



Operationalizing Intent for Impact



Engage with us



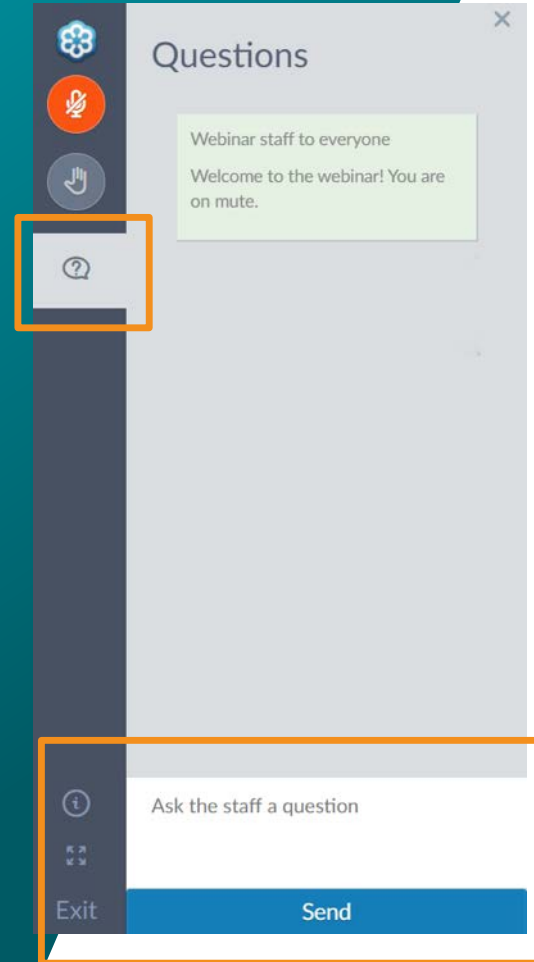
Open and hide the control panel



Submit questions



Today's presentation is being recorded and will be available after the webinar



Agenda in brief

Introductions

State of Corporate Conservation

Overview

Deep Dive

What Success Looks Like

What's Your Driver?



WHC



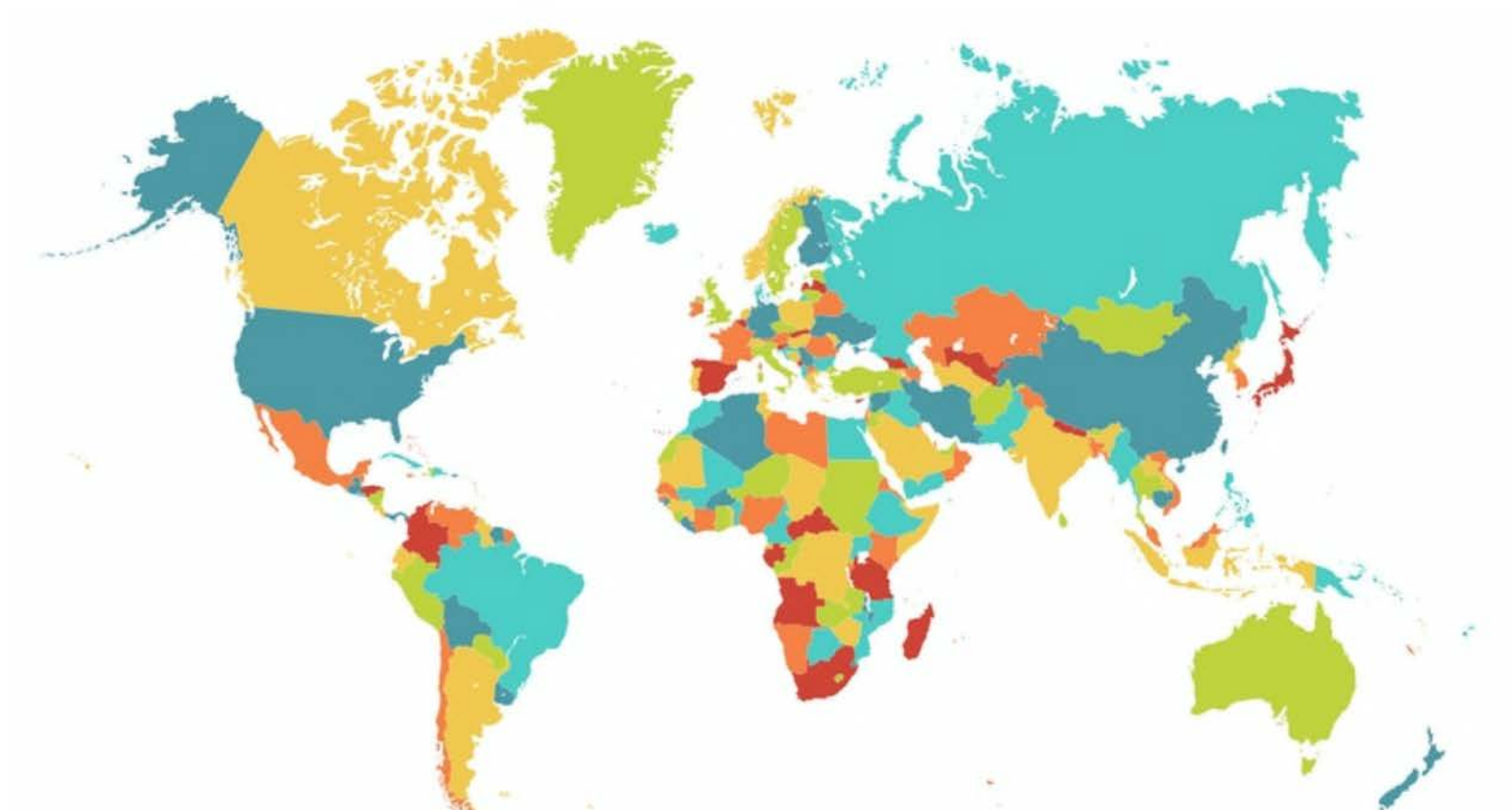
Introductions + Technology

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WHC

Where are you joining from?



Every Act of Conservation Matters

Empower

Recognize

Amplify



WHC

EXTRACTION



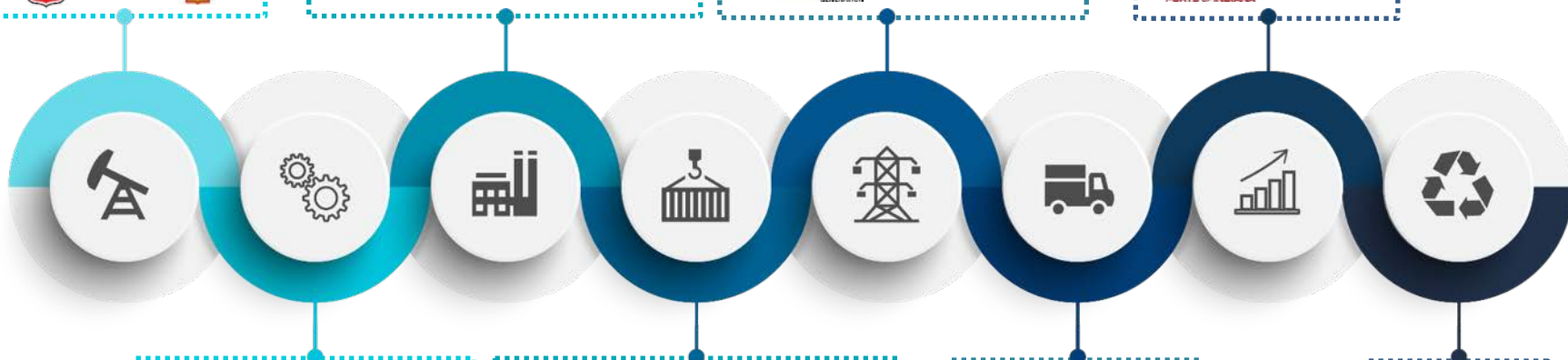
MANUFACTURING



ENERGY



SERVICES



PROCESSING



BUILDING BLOCKS



DISTRIBUTION



WASTE



C-Suite 16

The Business Case for Conservation



Operations

Conservation stewardship activities can support a safer, compliant operating environment.

01

BIODIVERSITY IMPACTS

02

REMEDATION REMEDIES

03

PERMIT ACQUISITION AND RENEWAL

04

SOCIAL LICENSE TO OPERATE

05

SUPPLY CHAIN MANAGEMENT

Corporate Citizenship

Nature-based programs and conservation efforts can benefit a variety of corporate citizenship targets.

06

COMMUNITY ENGAGEMENT

07

INVESTMENT IN EDUCATION

08

TALENT ACQUISITION

09

SUSTAINABILITY GOALS AND PERFORMANCE

10

REPORTING AND DISCLOSURES

11

SRI AND SHAREHOLDERS

Business Management

Conservation can contribute to business management targets with positive bottom line outcomes.

12

EMPLOYEE ENGAGEMENT

13

CLIMATE CHANGE

14

LANDS MANAGEMENT

15

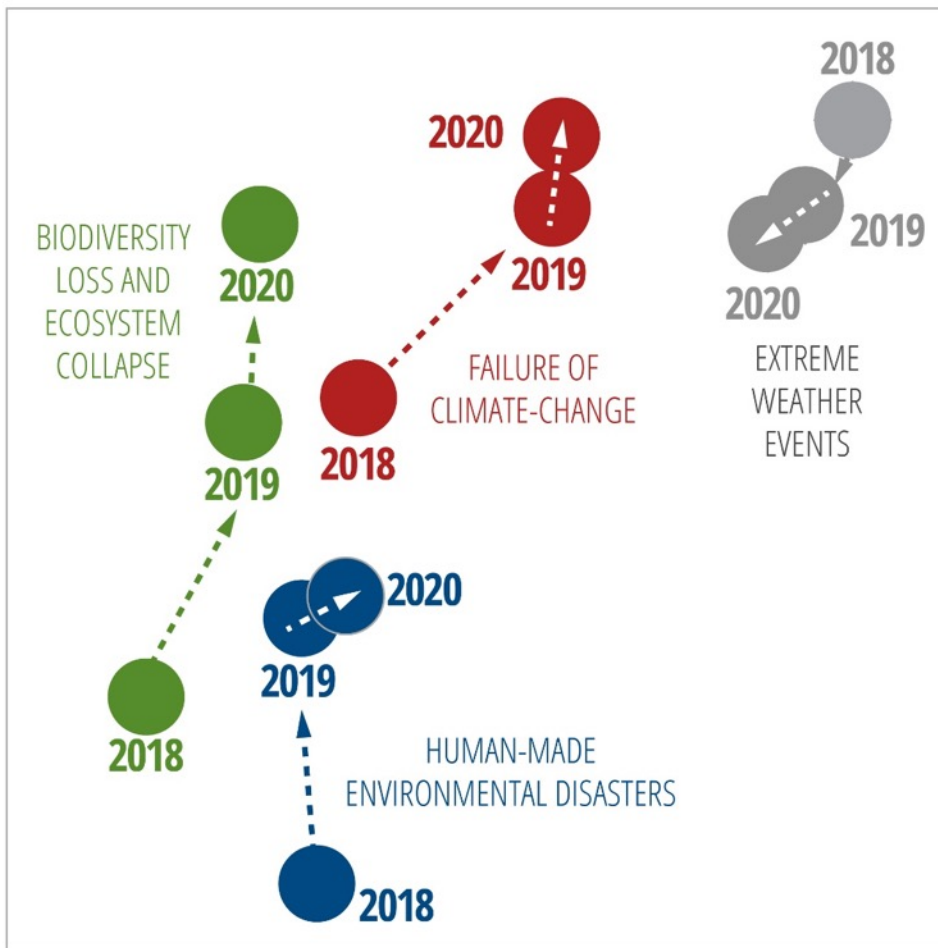
NATURE-BASED SOLUTIONS

16

GOVERNMENT RELATIONS

Figure 1: A scatter plot showing the relationship between the Likelihood of a risk event (x-axis) and its Impact (y-axis). The x-axis ranges from 2.5 to 4.0, with a 3.31 average marked. The y-axis ranges from 3.0 to 4.0, with a 3.47 average marked. Risks are plotted as diamonds of varying sizes and shades of gray, representing different levels of complexity. A red diamond indicates a risk that is both high-likelihood and high-impact. A blue diamond indicates a risk that is low-likelihood and low-impact. A green diamond indicates a risk that is high-likelihood and low-impact. A yellow diamond indicates a risk that is low-likelihood and high-impact. A black diamond indicates a risk that is high-likelihood and high-impact. A red box highlights a cluster of high-likelihood, high-impact risks, including 'Climate action failure', 'Biodiversity loss', 'Extreme weather', 'Natural disasters', 'Human-made environmental disasters', 'Global governance failure', 'Cyberattacks', 'Water crises', 'Intelligence conflict', 'Involuntary migration', 'Asset bubbles', 'Data fraud or theft', 'Social instability', 'National governance failure', 'Adverse technological scenarios', 'Critical infrastructure failure', 'Unemployment', 'Fiscal crises', 'Terrorist attacks', 'State collapse', 'Energy price shock', 'Unemployment', 'Failure of urban planning', 'Deflation', and 'Blot trade'.

IMPACT



LIKELIHOOD ➔

The only global voluntary sustainability standard designed to recognize biodiversity and conservation education activities on corporate landholdings.



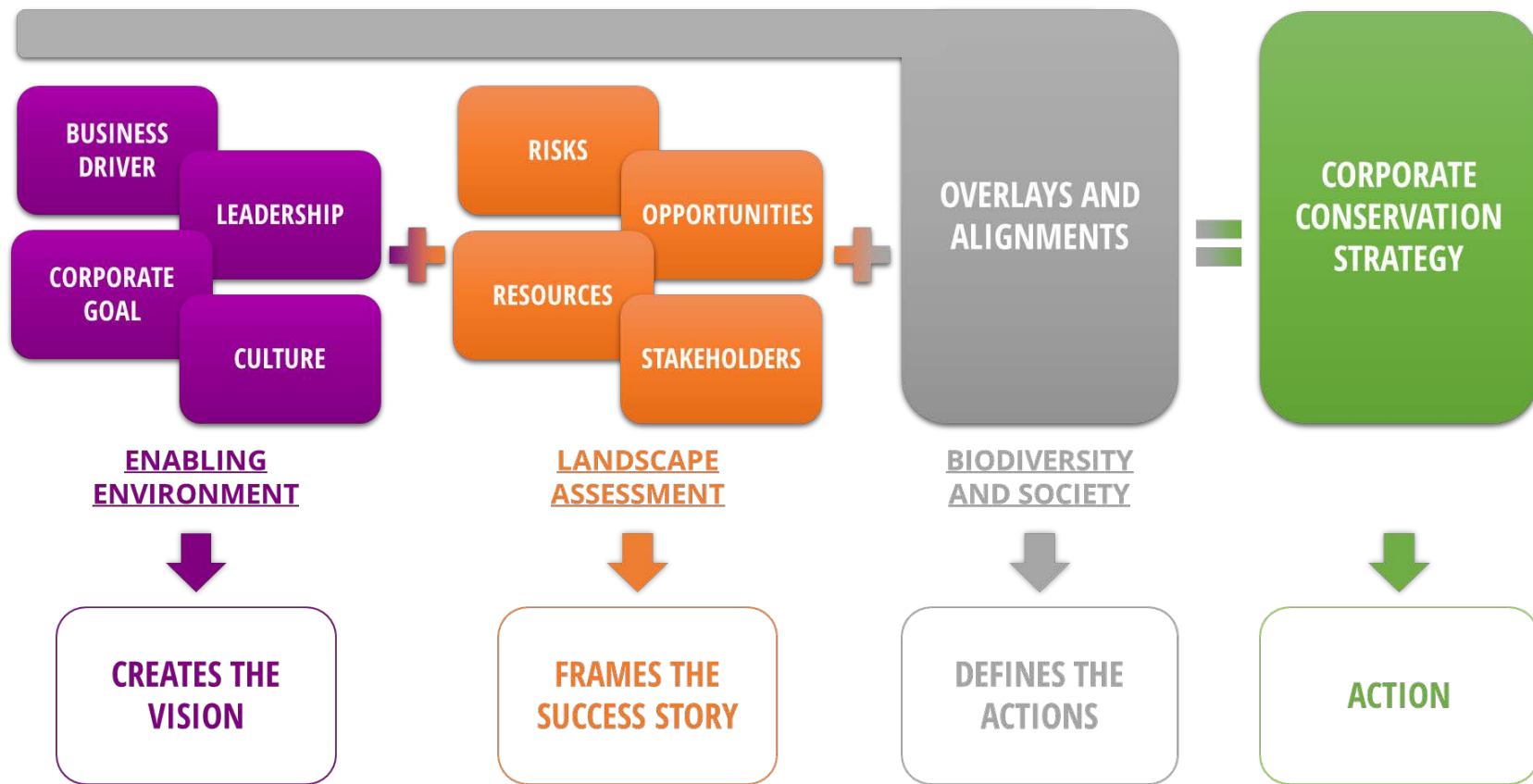
25
Countries

1762
Projects

665
Certified Programs

WHC Conservation Certification recognizes conservation programs on corporate lands of all types across a suite of habitat, species and education projects. Using a flexible framework, WHC Certification allows corporate facilities of all types to design, implement and manage conservation activities customized to a location's needs and resources, providing value to both a corporate and conservation context.





CORPORATE
GOAL

BUSINESS
DRIVER

Enabling Environment

Attitudes & Practices

Motivate Organization

Take Action

Enable Success



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C-Suite 16

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GOVERNMENT RELATIONS

CORPORATE
GOAL

BUSINESS
DRIVER

Enabling Environment

Socialization Materials

Baseline

Interviews

Analysis



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Exelon protects our shared natural environment through conservation and sustainable practices. We take seriously our responsibility to reduce our impacts on wildlife and enhance habitats wherever possible, guided by our corporate Biodiversity and Habitat Policy.

*Bill Brady
Vice President
Corporate Environmental Strategy
Exelon Corporation*



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How would you characterise your organisation's conservation readiness?

Lagging

Leading

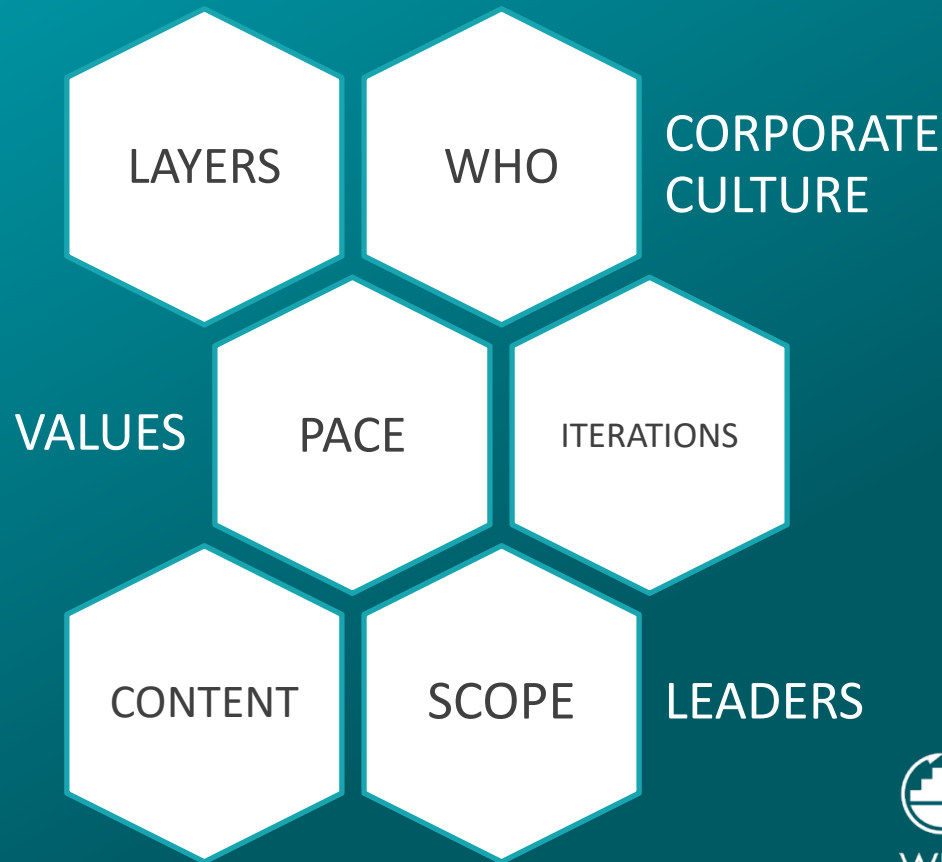
Embracing

None of the above

LEADERSHIP

CULTURE

Enabling Environment



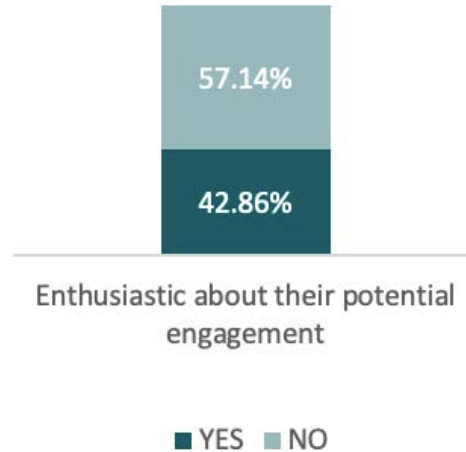
Data gathering for three different uses

1. Influence approach and logistics next phase
2. Content for development activities
3. Parameters of strategy outcomes

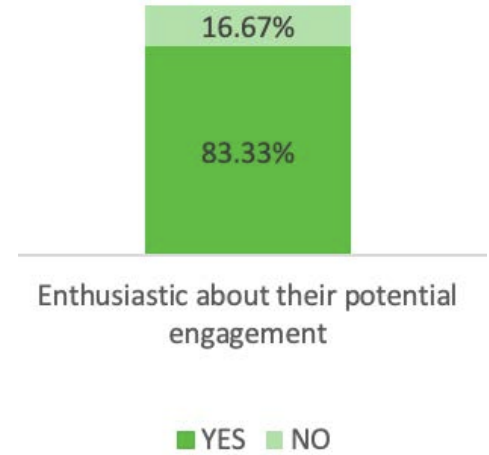
Data gathering for three different uses

1. Influence approach and logistics next phase
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3. Parameters of strategy outcomes

Employee Outlook: Business Units

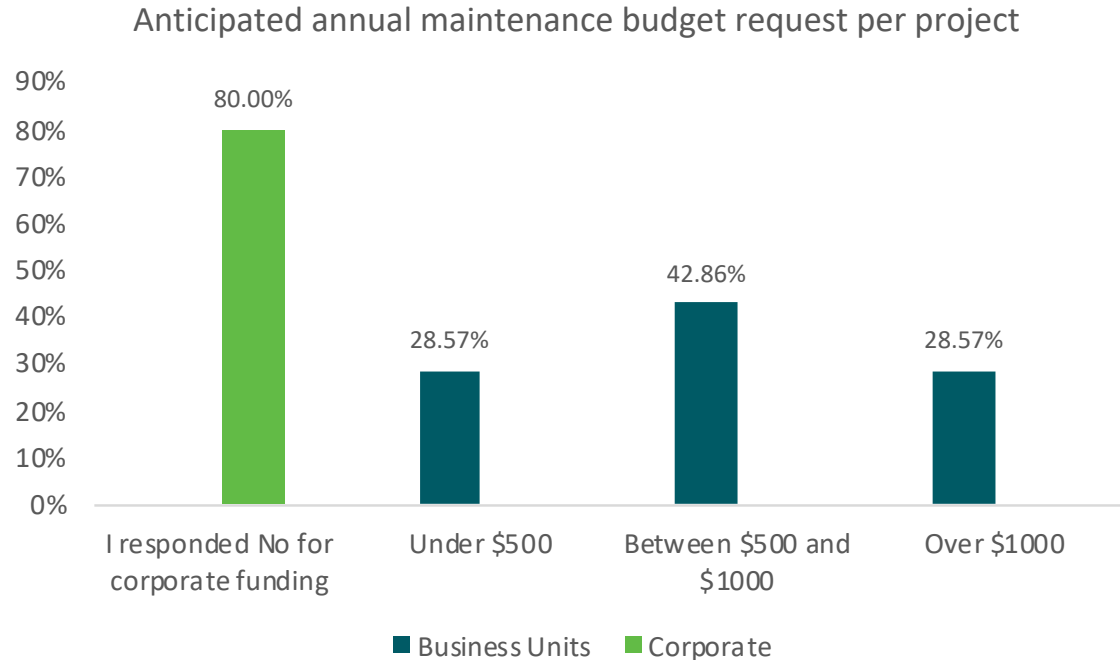


Employee Outlook: Corporate



Data gathering for three different uses

1. Influence approach and logistics next phase
2. Content for development activities
3. Parameters of strategy outcomes



Crestwood's biodiversity position is to be an industry leader in facility siting, infrastructure design and construction, operations and legacy asset management to promote positive biodiversity impacts, and to maintain their commitment to sustainable and efficient management of nature resources across the enterprise.

Joanne Howard
Vice President, Sustainability & Corporate
Communications
Crestwood Equity Partners



A black bear is the central focus of the image, standing amidst tall, dry grass and low-lying shrubs. The bear is looking directly at the camera with a steady gaze. The background is a soft-focus landscape of similar vegetation, bathed in the warm, golden light of late afternoon or early morning. A semi-transparent horizontal band across the middle of the image contains the text.

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Rank functions by importance in a potential conservation strategy (in your context)

Investor Relations

Sustainability

Environment, Health & Safety

Human Resources

Facilities

Community Relations

Government Affairs

Stakeholder audiences



CUSTOMERS



EMPLOYEES



INVESTORS



REGULATORS



VENDORS



CONTRACTORS



COMMUNITY
GROUPS



PARTNERS



ELECTED
OFFICIALS

With 17 WHC-certified programs in North America, the CRH commitment to building successful conservation programs is fueled by the dedication and passion of its employees and partners. These teams go above and beyond WHC certification requirements, managing award winning programs with maximum value for both the environment and the surrounding communities.

Kevin Mitchell
Director Property, Planning & Approvals
CRH Canada Group

2004 Start
17 Locations
3,297 Acres
managed for wildlife



The Ultimate Stakeholder



Keeps the effort
focused



Stops the effort from
being derailed



Helps guide
investment decisions



Provides an audience
for the success story



Defines the success
metric





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Consider your ultimate stakeholder. Which group is it in?

Community Groups

Contractors

Customers

Elected Officials

Investors

Partners

Regulators

Vendors & Suppliers

Risk Assessment

- Focused on factors could impact connecting intent to actions; strategy
- Unburdening process
- Knowledge of credible threats

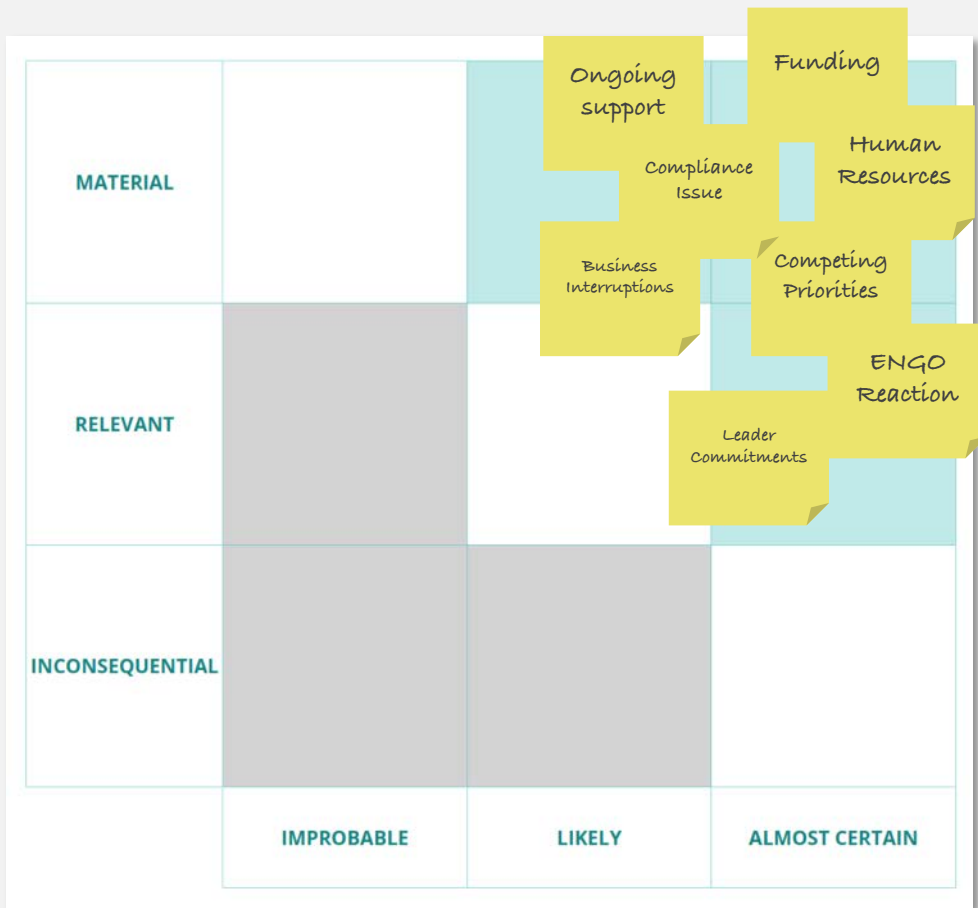
RISKS

MATERIAL			
RELEVANT			
INCONSEQUENTIAL			
	IMPROBABLE	LIKELY	ALMOST CERTAIN



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RISKS



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List potential risks to a successful conservation strategy

RISKS

Corporate Risks

Economic downturns

Cost containment cycles

Employee turnover

Mergers and acquisitions

Strategic redirections

Reporting and budgetary cycles

Success Story

- Sets tone
- Inspiration and creativity
- Counteracts natural tendencies to see obstacles



Provides a vision

Defines a
suitable metric



Generates
excitement

Directs
implementation



Provides a
timeline

Defines potential
partners



SUCCESS STORY

Acme Company's efforts to address biodiversity risk at its operations are highlighted at an industry investors meeting as an example of effective, integrated risk mitigation delivering measurable co-benefits.

A recent podcast featured ABC Company CEO discussing the measurable impacts of the "Nature in the Community" initiative, in which urban facilities pair with a school to improve local biodiversity.



WHC

Variables in success statements

Storyteller	Accomplishment	Medium	Audience
<i>Regulator</i>	Beyond Compliance	Public Meeting	Local elected officials
<i>Academic</i>	Measurable Outcomes	Scientific Paper	Conservation Partners
<i>Recognition Body</i>	A Certification	Local Media	Local Community

Think about potential success statements. Which key variables would be featured?

Overlay and Alignments

- Conservation does not take place in isolation
- True intersection of business, nature, and society
- Cannot be static

There is no
single
correct way
to engage
business for
biodiversity

Approach

Opportunistic

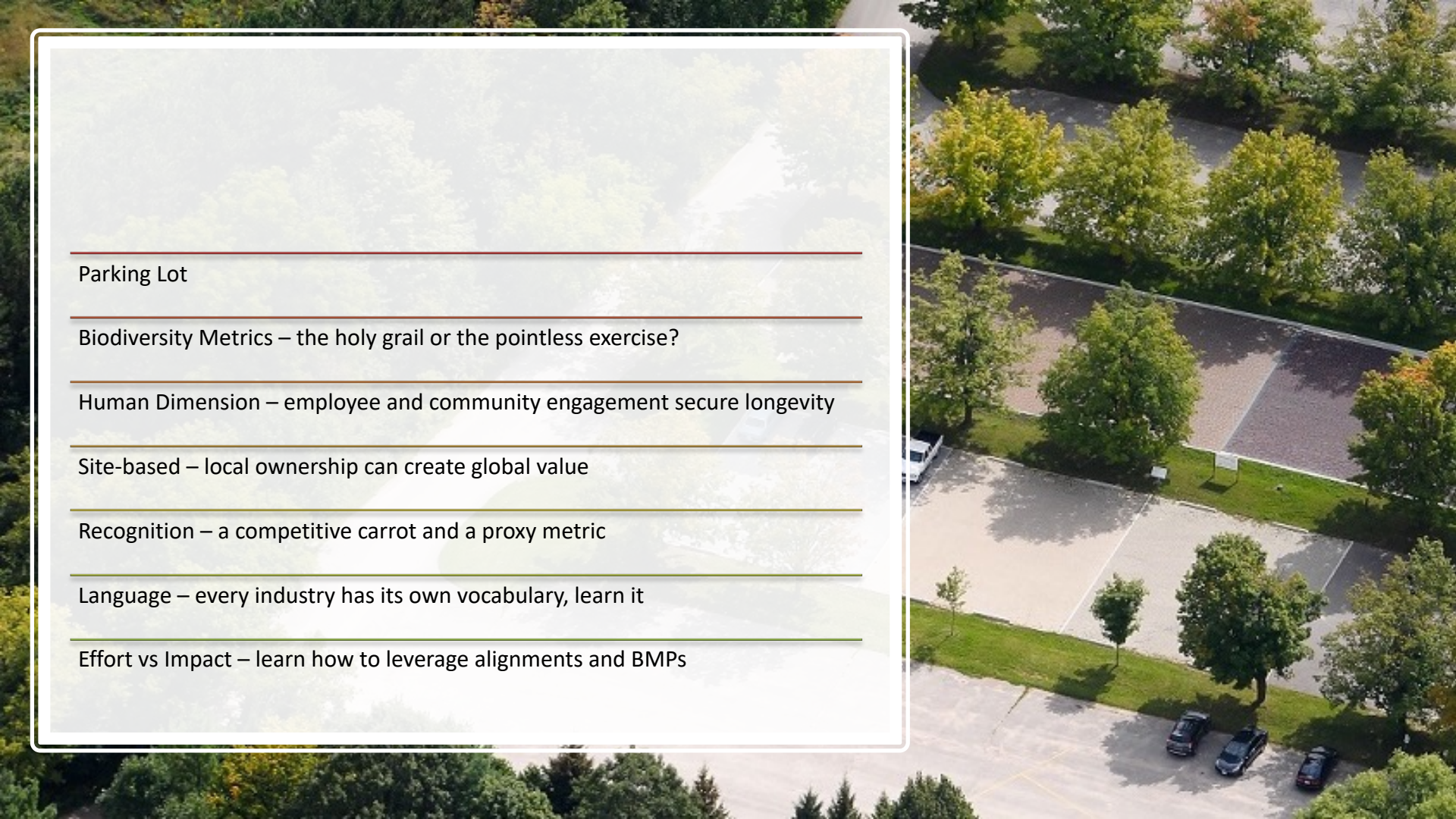
Decentralized

Deployment

Prescriptive

Strategic



An aerial photograph of a parking lot and surrounding greenery. The parking lot is paved and contains several cars. There are many trees with green and yellow leaves around the lot. A white box with a thin border is overlaid on the left side of the image, containing a list of text items separated by horizontal lines.

Parking Lot

Biodiversity Metrics – the holy grail or the pointless exercise?

Human Dimension – employee and community engagement secure longevity

Site-based – local ownership can create global value

Recognition – a competitive carrot and a proxy metric

Language – every industry has its own vocabulary, learn it

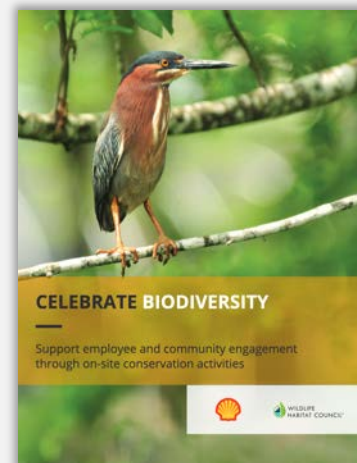
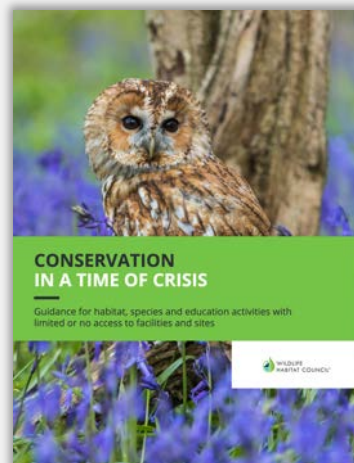
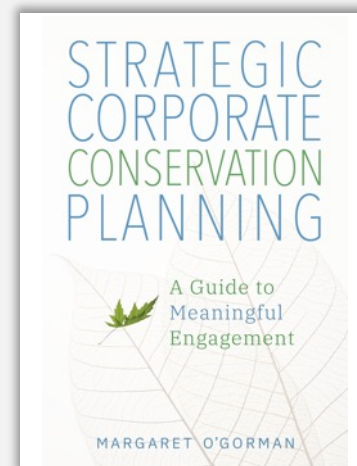
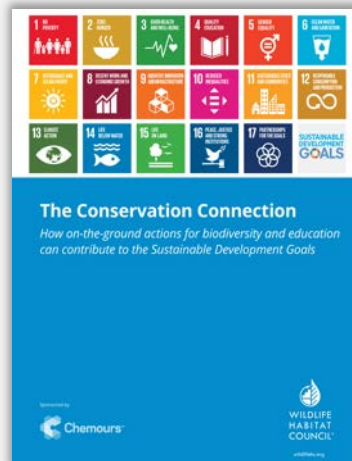
Effort vs Impact – learn how to leverage alignments and BMPs







Leaders in actionable corporate biodiversity strategies tailored to needs and context



Healthy ecosystems, connected communities

WHC partners with
companies and
communities to translate
corporate goals into
measurable actions.



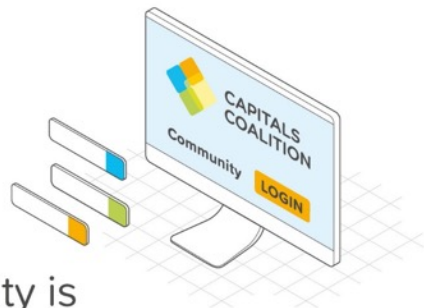
WILDLIFE
HABITAT COUNCIL®





Consulting
Convening
Recognizing
Educating

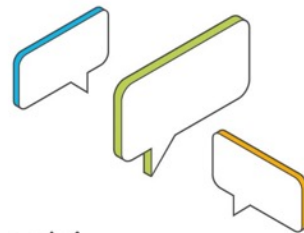
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The Capitals Community is the networking space for the We Value Nature 10-Day Challenge.

Sign up and join the We Value Nature group to take part in the conversations:

<https://community.capitalscoalition.org>



We want your feedback!

Please share your thoughts on this session and the overall 10-Day Challenge event at:

<https://wevaluenature.eu/Feedback>



Thank you

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