

## Launch of EU Project 'SUSTAIN' to Drive Integration of Nature in Business Strategies

**The Hague, Netherlands; December 5th, 2022** - The Capitals Coalition has announced the launch of the SUSTAIN project. SUSTAIN is funded by the EU and will run for 3 years with the ambition to facilitate transformative changes within the global economy to halt and reverse biodiversity loss.

All businesses depend on healthy, biodiverse, and functioning ecosystems, either through their direct operations or through their supply chains. [Strengthening Understanding and Strategies of Business to Assess and Integrate Nature](#) (SUSTAIN) will work with businesses, financial institutions and regulatory bodies and help them to understand how their impacts and dependencies on nature affect their operations and profits through capacity building and the provision of tools and technical skills needed to comprehensively integrate the value of nature into their decision-making.

The project brings together a multi-disciplinary team of leading experts with backgrounds in ecology, conservation, economics, social sciences, and academic research. The project partner consortium is made up of [Capitals Coalition](#), [UNEP-WCMC](#), [ShareAction](#), [PBL Netherlands Environmental Assessment Agency](#), [IUCN Europe](#), [WBCSD](#), [ETH Zürich](#), [IUCN](#) and [Fundación Biodiversidad](#).

Together they aim to:

- Provide an enhanced knowledge base on impacts and dependencies of economic activities on biodiversity and ecosystem services, building on the ENCORE tool.
- Develop methods to reduce biodiversity and ecosystem service-related risks and increase opportunities through innovative research and modelling techniques.
- Develop a toolbox for businesses and financial institutions to use to understand, assess, measure and monitor impacts and dependencies on biodiversity.
- Develop and disseminate business case materials.
- Engage with key stakeholders from the business, finance, regulatory and intergovernmental spheres.

**ENDS**

## Notes to Editors

### About SUSTAIN

The Strengthening Understanding and Strategies of Business to Assess and Integrate Nature (SUSTAIN) project will provide businesses, financial institutions, and regulatory bodies with the knowledge and resources to better understand, assess, and monitor the dependencies and impacts on nature from activities across different sectors of the economy.

For more, visit <https://capitalscoalition.org/project/sustain-project/>

### About Capitals Coalition

Capitals Coalition is a global collaboration redefining value to transform decision making. It sits at the heart of an extensive global network which has united to advance the capitals approach to decision-making. The ambition of the Coalition is that by 2030 the majority of businesses, financial institutions and governments will include the value of natural capital, social capital and human capital in their decision-making and that this will deliver a fairer, just and more sustainable world.

The Coalition has published two international protocols – the Natural Capital Protocol and the Social & Human Capital Protocols – that provide a standardized framework for businesses to identify, measure and value direct and indirect impacts and dependencies on stocks of natural, social and human capital.

For more, visit <https://capitalscoalition.org/>

### About ETH Zurich

ETH Zurich ranks among the world's leading universities of science and technology, making a significant contribution to the common good and the preservation of societal well-being, natural resources and the environment. ETH is highly international with over 24,500 students from 120 countries. The Institute of Environmental Engineering of ETH focuses on finding sustainable solutions for global environmental problems such as climate change, with its results attract worldwide attention. The mission of the chair of Ecological Systems Design is to model, analyze, evaluate, and improve the resource efficiency and environmental performance of products and processes, new technologies, and consumption patterns from a systems perspective.

For more, visit <https://ethz.ch/en.html>

### About Fundación Biodiversidad:

Fundación Biodiversidad is a public foundation of the Ministry for the Ecological Transition and the Demographic Challenge of Spain and works to achieve a change in the socioeconomic model that takes into account the services provided by nature and the importance of preserving them. It has more than 24 years of experience helping to protect and conserve our natural heritage and biodiversity.

Biodiversity Foundation manages the Spanish Business and Biodiversity Initiative (IEEB in Spanish), in response to Spain's commitments acquired by signing the CBD. The IEEB aims to

promote, together with the business sector, economic development that integrates biodiversity conservation.

For more information visit: <https://fundacion-biodiversidad.es/>

### **About IUCN**

Created in 1948, IUCN has evolved into the world's largest and most diverse environmental network. Our Members include expert and influential government, non-government and Indigenous Peoples' Organisations from over 160 countries, and our Commissions draw upon more than 15,000 experts worldwide.

IUCN is the only institution that brings governments and civil society together with one purpose: to advance sustainable development and create a just world that values and conserves nature. The Union's diversity, depth and reach give its decisions a powerful mandate and its actions profound impact.

For more information visit: <https://www.iucn.org/>

### **About PBL**

The Netherlands Environmental Assessment Agency (PBL) is the Dutch national institute for strategic policy analysis in the field of the environment, nature and spatial planning. The PBL is primarily policy-oriented, and contributes to the quality of political-administrative decision making by conducting explorations, analyses and evaluations in which an integrated approach is paramount. A core task is to investigate and document current environmental, ecological and spatial quality, and to evaluate environmental policies. It conducts its research solicited and unsolicited, independently and scientifically founded.

For more information visit: <https://www.pbl.nl/>

### **About Share Action**

ShareAction is a non-profit working to build a global investment sector which is responsible for its impacts on people and planet. We mobilise investors to take action to improve labour standards, tackle the climate crisis, and address pressing global health issues, such as childhood obesity. Over the last 15 years, ShareAction has used its powerful toolkit of research, corporate campaigns, policy advocacy and public mobilisation to drive responsibility into the heart of mainstream investment. We want a future where all finance powers social progress.

For more information visit: <https://shareaction.org/>

### **About UNEP-WCMC**

The UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC) is a global centre of excellence on biodiversity and nature's contribution to society and the economy. It operates as a collaboration between the United Nations Environment Programme and UK charity WCMC.

UNEP-WCMC works at the interface of science, policy and practice to tackle the global crisis facing nature and support the transition to a sustainable future for people and the planet.

For more information visit: <https://unep-wcmc.org/>

## **About the World Business Council for Sustainable Development (WBCSD)**

WBCSD is the premier global, CEO-led community of over 200 of the world's leading sustainable businesses working collectively to accelerate the system transformations needed for a net zero, nature positive, and more equitable future.

We do this by engaging executives and sustainability leaders from business and elsewhere to share practical insights on the obstacles and opportunities we currently face in tackling the integrated climate, nature and inequality sustainability challenge; by co-developing "how-to" CEO-guides from these insights; by providing science-based target guidance including standards and protocols; and by developing tools and platforms to help leading businesses in sustainability drive integrated actions to tackle climate, nature and inequality challenges across sectors and geographical regions.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995, WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability, united by our vision of a world in which 9+ billion people are living well, within planetary boundaries, by mid-century.

For more information visit: [www.wbcsd.org](http://www.wbcsd.org)