



# Natural Flood Management and Market Led Approaches

James Peacock, Product Manager

19th November 2019

# The internet has changed markets



Second hand goods



Transport



Holiday rentals



Takeaways

**But what about a market  
for the environment?**

# Environmental Spending

Something needs to change

£13bn

spent on the environment  
in England alone

50

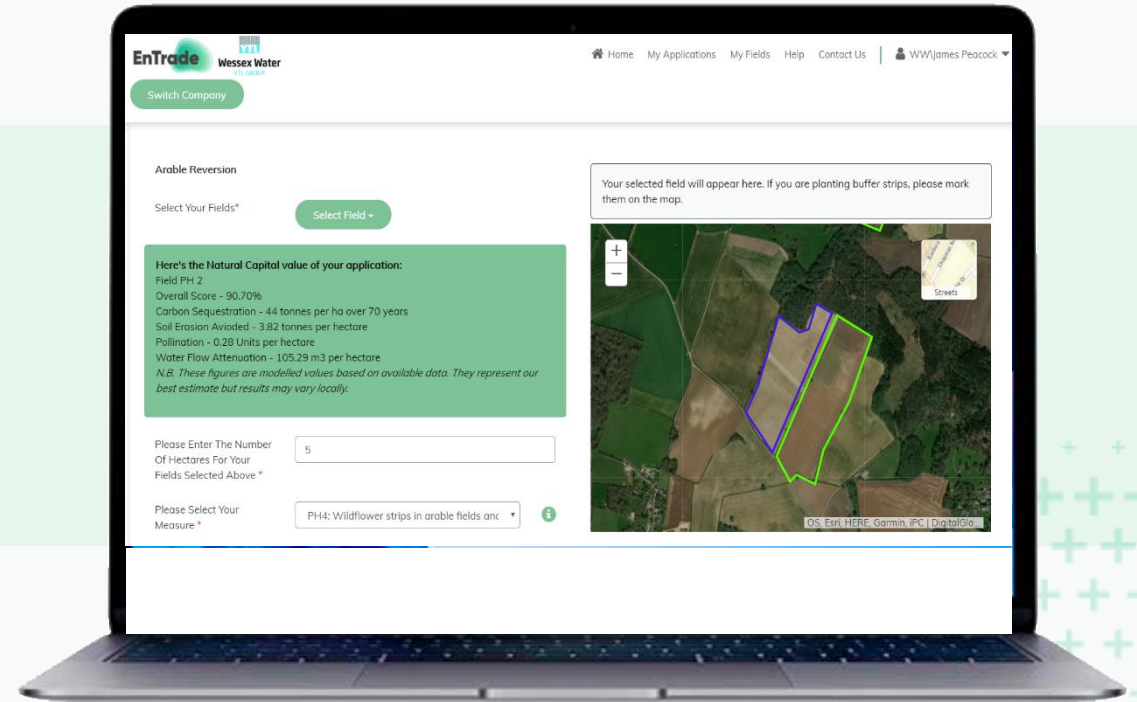
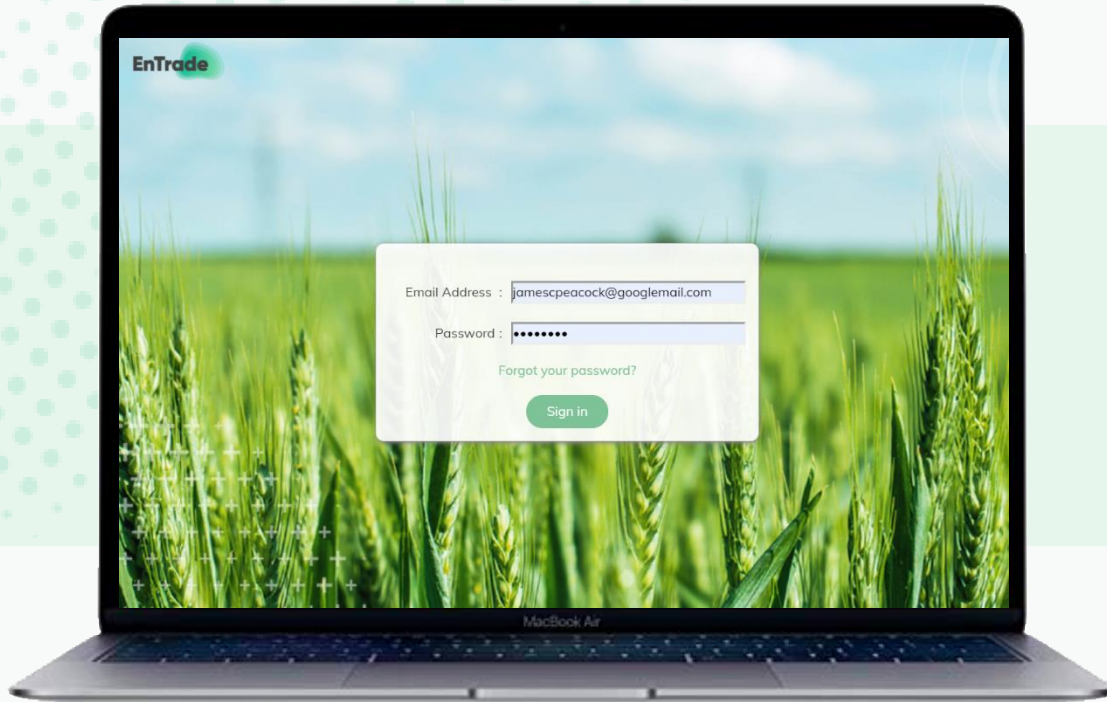
different organisations  
responsible for spending

# The current model

- Regulation-based
- Top-down
- Complicated
- Unresponsive
- Bureaucratic



# The EnTrade platform





# Natural Flood Management

## Wiltshire 2019

- 49 applications totalling £118k
- 133 mitigations across 27 measure types
- Across 5800 hectares

**19.9<sub>ha</sub>** **1.86<sub>k</sub>**

arable reversion  
buffer strips and  
woodland

water-course  
fencing and  
hedgerows

**268<sub>ha</sub>**

compaction  
alleviation

**915<sub>m</sub>**

farm track  
improvements

**69<sub>ha</sub>**

cover  
cropping

**28**

field and yard  
infrastructure  
options

**We create markets for farmers and land managers to sell environmental measures to businesses.**

- Water
- Transport
- Energy
- Manufacturing
- Construction



# Four essential elements for a successful market



**Markets**



**Science**



**Tech**



**Farming**

# Four requirements for successful markets

Design a market that enables you to  
achieve your objectives fairly and  
efficiently

Understand environmental  
objectives and how best to  
achieve them

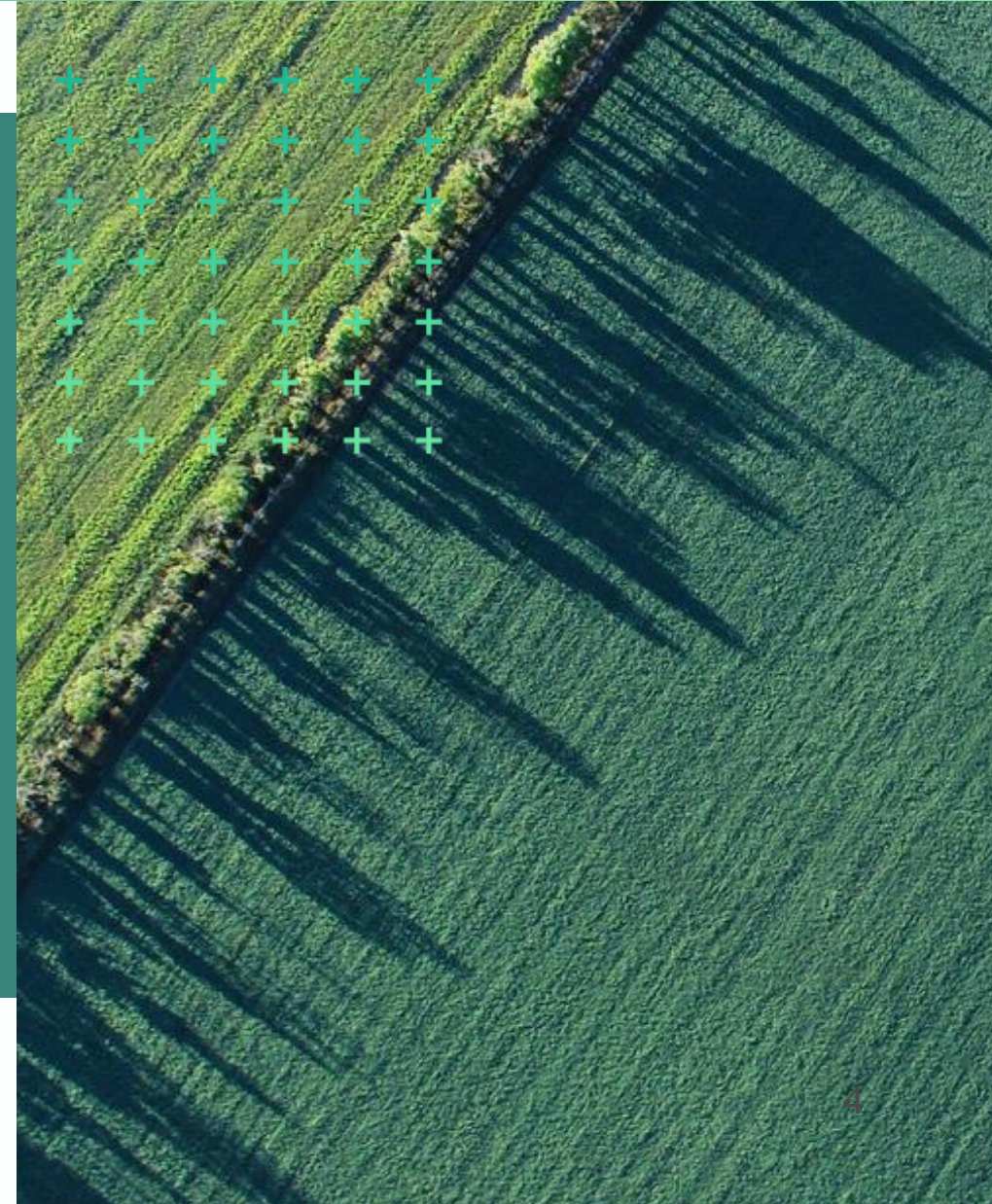


Turnkey solution for  
implementation, management,  
verification and fulfillment

Expert support in building and maintaining  
mutually advantageous relationships

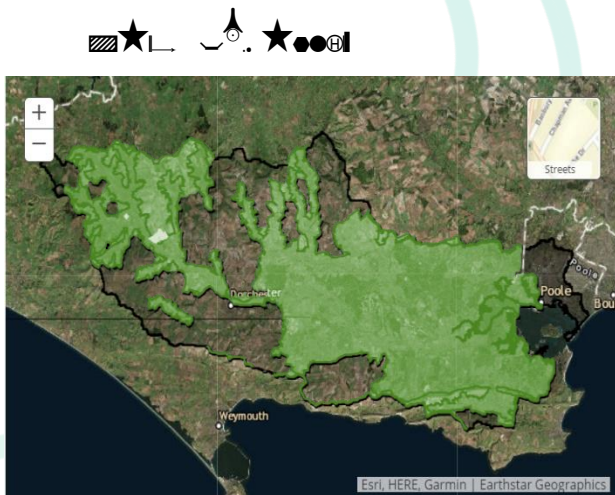
# Environmental benefits

- Carbon Offsetting
- Catchment Nutrient Balancing (CNB)
- Nutrient/Nitrogen Neutrality
- Source Protection
- Net Biodiversity Gain (NBG)
- Carbon Farming (sequestration)
- River restoration
- Rewilding

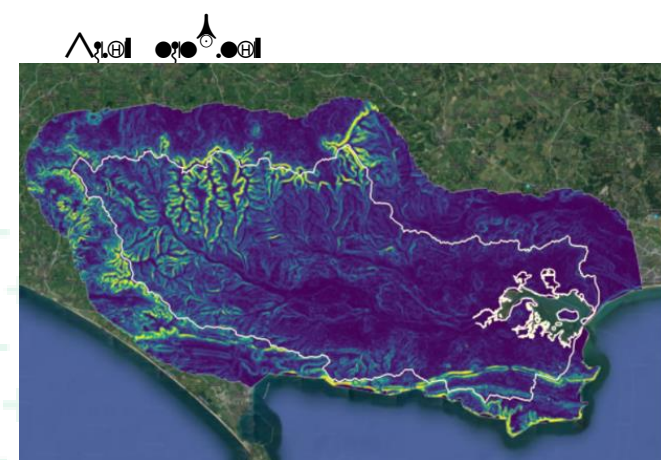
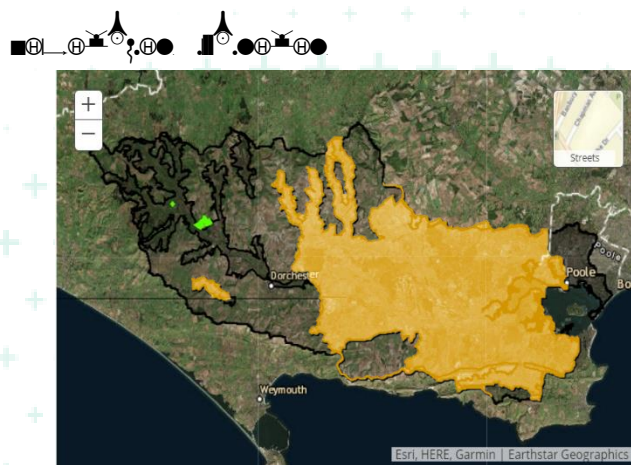
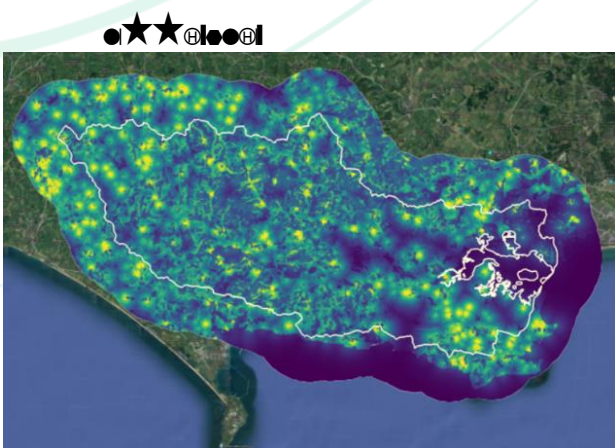
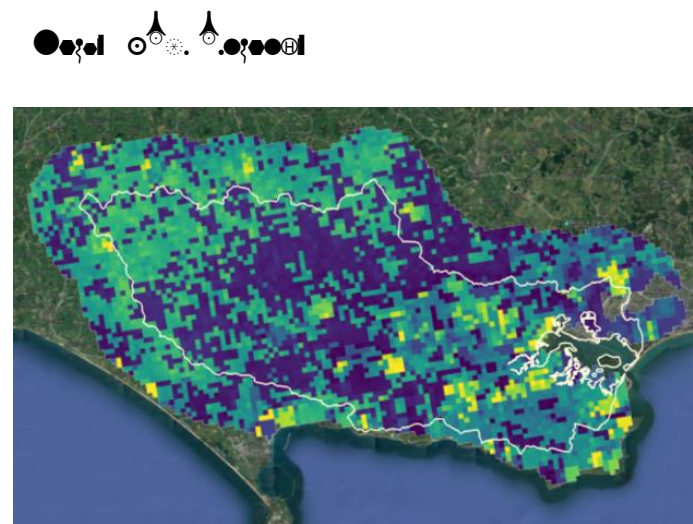




# Journey to a Natural Capital Market

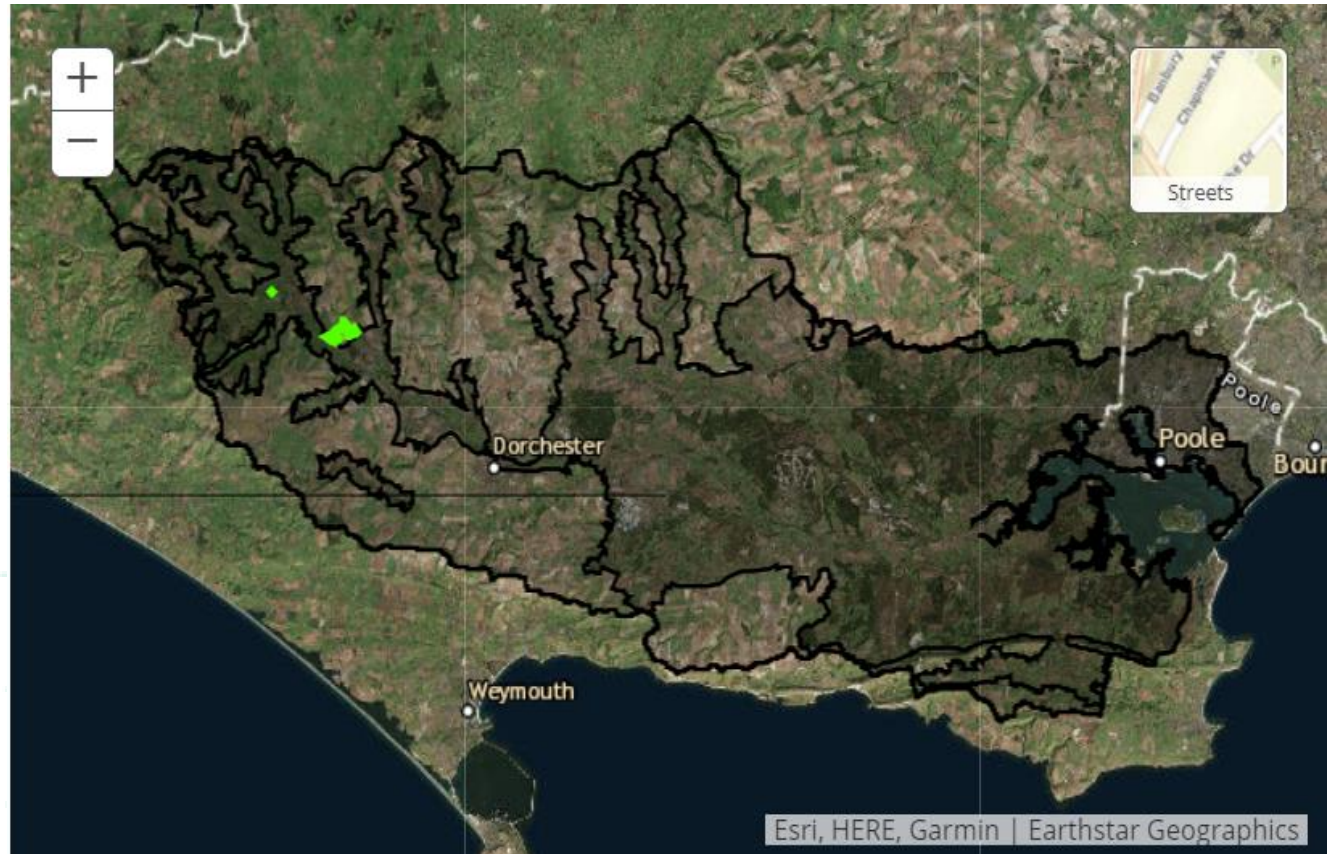
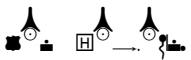


- A map showing a green-shaded area representing a natural capital asset.
- A map showing a green-shaded area representing a natural capital asset.





# Journey to a Natural Capital Market

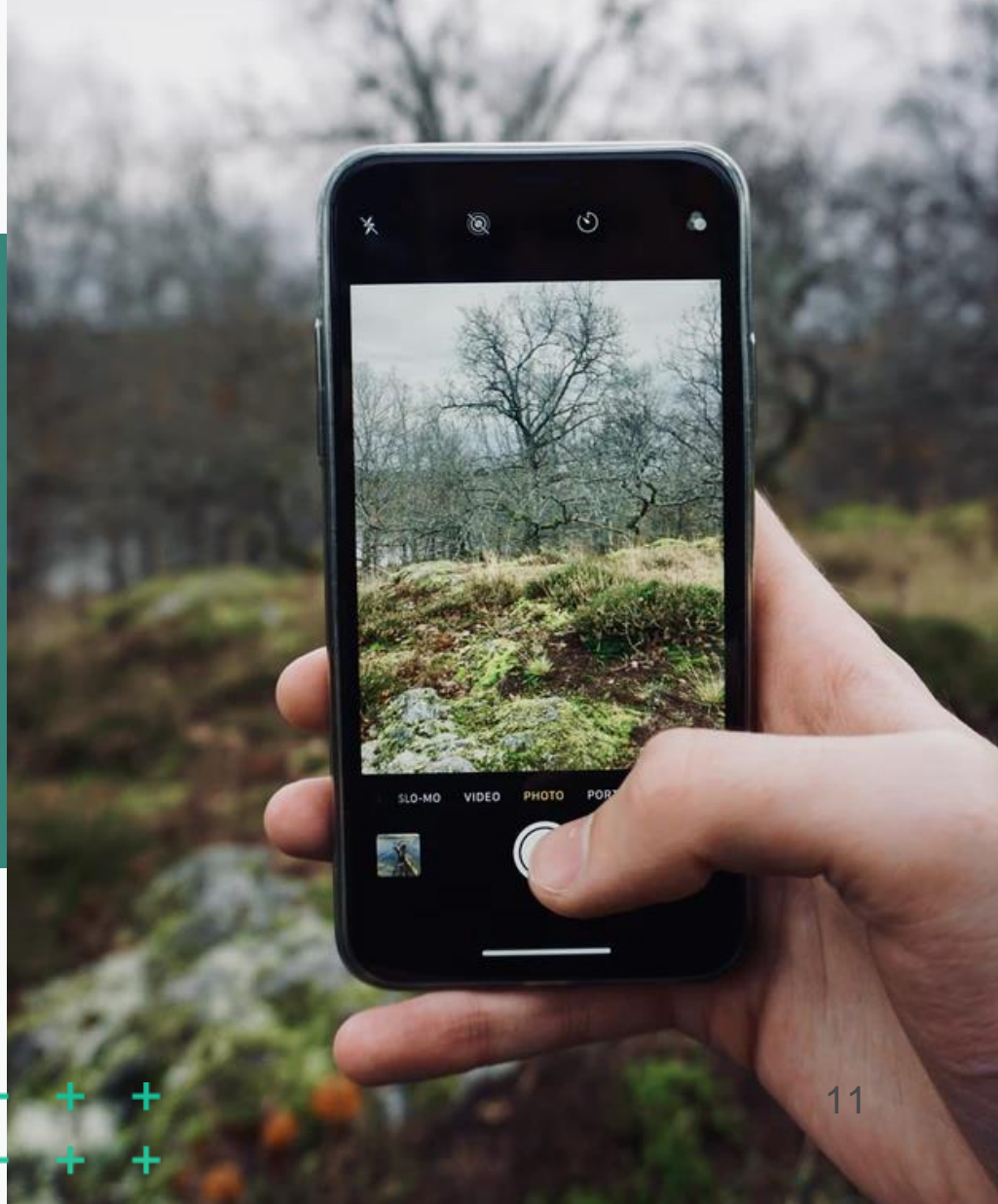


# How do you verify your measures?



Tech

- Trading platform
- Community tools
- Mobile app
- Remote sensing
- Payment management
- Agile, adaptable, scalable





# Growing recognition



# Growing recognition

“ EnTrade is forcing us to rethink regulation ”

- James Bevan, Chief Executive, Environment Agency



# Coming up in 2020



The EnTrade logo features the word "EnTrade" in a bold, sans-serif font. The "E" is a dark teal color, while "nTrade" is white. The logo is set against a background of three concentric, hand-drawn style white circles.

**EnTrade**

**Thank you**

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