



**WE VALUE  
NATURE**

**TheRockGroup**

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## 10-DAY CHALLENGE

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**11 – 24 March 2021**

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Events and activities for  
naturally-smarter businesses



# Get involved in The We Value Nature 10-Day Challenge

- Sign up to receive **daily challenges**. Each challenge can be completed in around 10 – 20 minutes and will help you take the next step on your nature journey.
- Register for practical, interactive sessions.



[wevaluenature.eu/10-day-challenge](https://wevaluenature.eu/10-day-challenge)





**WE VALUE  
NATURE**

Supporting



**CAPITALS  
COALITION**



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[wevaluenature.eu](https://wevaluenature.eu)  
[info@wevaluenature.eu](mailto:info@wevaluenature.eu)  
[@WeValueNature](https://twitter.com/WeValueNature)



# INTRODUCTION

## How we're going to work together during this session

Keep your menti.com page open:  
**3483 4439**

Don't hesitate to use the chat for any question

Take a blank page and pen next to you

Note that the webinar will be recorded





# INTRODUCTION

**Introduce yourself!**  
**Mentimeter**



# INTRODUCTION

## Introducing TheRockGroup

- Sustainable business **strategy and implementation**
- Sustainable business **education**
- **Different** approach per business

# TRG



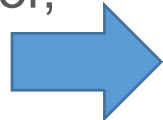


# INTRODUCTION

## Our approach to sustainability integration

### *Content of sustainability*

- Various sustainability themes
- Order of priority will change per business size, sector, impact...



TheRockGroup

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Circular Economy



Social & Sustainable Entrepreneurship



Sustainability Education



Good Governance



Biodiversity



Energy Transition



Human Rights



Corporate Social Responsibility

# OUR AGENDA

1

STEP 01

Integration of  
Biodiversity  
in business

2

STEP 02

Assess the  
gap



Break time

3

STEP 03

Explain the  
gap

4

STEP 04

Overcome  
the gap



# STEP 1

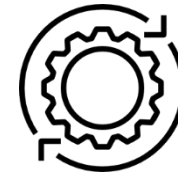
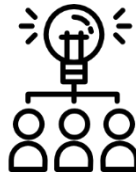
*Integration of biodiversity in business*

**Biodiversity needs to be integrated in your business as any other sustainability theme**

## WHY

Only then biodiversity and the other sustainability themes are part and parcel of doing business

- **Integrated Thinking**
- **Integrated Acting**
- **Integrated Reporting**

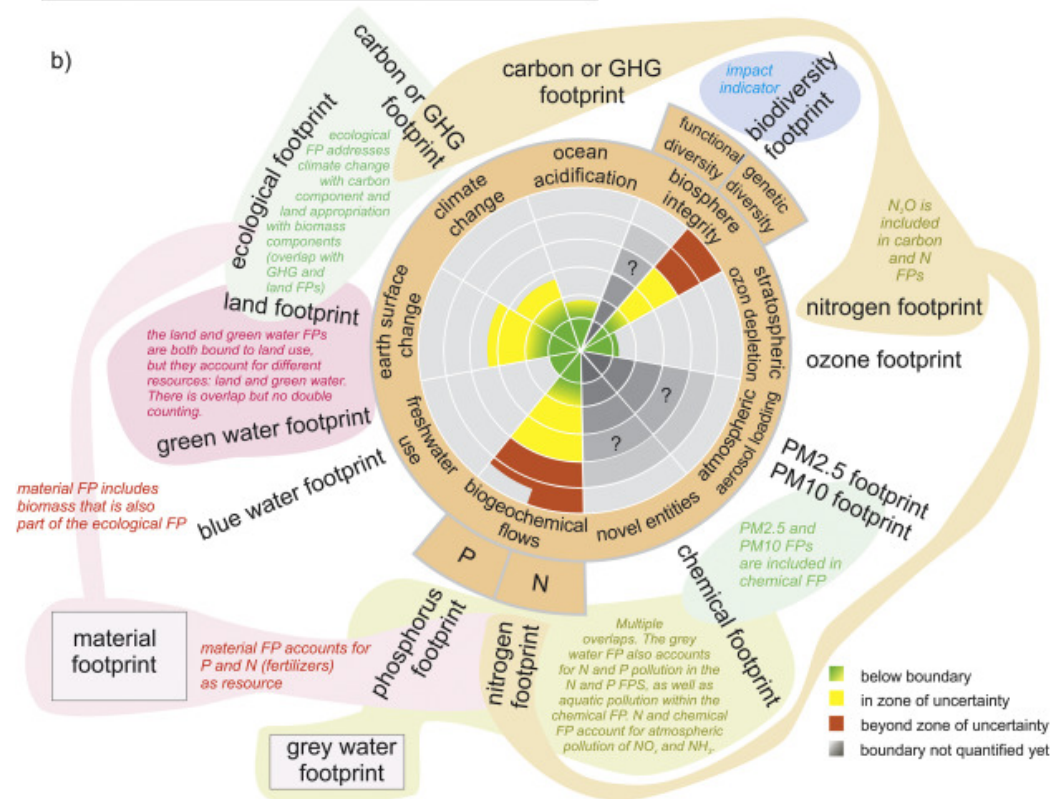
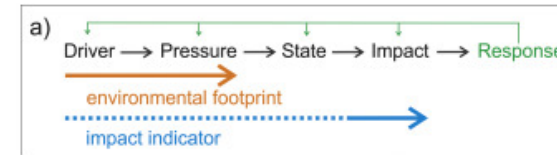


# STEP 1

## Integration of biodiversity in business

**Biodiversity needs to be integrated in your business as any other sustainability theme**

We know that all sustainability are interrelated, but for integrating in Business we take the topics separately in embedding sustainability in business



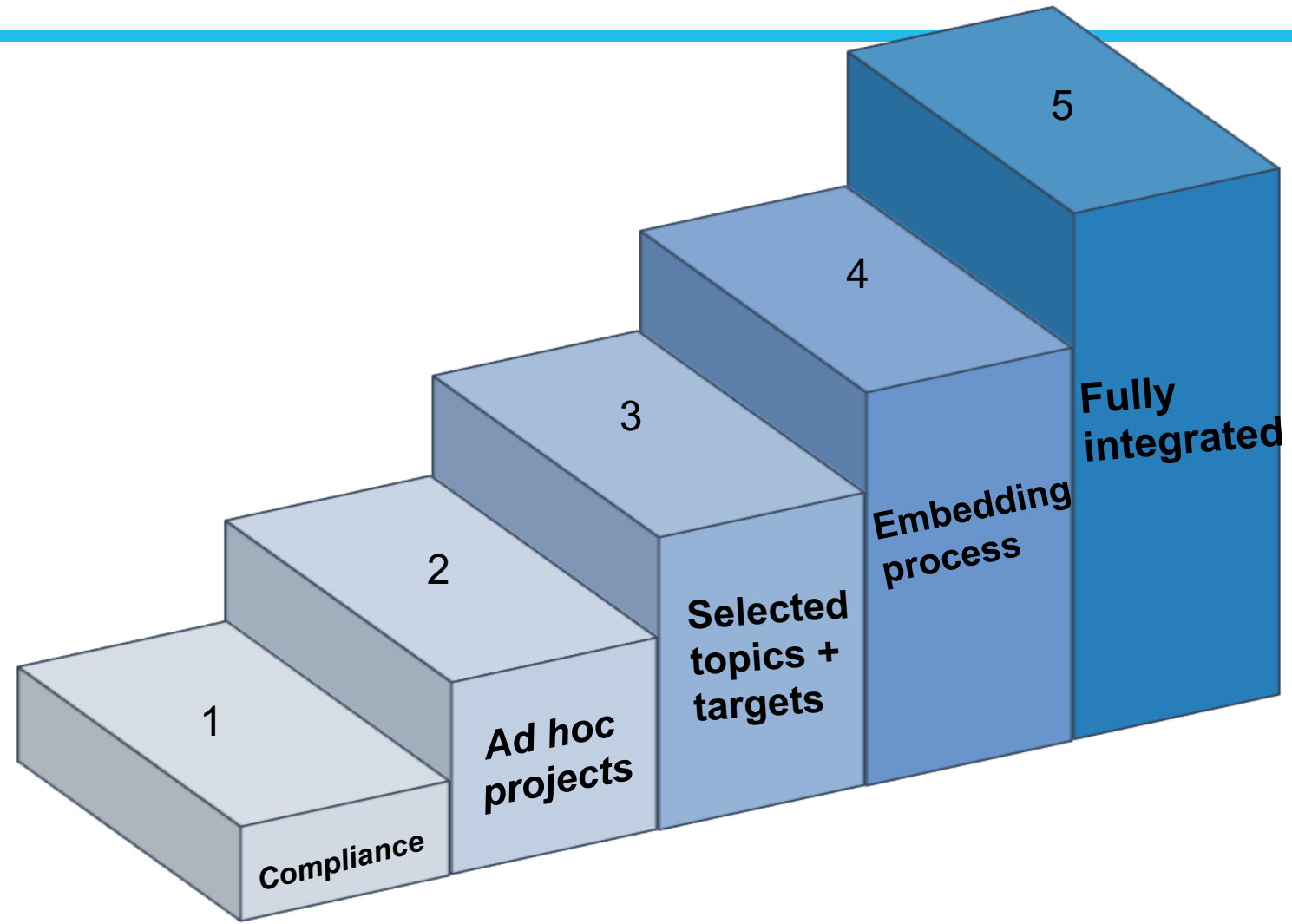


# STEP 1

*Integration of biodiversity in business*

**Introducing the maturity level of sustainability in an organization**

There are different models, just using today 1 of our models for this discussion

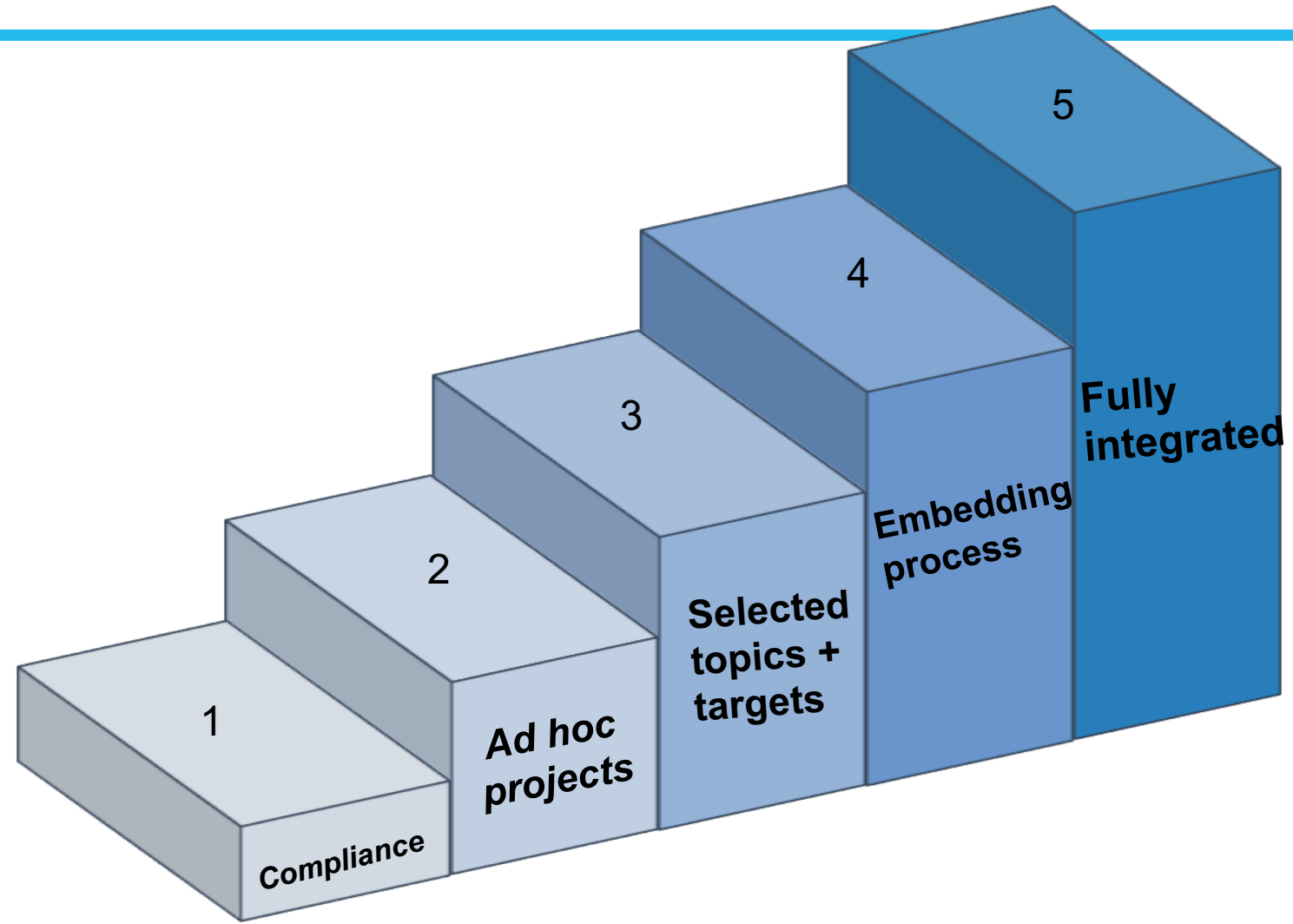


# STEP 1

*Integration of biodiversity in business*

## Mentimeter!

Where does your organization stand on sustainability maturity?



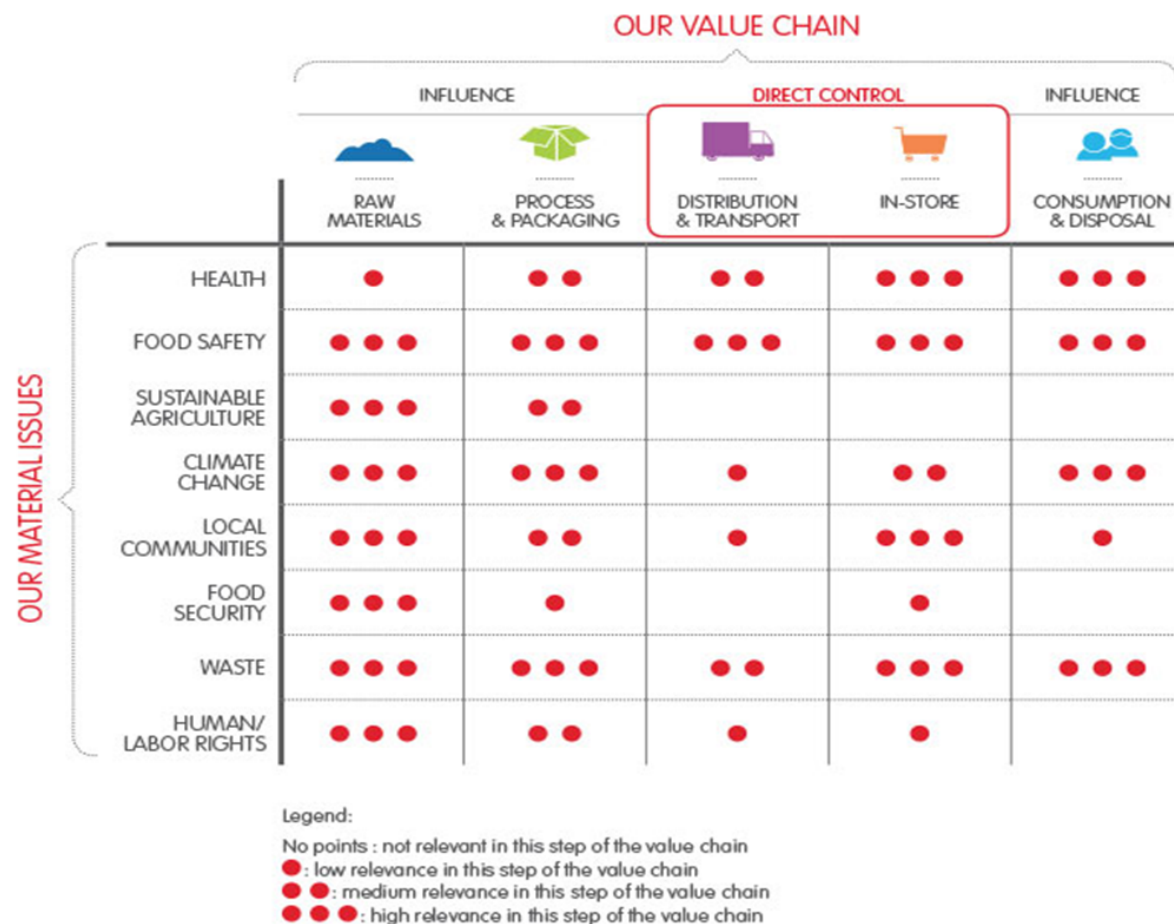


# STEP 1

*Integration of biodiversity in business*

## Where to integrate?

Important to identify where over the value and supply chain certain sustainability topics matter most



## STEP 2

*Assess the gap*

- Analyze the gap
- Situate your business



## STEP 2

*Assess the gap*

Just in general Biodiversity is **not** often mentioned as important for business in their own reporting

Fortune 500 companies:

Only a small % take biodiversity into account in their reporting (2018)

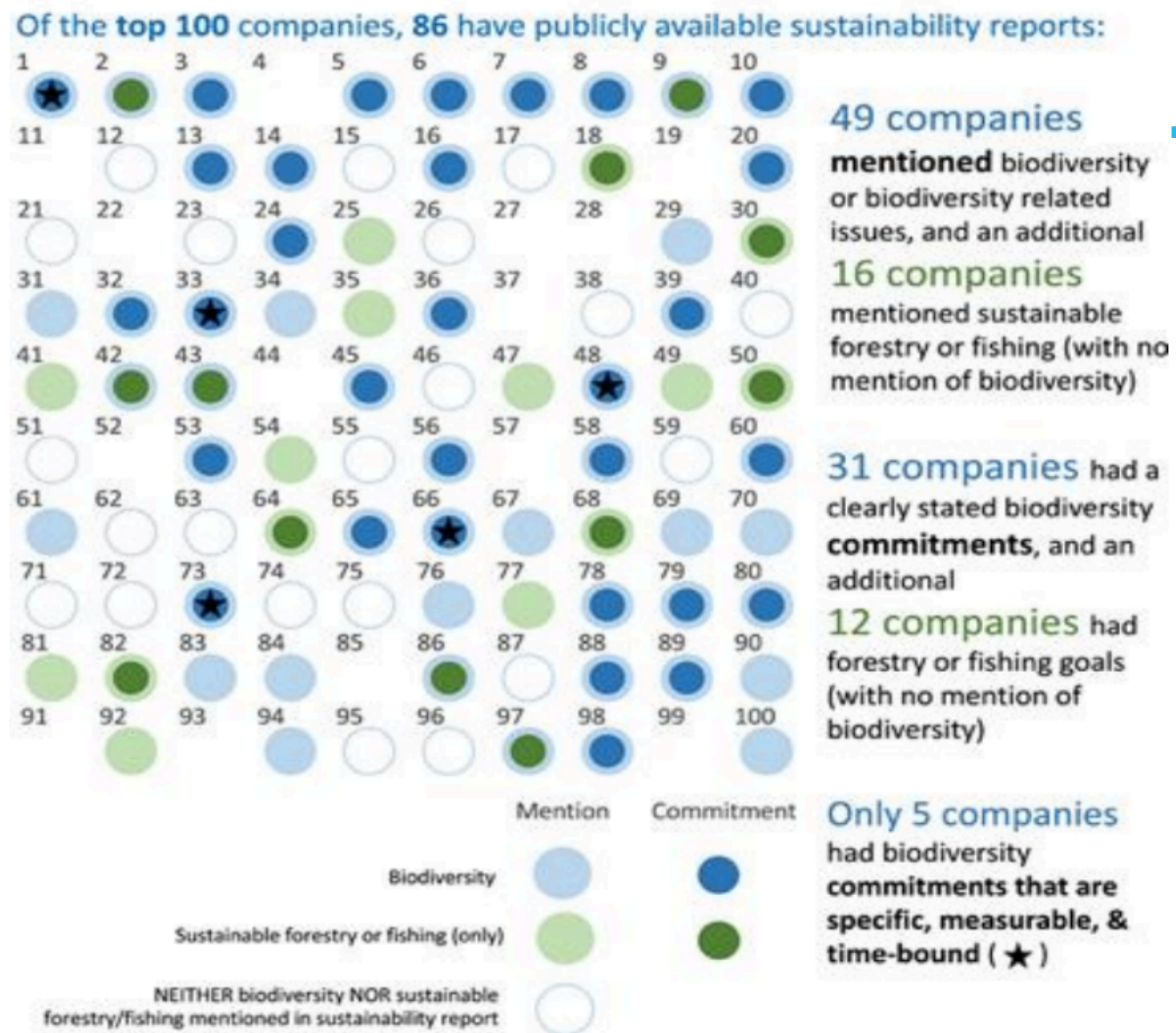


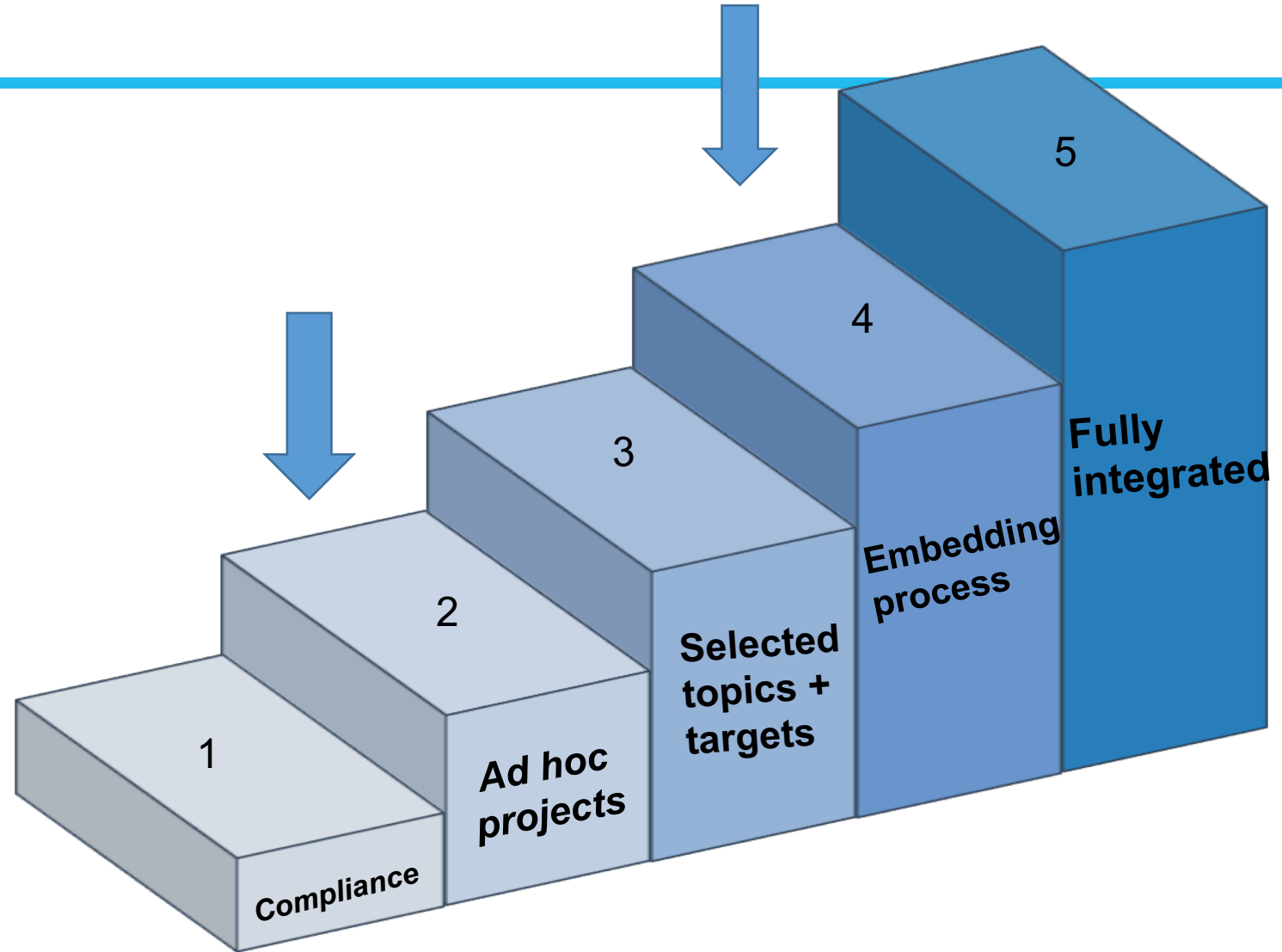
Figure 3. Assessment of reporting on biodiversity among the Fortune 500 (Addison et al. 2018)



## STEP 2

*Assess the gap*

- Biodiversity integration in business is low
- Even when a business' sustainability maturity is high, Business might be at level 4 where Biodiversity is still at level 2

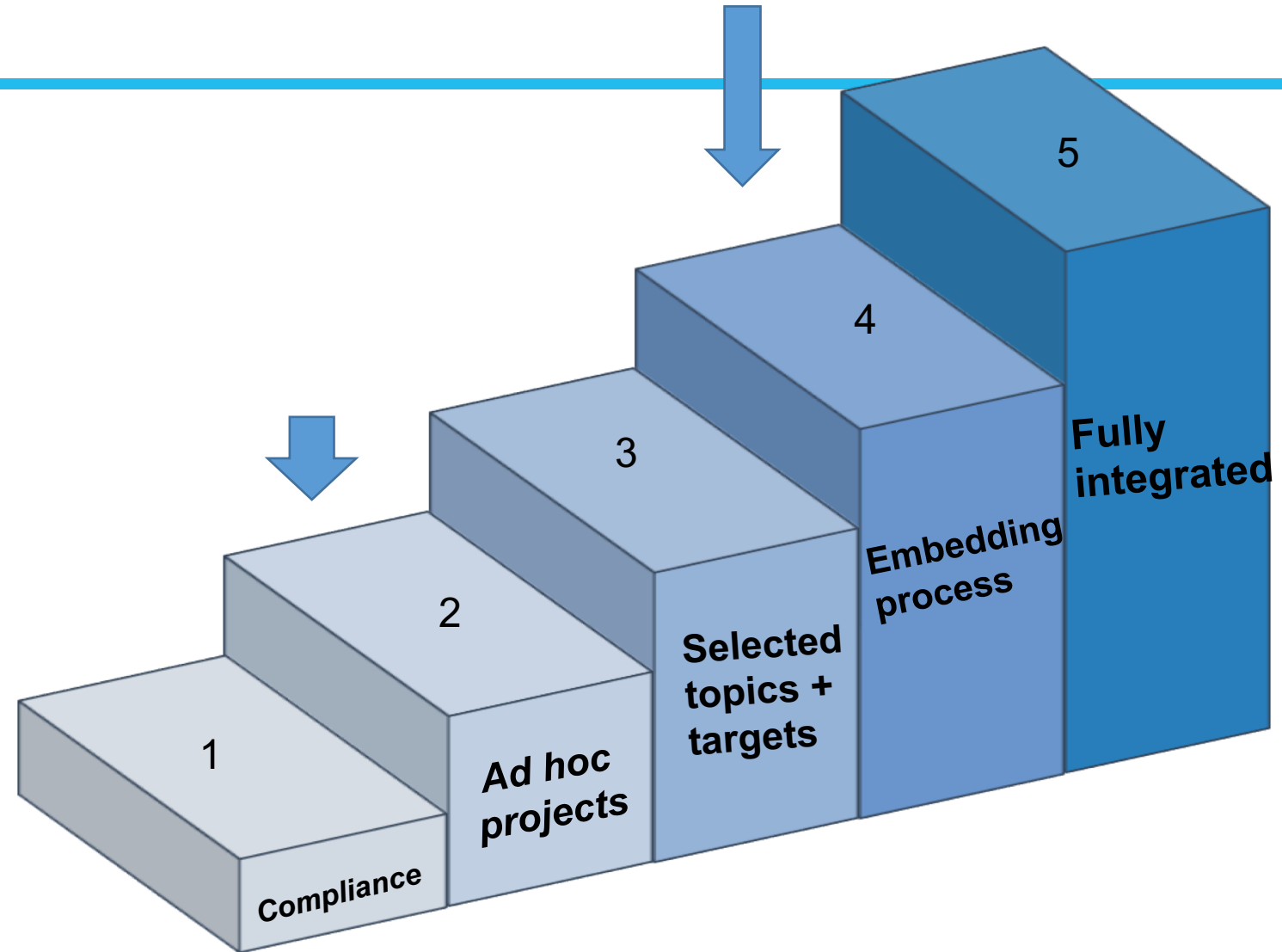


## STEP 2

*Assess the gap*

### Mentimeter!

Indicate the difference between your sustainability and biodiversity maturity level



# STEP 2

*Assess the gap*

## Biodiversity stops at the level of ad hoc projects (level 2)

- Small engagements
- No/bad reporting
- No dedicated metrics
- No reference/ targets





## STEP 2

*Assess the gap*

**Mentimeter!**

Anything other reason?





15min break





# STEP 3

*Explain the gap*

## Our findings

- Knowledge & awareness gap
- Transition gap
- Actionability gap

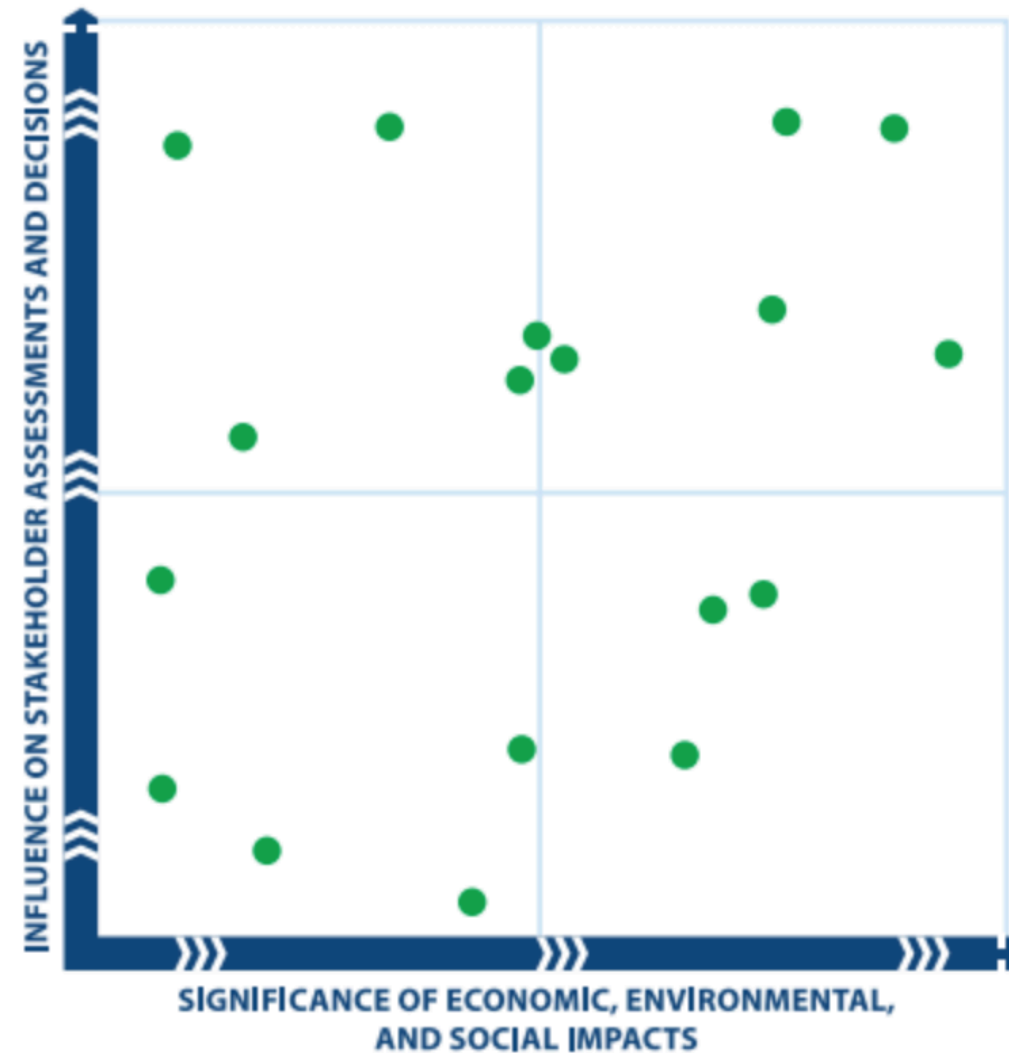


# STEP 3

*Explain the gap*

## Knowledge & awareness gap

- Biodiversity **NOT** mentioned when traditional way of selecting sustainability topics is used (stakeholders/business)





# STEP 3

*Explain the gap*

## Knowledge & awareness gap

- Board less educated on Biodiversity than on other sustainability topics such as Climate Change, Human Rights, Circular Economy
- Biodiversity relevance for business new

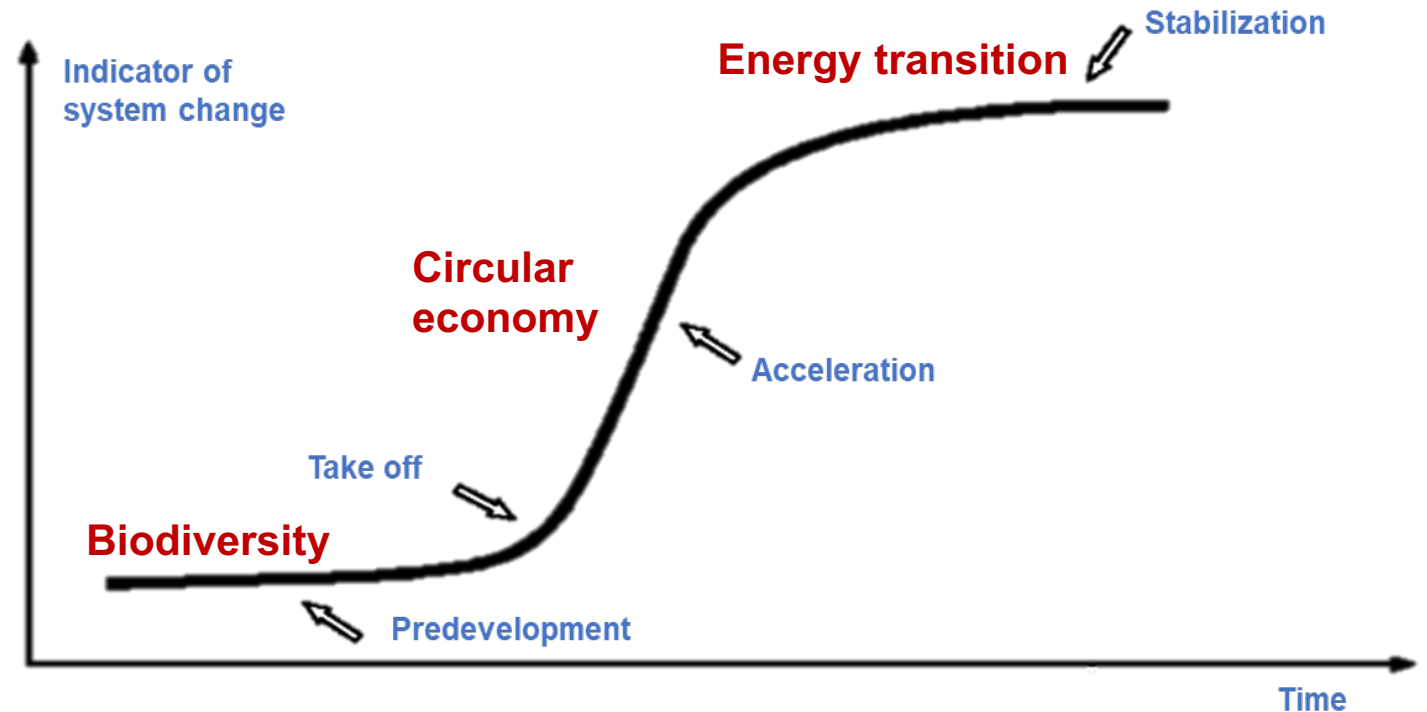


# STEP 3

*Explain the gap*

## Transition gap

- Businesses engage in several societal transitions **in parallel**.
- **Biodiversity transition is lacking behind** compared to energy & circular transition



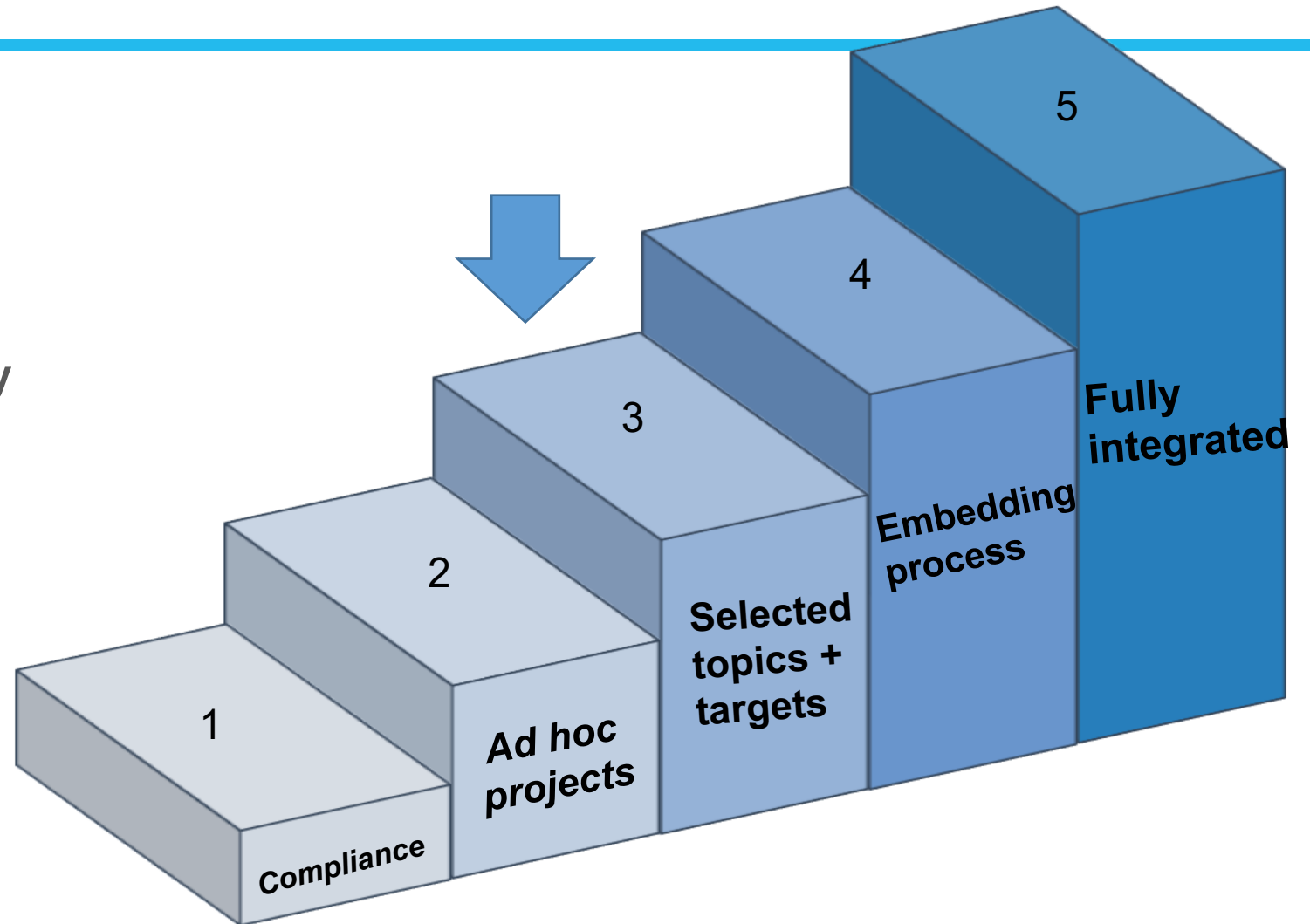
➡ *Chicken and the egg ??*

# STEP 3

*Explain the gap*

## Actionability gap

- When **high maturity level in sustainability and biodiversity is new**: expectations to level biodiversity at same level as energy/CO2 or CE
  - **Targets**
  - **Measurements**
- **Biodiversity to be expected to be measurable in same way as of day 1**



## STEP 3

*Explain the gap*

### Actionability gap

- Biodiversity measurement is very complex
- Trapped into the black hole of measurement

OR

- excuse not to act ?

Table 3. Coverage of different business applications by biodiversity measurement approaches<sup>85</sup>.

| BUSINESS APPLICATION SUPPORTED            | ORGANISATIONAL FOCUS |                                     |                                   |                                    |                            |           |
|---|----------------------|-------------------------------------|-----------------------------------|------------------------------------|----------------------------|-----------|
|   | Product/service      | Project/site                        | Supply chain                      | Business                           | Portfolio/sector           | Country   |
| Current performance                       | ABD, PBF             | ABD, LIFE, BISI, STAR, BD, BMS, BPT | ABD, LIFE, BD, PBF, BIM, BMS, EPL | BD, GBS, BISI, LIFE, BIM, BMS, EPL | BFFI, LIFE, GBS            | ABD, LIFE |
| Future performance                        | PBF                  | LIFE, STAR, BPT                     | LIFE, PBF                         | GBS, LIFE                          | BFFI, LIFE, GBS            | LIFE      |
| Tracking targets                          | ABD, PBF             | ABD, BIE, BD, LIFE, STAR            | ABD, STAR, BD, LIFE               | ABD, BISI, BD, LIFE, GBS, STAR     | ABD, LIFE, BFFI, STAR, GBS | ABD, STAR |
| Comparing options                         | ABD, PBF             | ABD, STAR, BISI                     | ABD, BIM, BMS, EPL                | ABD, BIM, BISI, GBA, EPL           | ABD, GBS, BFFI, LIFE       | ABD, LIFE |
| 3 <sup>rd</sup> party assessments/ratings |                      | LIFE                                |                                   | GBS, LIFE                          | GBS, LIFE, BFFI            | LIFE      |
| 3 <sup>rd</sup> party certification       |                      | BD, LIFE, BMS                       | BD, LIFE, BMS                     | BD, LIFE, BMS                      | LIFE                       | LIFE      |
| Risk and opportunity assessment           | ABD                  | ABD, BISI, BPT                      | ABD, EPL                          | ABD, BISI, EPL                     | ABD                        | ABD       |
| Biodiversity accounting                   |                      | BD                                  | BD                                | BD                                 |                            |           |

ABD – Agrobiodiversity Index

BFFI – Biodiversity Footprint Financial Institutions

BIM – Biodiversity Impact Metric

BMS – Biodiversity Monitoring System for the Food Sector

BISI – Biodiversity Indicators for Site-based Indicators

BD – Biological Diversity Protocol

GBS – Global Biodiversity Score

EPL – Environment Profit & Loss

LIFE – LIFE Impact Index

PBF – Product Biodiversity Footprint

STAR – Species Threat Abatement & Recovery

BPT – Biodiversity Performance Tool



## STEP 3

*Explain the gap*

### Mentimeter!

Where does *your* gap come from?



# STEP 4

*Overcome the gap*

- Risk approach
- Start small steps
- Hook on to CE



# STEP 4

Overcome the gap

## Risk management for awareness

Larger business always have risk management in place.

Identifying and mitigating risks

Include Biodiversity in risk management

- Dependent on Biodiversity ?
  - **Supply chain risk**
- Impact on Biodiversity ?
  - **Reputation risk**

|            |                     | Consequence     |               |               |               |                   |
|------------|---------------------|-----------------|---------------|---------------|---------------|-------------------|
|            |                     | Negligible<br>1 | Minor<br>2    | Moderate<br>3 | Moderate<br>4 | Catastrophic<br>5 |
| Likelihood | Almost certain<br>5 | Moderate<br>5   | High<br>10    | Extreme<br>15 | Extreme<br>20 | Extreme<br>25     |
|            | Likely<br>4         | Moderate<br>4   | High<br>8     | High<br>12    | Extreme<br>16 | Extreme<br>20     |
|            | Possible<br>3       | Low<br>3        | Moderate<br>6 | High<br>9     | High<br>12    | Extreme<br>15     |
|            | Unlikely<br>2       | Low<br>2        | Moderate<br>4 | Moderate<br>6 | High<br>8     | High<br>10        |
|            | Rare<br>1           | Low<br>1        | Low<br>2      | Low<br>3      | Moderate<br>4 | Moderate<br>5     |



# STEP 4

*Overcome the gap*

## Adjust your ambition

- Start with projects and ambassadors
- Be as concrete as possible
- Set short term objectives
- Facilitate long-term vision





# STEP 4

*Overcome the gap*

## Hook on Circular Economy

- Steering Circular Economy is directly relevant to biodiversity protection



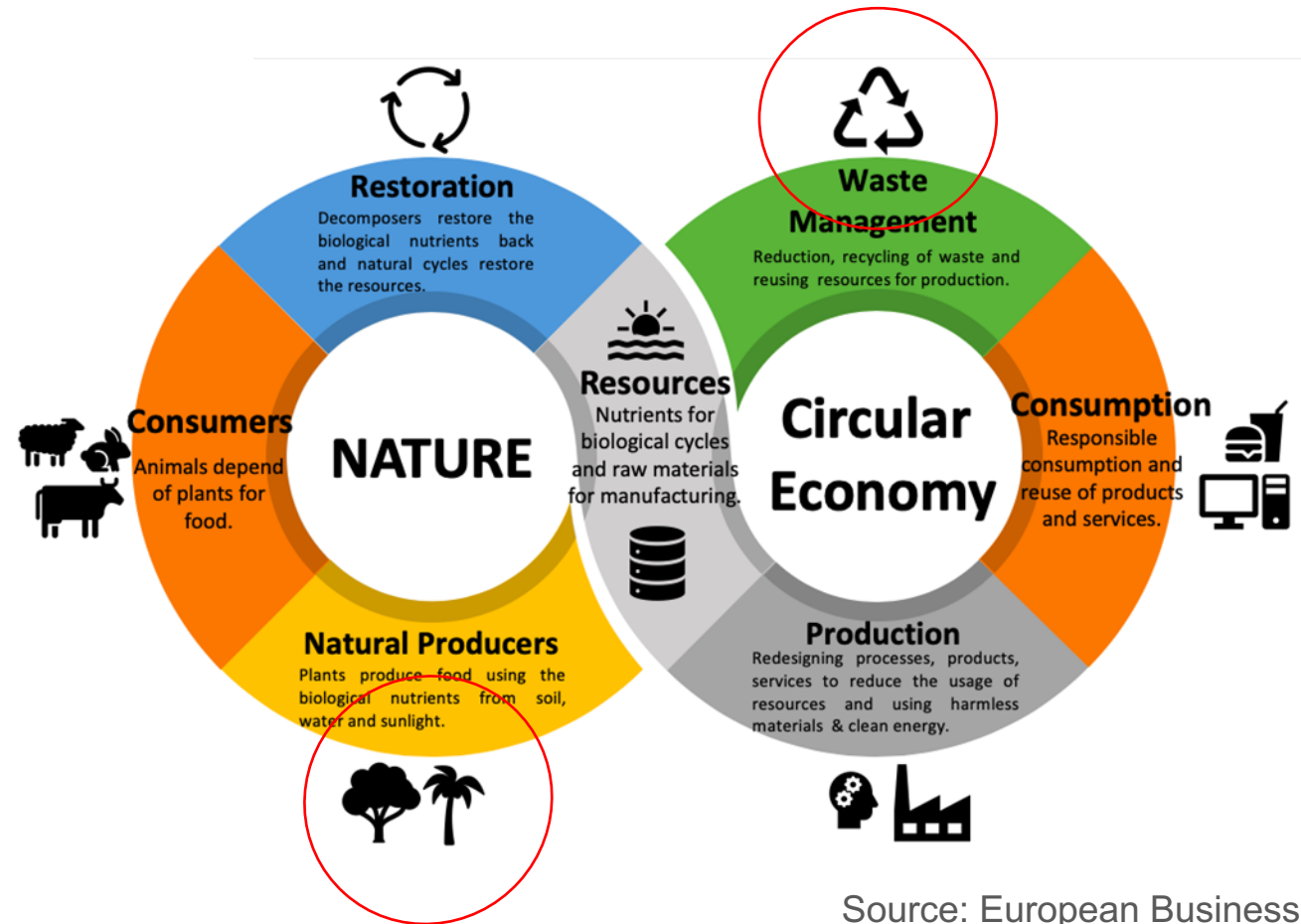
Source: European Business review

# STEP 4

*Overcome the gap*

## Hook on Circular Economy

- Steering Circular Economy is directly relevant to biodiversity protection
  - Waste management: **emphasize on the highest risks of land and water pollution**



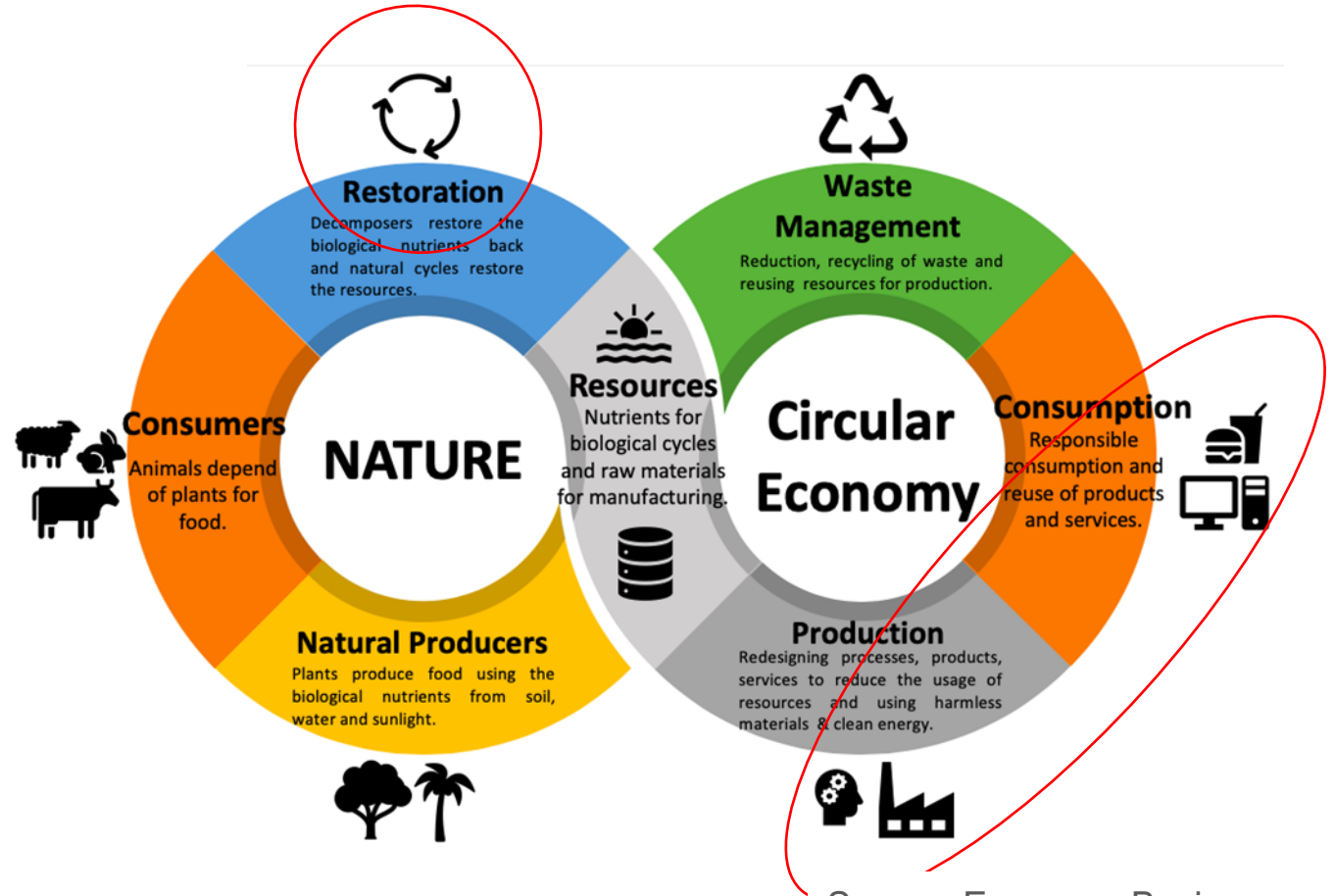
Source: European Business review

# STEP 4

*Overcome the gap*

## Hook on Circular Economy

- Steering Circular Economy is directly relevant to biodiversity protection
  - Sustainable production of goods and services: **focus on areas involving the most land use**



Source: European Business review



# BACK TO YOU

Let's get inspired!

- You have assessed your gap
- Choose *your* way to overcome the gap
- Collective exercise:
  - **List** where the actions of your company on circular economy **relates to biodiversity**
  - **share on Mentimeter**





# BACK TO YOU

Mentimeter!



Source: European Business review

# CONCLUSION

## Our next steps as a network

Continue the conversation on the Capitals Community !

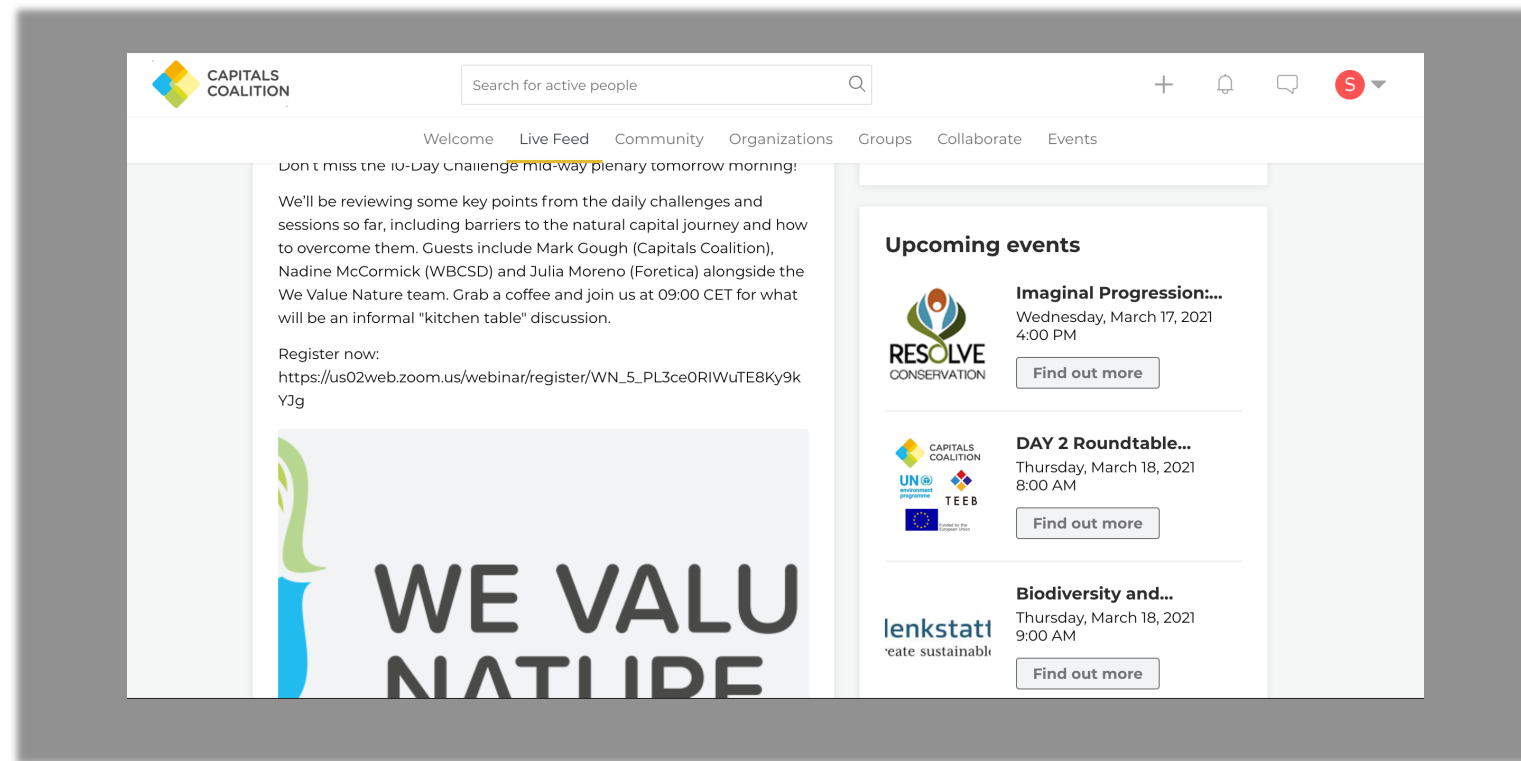
→ **We Value Nature 10-Day Challenge group**

Feedback survey to come

For further discussion, let's connect!

[Elfrieke.van.galen@therockgroup.biz](mailto:Elfrieke.van.galen@therockgroup.biz)

[Sarah.gane@therockgroup.biz](mailto:Sarah.gane@therockgroup.biz)



Let's overcome the gap together !

**THANK YOU!**

