



“The corporates have the land but don’t know what to do with it. I can give them the data to make good and informed decisions and start conversations with people who are passionate about their local area and interested in restoration and regeneration. This is the core mission of the Vana project”. Small beginnings - though Jaya doesn’t set national limits to her vision.

She sees that many businesses are not yet joining up across all their areas of activity and this can be a barrier, if for instance, the company isn’t thinking about sustainability in relation to the assets in its portfolio. “So you appeal to the heart – the part of the company that is there to promote sustainability and worry about reputation. And when you’re in there, you talk to the head by using persuasive data to create a business benefit.

