

Introduction

The challenges of 2020 increased the recognition and acceptance of the benefits of taking a capitals approach. The global pandemic brought the value provided by nature and people (the capitals) to the forefront of public discussion, and we saw many businesses, financial institutions and governments begin to use a capitals approach as a way of addressing the risks they face and to help build back better.

In 2021, we intend to build on this and accelerate the transition towards a world where the majority of decisions made by business, finance and government are based upon the value provided by nature and people. We need to balance the need for fast change now, with longer lasting systemic transformation. We will use our unique position, and the authority provided by our unique position as central global collaboration space to move from harmonization to standardization, building greater accountability and consistency and we will do this through a range of collaborative projects aligned with our strategy to change the math, the conversation, the rules and the system.

Our Strategic Framework provides a summary of our Ambition, Strategy, Objectives, Key Projects for 2021, and planned Outcomes by 2030. All of the key projects have some funding already secured or proposed and will be delivered in collaboration through the Coalition community.

As the central collaboration space on capitals, we will also continue to provide support, guidance, tools, introductions and build relationships in the community. We will do this at a global, a regional and a local scale. We will continue to tell the story of capitals, promote best practice, identify and find solutions to barriers, influence decision makers and hold a common narrative. We will also continue to work through existing partnerships we have already established such as Economics for Nature, We Value Nature, and Business for Nature, nudging these towards a more holistic understanding and developing new integrated partnerships on all capitals.

A list of potential projects which are at present unfunded is also included below. Most of these are very fluid and we expect there to be more opportunity for new projects in 2021, for which we have including capacity in our planning.

Capitals Coalition Strategic Framework (2021)

Ambition	<i>Our shared ambition is that by 2030 the majority of business, finance and governments will include all capitals in their decision making, and that this will deliver a fairer, just and more sustainable world.</i>			
Strategy	Change the math by reshaping how business, financial markets & governments identify, measure and value the relationship between nature, people and the economy	Change the conversation by developing influential communications and growing a dynamic and supportive community to create shared value for everyone	Change the rules by reshaping motivations and incentives that drive decision making	Change the system by reflecting the true value of nature, people and the economy in all decisions
Objectives	<ol style="list-style-type: none"> 1. Standardize the business and finance accounting rules for nature and people. 2. Develop a trusted and consistent science-based source of base information and data that can be used by business, finance and governments. 	<ol style="list-style-type: none"> 3. Educate, inform and increase the skills and number of people who understand and apply valuation. 4. Increase engagement to effectively and meaningfully commit and act for nature and people. 	<ol style="list-style-type: none"> 5. Create internationally recognized certified training, validation and verification processes. 6. Identify and reshape motivations and incentives that drive decision making. 7. Transform policy frameworks for nature and people to create a stable operating environment and unlock new opportunities. 	<ol style="list-style-type: none"> 8. Support the introduction of a standard in capitals accounting at the national level to move away from GDP as the only measure of progress. 9. Produce clear evidence of a positive impact through case studies and performance.
Key Projects 2021	<ul style="list-style-type: none"> • Transparent (standardization of accounting principles) • ALIGN (including biodiversity in accounting principles) • Accounting for a living wage • Aligning valuation coefficients 	<ul style="list-style-type: none"> • Collaboration Program (curating active collaboration & providing opportunity & support) • Nexus - Food System Change • Nexus - Built Environment • Building more capacity in Social & Human capital • COVID Recovery • Improving the Coalition brand 	<ul style="list-style-type: none"> • Building an Accountability System • Verification (Capitals Checker) • Embed capitals in EU Green Deal • Influence international policy frameworks 	<ul style="list-style-type: none"> • Combining forces on public private approaches • Support System of Environment Economic Accounts (SEEA) • Case studies database
Outcomes	→ Moving from 'could', to 'should' and 'must' through evidence and standardization	→ To become the global authority on a capitals approach and increase application	→ To rethink incentive mechanisms	→ So that the majority of decisions include the value provided by nature & people