

# Pioneers Network Survey Results: *Feedback about the network*

Julia McCarthy, Dr. Eric Jensen and Dr. Hannah Rudman

# SNFP Member Network survey



- SNFP Member Network Survey conducted summer 2023
- Goals:
  - To understand motivations for engaging with the SNFP and how members interact with the network.
  - To understand the importance of community engagement and ecological data collection for biodiversity projects, both from the perspective of project delivery as well as nature finance.
- This survey was conducted by the [Thriving Natural Capital Challenge Centre](#) at SRUC, and forms part of the NERC funded [Aonachadh project](#), bringing together a wide range of parties interested in investable biodiversity uplift projects.

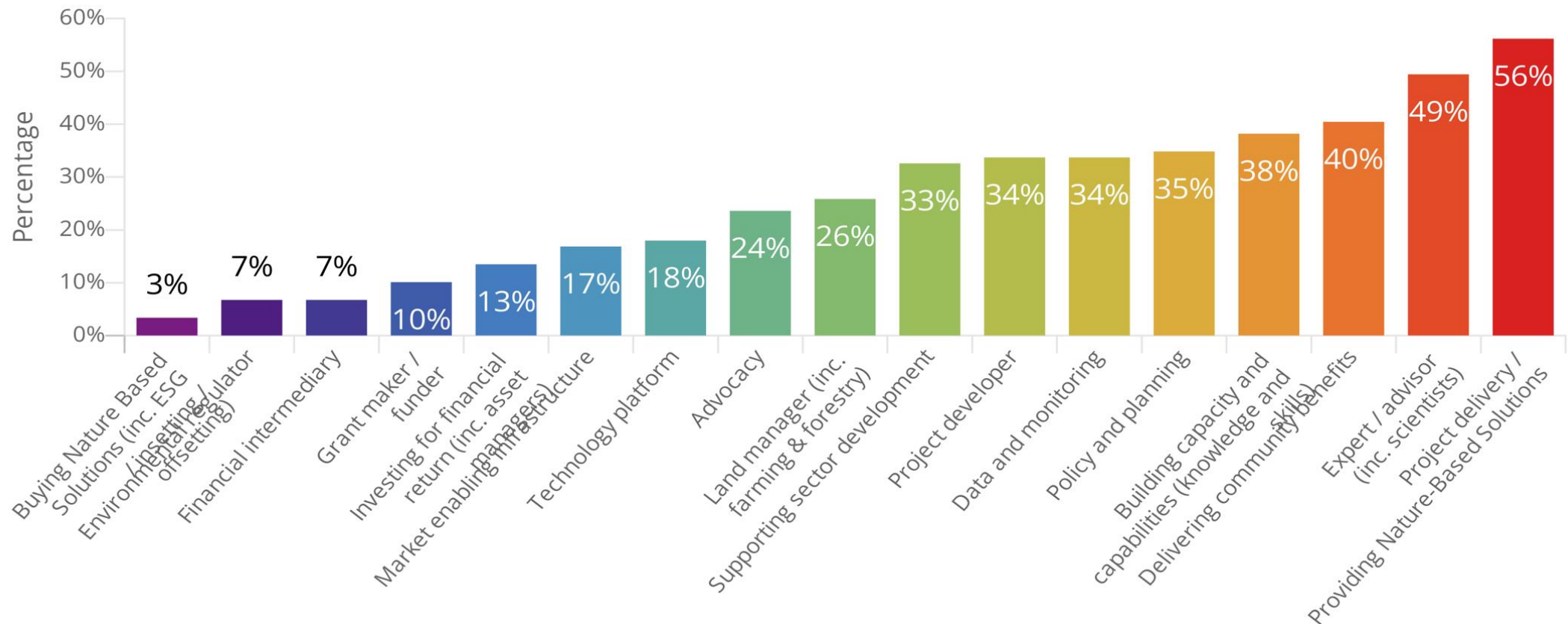
# Survey responses



- 96 responses (out of 550+ individual members)
- A range of professional experience in nature finance fields (0–40 years, 15.9 mean)
- Respondents represent:
  - private companies (49%),
  - public sector organizations (24%),
  - charities (18%),
  - universities/research institutes/education (6%),
  - community organizations (2%) and
  - social enterprises/cooperatives (2%)

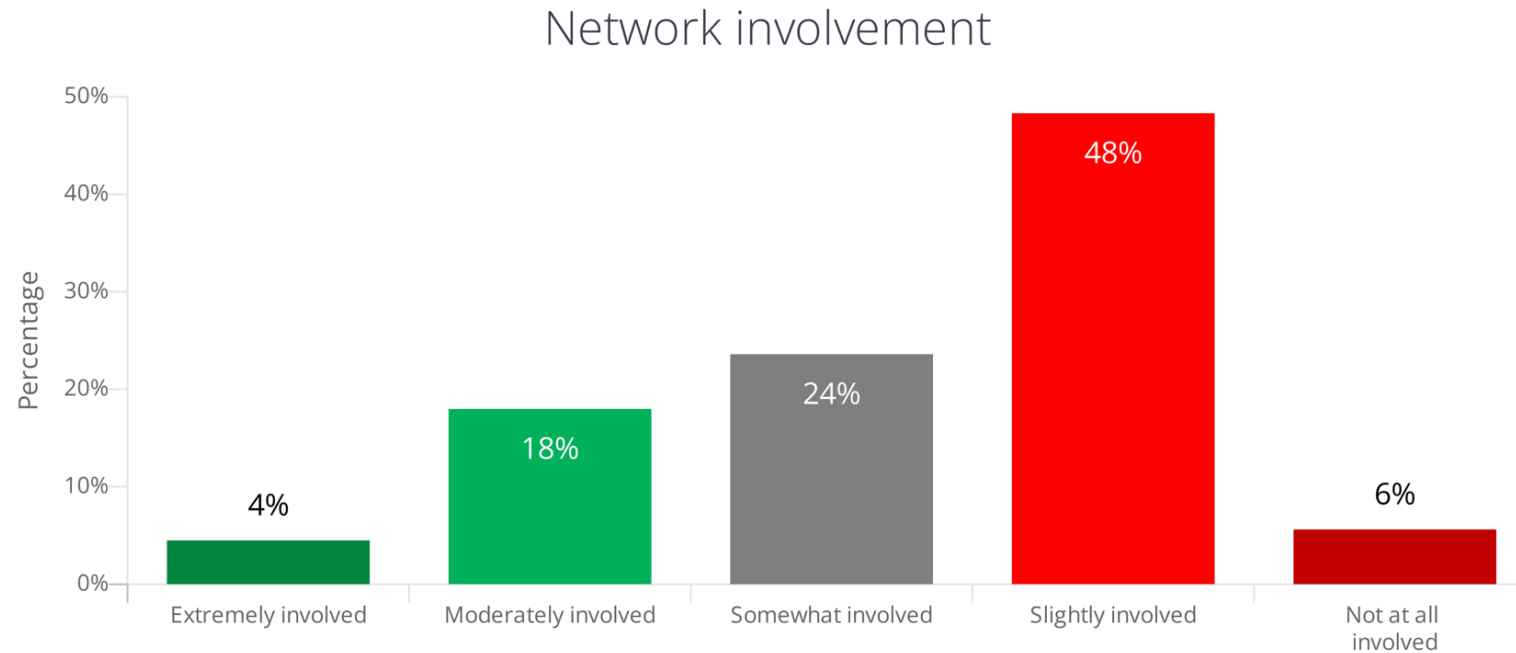
# Survey responses

- Organization's role relevant to the network:



# How involved in the network have you been until now?

Answered: 89 Mean: Somewhat involved (2.67) Mode: Slightly involved (2)

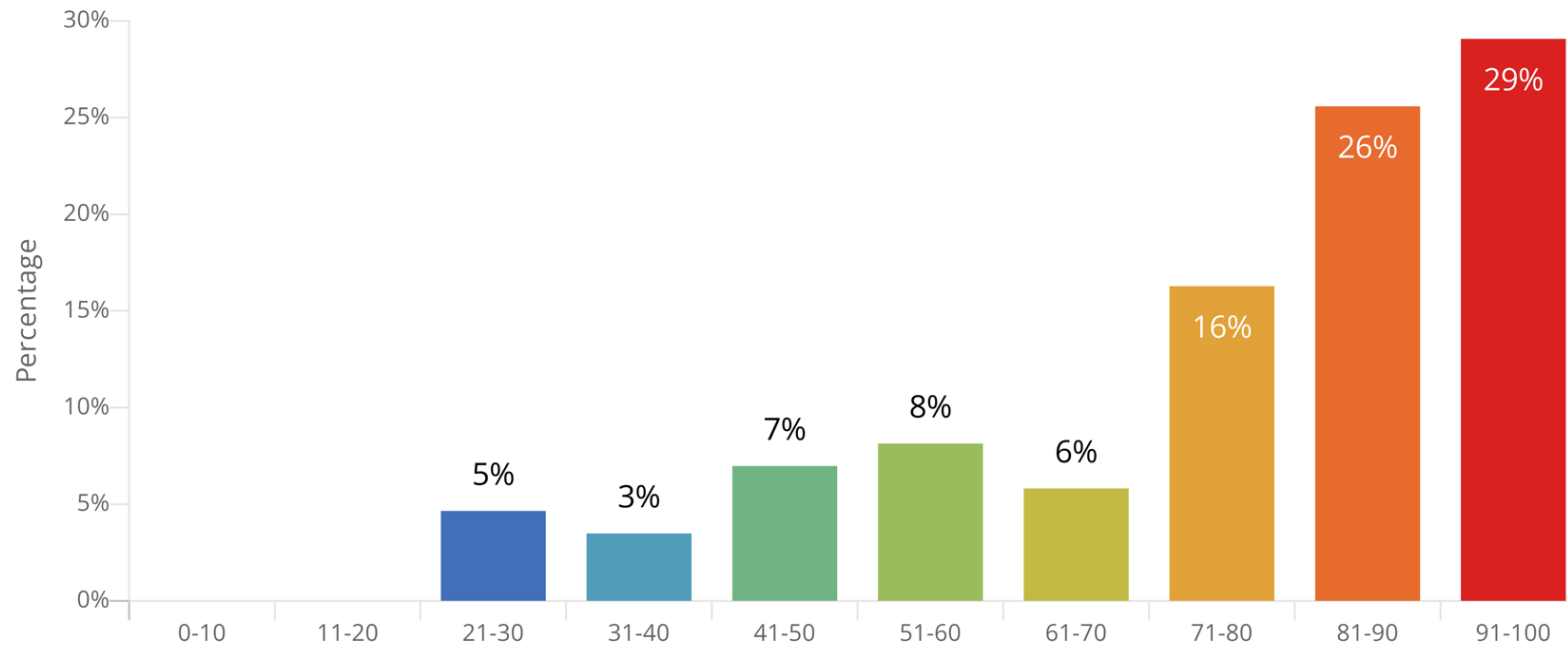


# What is your level of interest in continued participation in the network?



Answered: 86 Mean: 72.98 Mode: 80

Interest in continued participation



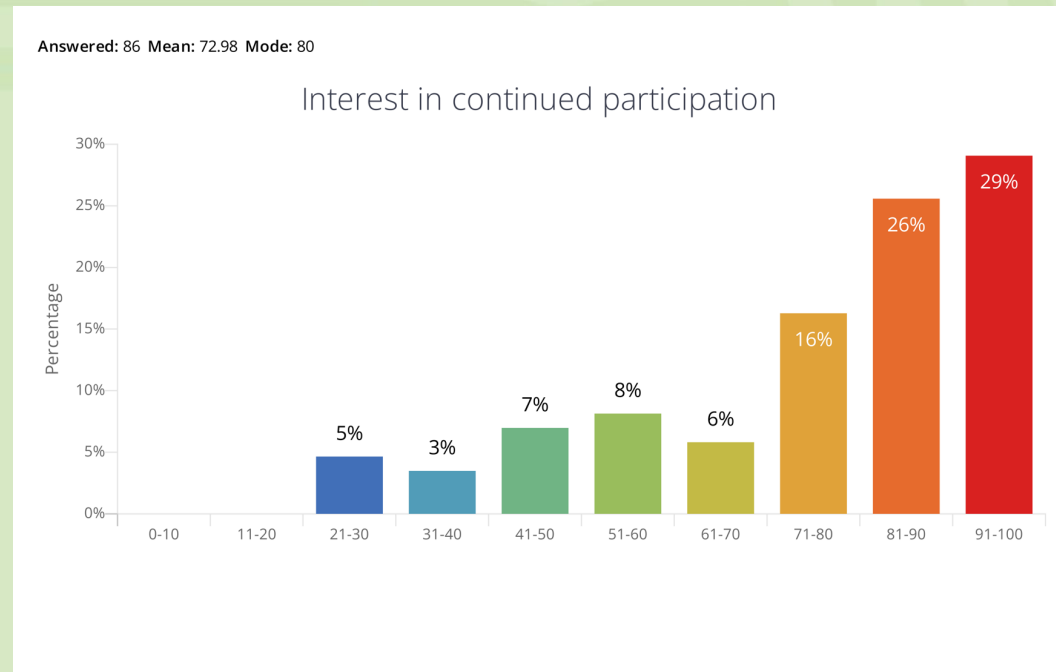
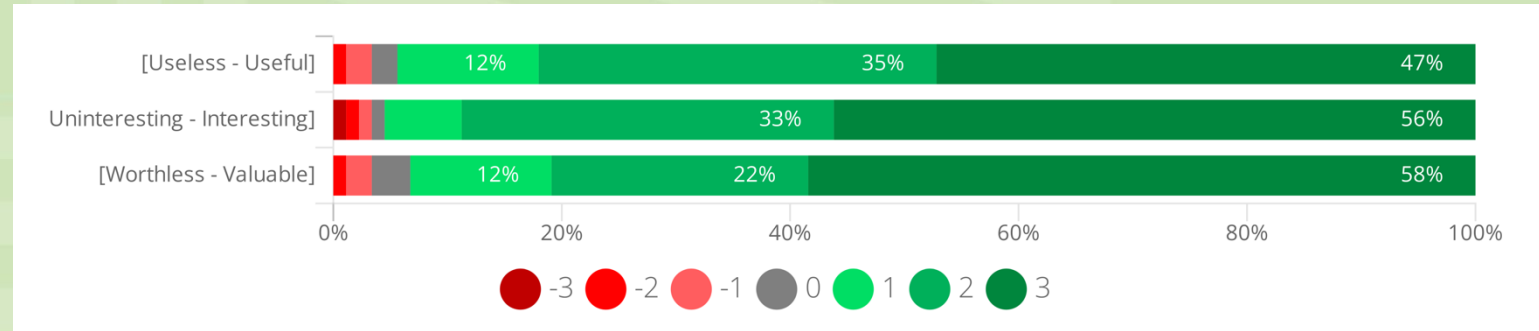
# The Scottish Nature Finance Pioneers Network is...



- Very **positive** views about the network overall:

- Useful
- Interesting
- Valuable

- Strong interest in continued participation



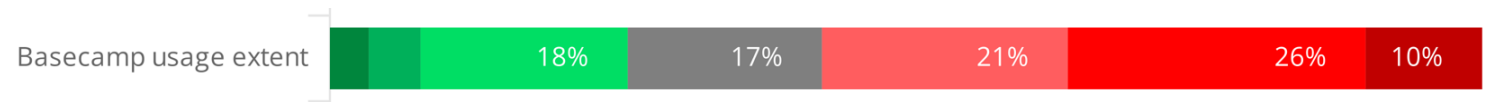
# Attitudes about specific aspects of the network experience



- Basecamp-generated **emails** are generally effective in reaching and engaging members.



- There is relatively limited usage of **Basecamp**. Users find the interface overwhelming and challenging to navigate, indicating a need for a more user-friendly design or better content organization.



- Most respondents (89%) have attended **online events** posted by the network, with positive views of the events they attended, viewing them as:
  - A **good use of their time** (86% positive vs. 3% negative)
  - Delivering **satisfaction** (91% positive vs. 0% negative)

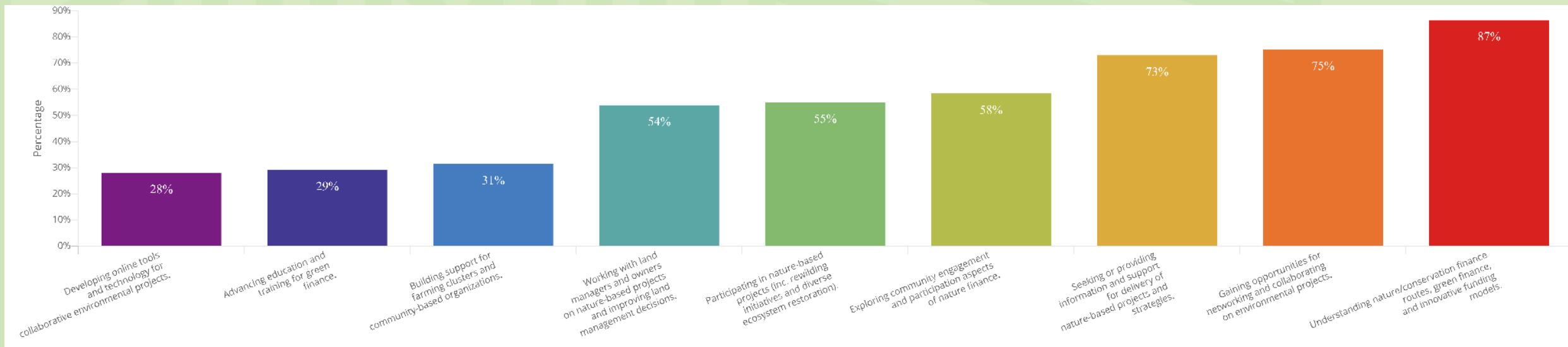


# Motivations for engaging with the network

- Staying informed in a fast-moving field
- The power of collective knowledge and wisdom
- Bridging gaps and overcoming barriers
- Leveraging finance for nature restoration
- Skills and knowledge enhancement



# Which of the following interests apply to your involvement in the network?



**(28%)**  
Developing online tools and technology for collaborative environmental projects

**(29%)**  
Advancing education and training for green finance

**(31%)**  
Building support for farming clusters and community-based organisations

**(54%)**  
Working with land managers and owners on nature-based projects and improving land management decisions

**(55%)**  
Participating in nature-based projects (including rewilding initiatives and diverse ecosystem restoration)

**(58%)**  
Exploring community engagement and participation aspects of nature finance

**(73%)**  
Seeking or providing information and support for delivery of nature-based projects and strategies

**(75%)**  
Gaining opportunities for networking and collaborating on environmental projects

**(87%)**  
Understanding nature/conservation finance routes, green finance, and innovative funding models.

# Which of the following interests apply to your involvement in the network?

## Top 3 overall (n=86)

Understanding nature/conservation finance routes, green finance, and innovative funding models (87%)

Gaining opportunities for networking and collaborating on environmental projects (75%)

Seeking or providing information and support for delivery of nature-based projects and strategies (73%)

## Top 3 for funders/grantors, financial intermediaries and investors (n=21)

Understanding nature/conservation finance routes, green finance, and innovative funding models (95%)

Gaining opportunities for networking and collaborating on environmental projects (71%)

Exploring community engagement and participation aspects of nature finance (67%)

## Top 4 for project developers and project delivery (n=53)

Understanding nature/conservation finance routes, green finance, and innovative funding models (85%)

Gaining opportunities for networking and collaborating on environmental projects (81%)

Seeking or providing information and support for delivery of nature-based projects and strategies (75%)

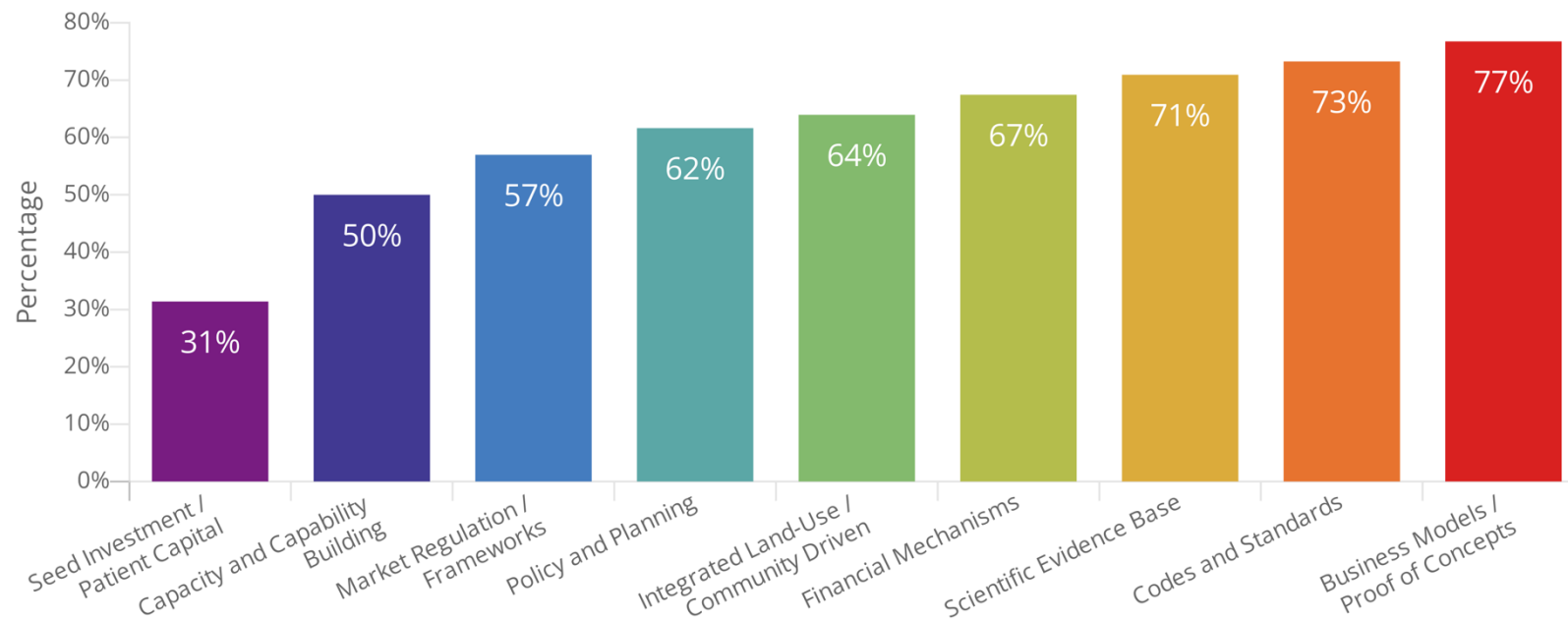
Participating in nature-based projects (including rewilding initiatives and diverse ecosystem restoration) (74%)

# Which of the following nature finance topics are you interested in?



Answered: 86 Mode: Business Models / Proof of Concepts

### Nature finance topics of interest



# Which of the following nature finance topics are you interested in?

Top 4 overall (n=86)

Business Models/Proof  
of Concept (77%)

Codes and Standards  
(73%)

Scientific Evidence  
Base (71%)

Financial Mechanisms  
(67%)

Top 4 for  
funders/grantors,  
financial  
intermediaries and  
investors (n=21)

Financial Mechanisms  
(100%)

Business Models/Proof  
of Concept (76%)

Codes and Standards  
(71%)

Policy and Planning  
(71%)

Top 4 for project  
developers and project  
delivery (n=53)

Codes and Standards  
(77%)

Scientific Evidence  
Base (75%)

Business Models/Proof  
of Concept (74%)

Financial Mechanisms  
(72%)