by NERC, who may work it up to a potential bid to the SPF and/or consider other possible funding modes.

At this stage, we are seeking further support from the business community (and other organisations) through the following pledge form. Please sign this pledge form and help us by promoting signature by relevant business and other contacts in your network. [You can view the list of signatories here](#).

Thank you.

**Guy Duke, Business Champion**  
**Peter Young, Chair Business Interest Group**