Guy Thompson
Managing Director – EnTrade
How can we take the cost and complexity out of catchments?

Guy Thompson
Managing Director, EnTrade
Catchments impact water quality and quantity.
End-to-end capability in 2019:
- N, P, pesticides, biodiversity

Long term natural capital offering

Schemes offered

Services offered

Wessex Water
Monitoring impacts

Nitrogen – field based measurements
Targeting measures

- Difference in the spatial targeting of different water quality parameters based on their properties
- Phosphorus – modelling and limited monitoring
Working with land managers

- A support tool for farmers and farm advisors
- Nexus of enabling technology, science and farm advice
- Incentivising optimised measures
- Bespoke market mechanisms
- Market prices – fair to buyers and sellers
- Payment by effort
- A tool to attract investment and get more for farmers

Photo: Cost effective cover crops trial Poole Harbour Feb 2019
Additionality? / co-benefits

Control

Cover crop mix
Verification

- Remote sensing
- User generated content
Journey to natural capital

Primary driver: Phosphorus
Field 2 is optimal

Driver: Overall Natural Capital
Field 3 is optimal

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EnTrade

Markets
Technology
Science
Farm advice

Trading platform
Catchment expertise
Market design

1) Environmental Vision
2) Identify primary drivers
3) Provide clear Business choices
4) Reward land managers for their efforts

Identification opportunities
Build and empower relationships
Galvanise action

Verification and support tools

Benchmark Implement change Quantify Expose Co-benefits Build value chains

Build environmental investment - Build natural capital
Creating fair markets and trusted deals to grow natural capital.