



# NatureBid

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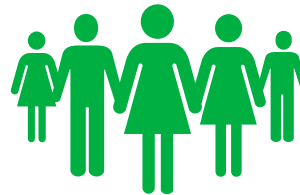
# Why NatureBid?

**Tool – Incentivise  
positive  
environmental  
behaviour**

**Efficient trade  
- Society buys  
environmental  
goods.**

**Partnership  
First –  
Partners can  
lead on  
delivery**

**Goes above  
regulatory  
compliance  
and standards.**



# What have done so far?

## 3 auctions

**Somerset:**  
Tone & Parret  
County wide

Auction works  
for several  
measures.

Enjoyed by  
farmers

Efficient trade -  
Society buys  
environmental  
goods.

**Dartmoor**

Concerns  
over  
liability

One of  
many  
funding  
schemes

Time to  
learn  
about  
NFM

Payment  
for losses  
- other  
schemes

Time  
needed  
to learn  
about  
NFM

**Devon**  
Tamar Catchment

Very  
successful

Trusted &  
established  
delivery  
partner.

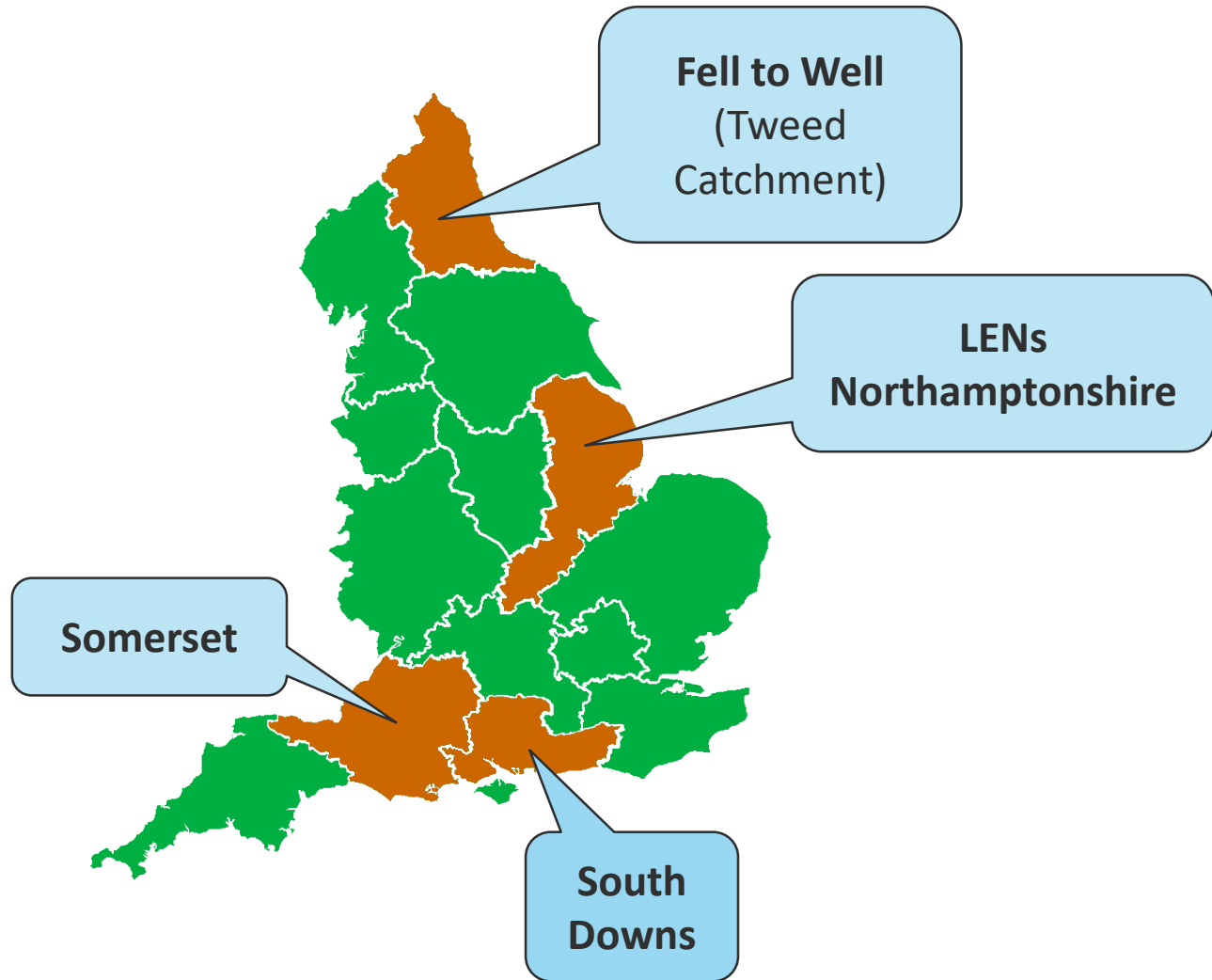
Reputation &  
relationships

Targeted  
promotion

# What have we learnt so far?

- The right intervention in the right place.
- It's not a simple transaction: engagement, checking & verification.
- Collaboration between farmers/ landowners.
- Different platforms at different scales?
- **TRUST, RELATIONSHIPS & NETWORKS!**

# Where and what next?



# Where and what next?

- Exploring how we can use NatureBid as a tool around which stakeholders and partners can coalesce.
- NatureBid is a process where the buyers of outcomes collaborate with the sellers (farmers and landowners) on what will work.



# Thankyou

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