

# The Dragon Capital Chair in Biodiversity Economics

CANDIDATE BROCHURE

## Foreword



We are delighted to have received generous financial support from alumnus Dominic Scriven and Dragon Capital to be able to recruit to the Dragon Capital Chair in Biodiversity Economics.

This Professorship will be part of the Land, Environment, Economics and Policy Institute (LEEP) at the University of Exeter Business School. The LEEP Institute provides international leadership in the field of Environmental Economics and Policy.

We are looking to find a world-renowned academic to lead this exciting research challenge which will span relevant areas in biodiversity economics, business and science. The successful appointee will occupy the Dragon Capital Chair and lead others working in this area. Together they will develop thinking across the integration of biodiversity economics with natural sciences and commercial operations in order to develop world leading research and deliver real world change.

This exceptional individual will produce a programme of applied academic research, disseminating outputs through leading academic publications and international conferences, and through a range of outreach activities, including work with national and international policy makers, business leaders and the media.

Thank you for your interest in this role. We would be delighted to talk to you further about this unique opportunity.

A handwritten signature in black ink, appearing to read 'D Allen', written in a cursive style.

Professor David Allen  
Pro Vice-Chancellor and Executive Dean  
University of Exeter Business School

## About the role

The Dragon Capital Chair in Biodiversity Economics will address the central question of how individuals and organisations value natural resources. Their work will understand how much people are willing to pay to maintain current biodiversity, and identify strategies which are both positive for biodiversity and provide incentives for action by business and individuals.

The post-holder will provide thought leadership and a credible evidence base for the development of new market initiatives and public policies that will encourage and foster the preservation of the natural environment.

The Dragon Capital Chair will draw on existing theories in Economics, Philosophy, Ecology, Psychology and Law, and make a significant intellectual contribution in those areas. The Chair will apply these insights for the practical benefit of consumers and investors.

The key output of the programme of work will be the establishment of a 'framework' that allows for the development of market valuations of the natural environment. The Chair will develop a voluntary tradable platform for biodiversity initiatives. This platform will possess the infrastructure necessary to offer products and services to a wide range of potential actors and participants.

The work will identify these actors, explaining and advocating the possibilities and advantages of participation. By exploring the stated and revealed preferences of participants, the platform would advance price measurements of biodiversity, both in diversity of species and in numbers of each species. The work will explore the ability of, and incentives for, counterparties to enter the market to provide a diverse range of Environmental, Social and Governance offerings for market participants (eg, biodiversity conservation initiatives, offsetting programmes, etc).

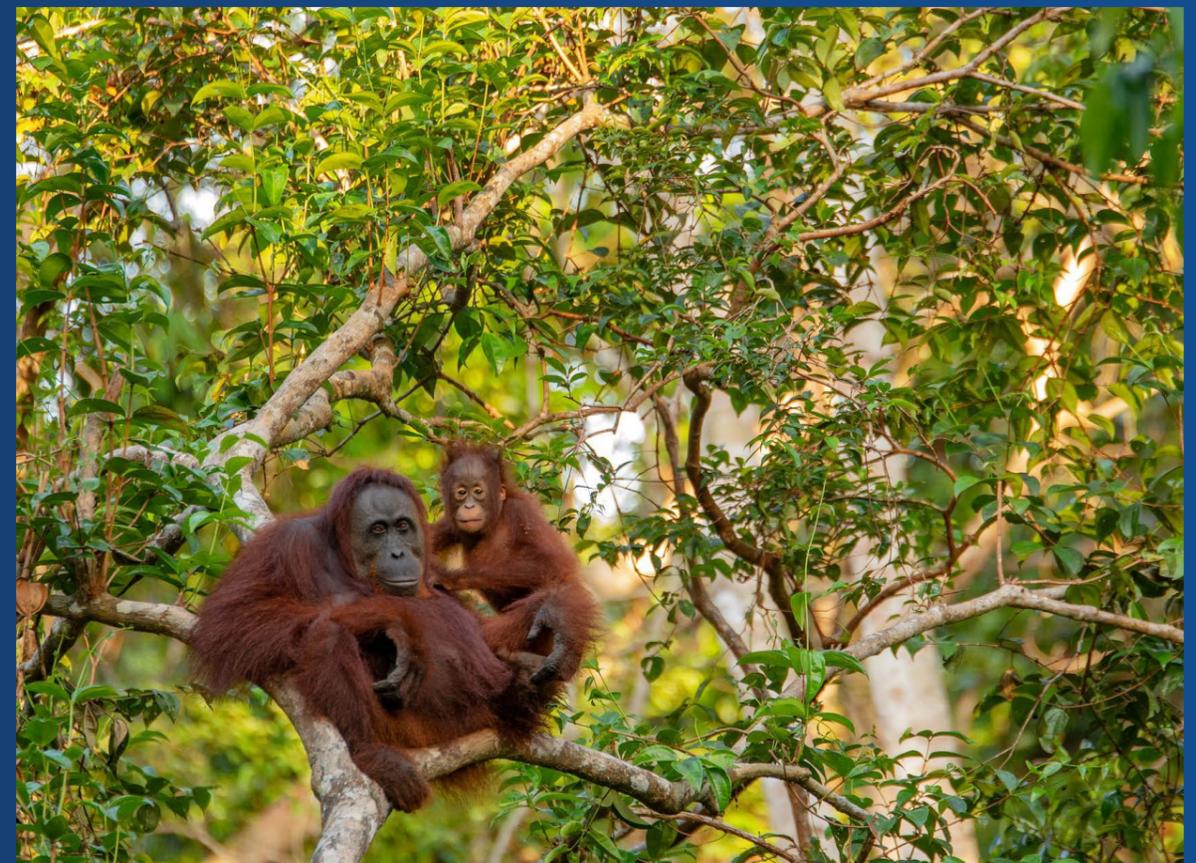
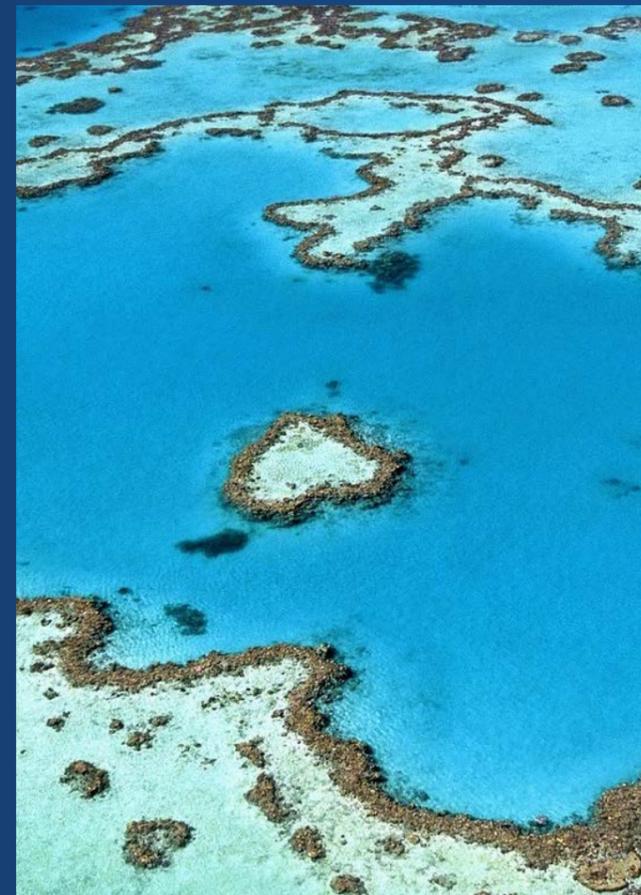
The Chair will use these market insights to work with colleagues based in LEEP and elsewhere to produce a programme of associated public policy research. This

will investigate potential government interventions (taxation, regulation, incentives) that could work alongside markets to enhance conservation. It will incorporate differing ways of looking at values and preferences, from the utilitarian, through the spiritual and the aesthetic, with a particular interest in the concept of 'non-use values.'

The success of the Dragon Capital Chair will also be judged by its programme of outreach. The University will support the Chair in sharing the research to interested parties (individuals, companies, NGOs and governments) and to seek their active participation in it. The post-holder will also influence intergovernmental bodies such as IPBES – the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services on, for example, the design of economic incentives that allow actors to pursue biodiversity investments legitimately while upholding fiduciary duties.

The programme of work will be international in scope, covering developed and developing countries. There will be a particular interest in the United Kingdom and in South East Asia (especially Vietnam, Cambodia, Myanmar, Sri Lanka and Bhutan). The Chair will be expected to travel to these countries and engage with local institutions and actors.

While we seek a world leading expert we are also aware that one person is unlikely to be able to cover all the disciplines involved in this venture. The intention is to address this challenge through a team embracing multiple disciplines.



## About the University

The University of Exeter combines world-class research and education with high student satisfaction at our campuses in Exeter and Cornwall. We are a member of the Russell Group that comprise the UK's leading research-intensive universities, and we are known for being one of the fastest rising UK universities over the past decade. We are proud of our achievements but we remain ambitious for the future.

Formed in 1955, the University has 23,600 students and 4,900 staff from more than 130 different countries. We are one of the UK's top 10 and global top 150 universities, and have been awarded a Gold rating in the Teaching Excellence Framework. In the most recent National Student Survey, our students also rated teaching quality and learning experience as amongst the highest in the Russell Group. We were ranked second out of the 24 leading UK research-led institutions, while also performing strongly in the specific Overall Satisfaction category (placed third) achieving a mark of 87 per cent.

We seek to challenge, encourage and support our talented researchers, educators, and students to achieve more than they ever thought possible, recruiting the very best people from around the world no matter what their background. We are enabling academics from different disciplines to work together to challenge conventional thinking about the world we want to live in, and change it for the better. As a result, our research impacts on the most fundamental challenges facing the world today, from dementia and diabetes to climate change, pollution by plastics and global security.

The University of Exeter Business School is a triple accredited, top 100 Financial Times ranked European Business School, ranked highly in all UK league tables as well as being among the global elite in world rankings. The Land, Environment, Economics and Policy Institute (LEEP) sits within the School.

Colleagues at the University of Exeter Business School share the vision to be recognised globally for bringing together outstanding students, faculty and corporate

partners to develop exceptionally able and employable graduates and create distinctive research of the highest calibre and relevance. In order to have this influence on the world stage, we recognise that we need to deliver outstanding and innovative business education and research that address the major challenges confronting businesses and society.

We have ambitious plans: we are preparing for exponential growth in student numbers and in academic staffing; expansion of the programmes we offer; and growth of new partnerships with businesses and international institutions to boost our reputation on a global scale. The Business School's growth in teaching and research is a priority for the University and we have significant investment to expand our offering so that we can achieve excellence as one of the leading Business Schools in the UK and the World.

Academic staff engage proactively with business, government and civil society partners in research, consultancy and development projects in both global and national organisations. The Business School is the highest earning institution from NERC funding in the whole of the UK. The School sees multidisciplinary research as one of its strongest drivers and actively encourages a focus on sustainability across all its research and teaching portfolios.

Having invested more than £25 million into facilities for research, teaching, learning and social interactions, the Business School is committed to joining the top 100 university-based business schools globally, alongside becoming one of the top 20 in Europe and top 5 in the UK.



LEEP aims to develop knowledge and understanding to inform governments, businesses and communities about how land and the environment are managed and used; the policies that affect this; the impact upon people and how policy should be better designed, appraised and evaluated.

The Institute brings together more than 30 research leaders and experts from the diverse range of economic and natural sciences needed to provide an integrated understanding of the ways in which these complex systems interact. This breadth and depth of perspectives on the relationship between land, society, the economy and environment, gives LEEP a unique perspective,

combining insights about how these interact at a macro-level with an understanding of how policies affect individual businesses, farms and households.

# Key facts and figures



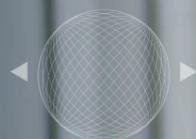
World class, research-intensive universities



Over 23,000 students from more than 130 countries



In touch with 125,000 alumni in 183 countries



5,500 staff from 95 countries



In the top 10 UK universities<sup>1</sup>



Teaching Excellence Framework assessment 2017



98% of our research rated of international quality



The UK's fastest growing research university



Internationally triple accredited Business School



For the advancement of gender equality

<sup>1</sup> The Guardian University Guide 2020.



## Academic oversight



The Dragon Capital Chair in Biodiversity Economics will be a member of the Department of Economics and the Land, Environment, Economics and Policy Institute (LEEP). Professor Ian Bateman will serve as Academic Lead to the Dragon Capital Chair. The Academic Lead is the key role in the College in providing colleagues with mentoring and support.

Ian is an environmental economist with a wide array of research interests. These revolve around the challenges of ensuring sustainable wellbeing through the integration of natural and social science knowledge within decision making and policy. Particular interests lie in the fields of quantitative analysis, integrated modelling and the valuation of non-market benefits and costs.

Ian also holds Professorial and Research Fellow positions at the University of Western Australia, the University of Lincoln and Waikato University, New Zealand. Ian holds a Royal Society Wolfson Research Merit award and is a Member of the UK Department for Environment, Food and Rural Affairs (Defra) Natural Capital Committee (NCC), reporting to the Chancellor of the Exchequer. Until December 2015 he was a member of (and the only economist on) the Defra Science Advisory Council (SAC) and is a Member of the Board of Directors of the UK Joint Nature Conservation Committee (JNCC). Ian is also a member of the Natural Environment Research Council (NERC) Strategic Programme Advisory Group, which advises NERC on its research programme. He is a member of the Centre for Ecology and Hydrology (CEH) Science Development Group, UK Country Representative and Member of the European Association of Environmental and Resource Economists (EAERE) and a member of the Aldersgate Group linking environmental research, policy and business.

Ian was Head of Economics for the UK National Ecosystem Assessment (UK-NEA) and led the economics component of the second phase of the UK-NEA. He has been Principal Investigator (PI) of nearly 70 major research grants, including the NERC Valuing Nature Network which united over 1,200 business and policy decision makers with research experts worldwide; and the ESRC Social, Economic and Environmental Research (SEER) Large Grant. He is currently the economics lead on the ESRC Nexus Network.

Ian has been or is advisor or consultant to: Defra, DfT, DoH, NICE, OECD and numerous other bodies. He is also the Chief Editor of the leading international journal *Environmental and Resource Economics*. He has written over 130 peer-reviewed journal papers (citation h-score 62) and has written or edited more than a dozen books and over 100 chapters in books. He was awarded an OBE in 2013 for services to environmental science and policy and is a Fellow of the Royal Society of Arts and the Royal Society of Biology.

The LEEP Institute reports to the Pro Vice-Chancellor and Executive Dean of the Business School, Professor David Allen, who is responsible for the governance of the Institute and the matched funding for the Dragon Capital Chair.



## Life in the South West

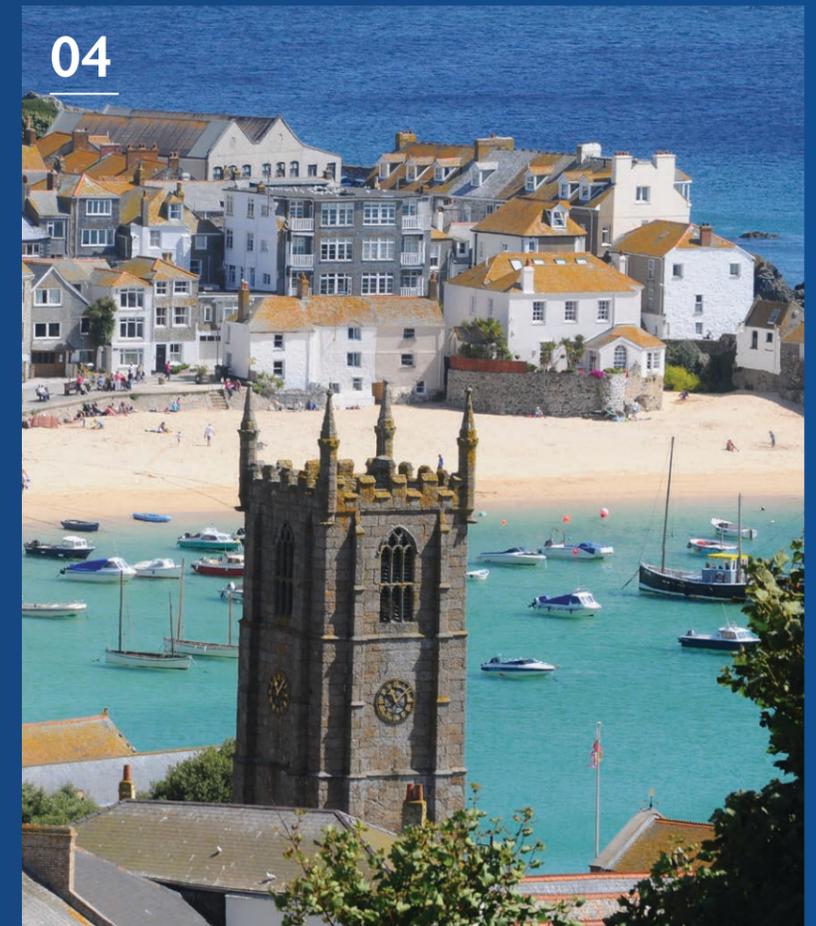
The South West region is one of the most beautiful places in England and has the largest-growing population in the UK, with around two-thirds of those moving to the region of working age. With stunning scenery, outstanding quality of life, and increasingly excellent economic prospects, the South West has cemented its reputation as one of the very best places to live, work, and study in the UK.

Exeter, in the heart of the beautiful Devon countryside, is the administrative and commercial centre of Devon. With a population of 130,000, and nearly half a million people within a 45 minute catchment area, Exeter is a young, student-friendly city with 17 per cent of people aged 18-24. A quarter of Exeter's population study or work at the University, making the city a welcoming environment for students and staff alike. With direct flights from Exeter to London, the city is better connected and more accessible than ever. Over recent years a number of big-name companies and organisations have seen the potential of the South West's capital city, from the Met Office to the John Lewis Partnership.

In Cornwall, our Penryn Campus sits at the head of the Penryn river estuary, on the northern edge of the coastal town of Falmouth. One of the South West's leading cultural destinations, Falmouth also offers a thriving business environment. The rollout of the most advanced broadband network in Europe provides connectivity across an area that has become home to a thriving cluster of creative enterprise and sustainable innovation. The city of Truro is Cornwall's county town and home to the University's College of Medicine and Health in Cornwall.

“How can markets price the absence of birdsong? How much are people willing to pay to maintain the existence of, or be compensated for the loss of, biodiversity in all its forms? It has never been more important for businesses and individuals to understand the impact they are making on society to ensure the conservation of our planet. We regard sustainable development as a fundamental aspect of business management, and it is core to our values at Dragon Capital. We are therefore delighted to be making this combined commitment with the University and look forward to working with the post-holder to find answers to the key questions that too few people are asking.”

Dominic Scriven, Executive Chairman and Co-Founder of Dragon Capital



01. Princesshay Shopping Centre, Exeter

02. Exeter Cathedral

03. Dartmoor, Devon

04. St Ives, Cornwall

# The person

## Experience, skills and knowledge

- A leading international authority in the field with sufficient understanding of the relevant areas of economics, science and business to deliver the objectives of the Dragon Capital Chair
- Ability to develop new knowledge, innovation and understanding related to biodiversity economics
- Support the development and implementation of the LEEP research strategy
- Manage research and other collaborative partnerships with partners from within, across and beyond academia, including the business and policy communities
- Lead bids for research and other additional funds
- Publish world leading scholarship
- Ability to communicate research to non-academic audiences through high quality policy, advisory and media work
- Lead and develop internal and external networks to foster collaboration and share information and ideas and to promote the subject and the Institution
- Lead the development of new and creative approaches in responding to research challenges
- Promote and market the work of the School in the subject area both nationally and internationally
- Appraise and advise staff on personal and career development plans and mentor research activity within the discipline

- Support the development and clear communication of the strategic direction of both the field and the wider Institute
- Develop team spirit and team coherence
- Foster interdisciplinary team working
- Ability and willingness to engage effectively with non-academic groups

## Attributes

- Exceptionally clear thinking regarding the understanding of the challenge
- Recognises the need for a multidisciplinary, multi-partner approach to addressing that challenge
- Significant personal credibility
- International mind-set
- Collegiate approach
- Prolific collaborator with academic and non-academic partners
- Recognises the value of partnerships
- Ambassadorial
- Absolute commitment to inclusion and diversity



## How to apply

A search exercise is being undertaken by Perrett Laver who will support the Appointment Panel to identify the widest possible field of qualified candidates and to assist in their assessment. Informal questions regarding the post should be directed to Yana Shevkirova on [yana.shevkirova@perrettlaver.com](mailto:yana.shevkirova@perrettlaver.com) or +44 (0)20 7340 6208.

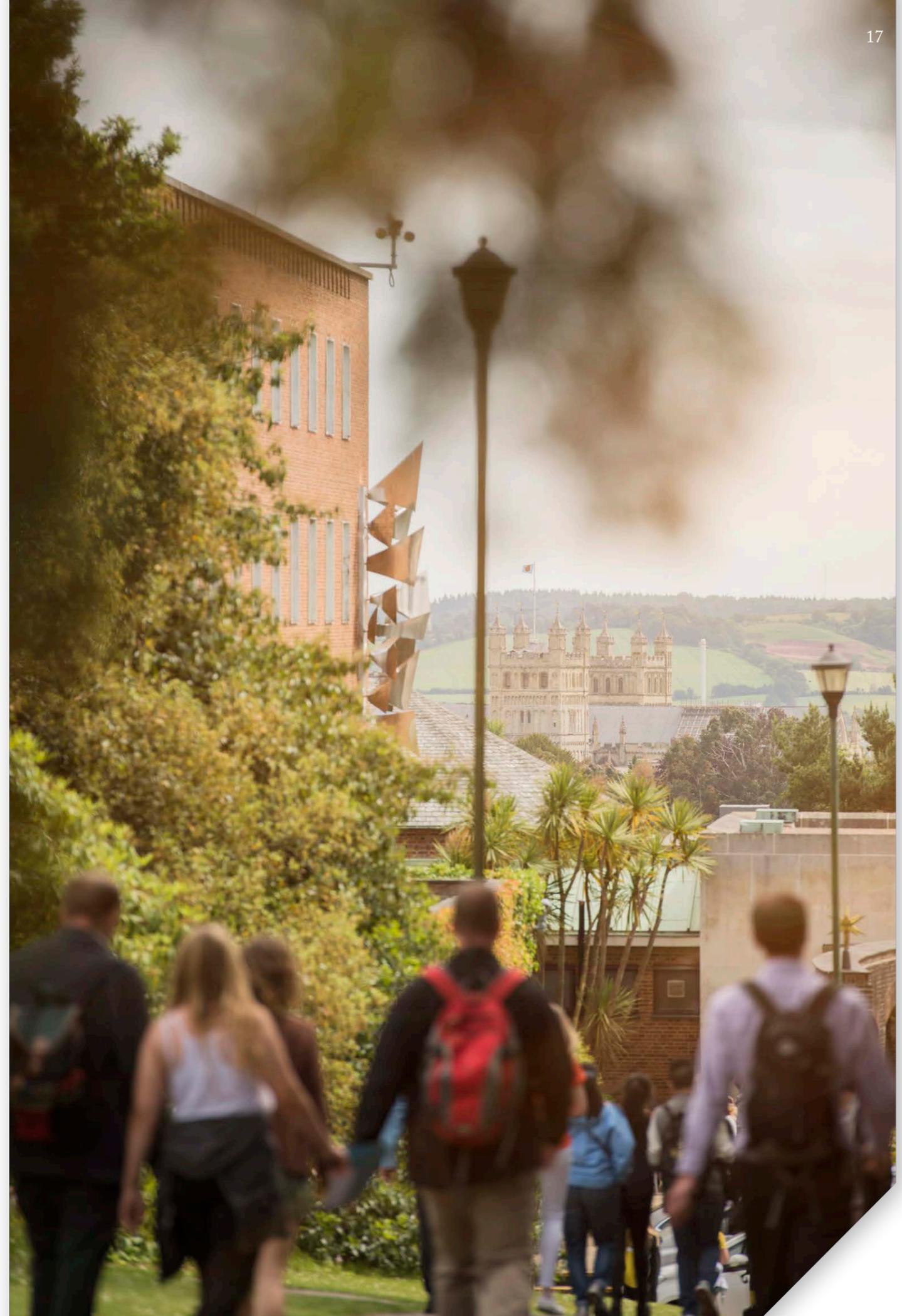
Applications should consist of a covering letter setting out your interest in the role and details of how you match the criteria as well as a full CV detailing academic and professional qualifications, employment history and relevant achievements. Please include in a separate document the names and addresses of three referees. Referees will not be approached until the final stages and not without prior permission from candidates.

Candidates who have particular requirements if invited to interview should make them clear in their applications.

For further details, including job description, person specification and information on how to apply, please see <https://candidates.perrettlaver.com/vacancies> quoting reference 4272.

**The closing date for applications is 12pm (GMT) on 23 September.**

Preliminarily shortlisted candidates will be invited to visit the Exeter campus and to meet with key stakeholders during the second and third week of October. Formal interviews with the final shortlist of candidates will take place towards the end of October.





Northcote House, The Queen's Drive  
Exeter EX4 4QJ