Business training on natural capital & biodiversity

What are the relationships between your business and nature?

Full version training
We Value Nature – Who are we?

We Value Nature is a campaign supporting businesses and the natural capital community to make valuing nature the new normal for business across Europe, by:

1. Sharing research, resources & best practices;
2. Identifying barriers & opportunities for adopting a natural capital approach;
3. Providing practical support to help business improve their risk management, communication & stakeholder engagement;
4. Reinforcing & boosting the work of the Natural Capital Coalition.
A few “house rules”

Make sure to be joining us through Zoom app or computer.

Please change your username to your full name and (organization)
E.g. John Doe (WBCSD)

Please submit comments or questions in the chat function.

This session is being recorded and you will be muted.

Be prepared for some interactivity: We’ll be using polling Qs., breakout rooms & live Google doc.
Learning Objectives

At the end of the training, you will be able to understand:

❖ What is natural capital and biodiversity and their linkages with business,

❖ Why it is important for business decision-making and risk management,

❖ What are some of the key approaches & tools to integrating natural capital and biodiversity in decision-making.
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The Natural Capital Protocol is a standardized framework for business to identify, measure and value its direct and indirect impacts and dependencies on natural capital.
Take notes! &
Write down any suggestion(s) in the chat
WHAT IS THE BIODIVERSITY GUIDANCE?

A stepwise approach to incorporate biodiversity into decision-making.

It guides companies to better capture the value of biodiversity in decision making and develop management strategies accordingly.

Applicable to all business sectors, at any geography and any organizational level.

Appropriate for terrestrial, freshwater and marine realms.
How to use Mentimeter

1. Go to www.menti.com

2. Enter this code: xx xx xx

3. Submit your answer
How much do you know about natural capital?

- Strongly disagree
  - I understand the concept of natural capital: 3.4
  - I understand my business’ environmental-related risks & opportunities: 3.8
  - I know examples of action(s) I can take to (further) integrate natural capital into decision-making: 3
Introductions
Introductions

• Please tell us more about you by sharing your thoughts in the chat:

  • What are you hoping to get out from this training?
  • Any specific expectations or early questions?
Setting the scene & Introduction to natural capital & biodiversity
The scale of the challenge ahead...

By Graeme MacKay

By Kal, The Economist
Keeping up momentum during the COVID-19 crisis

- Institutions urging a green recovery. Christine Lagarde, President of ECB: "transition towards a greener economy is a crucial part of economic recovery"
- Crisis shows that "business as usual" is vulnerable to a range of outside influences, not just market forces
- Need to consider all capitals and all stakeholder values for decision-making

What have we learnt so far?
Capitals thinking

<table>
<thead>
<tr>
<th>Natural capital</th>
<th>Social capital</th>
<th>Human capital</th>
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<tbody>
<tr>
<td>Stock of renewable and non-renewable <strong>natural resources</strong>, (e.g. plants, animals, air water, soils, minerals) that combine to yield a flow of <strong>benefits</strong> to people.</td>
<td><strong>Networks</strong> together with <strong>shared norms, values and understanding</strong> that facilitate cooperation within and among groups.</td>
<td>The <strong>knowledge, skills, competencies</strong> and attributes embodied in individuals that facilitate the creation of personal, social and economic <strong>well-being</strong>.</td>
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Business depends on

Business impacts on
https://www.youtube.com/watch?v=UXZhJyuw8A

Other option of video you could share: https://www.youtube.com/watch?v=lyL272Q1N0s
Let’s start by imagining that you work for an agribusiness, producing crops such as oranges

1. What could be your **impacts** on nature (+ or -)?
2. What could be your **dependencies** on nature (i.e. what natural resources does your business depend on – fish stocks, pollinators, soil quality etc)?

Don’t forget your impacts and dependencies on biodiversity!
Natural Capital Definition

Natural capital is the stock of **renewable and non-renewable natural resources**, (e.g. plants, animals, air water, soils, minerals) that combine to yield a **flow of “services”** to people. In turn, these flows provide **value** to business and society.

Biodiversity underpins both stocks and ecosystem services.

Source: Natural Capital Protocol

Refer to p. 5 of your workbook & p.12 of the Natural Capital Protocol (NCP)
Ecosystem Services

**Ecosystem services** are the **benefits to people from ecosystems** (e.g. climate regulation, water purification, soil biodiversity, pollination, timber, recreation, mental health). These services can be categorised into

- **Provisioning**
- **Regulating**
- **Supporting and**
- **Cultural**

Source: Natural Capital Protocol
Ecosystem Services

**Provisioning**
Goods produced or provided by ecosystems
- Food
- Timber
- Fiber
- Biochemicals
- Natural medicines

**Regulating**
Natural processes regulated by ecosystems
- Air quality regulation
- Climate regulation
- Water purification, flow regulation & waste treatment
- Erosion regulation

**Cultural**
Intangible benefits obtained from ecosystem services
- Recreation
- Ecotourism
- Spiritual & religious values
- Educational
- Ethical values

**Supporting**
Functions that maintain all other services
- Nutrient cycling
- Water cycling
- Primary production
- Photosynthesis

Refer to p. 6 in the workbook
Why is biodiversity important?

**Biodiversity**: ‘The variability among living organisms from all sources including, *inter alia*, terrestrial, marine, and other aquatic ecosystems and the *ecological complexes* of which they are a part; this includes *diversity within species, between species, and of ecosystems*’ (Art 2, CBD 1992).
Linkages with other key concepts

- A lot of synergy exists between various concepts and efforts can often be aligned to contribute to several goals.
- Natural capital can be seen as an additional lens which allows you to uncover important issues for your organizations sustainability journey and connect the dots between various ongoing sustainability efforts.

Download through WeValueNature - Digital media library
Linkages between natural capital, biodiversity and NbS

**STOCKS**
Natural capital

**FLOWS**
Ecosystem services

**VALUE**
Benefits to business and society

**SOLUTIONS**
Meeting needs and building resilience

**NEEDS**
Challenges facing business and society

**WE VALUE NATURE**
wevaluenature.eu
@WeValueNature

**NATURE-BASED SOLUTIONS**
- protect, sustainably manage and restore natural or modified ecosystems
- address societal challenges effectively and adaptively
- provide human well-being and biodiversity benefits

Produced by We Value Nature
November 2020 - CC BY 4.0
Business depends on & impacts natural capital

1. All businesses impact and depend upon natural capital.

2. This relationship delivers costs and benefits back to themselves and to society.

3. These in turn lead to risks and opportunities to business & the finance sector.
Why integrate biodiversity in natural capital assessments?

All businesses impact and depend on biodiversity. Integrating biodiversity allows you to identify R&Os that might otherwise be hidden or missed.

These result in **economic costs and benefits** for business and society.
Natural capital impacts

The negative or positive effect of business activity on natural capital

- Greenhouse gas emissions
- Land management
- Waste
- Disturbances (noise, light)
- Water extraction & management
- Groundwater discharge
- Discharges to soil

Refer to p. 8 of your workbook & p. 16 of the NCP
Impact drivers are:

- **Measurable quantities** of a natural resource used as an input to production (e.g. fresh water)

Or:

- **Measurable non-product output** of a business activity (e.g. water discharges)

Refer to p. 8 of your workbook & p. 44-55 of the NCP
Impact pathway

- Business activities can **impact on specific features** of natural capital.

- Impact pathways describe how, as a result of specific business activity, a particular impact driver results in **changes in natural capital** and how these changes impact different stakeholders.
Natural capital dependencies

A business reliance on or use of natural capital

- Energy
- Pollination
- Materials
- Climate regulation
- Recreation
- Storm and flood protection
- Water
- Erosion and soil regulation

Refer to p. 9 of your workbook & p. 34 of the NCP
Dependency pathways

• Business activities can be dependent on specific features of natural capital

• A dependency pathway can identify how changes in specific features of natural capital can affect these activities

• Knowing how changes affect business activities helps you identify the cost of doing business

Refer to p. 9 of your workbook & p. 46 of the NCP
Quiz example

Are the following examples of impacts or dependencies, or both?

• Soil regulation
• Water extraction
• Pollination

Dependency / Impact

0 10
Mentimeter example

Determine whether the list of issues are impacts, dependencies or both

1. Climate regulation
2. Water filtration
3. Wastewater discharge
4. Water extraction
Group exercise – Impacts & Dependencies

Imagine you are having to assess the impacts and dependencies of a company that **produces rice in Indonesia**

The company **exports its rice production across the world**

As a group, determine the **level of impact and dependency of each given issue**

HIGH / MEDIUM / LOW
# Group exercise – Impacts & Dependencies

<table>
<thead>
<tr>
<th>Key ecosystem services</th>
<th>Issues</th>
<th>Impact</th>
<th>Dependency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provisioning</td>
<td>Water, Land use</td>
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<tr>
<td>Regulating</td>
<td>Climate, Air quality</td>
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<td>Supporting</td>
<td>Soil quality</td>
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<td>Cultural</td>
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<tr>
<td>Additional</td>
<td>Biodiversity</td>
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</tbody>
</table>

Rice producer: Key impacts & dependencies identified in Indonesia

Write down your answers directly in the live Google doc, shared with you.
Group discussions in breakout rooms

• We will now split into breakout rooms
  • 3-4 people per group
• You will have 10’ to complete the table
• Have a designated person in your group to share their screen with the table and write down the answers
• You will be notified of the amount of time you have left
• We will then share feedback in plenary

Write down your answers directly in the live Google doc, shared with you.
Feedback in plenary

• What were your highest impacts and dependencies?
• What were your reflections on the process and the exercise?

Joint exercise between NGOs and a cement company to understand and prioritize impacts and dependencies
Grand Popo, Benin, September 2018
Example of a qualitative assessment from an SME in the fishery industry

![Figure 2: Impacts on natural capital through the client’s business activities](image)

**Table 1: Impacts on natural capital through the client’s business activities**

<table>
<thead>
<tr>
<th>Impact Area</th>
<th>Fishing</th>
<th>Processing</th>
<th>Inbound Logistics</th>
<th>Operations &amp; Storage</th>
<th>Packaging</th>
<th>Outbound Logistics &amp; Sales</th>
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**Most Material Practices**

- **Fishing**
  - Qualitative research: Environmental impact of different species
  - Qualitative research: Investigate coalition opportunities
  - Immediate action: Engage the vegetable supplier on sustainable production methods

- **Growing Vegetables & Herbs**
  - Qualitative research: Investigate certifications
  - Qualitative research: Calculate used volume & area farmed, including costs of land restoration
  - Immediate action: Inquire about packaging options with a packaging specialist
  - Qualitative research: Investigate opportunities for non-virgin and degradable materials
  - Qualitative research: Calculate impact differentials of recycling vs. degradable and plastic vs. cupboard

- **Packaging**
  - Qualitative research: Investigate opportunities for non-virgin and degradable materials
  - Immediate action: Less business travel by car. Choose sustainable alternatives.
  - Qualitative research: Kilometer registration commuting and CO2 measurements

- **Outbound Logistics & Sales**
  - Qualitative research: Investigate opportunities for saline-tolerant vegetables
  - Design a checklist with environmental indicators for introducing new products

- **Product Development**
  - Qualitative research: Investigate opportunities for saline-tolerant vegetables
  - Design a checklist with environmental indicators for introducing new products
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Why are natural capital & biodiversity important?
Why should business care about natural capital?

Financial performance is irrelevant on a dead planet

“Yes, the planet got destroyed.
But for a beautiful moment in time we created a lot of value for shareholders.”
Why should business care about natural capital?

“Biodiversity and nature’s contributions to people are our common heritage and humanity’s most important life-supporting ‘safety net’. But our safety net is stretched almost to breaking point.”

Prof. Sandra Díaz (Argentina), IPBES Global Assessment

- 100 million hectares of tropical forest lost in 20 years
- 1 million species at risk of extinction
- 75% of terrestrial environment “severely altered” by human actions
- 50% of live coral reefs lost since 1870s
The global risk landscape has changed

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Economic | Environmental | Geopolitical | Societal | Technological

Source: WEF 2020
Negative impacts on nature cost the economy world-wide around $4.7 trillion a year.

Wildfire in California causes insurance company to go under

Soil Erosion Washes Away $8 Billion Annually

Climate change will wipe $2.5tn off global financial assets: study

Losses could soar to $24tn and wreck the global economy in worst case scenario, first economic modelling estimate suggests

The World’s Biodiversity Collapse Is a Business Issue

Freeport-McMoRan agrees to pay USD 100 million to restore damaged coasts in Louisiana, the US

Hurricane Dorian to cost retailers $1.5 billion

GrainCorp shares fall as company warns of full-year loss

Agriculture group has been hit by drought in eastern Australia

Low Rhine forces BASF to limit production at German plant

Australia’s sheep farmers in crisis

Wool has been a mainstay of the Australian economy for more than a hundred years, but the country's worst drought has seen sheep numbers plummet. The FT's Australia correspondent Jamie Smyth talks to farmers about whether the industry can recover.

Bad air makes you bad at your job

We know filthy air wreaks havoc on personal health, but it also slows down the amount of work people can produce in a day.
Risks & Opportunities for business

- **Operational Risk**
- **Reputational & Societal Risk**
- **Legal Risk**
- **Financial Risk**
What are the risks & opportunities for your business?

Individually reflect in what ways do you think your own company impacts and depends on nature.

Write down 3 risks & 3 opportunities you think your company could be facing in the next 10 years.

Use the blank pages in your workbook pp. 12-13 and refer to pp. 47-48 of the NCP.
What nature-related risks have you identified for your business?
What nature-related opportunities have you identified for your business?
Why assess your impacts & dependencies? The business case…

Many natural capital risks and opportunities are becoming increasingly visible, and business needs a way to understand and manage these.

- Understand relationships with nature in a structured way
- Challenge your business model
- Mitigate risks
- Increased competitive advantage
- Create opportunities
- Inform decisions that are really important to your business
- Access to finance
- Recruitment & retention of staff

Refer to pp. 15-16 of your workbook
Business case study

- **Kering** developed an EP&L to measure and quantify the impacts of its activities on natural capital.
- Biodiversity impacts are included, however more explicit integration is a key priority for the organization.
- Benefits include increased transparency of their impacts and insights on where in their value chain impacts are occurring (majority in their supply chain).
- More explicit integration of biodiversity will help Kering identify and implement actions to reduce biodiversity impacts, reducing the risk of disruption to their supply chains.
Where would you place natural capital in relation to your company?
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Game time!

“Pro P&P” company

You are part of the senior management team of “Pro P&P”, a pulp & paper company, based in South America.

1. Identify your key environmental risks
2. Implement appropriate risk responses
Scenario

Context: Issues of climate change and deforestation have increasingly been in the spotlight; one of your competitors has even been impacted by floods in one of its operational plants in Brazil.

Objective: Your CEO has asked you to re-assess the company’s environmental risks and put into place appropriate risk mitigation measures.

Pro P&P’s overall objective: be a recognized brand in the industry that takes into account increasing demand for responsible brands and products.
SPIN!

- Droughts impact one of Pro P&P’s major suppliers
- An NGO is campaigning against Pro P&P
- More online shopping increases demand for packaging
- A ban on single use plastics is announced
- A revised climate deal increases raw material prices
- ESG Impact on Resilience
- Resolution of Shareholder
- 100% Recyclable bottles
- Reusable alternatives demand for customer
- Increased

WE VALUE NATURE
Debrief discussion

• What did your team do well? What were some challenges?
• What did you learn from this activity about natural capital risk and how it can be managed more effectively?
• How does your company manage its environmental risks?
• What are your key takeaways from the activity?

Write down your answers on p. 21 of your workbook
Where are we in our learning objectives?

So far, we have:

- Demonstrated an **understanding of natural capital and biodiversity** and its **linkages with business** decision-making and risk management,

- Identified natural capital **impacts & dependencies** as well as **risks & opportunities** and related these to your respective business context,

- Familiarized ourselves with a few **key approaches and tools** to integrating natural capital & biodiversity into business decision-making.
<table>
<thead>
<tr>
<th>Time (CET)</th>
<th>Session</th>
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<tbody>
<tr>
<td>15:00</td>
<td>Welcome – Agenda, objectives &amp; material</td>
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<td>Wrap-up– Key takeaways, next steps &amp; engagement opportunities</td>
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<td>18:00</td>
<td>End of training</td>
</tr>
</tbody>
</table>
Applying natural capital & biodiversity in decision-making

An overview of approaches
Assessments: **Measure & Value**

**To measure ≠ to value**

- **To measure**: determine the *amounts, extent and condition* in physical terms
  - e.g. m³, tons, number of injuries, number of jobs

- **To value**: estimate the *relative importance, worth, or usefulness* of natural / social / human capital to people (or to a business), in a particular context.

<table>
<thead>
<tr>
<th>Qualitative</th>
<th>Quantitative</th>
<th>Monetary</th>
</tr>
</thead>
</table>

Costs and benefits to the business, and to society

Refer to p. 23 in the workbook and p. 84 of the Natural Capital Protocol
Business application

Natural capital **information** can be used in plenty of ways. You need to decide what information you need and how it will be used.

<table>
<thead>
<tr>
<th>Potential Business Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assess risks and opportunities</td>
</tr>
<tr>
<td>Compare options</td>
</tr>
<tr>
<td>Assess impacts on stakeholders</td>
</tr>
<tr>
<td>Estimate total value and/or net impact</td>
</tr>
<tr>
<td>Communicate internally or externally</td>
</tr>
</tbody>
</table>
Business applications in numbers

1. Estimate total value and/or net impact, 34%
2. Assess risks and opportunities, 27%
3. Assess impacts on stakeholders, 13%
4. Integrate and mainstream natural capital into policy, 7%
5. Compare options, 5%
6. Create and support insights, 5%
7. Other, 9%
Overview of current assessments

**NC or SHC**
- Natural capital only: 61%
- Natural, social, and human: 15%
- Social and human only: 6%
- Unspecified: 18%

**Organization type**
- Business: 65%
- Government: 25%
- Finance: 10%
- NC or SHC: 66%
**Business Example –**

**What was assessed**: cost and value of water to the company, to the community and to other local users.

**How this was used**: To help **shape the approach to water risk management** and stewardship efforts.

**Going forward**: IP will design a plan for **integrating water value** into their operational models to internalize key externalities related to water intake and discharge. This might involve

- a new governance structure
- a new strategic framework

**Assess risks and opportunities**

Check the NCC’s website or WBCSD’s website for more case studies.
Business example –

**What was assessed:** a **comparison** of the effects of sustainable forest management vs pristine conservation and palm oil production.

**How this was used:** Results were communicated with **internal and external stakeholders**

- Sustainable forest management by IHC allowed the preservation of integrity of forest and associated values (provision of **economic and social benefits**)

**Going forward:** The assessment will guide future monitoring indicators to be integrated into business decision-making.

Check the NCC’s website or WBCSD’s website for more case studies
Case Studies platforms I

- **Natural Capital Coalition’s case studies**
  - Over 160 case examples
  - Variety of business sectors, and public sector
  - Examples of how companies have made use of the Natural Capital Protocol

- **WBCSD’s business examples page**
  - Nearly 60 business examples
  - Variety of business sectors
  - Examples of how companies have conducted a natural, social/human capital assessment
We Value Nature’s business stories

- 3 recent business stories relating to natural capital
- 4 business stories from F&B sector
- Variety of business sectors
- EDP, Sonae Arauco & Grupo Argo sharing their natural capital journey

Natural infrastructure for business platform

- 16 business case studies
- Variety of business sectors
- Examples of how companies have conducted a natural, social/human capital assessment
Group exercise: exploring tools and resources

In pairs:

1. Go to The Natural Capital Toolkit on the SHIFT platform: https://shift.tools/nct

2. Imagine that you work for a mining company. Your senior management team has asked you to explore ways to conduct a company-wide assessment on its use of water.

3. Using the toolkit, determine which tool(s) could help you conduct such an assessment.
Debrief discussion

• What tool(s) have you chosen?
• What are the advantages and disadvantages of the chosen tool?
• What kind of information did you look for when navigating on the Natural Capital Toolkit?
• What factors did you consider to help make the choice of the tool?
• In what way(s) could the Natural Capital Toolkit and SHIFT be helpful to you?
• What did you learn from this activity?
Natural Capital Toolkit example

1. Mining company
2. Conduct a company-wide assessment on its use of water
3. Sustainability team
1. Using the Navigation Tool as a checklist to prepare for next step of the assessment

2. Explore additional resources
Some other examples of tools to determine impacts and dependencies

**ENCORE (Natural Capital Finance Alliance)**
- Impact and dependencies at economic sector level – qualitative

**SASB (Sustainability Accounting Standards Board)**
- Impacts at a sector level – qualitative

**Natural Capital Protocol Sector Guides**
- Impacts and dependencies but for limited sectors (food and beverage, apparel and forests)

**I360X (Impact 360)**
- Impacts across all natural, human, social and financial capital – quantitative and qualitative

Use localised examples or tools that can be of use within your company.
Presentation of case studies
Case study presentation from xyz

Pay attention to the following elements while listening to the presentation:

- Barriers, challenges and how overcame these
- Objective of assessment & process undertaken (incl. tools, methodologies adopted)
- Decision-making, collaboration, next steps

Use pp. 28-33 in your workbook
## Agenda

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1\textsuperscript{st} steps to assessing natural capital

Defining an objective
Concrete steps to undertaking a 1st natural capital assessment

**Define your objective**

**Identify** your impacts and/or dependencies
- *An initial view*

**Scope** your assessment
- Organizational focus
- Value chain boundary
- Value perspective
- Impacts and/or dependencies
- Type of value

**Practicalities**
- Baseline, scenarios, spatial & temporal boundaries, etc.

**Iterative process**
- Timing
- Skills
- Data
- Resources
- Stakeholders
Actions to take when setting an objective

- Identify the **target audience**
- Identify **stakeholders** and the appropriate level of engagement
- Articulate the **objective** of your assessment

### Hypothetical example

A completed template recording these outputs is shown for the hypothetical example in table 2.1.

<table>
<thead>
<tr>
<th>Question</th>
<th>Response for hypothetical example: NSCI</th>
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</thead>
<tbody>
<tr>
<td>1. Who is the target audience?</td>
<td>Senior management.</td>
</tr>
<tr>
<td>2. Who are your identified stakeholders and what is the appropriate level of engagement?</td>
<td>Initially the assessment is intended for internal use only. Future involvement of local regulators, investors, and suppliers may be warranted based on the results of the assessment.</td>
</tr>
<tr>
<td>3. What specific benefits do you anticipate from the assessment?</td>
<td>Understand the potential relevance of natural capital impacts and dependencies to long-term profitability. Identify farmers and manufacturing facilities most at risk and consider potential mitigating actions.</td>
</tr>
<tr>
<td>4. What is the specified objective?</td>
<td>To measure and value the extent to which facilities and growers impact and depend on natural capital related to water use, pollination, flooding, and air quality. To lay the ground work for a more detailed analysis to design a strategy addressing priority risks.</td>
</tr>
</tbody>
</table>
Practical considerations when starting a natural capital assessment

- **What is your objective?** How will assessments help your company and who is asking for this information, e.g. customers, investors?

- **Define the project scope and application**

- **Address relevant issues**, make your project tailor-made

- **Skills and data**: what have you got and what do you need to get?

- **What is your budget?**

- Make sure there is **sufficient support** for the project and **involve the right partners**

- **Develop clear recommendations and action plan**

  ➔ **Highlight insights** rather than absolute numbers

Refer to p. 34 in the workbook
Eager to get started?

Check out NCC’s interactive training videos

Natural Capital Protocol Training

Through this series of videos you will be asked to take the role of a sustainability or strategy representative and decide where your company should make its next acquisition. It will walk you through the stages of a natural capital assessment, asking the same questions that are relevant to any business decision: why, what, how, and what next.

Whatever your sector, the natural capital approach taken in this example, and the questions it raises, will be relevant to you.

Make use of WVN’s training resources
Where are we in our learning objectives?

So far, we have:

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- Familiarized ourselves with a few **key approaches and tools** to integrating natural capital and biodiversity into business decision-making.
Wrapping-up
Ask again here the 1st Menti Q. on how much do they know about natural capital to see if answers progress at the end of the training.
1. Business impacts and depends on nature and biodiversity
2. Applying a biodiversity-inclusive natural capital approach helps make better & more informed decisions
3. There are many existing tools & resources
4. Companies can start to conduct an assessment themselves
5. Buy-in must extend beyond the sustainability team

See p. 36 in your workbook
Creating an inductive company environment for integrating natural capital

- Integrating natural capital into business decision-making is a **collaborative process**.

- Each person in a company has its **own role** to play in driving sustainability. Sometimes, i.e. in the case of SMEs, one person can embody different roles.

- To empower your colleagues and managers and collaborate effectively, you need to be aware of the **challenges and needs** for each role.

- Please visit [WeValueNature’s digital media library](#), to find all action cards describing **useful actions** for a **various roles & ways to engage others** in the company on natural capital.
Creating an inducive company environment for integrating natural capital

Sustainability Manager

Natural Capital-Persona-ActionCard

- Understand the importance of natural capital in the overall sustainability strategy and integrate it into the company’s decision-making processes.
- Develop and implement sustainable practices and initiatives that align with the company’s values and goals.
- Collaborate with stakeholders to identify and address environmental challenges and opportunities.
- Actively engage with external partners to establish a network of sustainability-minded organizations.
- Use renewable energy sources and promote sustainable transportation options.

Chief Executive Officer

Natural Capital-Persona-ActionCard

- Record and share progress: Periodically update the company’s progress towards its sustainability goals and communicate these achievements to stakeholders.
- Identify and prioritize sustainability initiatives that align with the company’s strategic objectives.
- Establish clear and measurable sustainability targets to guide decision-making and ensure accountability.
- Foster a culture of sustainability by promoting actions that reduce the company’s environmental impact and enhance its reputation.
- Ensure that sustainability initiatives are integrated into the company’s core business processes.

Find a personas action card for each identified role through We Value Nature’s digital media library.
Mentimeter closing questions

What is your **1 key learning** from the training?

Share **1 concrete next action** you will take after this training

Use p. 37 in your workbook
How to use Mentimeter

1. Go to www.menti.com
2. Enter this code: xx xx xx
3. Submit your answer
Next steps that YOU can take

➢ Download & familiarize yourself with the **Natural Capital Protocol and the Biodiversity Guidance**

➢ **Inspire** yourself from our **business stories** on natural capital

➢ **Share training learnings & material** with colleagues and network
We Value Nature training is open

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It’s good to share!

- Let us know how you use the We Value Nature training materials.
- How have you adapted them for your own training?
- We will be pleased to share your news & resources with the We Value Nature community.
- Share your remixed materials in our open media library

Training@wevaluenature.eu
@WeValueNature
We are here to help!

Deep-dive webinars  In-person training  Helpdesk calls  Virtual office hour/ Q&A  Virtual training  Train-the-trainer

Keep in touch & sign-up: wevaluenature.eu
Exchange with peers: LinkedIn Group

Provide your feedback: Survey

We want to learn too – how have we helped?