

We Value Nature 10-Day Challenge Event

Operationalizing Intent for Impact :: March 11th

Session summary & key takeaways

Operationalizing Intent for Impact presented a proven methodology to develop actionbased corporate conservation strategies that connect high level initiatives like natural capital accounting, CSR ambitions and, no net loss commitments to real impact for biodiversity.

Key takeaways:

1. Having an ambition or making a commitment is not sufficient for biodiversity uplift. Many efforts fail to follow through from commitment to action. A corporate conservation strategy joins the dots.
2. Any corporate conservation strategy must be framed in a business driver of which 16 common drivers have been identified.
3. Corporate culture and the diversity of cultures from leadership to operations must be recognized and internalized as key determinants of success. Corporations are not monoliths of attitudes or engagement for biodiversity.
4. Stakeholders are a powerful driver for strategy development both internal and external, but an ultimate stakeholder is required to focus the strategy, the resources for subsequent implementation and the metrics for reporting and storytelling.

Warm thanks to the speakers for the insights shared:

Margaret	O’Gorman	President	Wildlife Habitat Council
Josiane	Bonneau	COO and Strategy Lead	Wildlife Habitat Council
Joanne	Howard	Vice President, Sustainability & Corporate Communications	Crestwood
Bill	Brady	Vice President Corporate Environmental Strategy	Exelon
Kevin	Mitchell	Director Property, Planning & Approvals	CRH

Key solutions presented / actions to take

A corporate conservation strategy is needed to move the private sector from intent to action. To build a resilient and operational strategy, it is imperative to understand a company's business driver, its culture, its stakeholders and its conservation potential. By framing the strategy in a business need or driver, the conservation action moves from philanthropic endeavour to become integrated in operations and resourced accordingly.

Actions that private sector actors can take:

- Assess company's biodiversity commitments. Are they linked to an action plan?
- If yes, is that action plan framed as a business imperative or a biodiversity goal?
- If no, start to develop a conservation strategy using the phases outlined in this presentation.
- If an action plan exists and is framed as a biodiversity goal, develop a strategy that reframes it as a business imperative.

Actions that the NGO sector can take:

- Assess the advice provided to the private sector for biodiversity impact. Does it have a business hook?
- If no, work with the business to identify a business challenge, opportunity or driver that can integrate biodiversity action into a business frame.
- If yes, assess if there a diverse suite of internal stakeholders is involved advancing the effort. If the effort is in a single operation or business unit, advocate for engaging stakeholders from a wide range of functions.

Useful resources

The [C-Suite 16](#) – WHC's Business Case for Conservation

[Strategic Corporate Conservation Planning](#) – book outlining the methodology in greater detail

[White Paper Library](#) – guides for action, case studies of success and links to business concerns

[Corporate Conservation Success Stories](#) – connecting site-based efforts to corporate value across a range of efforts, landscapes and biodiversity benefit *For more information contact:*

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