

We Value Nature

Virtual Office Hour call

26 March 2020



What is a Virtual Office Hour call & how does it work?

A Virtual Office Hour call offers you a **dedicated time and space to ask questions and have group discussions.**

The aim is to:

- Be a supporting & participatory platform,
- Share your experiences and learn from others,
- Develop an FAQ.



VIRTUAL OFFICE HOUR

A few “house rules”



Put yourself on mute when not taking part in discussions.



But please do feel free to use your camera even when not speaking.



Contribute and share your experiences – we can all learn from one another!



We will be using some polling as well as a live google document.

Are you ready?

We hope you've got some questions and experiences ready to share but just in case, here's a reminder of our topics so you can start thinking about them...

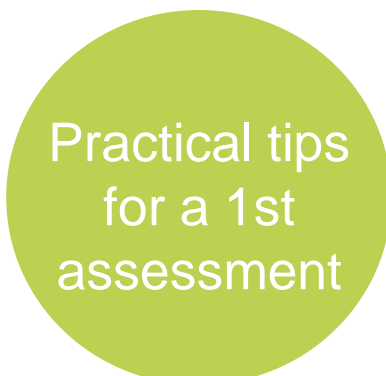


Agenda



Introduction to We Value Nature

- Brief presentation of the We Value Nature Campaign



Practical tips for a 1st assessment

- Ask your questions and share your tips & experience with others



Exploring business examples & case studies

- Let us know about what is helpful to you in business case studies & share any resources



Checking-out & engagement opportunities

- Check-out Q.
- Getting started
- Further engagement



Open for group discussion

Who is your support team for today?



Katia Bonga



Nadine McCormick



Tim Polaszek



Stijn Schep



CAPITALS
COALITION

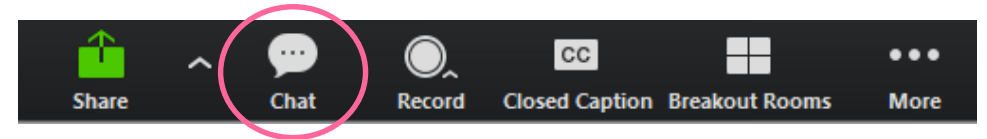


WOLFS COMPANY
NATURE BY NUMBERS

Check-in question – who are you?



- **Please tell us more about you by sharing your:**
 - Name
 - Role
 - Organization
 - What are you most curious to hear about today



We Value Nature Campaign

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**.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821303



How are you
doing in this
period of time?

What type of
information do you
find most useful in
business case
studies?

Practical tips for scoping out a first natural capital assessment

Stijn Schep

Wolfs Company



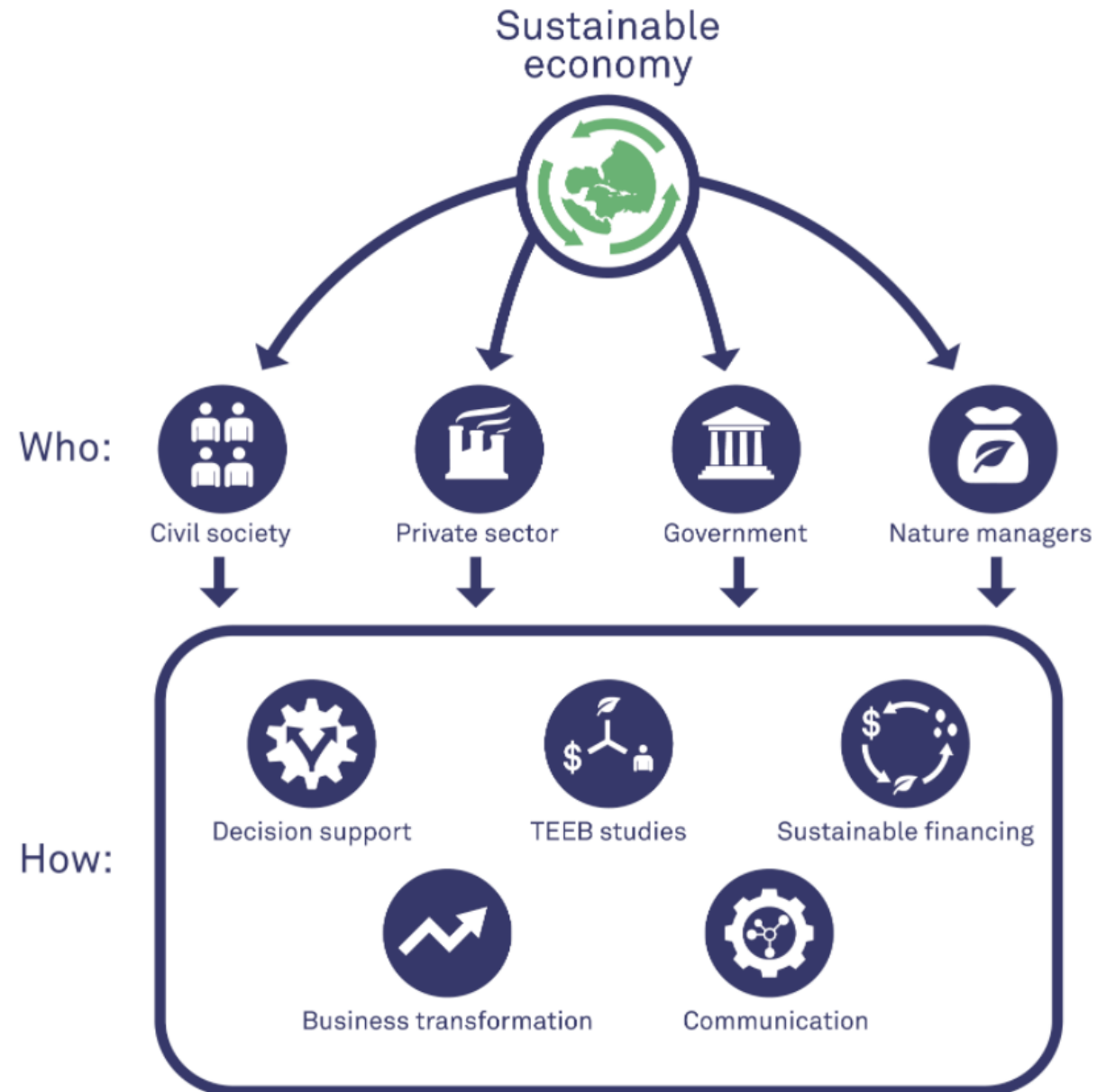


WOLFS COMPANY
NATURE BY NUMBERS

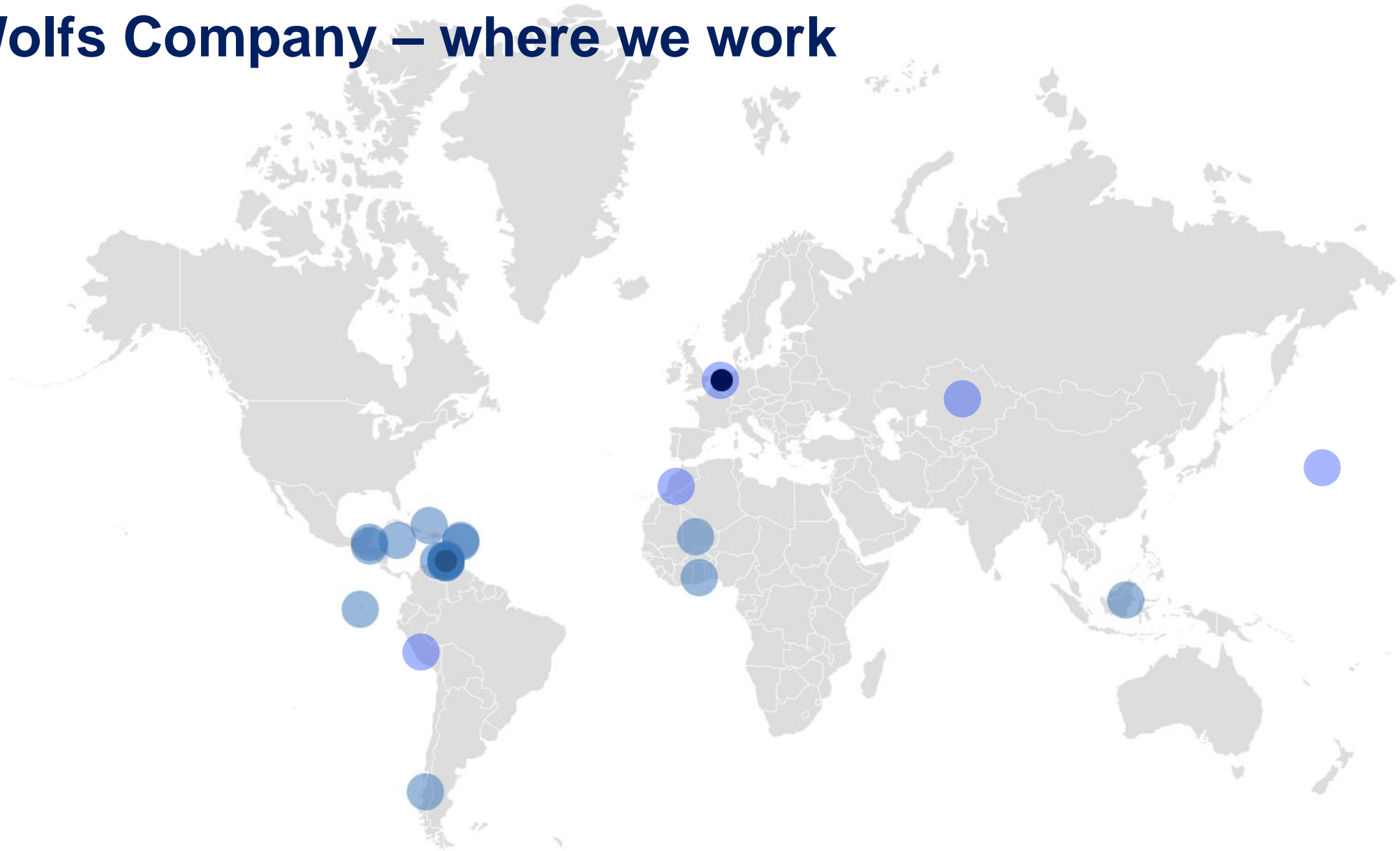
What to consider when starting a Natural Capital assessment?

Stijn Schep, Wolfs Company
March 2020

Wolfs Company – our work

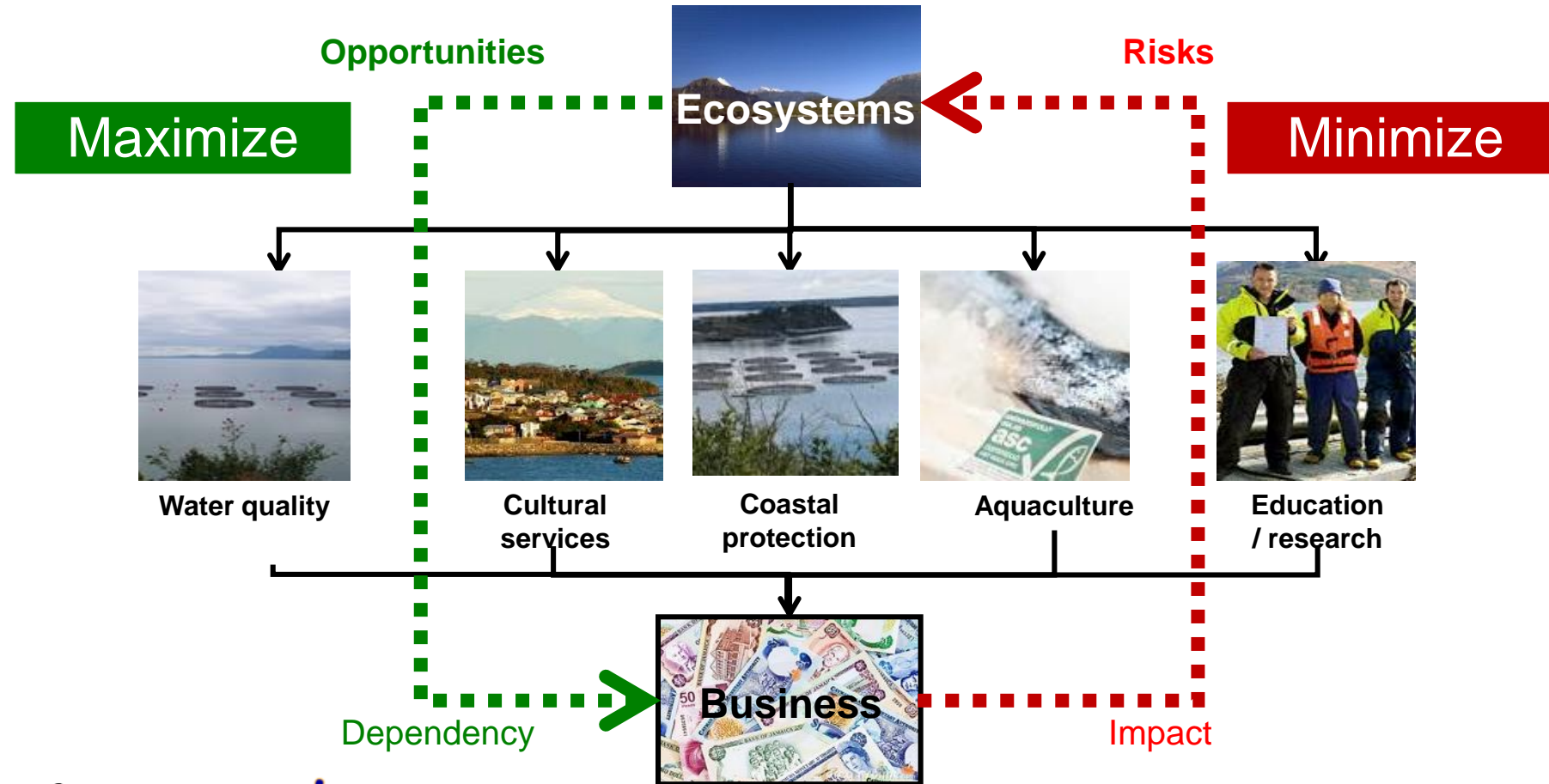


Wolfs Company – where we work



Why do you want to do a Natural Capital assessment?

Enhancing business performance: Salmon Aquaculture



Institute for Environmental Studies



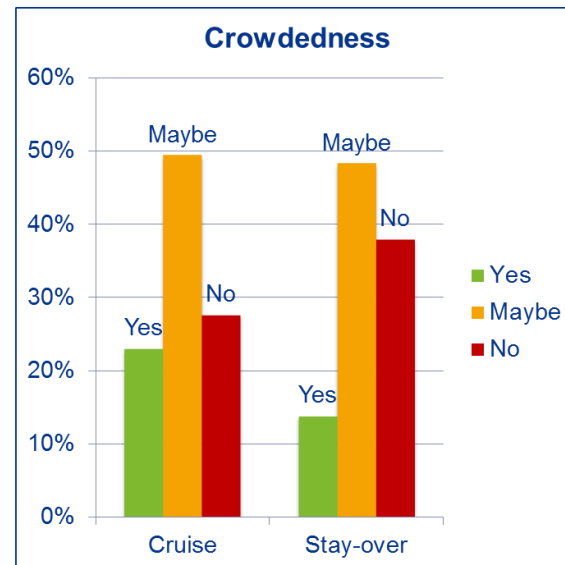
Dependency on Natural Capital: Tourism Industry



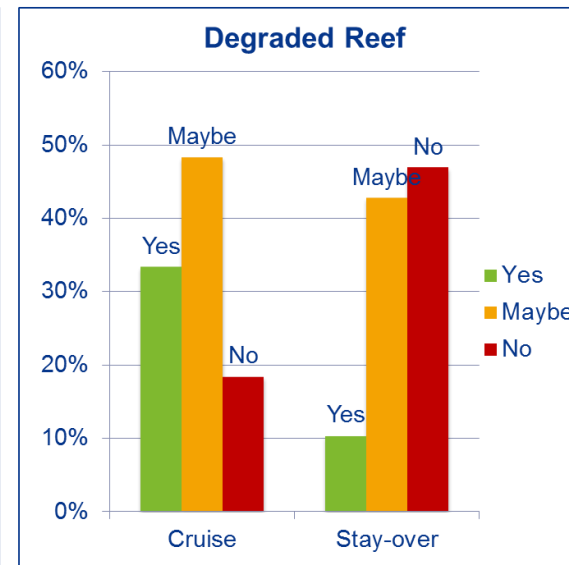
Interested in:

Tourist numbers, high expenditures, and optimizing marketing budget

Would you return to a **more crowded** Bonaire (50% more buildings/people)?



Would you return with significantly **degraded coral reefs**?



Healthy nature is of the utmost importance for the tourism industry

Contribution of Natural Capital to sustainable development: Government of Aruba

How to monitor development towards sustainable development goals?

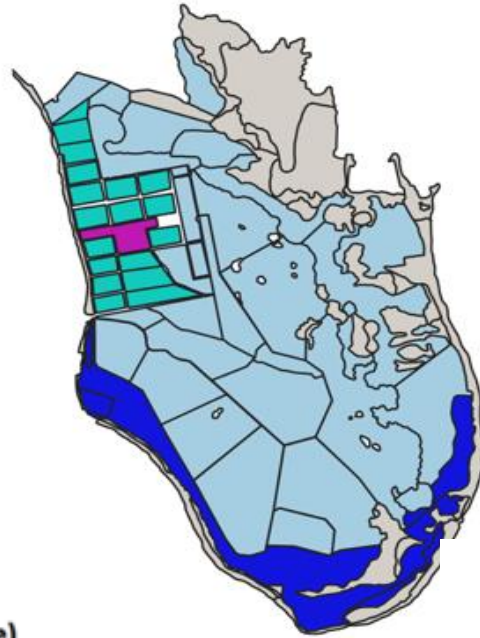
Key Performance Indicators



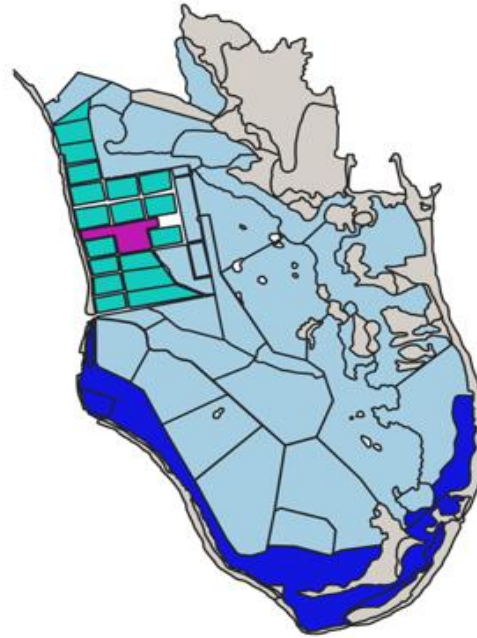
Monitoring the values of the ecosystems is becoming part of their sustainability indicators

Analyzing the impact of future operations: Cargill Salt

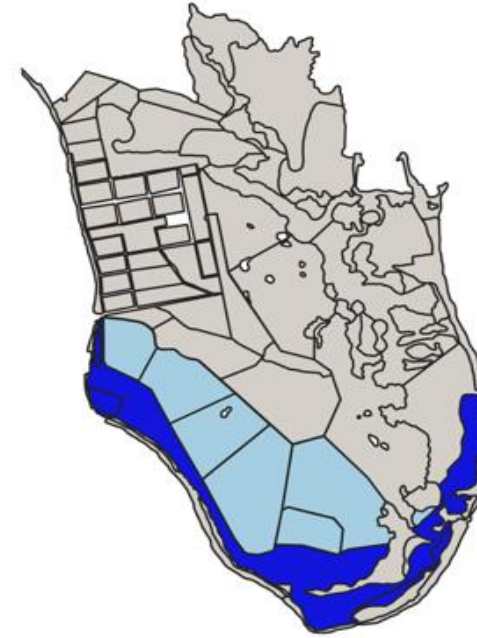
Scenario A



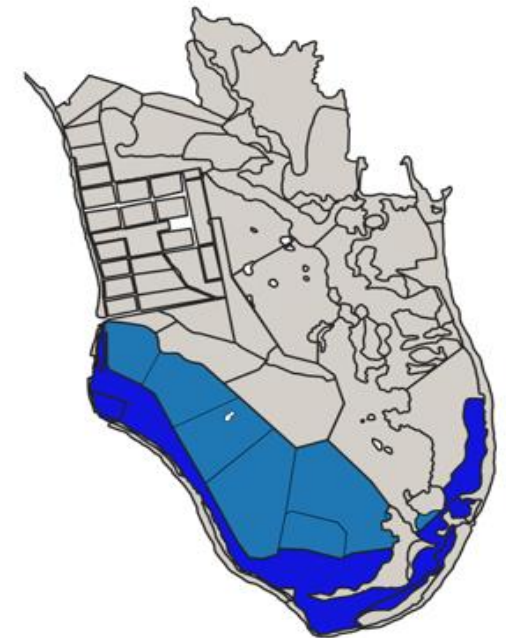
Scenario B



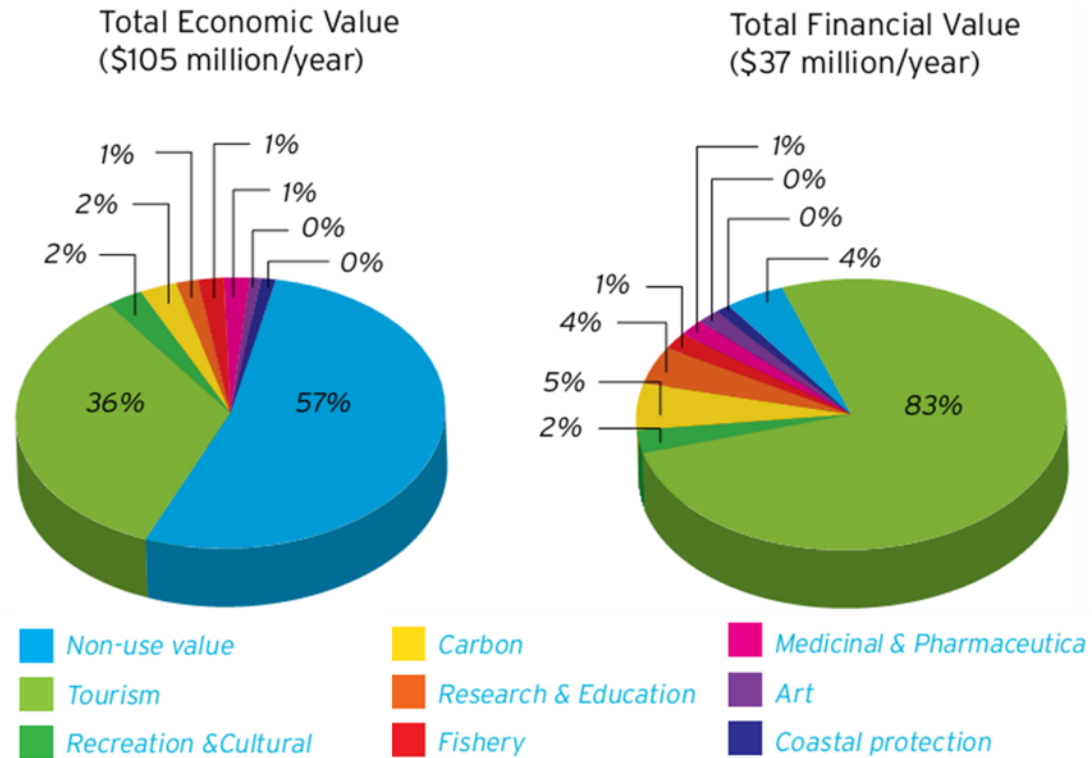
Scenario C



Scenario D



Strategic allocation of budget for nature conservation: WWF Netherlands



Realized a 3-year budget for the Caribbean Netherlands

Practical issues when starting a Natural Capital Project

- Organize **sufficient capacity** to implement the Natural Capital project (project manager, technical experts, budget...)
- Implement **workshop(s)** to:
 - **Train stakeholders and staff** on Natural Capital
 - **Define project scope** and **application** of the project results
- Assess **data availability**
- Involve the **right partners** to conduct the analysis and facilitate the process
- Make sure there is **sufficient support** for the project



Success factors

- Define a clear **purpose** for your Natural Capital project
- Continuously **engage stakeholders** (public as well as private)
- Address relevant issues, make your project **tailor-made**
- **Simple and accessible** results
- Develop clear **recommendations and action plan**
- Highlight **insights** rather than absolute numbers





WOLFS COMPANY
NATURE BY NUMBERS

Questions?

Contact:

stijn.schep@wolfscompany.com

Group discussion



- What questions do you have?
- What may be some of the challenges / barriers for business to adopt some of these practical steps?
- How can you ensure to get buy-in from your team? Who do you need to convince?
- What tips / experience can you share?



Photo by [Gary Bendig](#) on [Unsplash](#)

Business applications of natural capital & case studies

Tim Polaszek



Business applications

Refer to p. 20
of the
[Natural Capital
Protocol](#)

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

Potential Business Applications

Inform strategy

Compare options

Assess impacts on stakeholders

Estimate total value and/or net impact

Communicate internally or externally



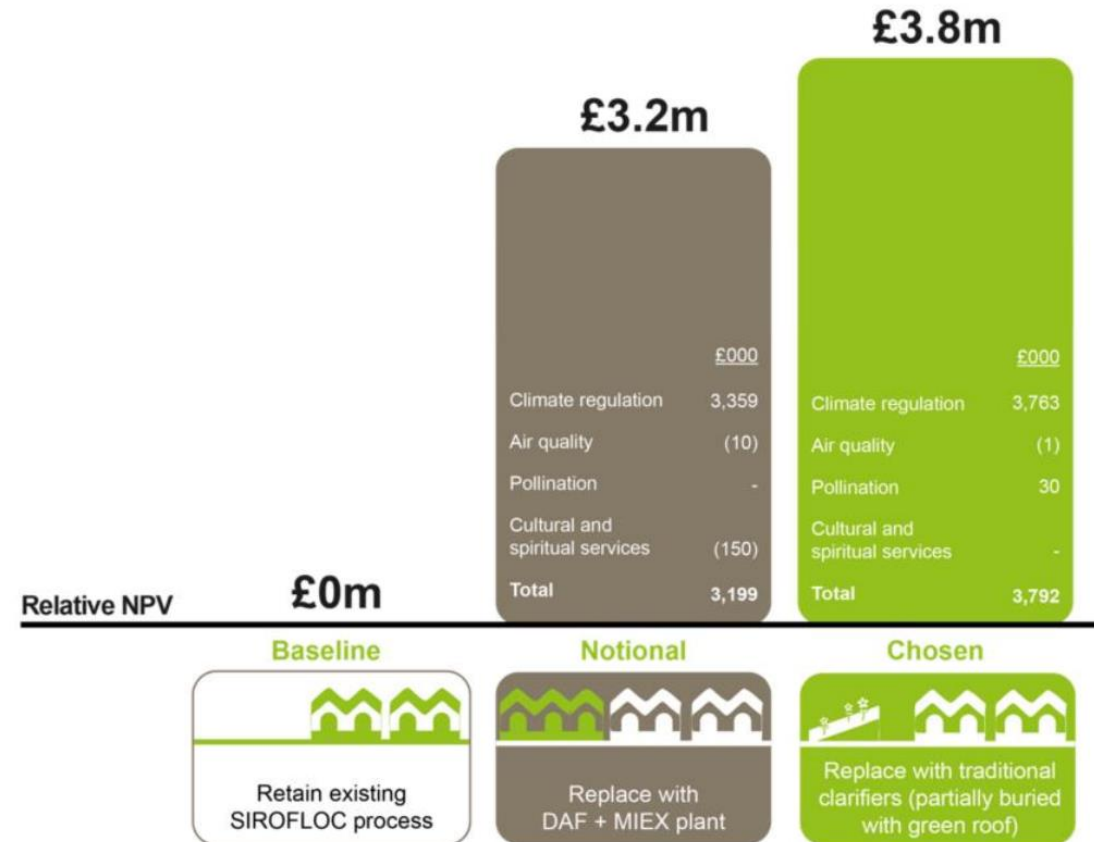
Comparing options



Embed a capitals thinking through scenario analysis to inform decision-making and investment choices

DECISION:

- Increase positive, and reduce negative externalities
- Robustness of valuation was assessed
- Want to include all social and financial



Comparing options

Key lessons learned for Yorkshire Water:

1. Stimulate debate internally
2. Identifying which operations have largest impact
3. Deeper understanding of how to manage natural assets
4. Communicating values to local stakeholders
5. Indicate which are private vs. public benefits

Estimating net impact

Rationale: Why impact valuation?



Understand the extent of impacts

- Assess and quantify the risks of externalities on LH bottom line
- Translate environmental and social KPIs in a common language, understandable throughout the organization



Shape the mindset

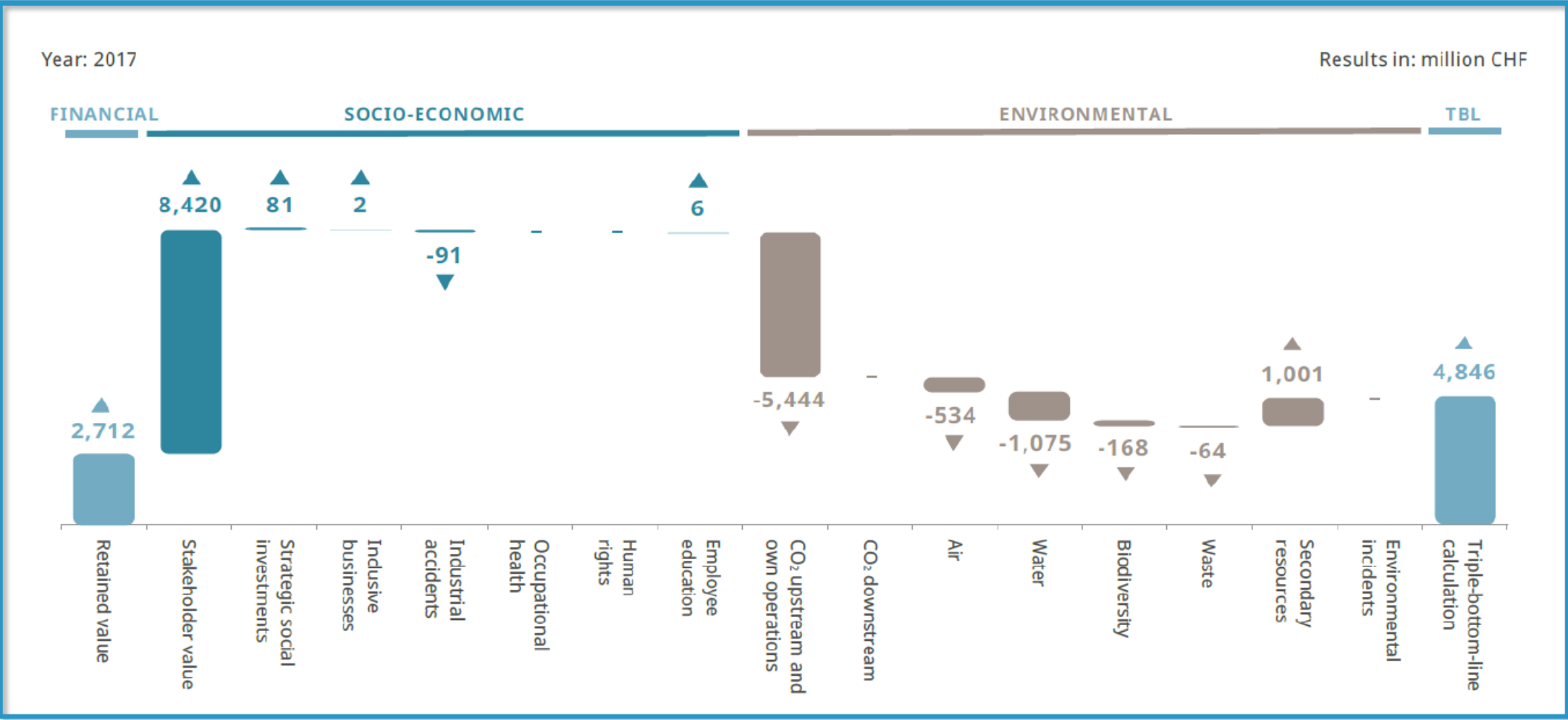
- Have a comprehensive view of company performance/impact
- Track progress over time
- Engage, mobilize and educate beyond Sustainable Development experts, facilitate confrontation



Enhance decision making process

- Investments lock LH into assets for a long period of time
- Start assessing decisions bottom up, working with interested companies

Estimating net impact



Comparing options

Key lessons learned for Lafarge-Holcim:

1. Allowed complex metrics to be translated to simple KPIs
2. Other extractive companies followed suit
3. Allows communication of global-scale impacts
4. CO2 emissions clear as one of the most material issues



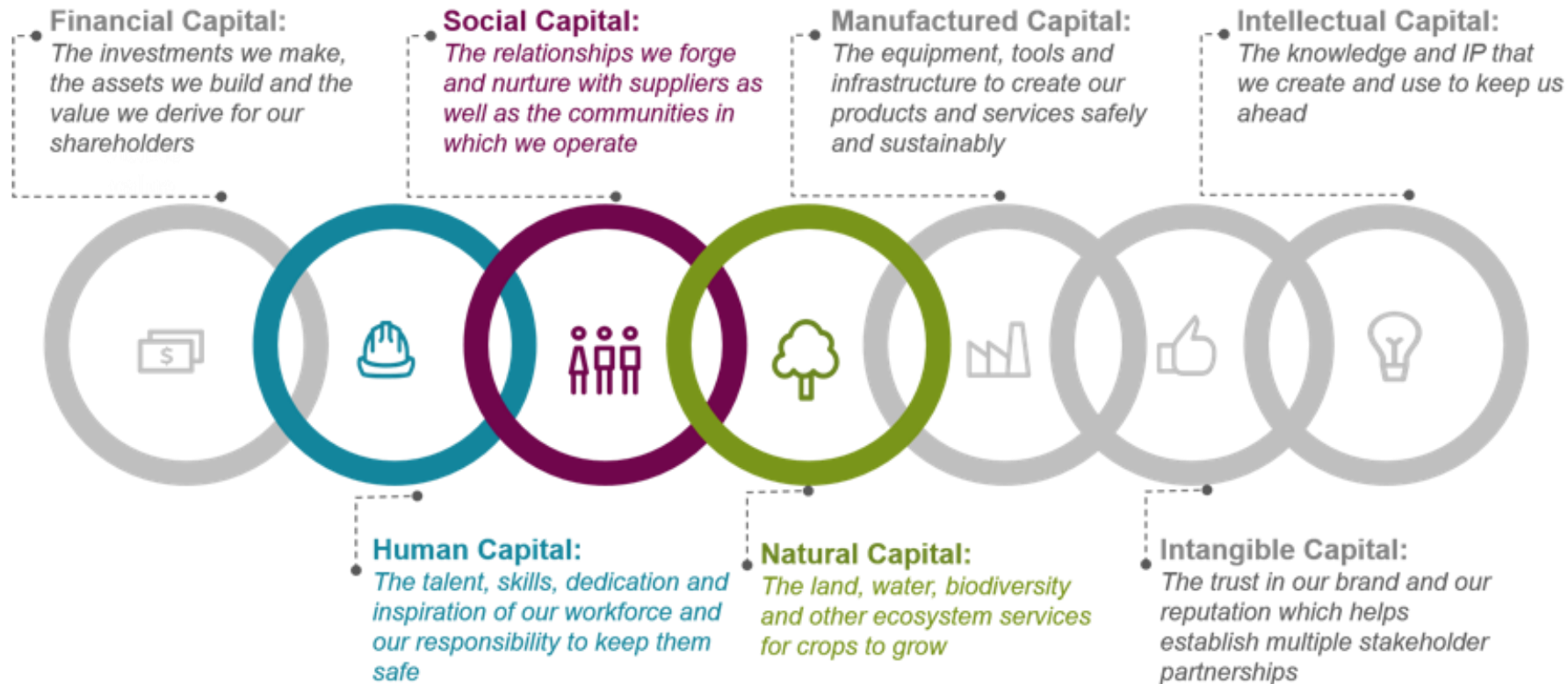
Highlights – Financial Year 2017



Inform strategy



To create value over the long-term



Comparing options

Key lessons learned for Olam:

1. Lower cost of capital – preferential finance
2. Clarity on delivering real, long-term value
3. Speaking the same language across departments and with suppliers and investors

Group discussion



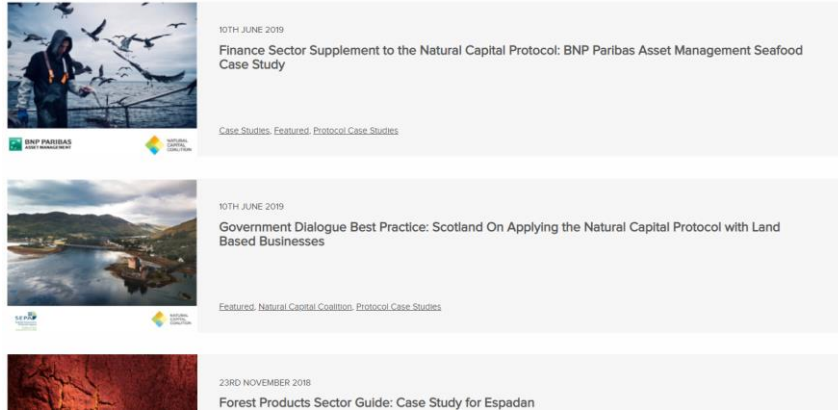
- What questions do you have?
- What is your observation of the current landscape of business use of natural capital information?
- In what ways are business case studies helpful to you and what would be needed to make them even more useful to businesses?
- Which case studies' repositories are you aware of?
 - Please share your business story with us!



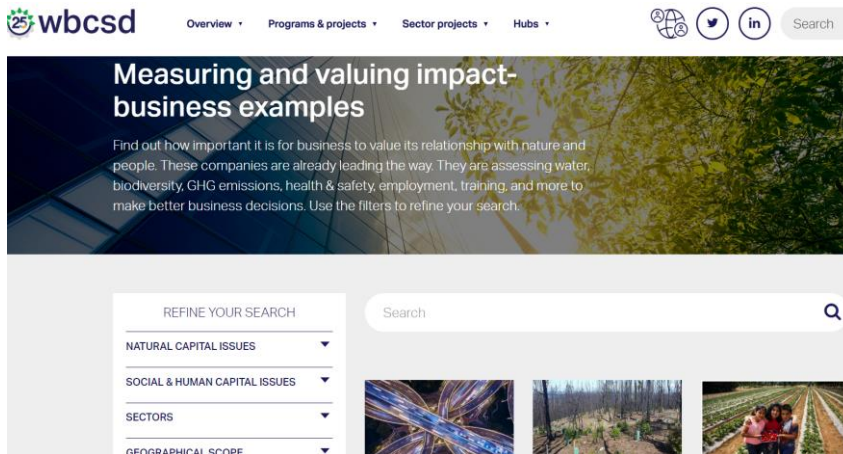
Photo by [Gary Bendig](#) on [Unsplash](#)

A few useful case studies' repositories

Protocol Case Studies



- **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



A few useful case studies' repertoires



Natural capital stories



EDP

EDP is a Portuguese electric utilities company that generates, transports, distributes and sells electricity. EDP's embarked on a natural capital journey to mitigate the impact of their activities in the Sabot Valley. By taking a natural capital approach, EDP identified solutions that were cheaper, created local jobs and reduced fire hazards.

[READ MORE](#)

Sonae Arauco

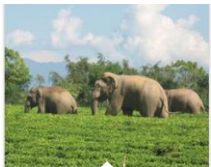
Sonae Arauco is one of the world's leading suppliers of wood-based solutions, manufacturing raw, decorative and construction wood products. Influenced by external trends and strategic imperatives, Sonae Arauco made the decision to move to a circular natural capital model. Today, Sonae Arauco's approach to circular natural capital has four pillars: sustainable forestry and sourcing responsibly, circularity, natural capital conservation and restoration, and innovation.

[READ MORE](#)

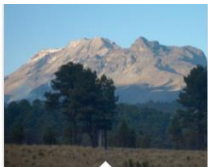
- **We Value Nature's business stories**
- 3 recent business stories relating to natural capital
- Variety of business sectors
- EDP, Sonae Arauco & Grupo Argo sharing their natural capital journey



Case study library



A scalable model of biological fence in Apeejay Tea plantations
Apeejay Tea



Izta-Popo - Replenishing Groundwater through Reforestation in Mexico
The Volkswagen Group



Aquisafe Project: Mitigation of Contaminants to Protect Water Resources in Rural and Semi-rural Areas Using Buffer Zones
Veolia



Multifunctional Field Margins - Enhancing Biodiversity in Agricultural Landscapes
Syngenta

- **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



Wrapping-up

Nadine McCormick

IUCN



Eager to get started?

Check out
NCC's
interactive
[training videos](#)



Training resources



Download module resources dependent on the length of your training event:

1 Hour **2 Hours** **Half Day** **Full Day** **Other useful resources**

Objective: To achieve an understanding of what natural capital is and why businesses should care with a few examples of businesses that have integrated natural capital in their decision-making processes.

Resources

Facilitator Agenda

A facilitator agenda for a one hour delivery of the We Value Nature Module 1. The agenda includes preparation, materials, and a step-by-step guide of activities for the training.

Rights: Creative Commons Attribution 4.0

DOWNLOAD 193.06 KB
DOCX

Participant agenda

An agenda for participants laying out the timings and topics of the one hour We Value Nature module 1 training.

Rights: Creative Commons Attribution 4.0

DOWNLOAD 129.26 KB
DOCX

Workbook

Participant workbook including useful resources and space for reflection and note-taking.

Rights: Creative Commons Attribution 4.0



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.



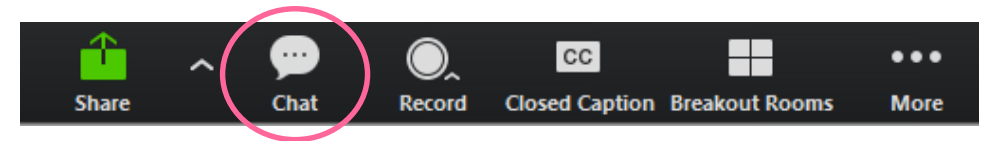
Natural Capital
Protocol
Training

Make use of
WVN's
[training
resources](#)

Check out question



What is your
key takeaway
from the call?



Upcoming engagement opportunities

- **Next Virtual Office Hour calls:**

- 30 April
- 28 May
- 30 June

11:00-12:00 CET

- **Upcoming (virtual) We Value Nature trainings:**

We are adapting the best we can to the current situation – expect virtual trainings to come!

May

Test trial of We Value Nature Module 2 training
Exact date tbc

June

EU Green Week 2020, Brussels, 1-5 June

GNAM (Global Network for Advanced Management), Netherlands, 8-12 June

IUCN World Conservation Congress 2020, Marseille, 11-19 June

Sept.

EMAN (Environmental and Sustainability Management Accounting Network), Geneva, 15-16 Sept.

We are here to help!

Next call:
30 April
11h-12h CET

Deep-
dive
webinars

In-
person
training

Helpdesk
calls

Virtual
office
hour/
Q&A

Online
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?





wbcscd



oppla



**WE VALUE
NATURE**

Supporting



**NATURAL
CAPITAL
COALITION**



This project has received funding from
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research and innovation programme
under grant agreement No 821303

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