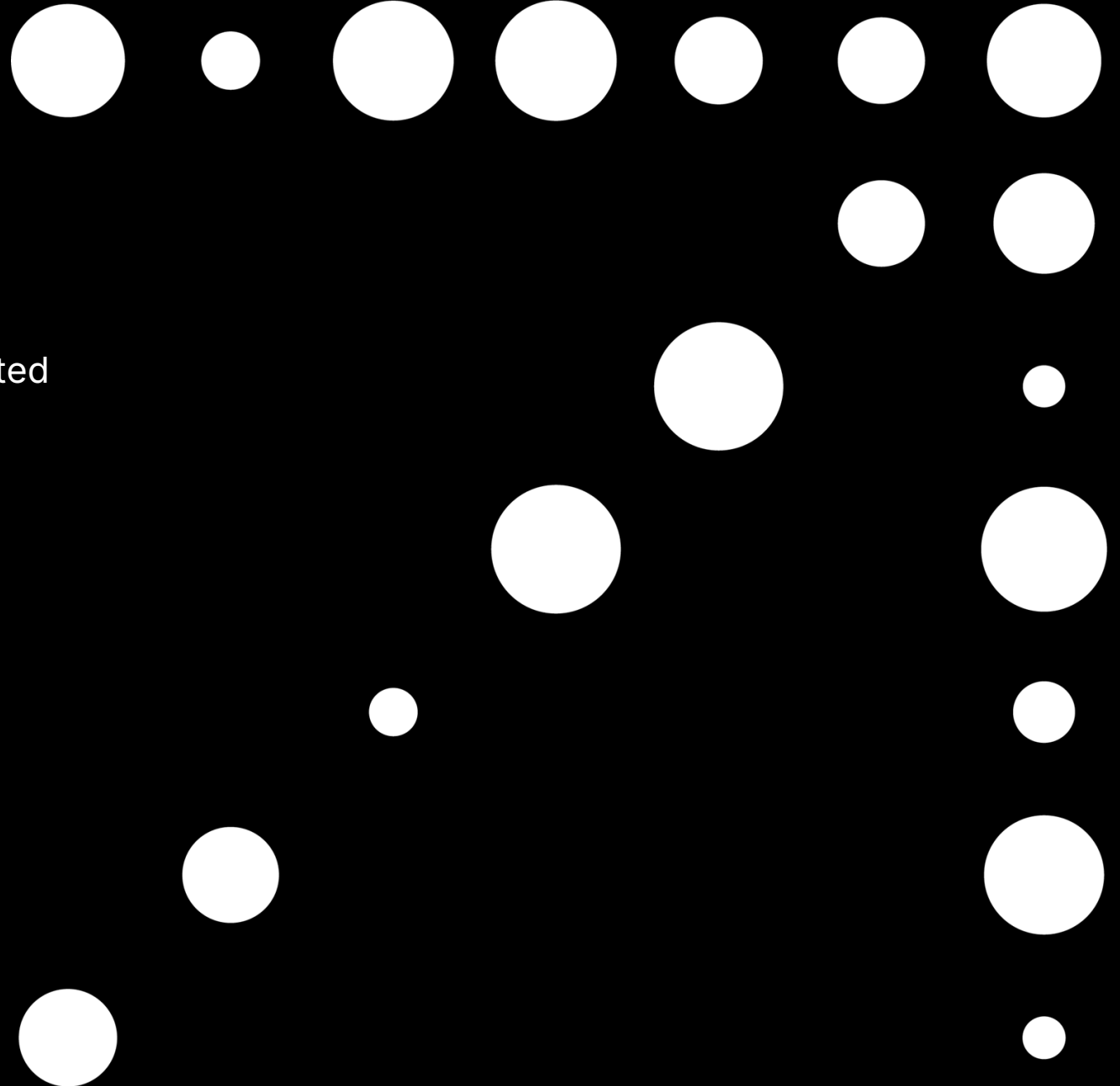


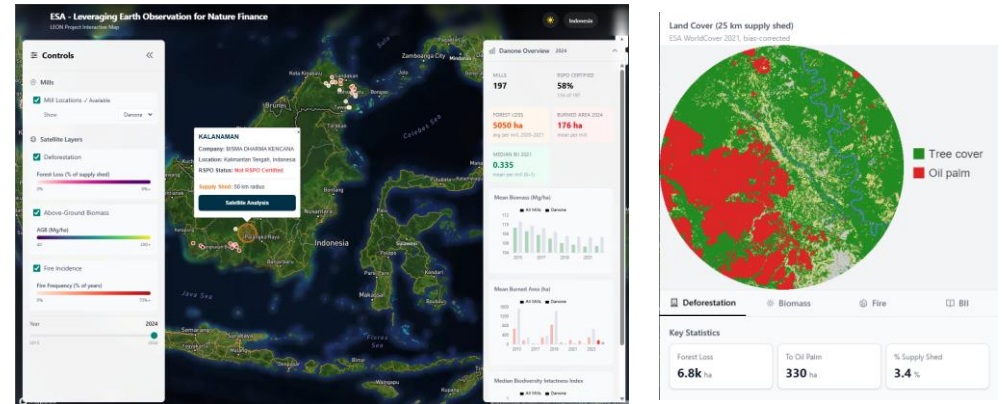
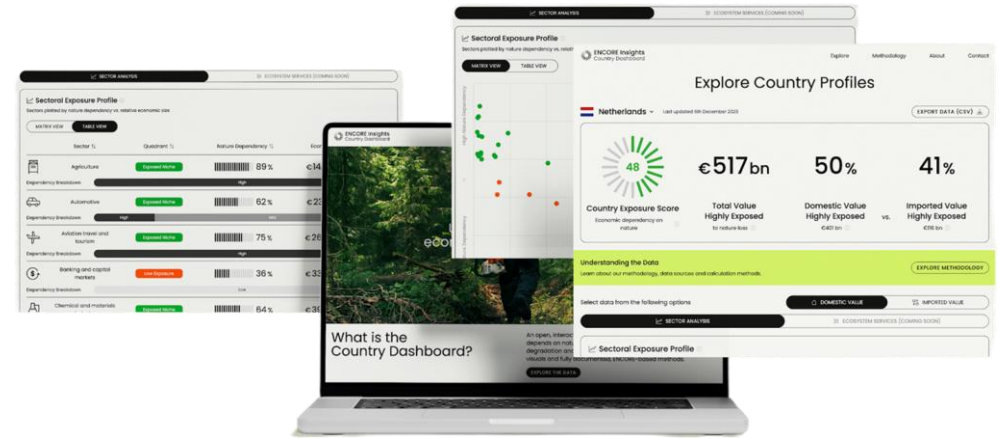
Connecting Insights for a Sustainable Future

Nicola Wilson | Research Data Scientist - Nature Related Finance

4 June 2026



At Global Canopy we produce **data** for **nature**



Earth Observation for Sustainable Finance.



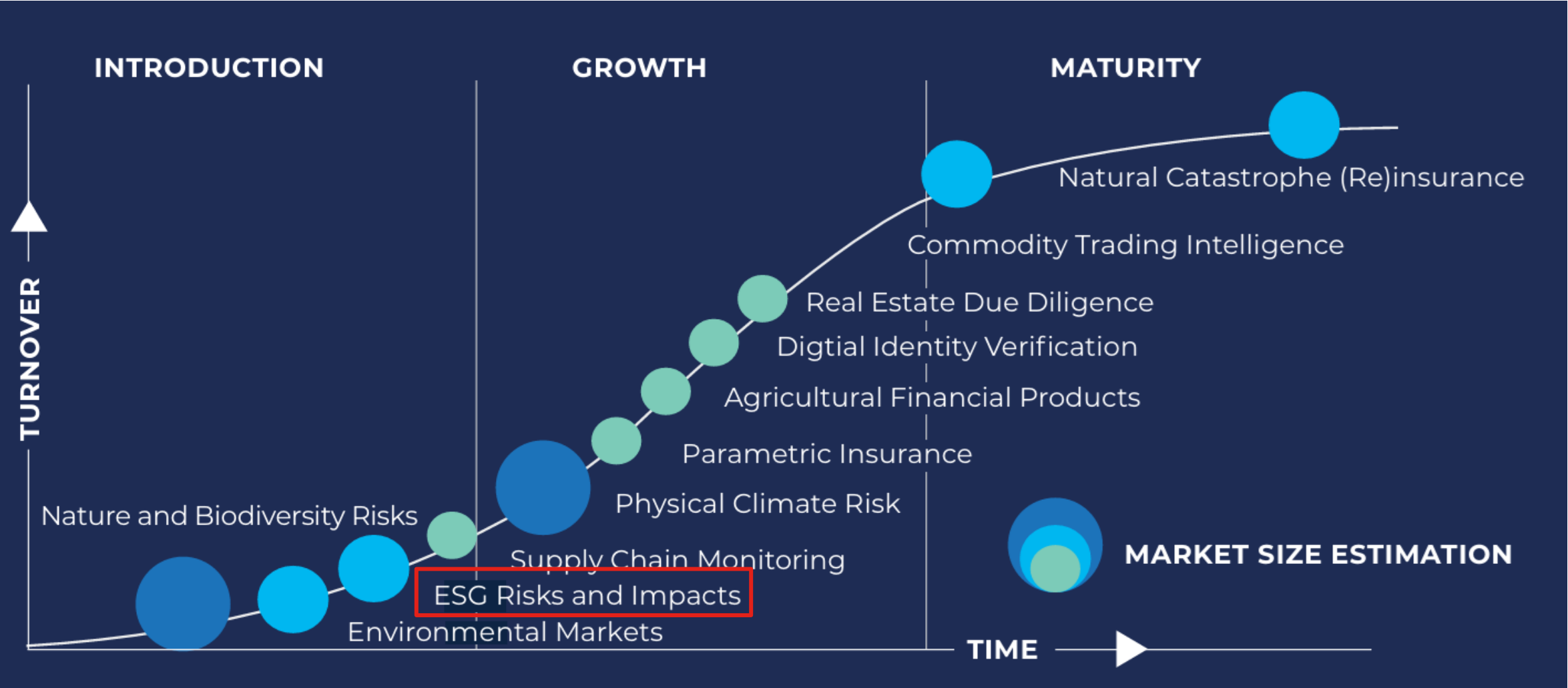
Satellite Applications Catapult

We work with
Innovate UK

CATAPULT
Satellite Applications

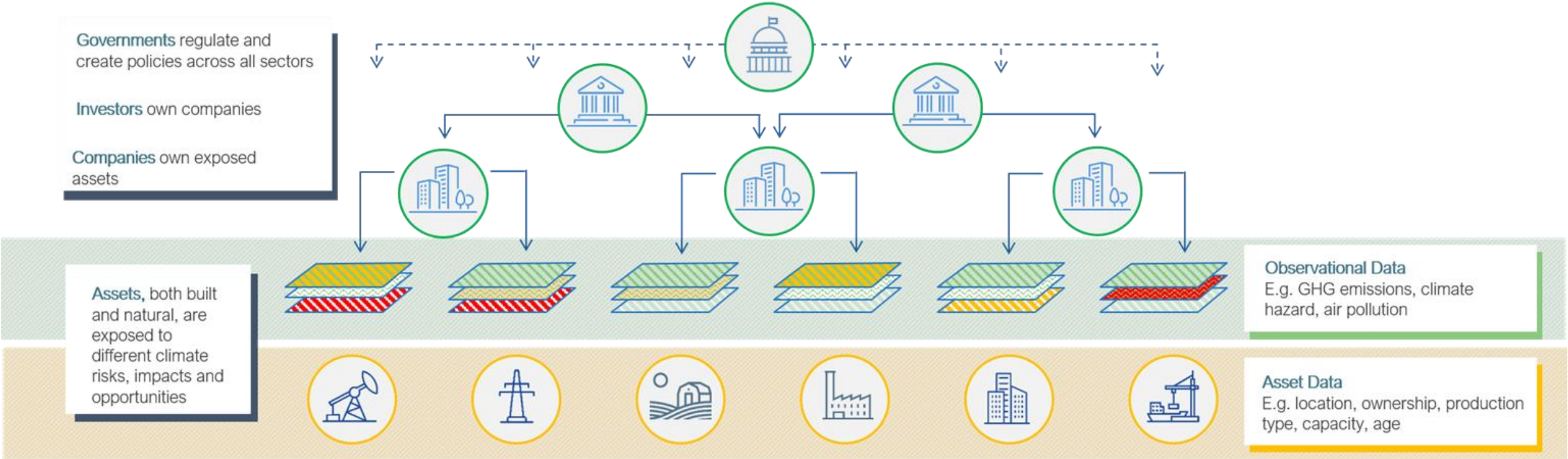
How can we support the **uptake** of
Earth Observation data by the
sustainable finance sector?

Sustainable Finance Markets



Earth Observation for Sustainable Finance

Earth observation has the potential to change how risks, opportunities and impacts are measured and managed by financial institutions

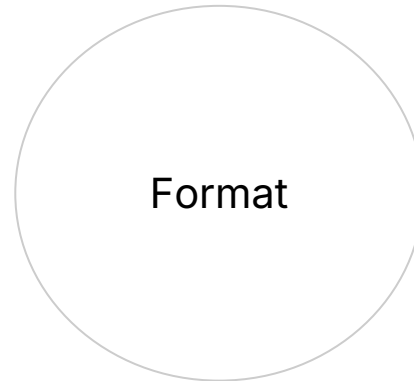
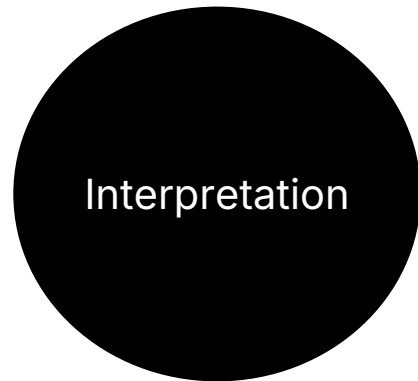


Credits: Spatial Finance Initiative

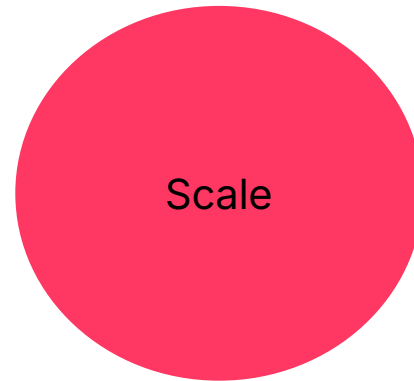
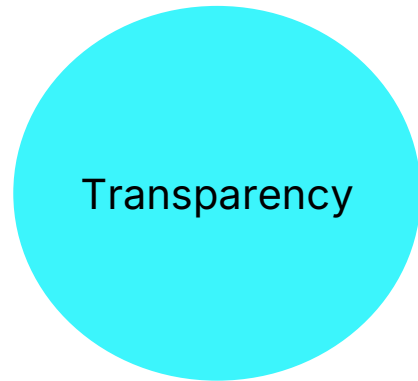
Challenges to the Uptake of EO Data

Stakeholders do **not** report a **lack of data** as the main barrier

Operational



Technical



The Translation Gap



“if your data doesn’t result in an action, it has no value to us”

Complexity vs Actionable Insights

What Scientists Produce

Shapefiles, GeoTIFFs, KMLs, APIs

High resolution spatial data that captures maximum scientific nuance but lives in isolated software.

vs

What Investors Use

Single metric

Actionable, simplified, integrated metrics. If it doesn't plug into standard processes, it doesn't result in action.

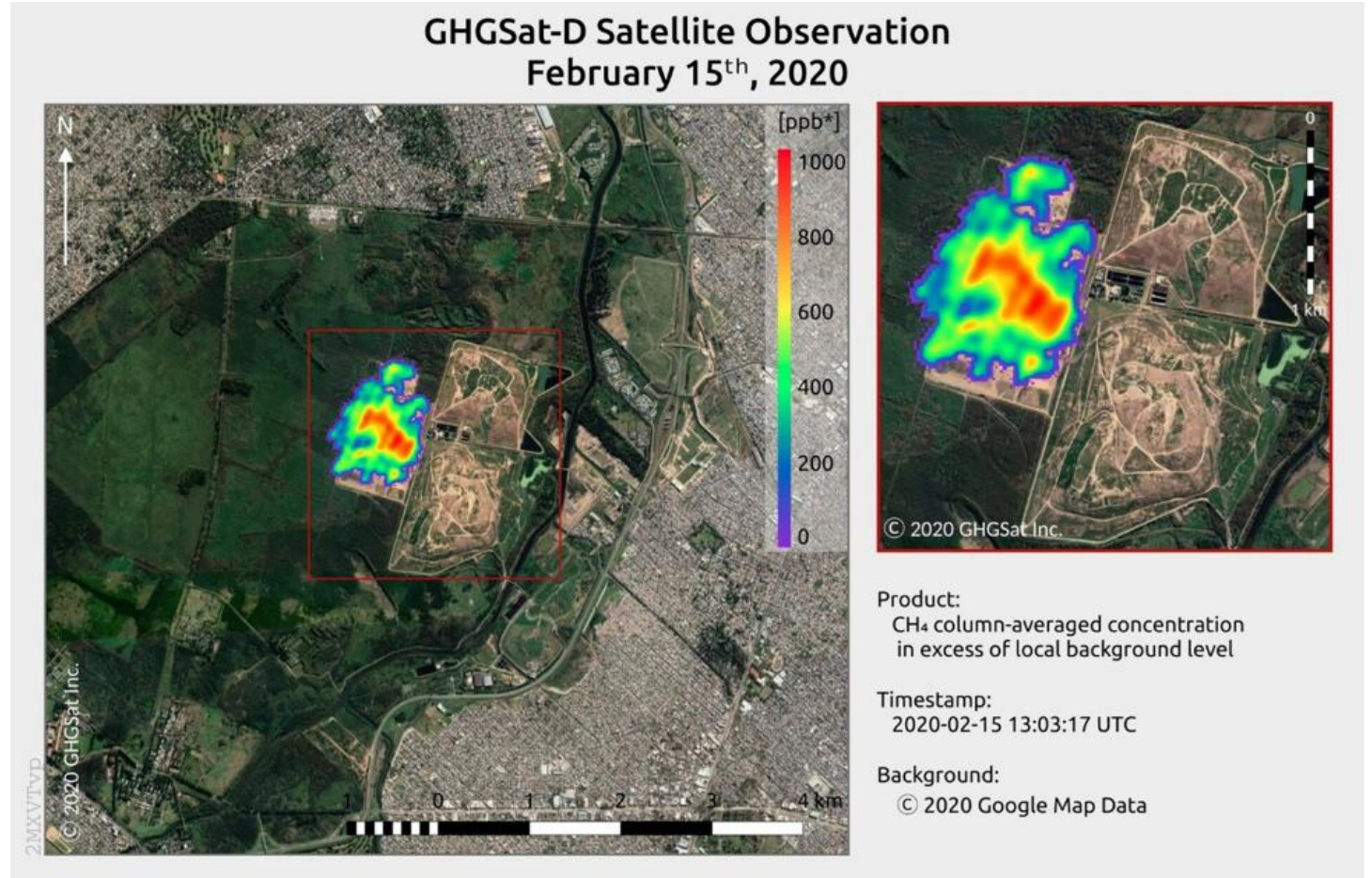
*“It is better to be roughly right than precisely wrong”
- John Maynard Keynes*

Attribution Challenges

Attribution of impact in crowded industrial or urban centres

Incomplete **asset ownership** across supply-chains particularly in sectors like agriculture

❓ Investors need confidence in data insights



Consistency, Transparency & Equity

Commercial Black Boxes

- Commercial providers rely on **proprietary methods** and algorithms for competitive advantage
- Inconsistent and lack of transparency in methods and metrics can risk **greenwashing**

Public Good Alternative

- **Open-access** method democratise accountability and build trust



Global Canopy is a data-driven not-for-profit that targets the market forces destroying nature by promoting transparency and accountability.

User-Centred Design

Identify the Decision

What explicit decision are they trying to make? e.g. monitoring impacts vs stewardship and engagement). What action needs to be triggered?

Map the Workflow

How does data enter their system? If it doesn't fit the existing pipeline, it won't be incorporated.

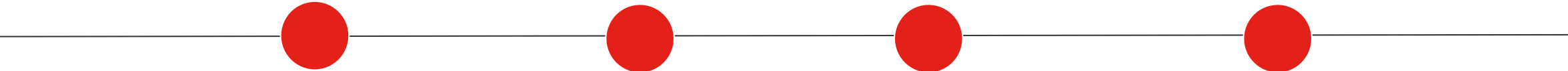
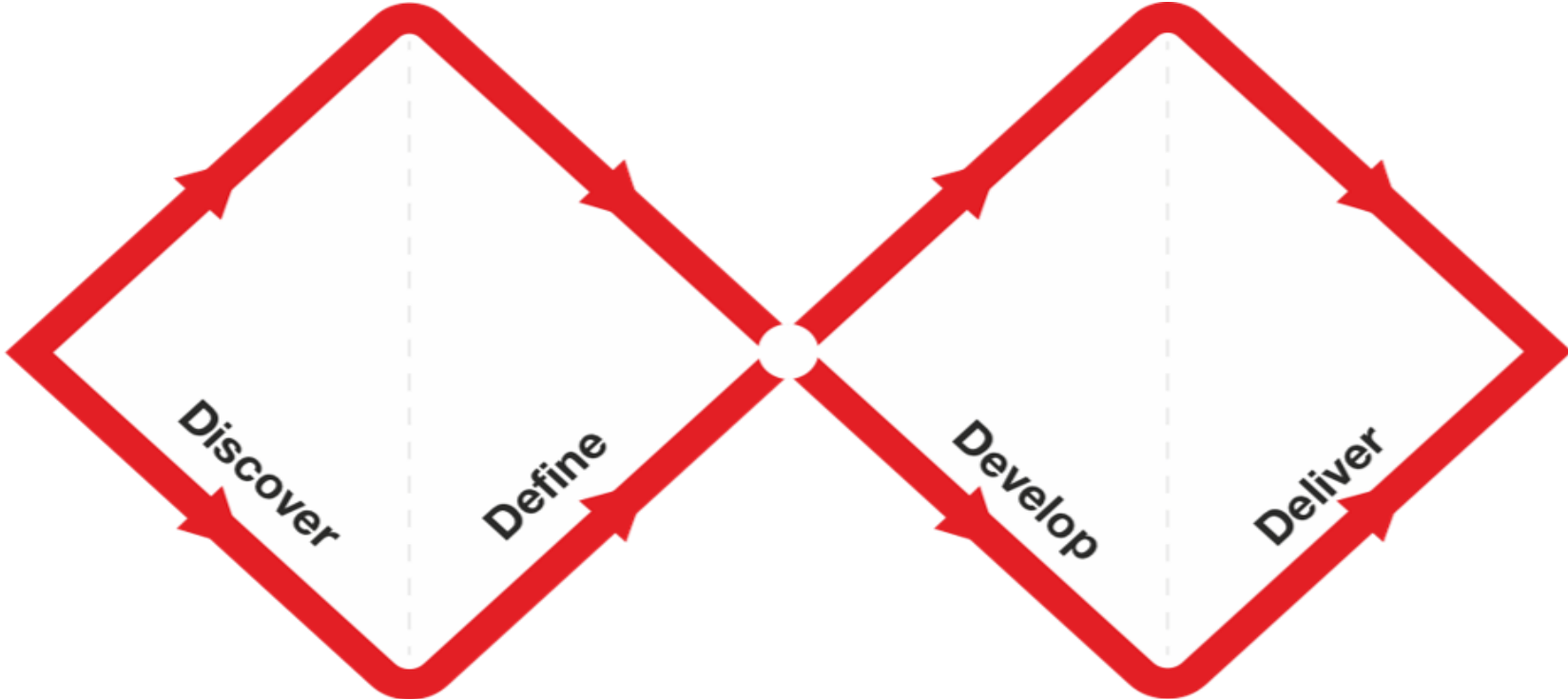
Define the Threshold

What level of accuracy and resolution is "enough"? What is required to give the user confidence to make decisions

Identify your target user groups

Consider intermediaries to reach mass market and bridge the translational gap

Double Diamond Framework



Discover

Map stakeholder needs

Define

Synthesise the problem

Develop

Co-design with end-users

Deliver

Testing and improving solutions

Thank you

Say hello!

n.wilson@globalcanopy.org

Find out more at globalcanopy.org

