



**WE VALUE
NATURE**

10-DAY CHALLENGE

11 – 24 March 2021

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 40+ practical, interactive sessions.



wevaluenature.eu/10-day-challenge



**WE VALUE
NATURE**

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





**WE VALUE
NATURE**

Supporting



**NATURAL
CAPITAL
COALITION**



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

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

Sustaining momentum for action on nature

22 March 2021

14:00 – 16:00 CET



Part of the

WE VALUE NATURE
10-DAY CHALLENGE

Objectives

- ❖ Identify issues that affect momentum at both an individual and an organisational level.
- ❖ Develop strategies to overcome or even avoid such issues.
- ❖ Apply real life insights from other companies into your own contexts



Agenda

Time (CET)	Session
14:00 – 14:10	Welcome, introductions, context
14:10 – 14:20	Introduction to social intrapreneurship
14:20 – 14:25	Poll and reflections
14:25 – 14:35	Identifying challenges
14:35 – 14:45	Poll and reflections
14:45 – 15:05	Navigations and sustaining momentum
15:05 – 15:10	<i>Short coffee break</i>
15:10 – 15:40	Small group discussions – reflect on your own challenges and strategies to overcome them
15:40 – 15:55	Applications to the natural capital journey
15:55 – 16:00	Last words

Our speakers today



Gerard Bos
IUCN
Director, Global
Business and
Biodiversity Program



Nadine McCormick
WBCSD
Manager, Nature
Action



John Herniman
**Cranfield
University**
Researcher

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.

Please **update your participant name** in the list of participants (click on “more” then rename) to include:

- Your full name
- Organisation name

Introductions



Introductions

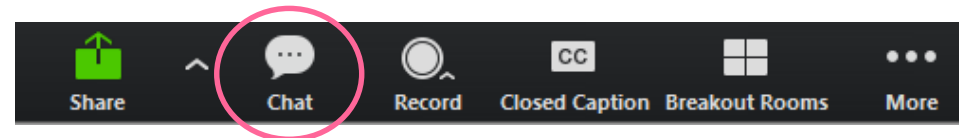


- **Please tell us more by sharing :**

- Where are you sitting?
- What are you keen to learn about today?

Please update your participant name in the list of participants (click on “more” then rename) to include:

- Your full name
- Organisation name



**WE VALUE
NATURE**

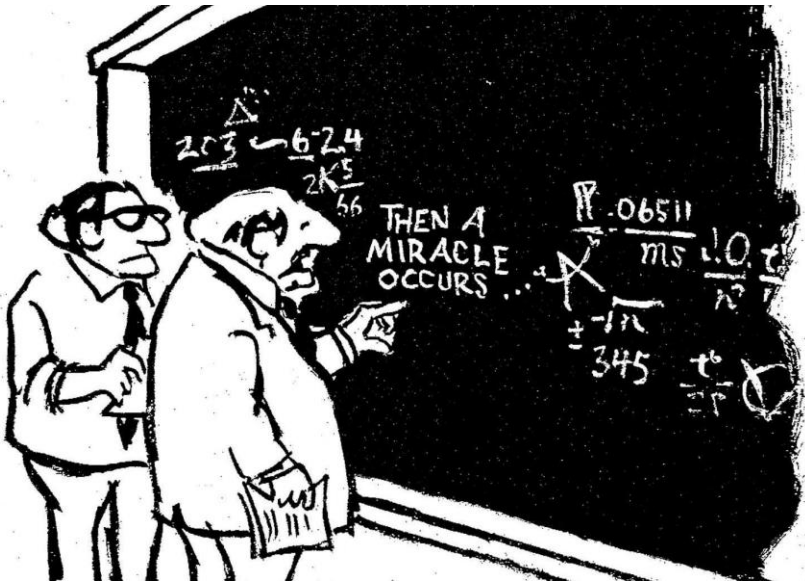
wevaluenature.eu
@WeValueNature

Context: The theory behind We Value Nature

Nadine McCormick



Why a change management approach?



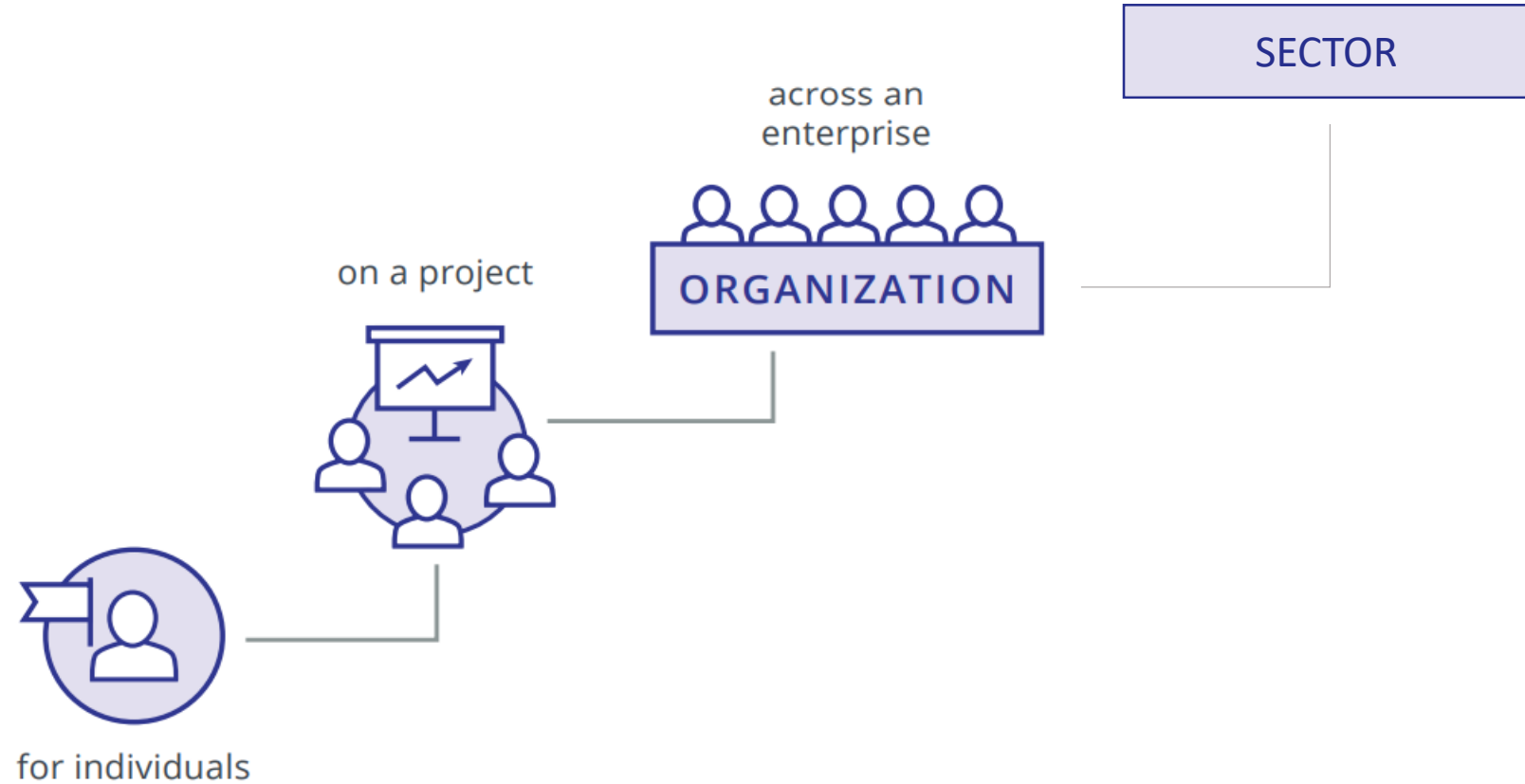
- **Only a third** of programmes designed to change the way companies work fully succeed.
- Initiatives with excellent change management are **six times more** likely to meet their objectives than those with poor change management.



**WE VALUE
NATURE**

wevaluenature.eu
@WeValueNature

Successful change interventions happen at 4 levels



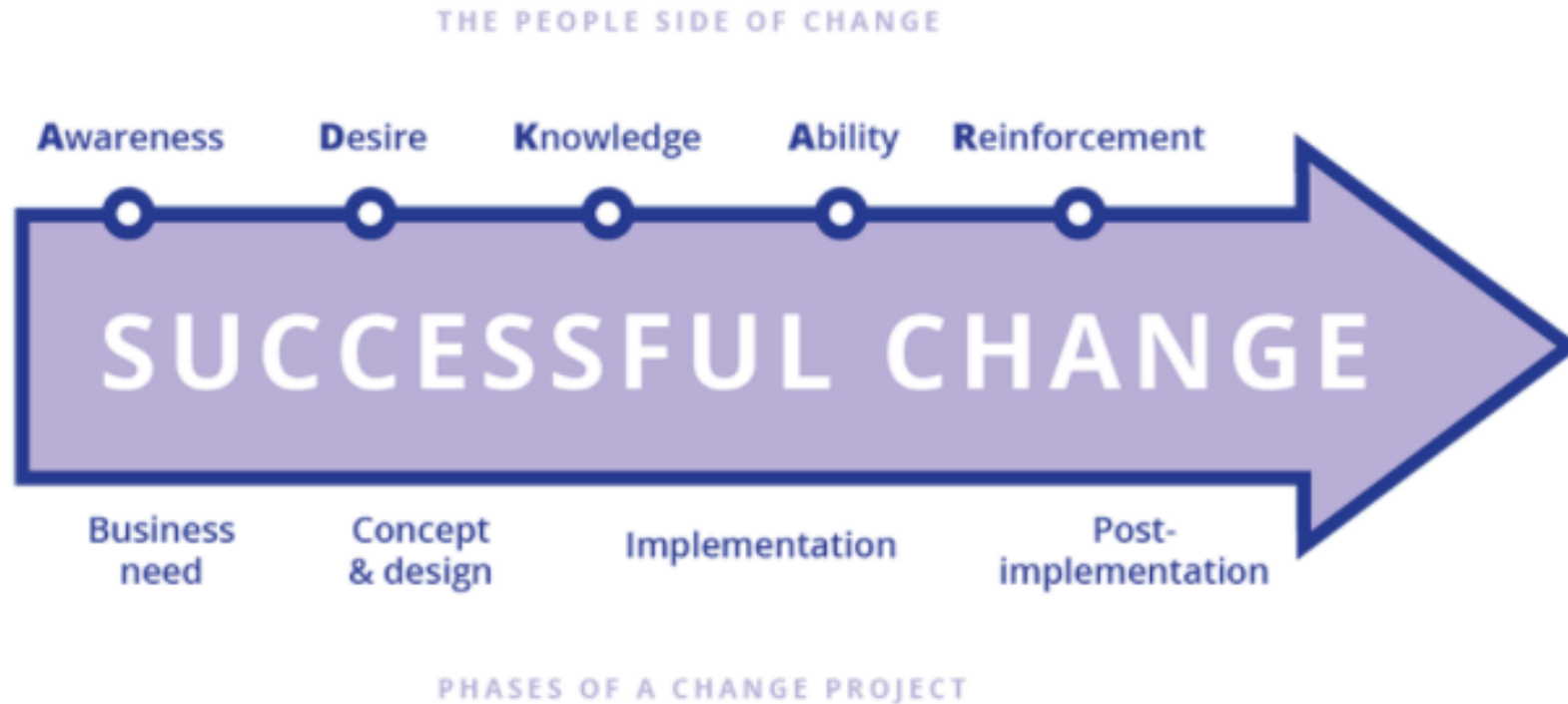
Prosci, 2019



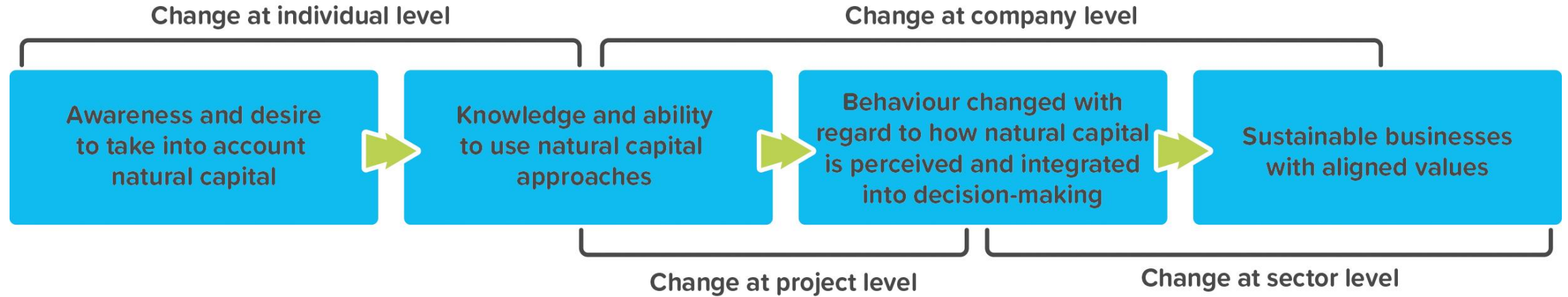
**WE VALUE
NATURE**

wevaluenature.eu
@WeValueNature

Change happens in stages



Simplified theory of change



 The We Value Nature campaign: Supporting businesses on their natural capital journey.



**WE VALUE
NATURE**

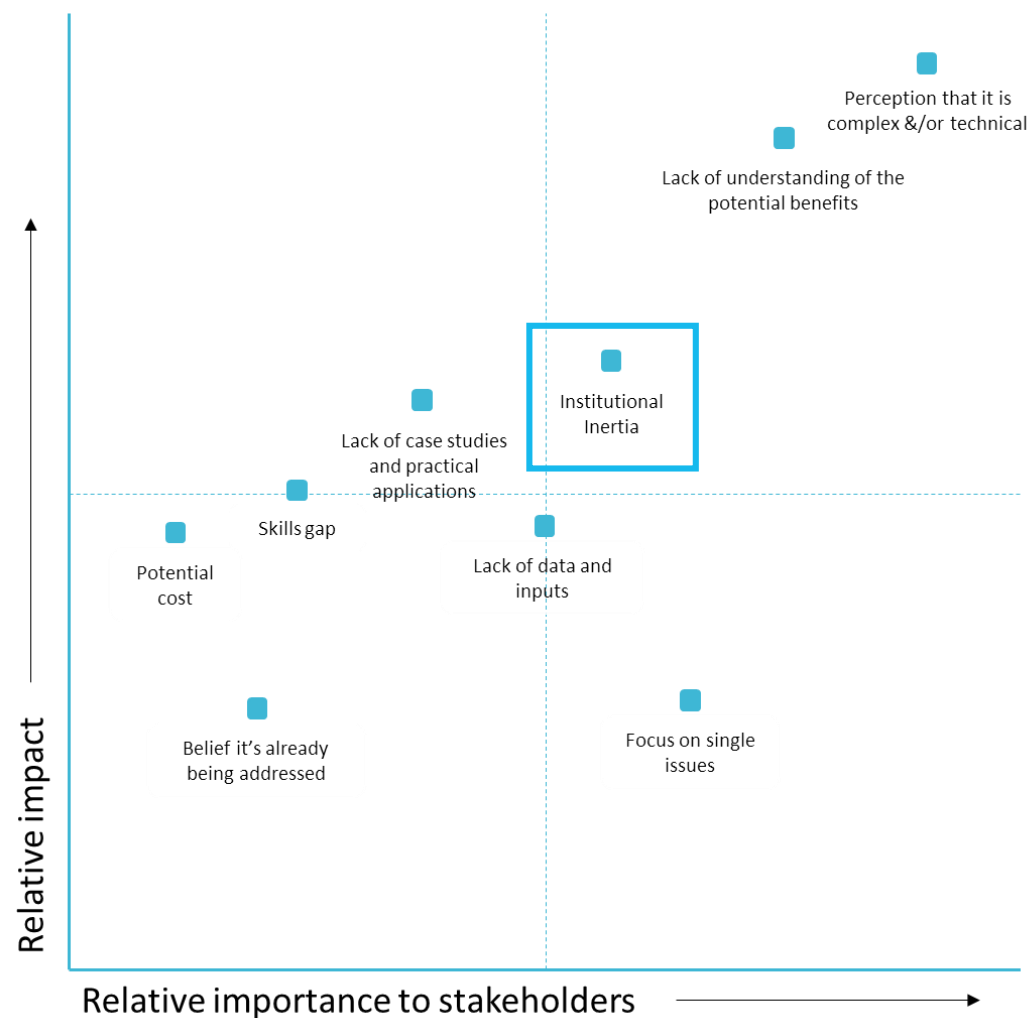
wevaluenature.eu
@WeValueNature

Identification of barriers and bottlenecks (2016-2018)

Findings from We Value Nature survey 2018

1. Perception that it is complex &/or technical
2. Lack of understanding of the potential benefits
3. Lack of regulatory frameworks
4. Institutional Inertia
5. Lack of standards (metrics, reporting etc.)
6. Lack of data and inputs
7. Focus on single issues

(In order of importance to stakeholders, 1 is highest)



Based on Natural Capital Coalition Annual review 2016 & 2017

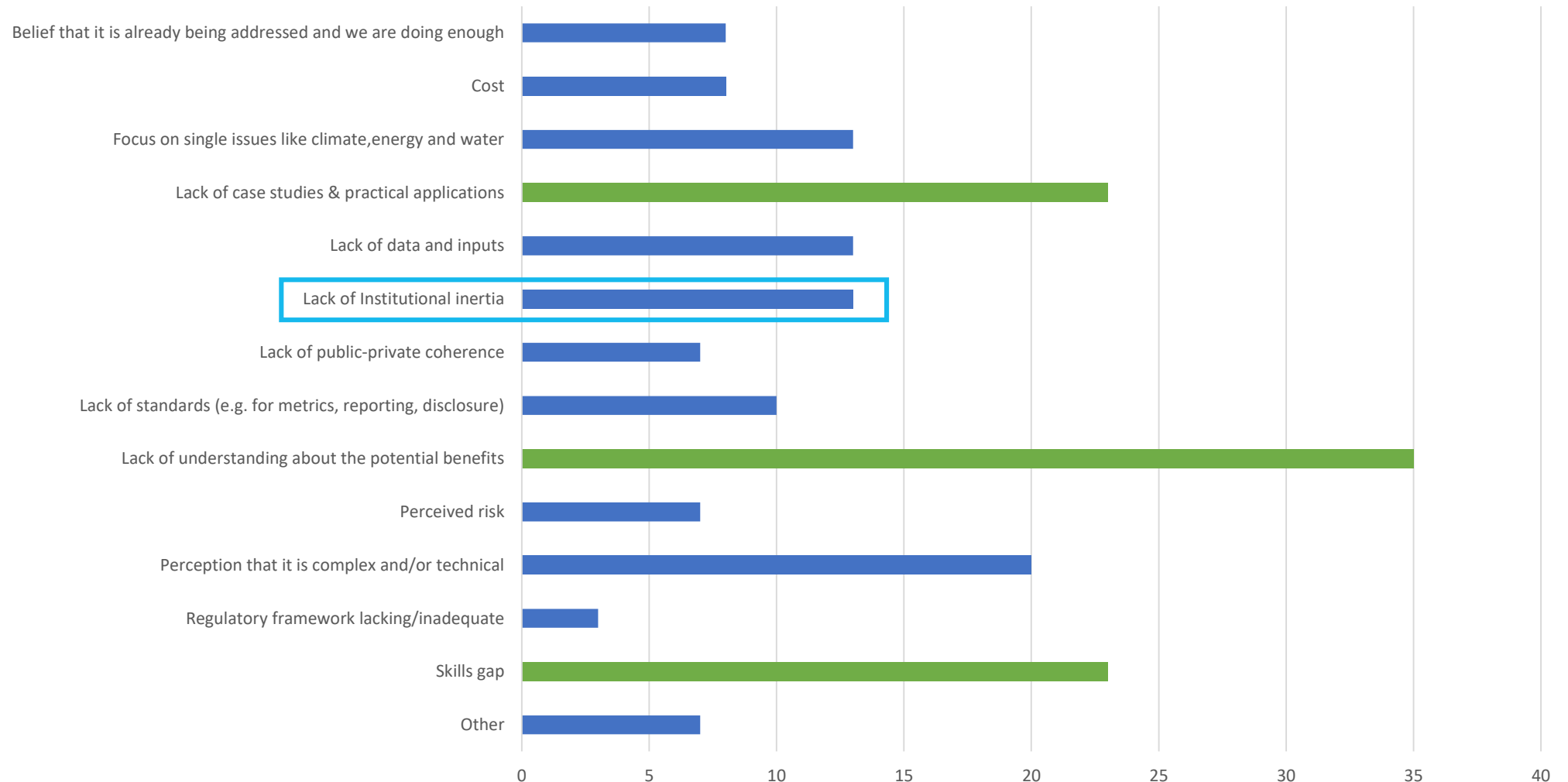


**WE VALUE
NATURE**

wevaluenature.eu
@WeValueNature

Barriers that have been overcome (2020)

Barriers that have been overcome over the last 1.5 years(N=73)

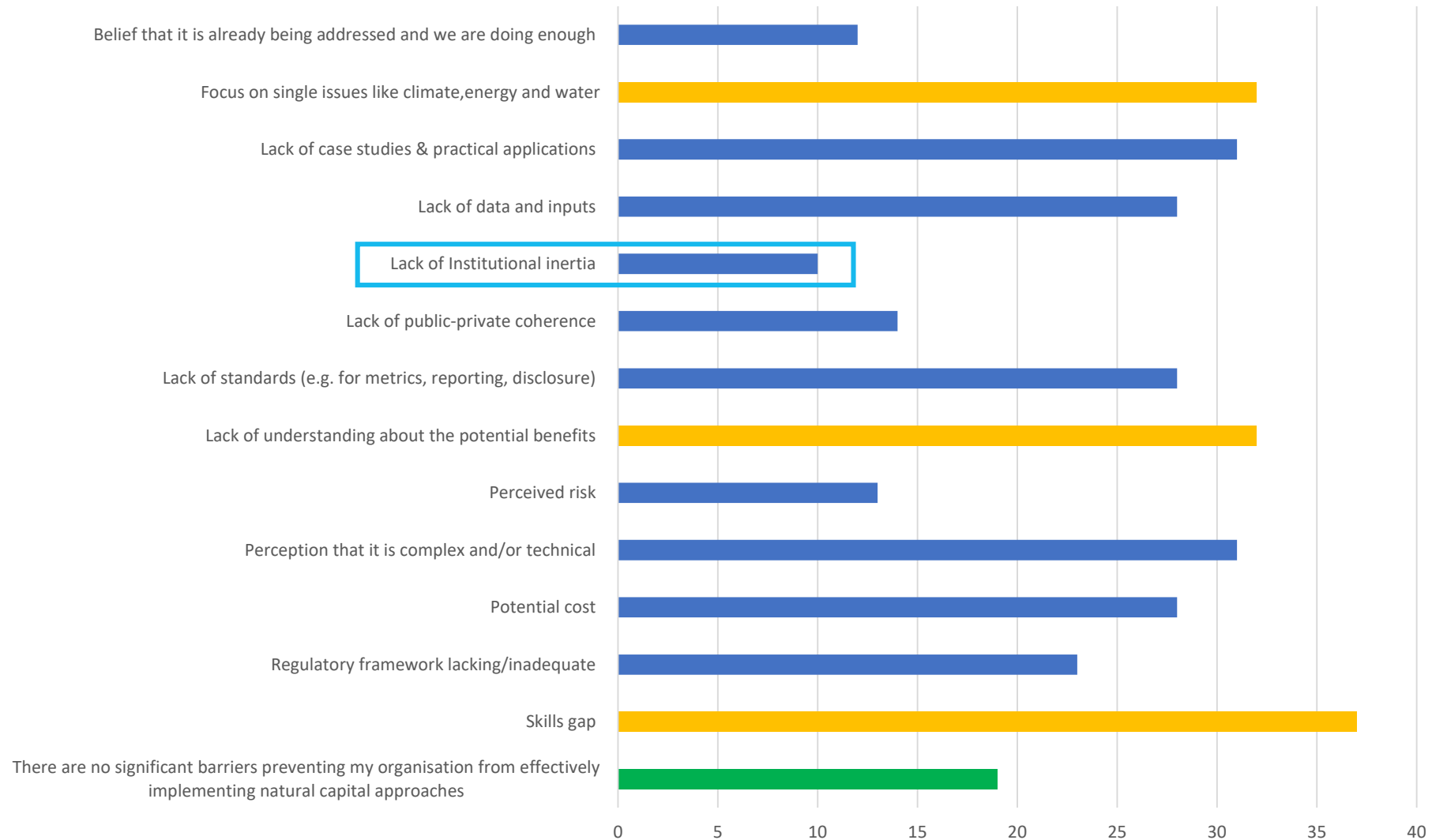


**WE VALUE
NATURE**

wevaluenature.eu
@WeValueNature

Remaining barriers (2020)

Current remaining barriers (N=104)



**WE VALUE
NATURE**

wevaluenature.eu
@WeValueNature

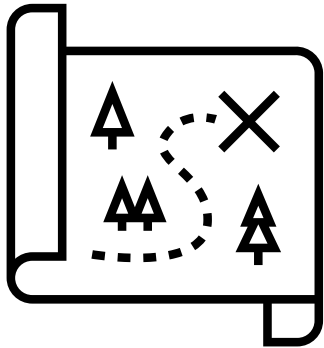


Sustaining momentum for action on nature

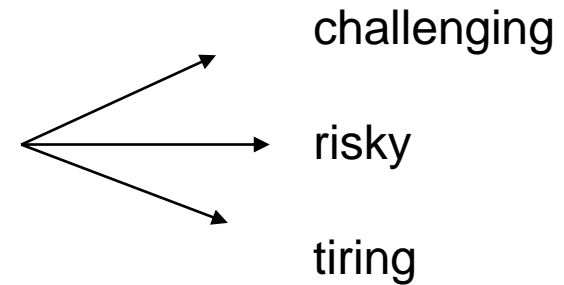
John Herniman

“The challenge of social innovation is
social and ***innovation***”

Introduction



Social innovation is....

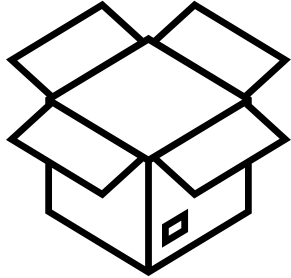


An alternative perspective

- Individual social intrapreneurs
- Their challenges and mitigations

Consider as a map of hills and valleys and oases on the individuals journey

Social intrapreneurs

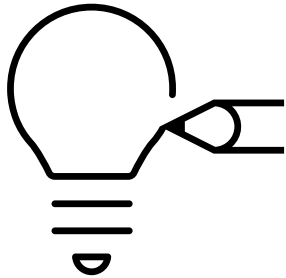


Inside (intrapreneur vs entrepreneur)

Big and Small, for-profit and not-for-profit



Social innovation (social vs traditional)



Social innovation (innovation vs business as usual)

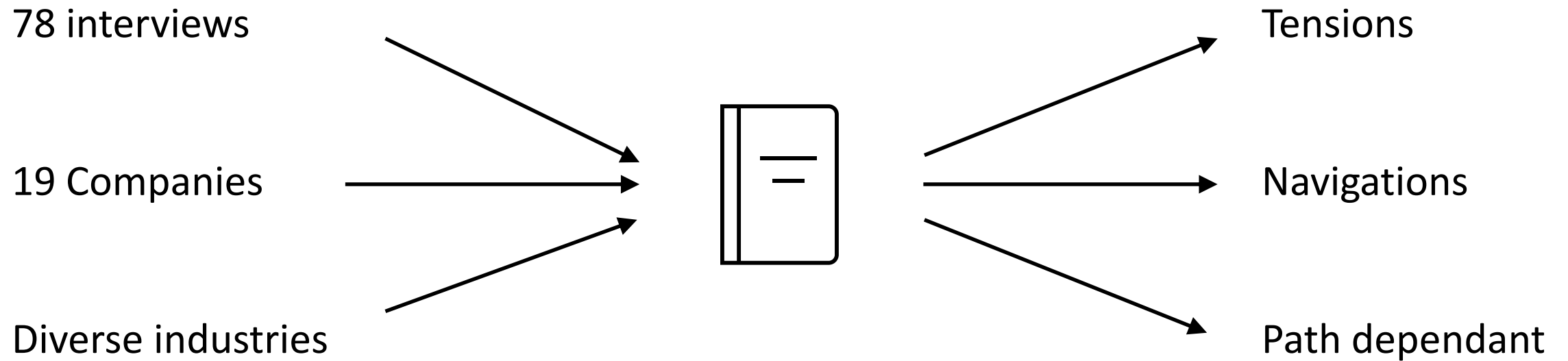
Social intrapreneurs



Someone who works inside major corporations or organisations to develop and promote practical solutions to social or environmental challenges where progress is currently stalled by market failures.

(Elkington, 2008)

Background



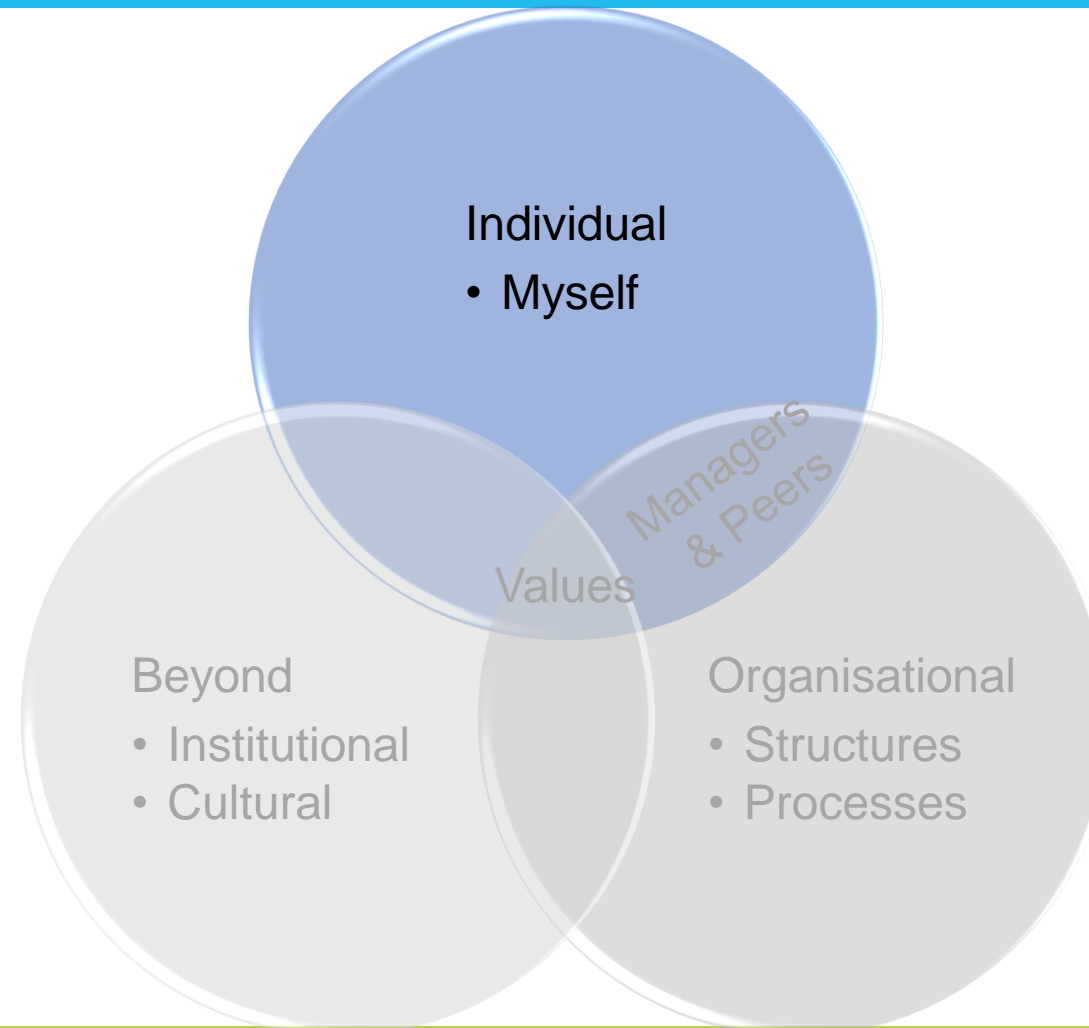
Polling question #1

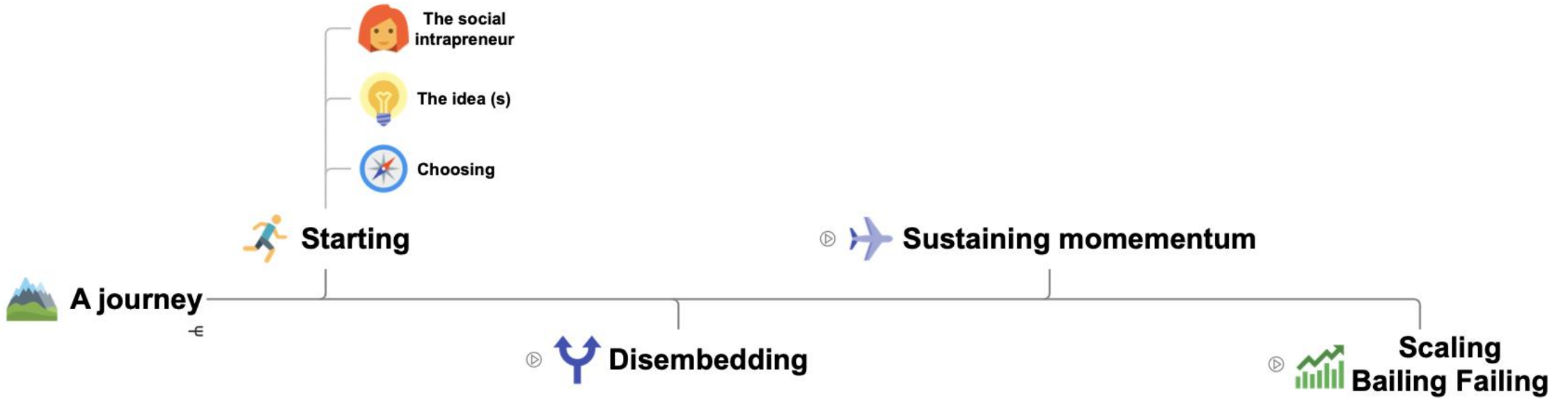
What support does
your organisation give
to natural capital
initiatives?

Polling question #2

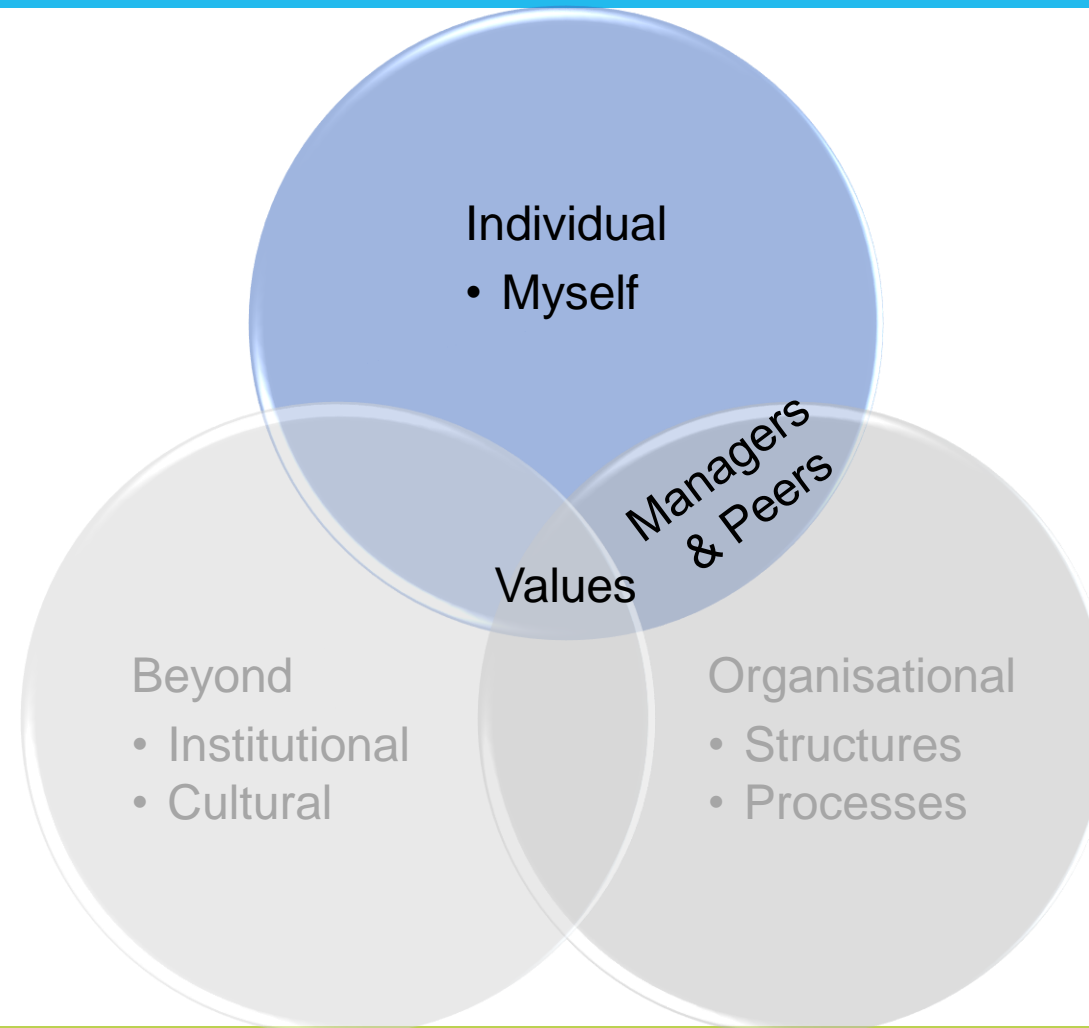
What support does
your organisation give
to YOUR natural
capital initiatives?

Challenges – Individual

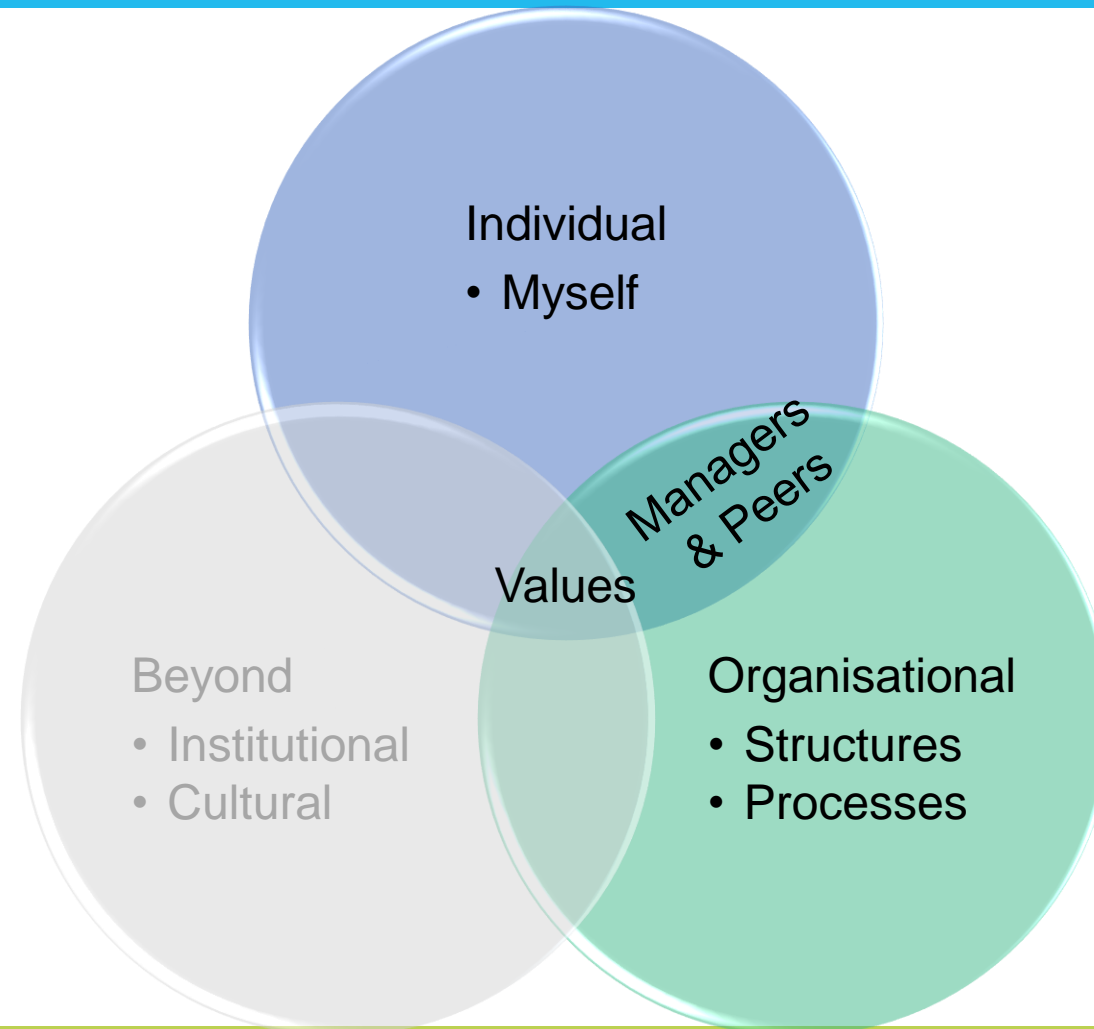




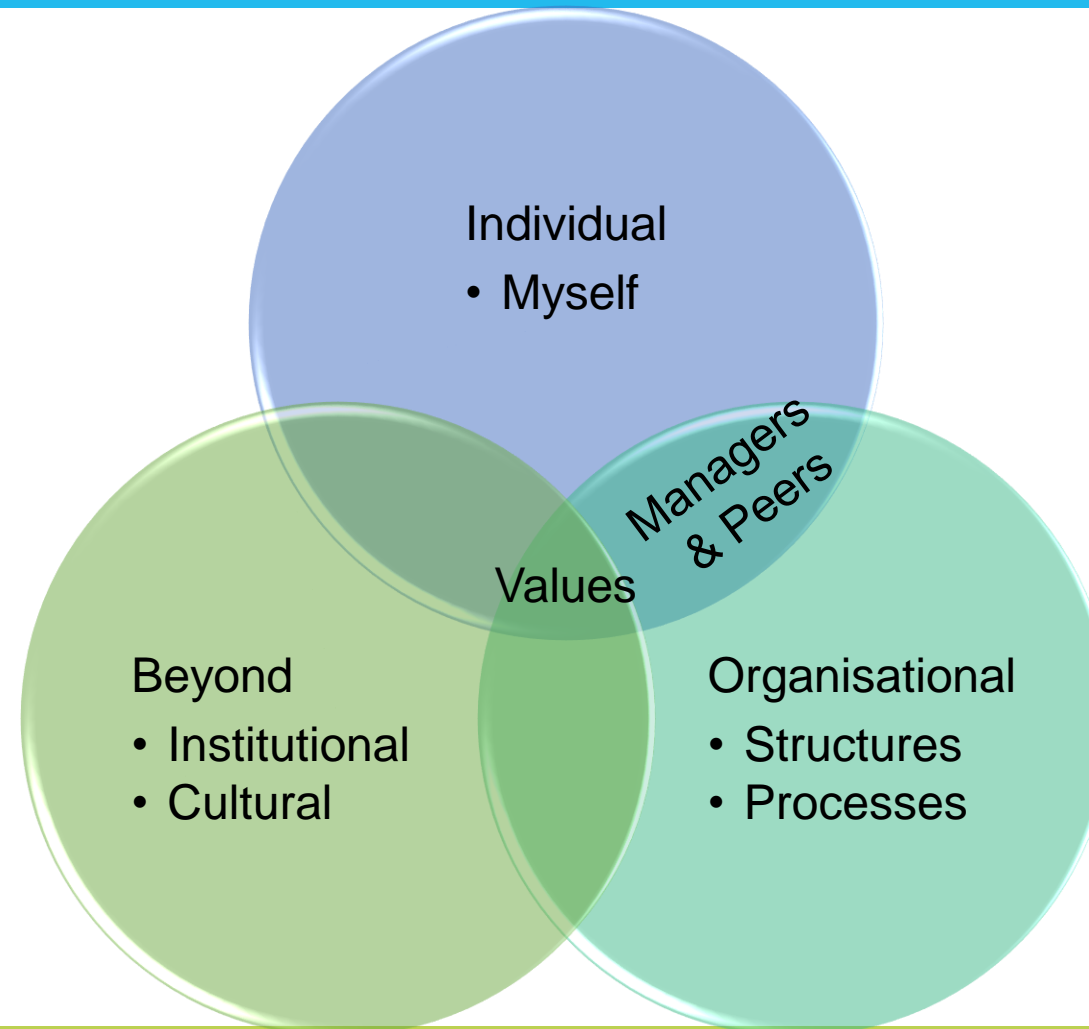
Challenges – Individual



Challenges - Organisational



Challenges



Challenges

Personal (bandwidth, risky for my career, fear of failing)

Individual manager (values differences, goals differences)

Individual peers (fear of being marginalised)

Organisational structure (silos, in the wrong department)

Processes are not fit for my initiative (rewards, metrics get in my way)

Processes are not fit for my initiative (IT, Legal, design, project management, strategic goals)

Values (my values/purpose do not align with my organisations)

Regulation (industry / national regulations) present a barrier for my initiative

Institutional expectations (maximise profit)

Cultural norms

What challenges are your initiatives currently facing?



3 mins to reflect

Polling question #3

Which of the following barriers are you experiencing on your natural capital initiative/journey?
(select all that are applicable)

Challenges

Personal (bandwidth, risky for my career, fear of failing)

Individual manager (values differences, goals differences)

Individual peers (fear of being marginalised)

Organisational structure (silos, in the wrong department)

Processes are not fit for my initiative (rewards, metrics get in my way)

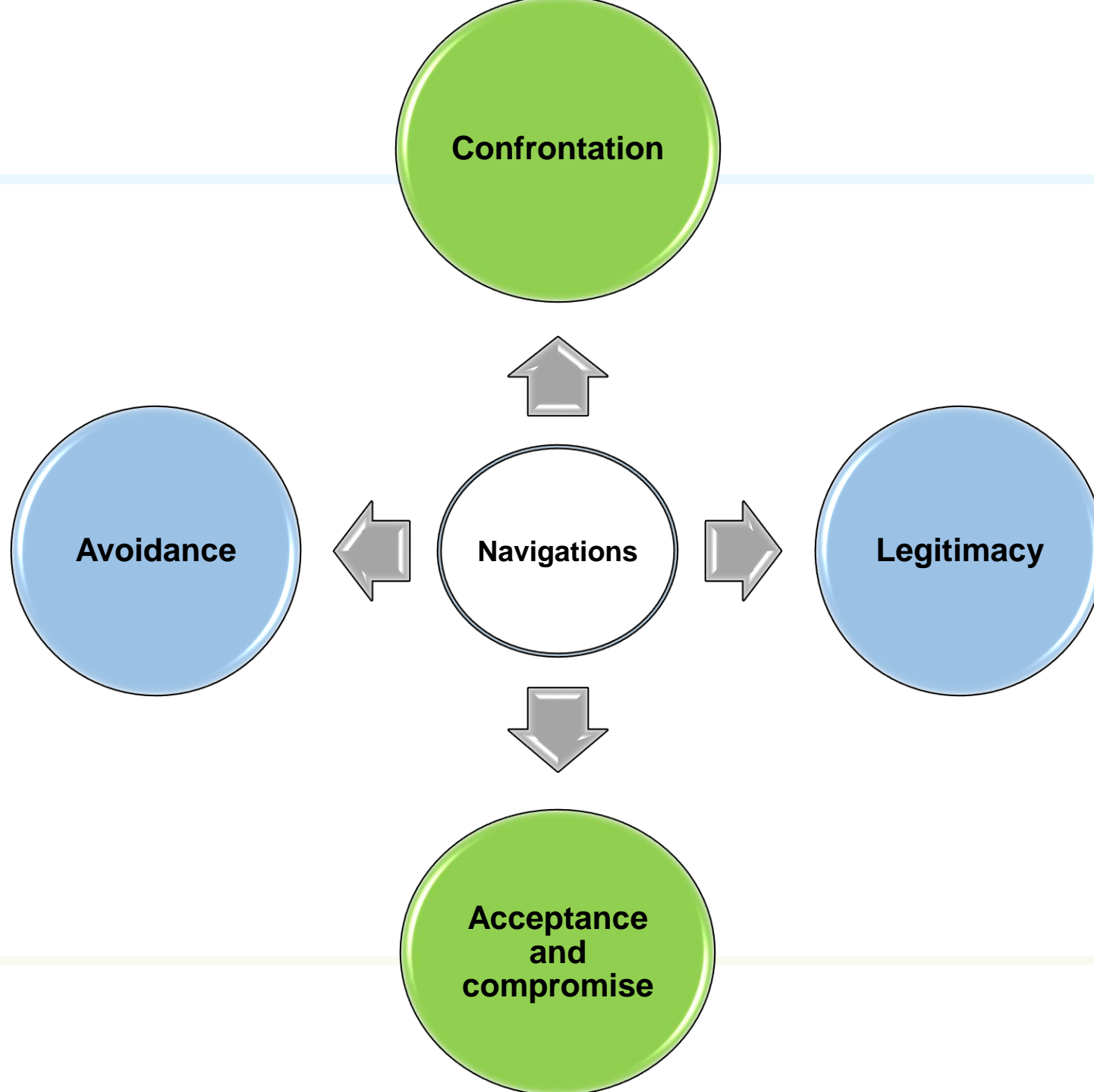
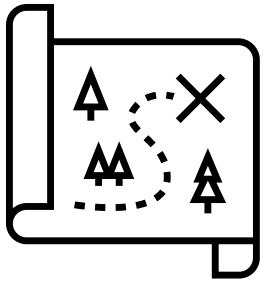
Processes are not fit for my initiative (IT, Legal, design, project management, strategic goals)

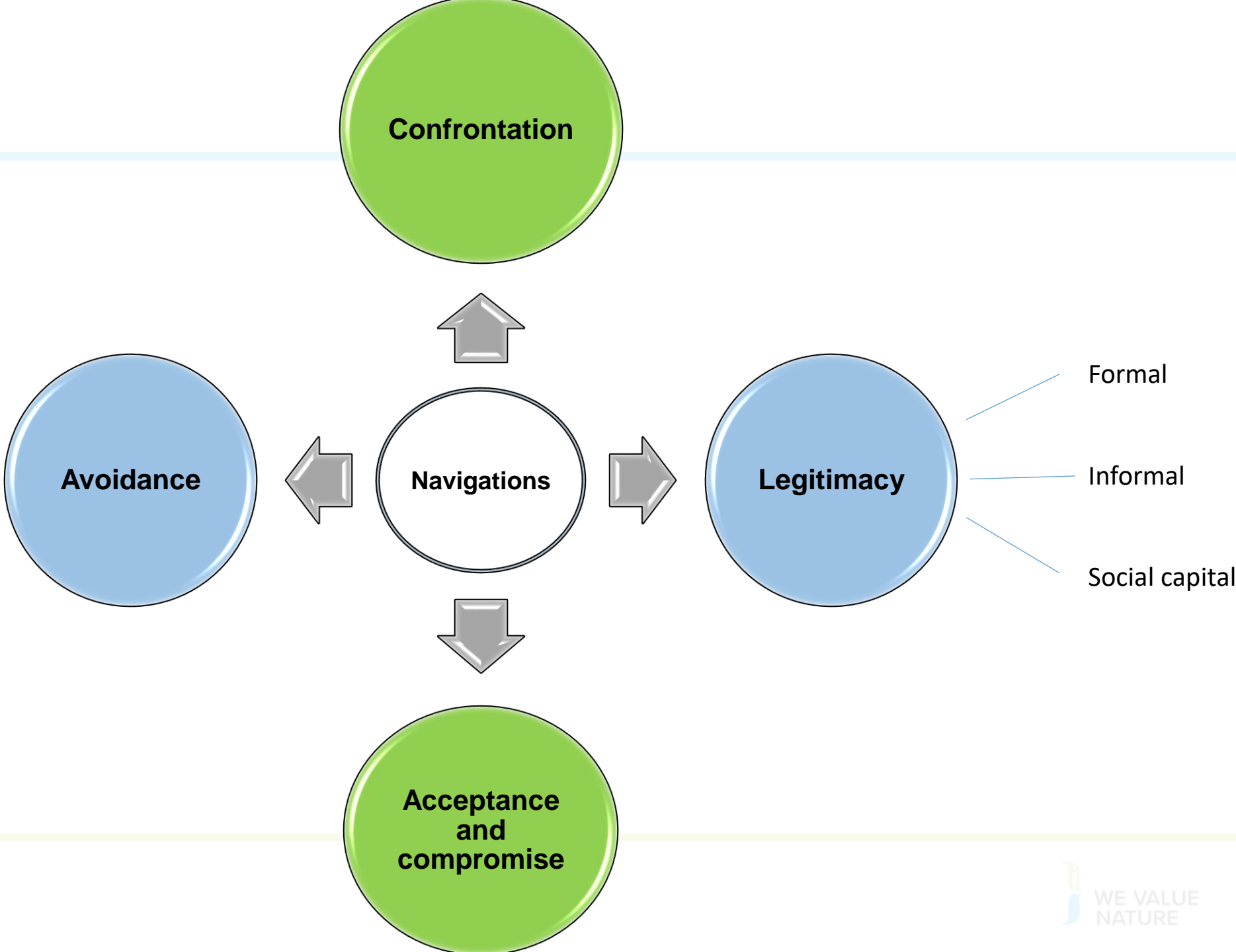
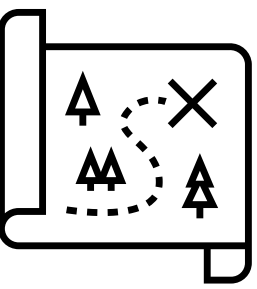
Values (my values/purpose do not align with my organisations)

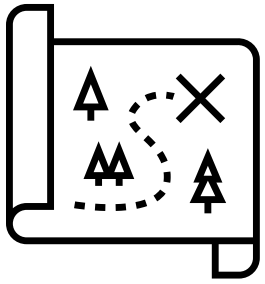
Regulation (industry / national regulations) present a barrier for my initiative

Institutional expectations (maximise profit)

Cultural norms

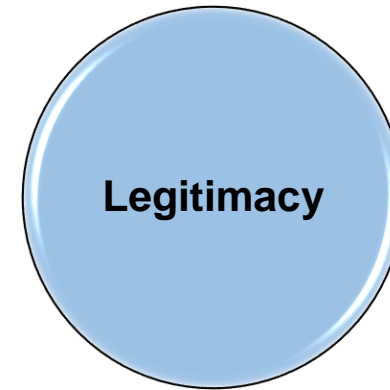
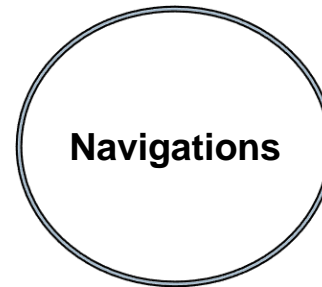
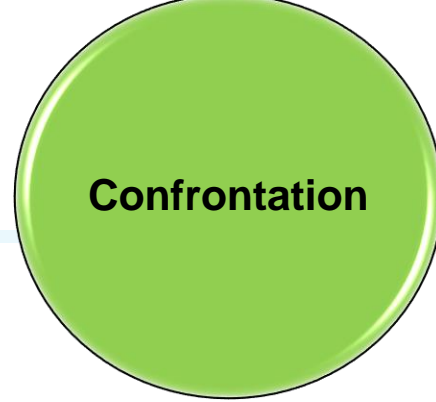
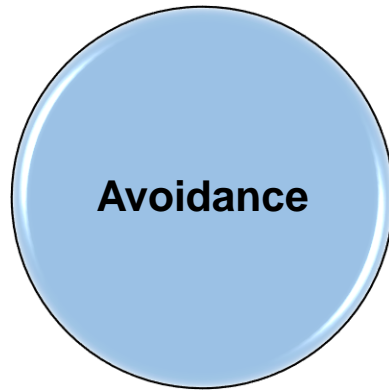






Conceal

Leave

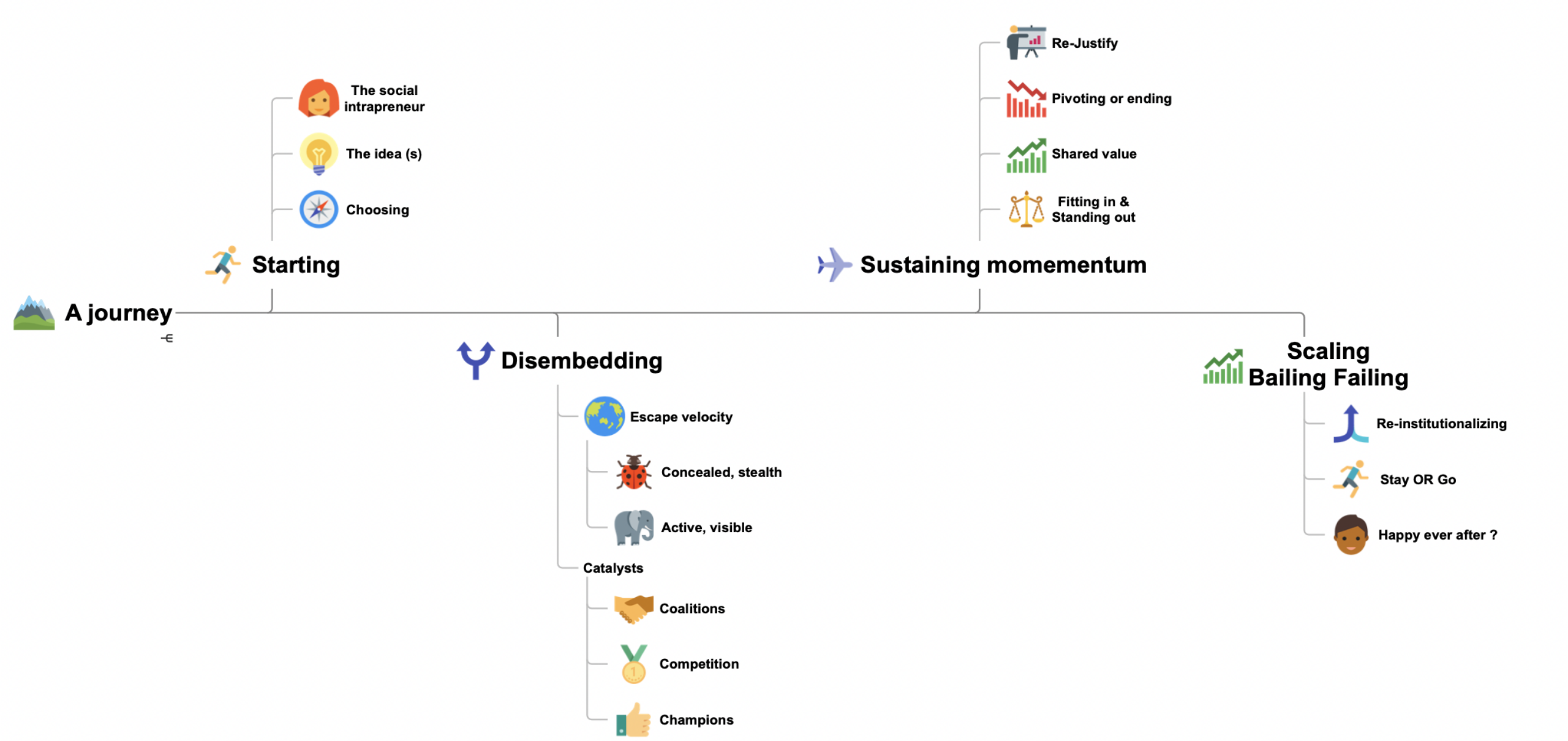


Formal

Informal

Social capital







5'

Group discussion – approx. 20 minutes

Introduce

Briefly introduce yourselves

Appoint

1 group member to type in the google doc - **link will be shared on the chat**
1 group member to keep an eye on time and participation
1 person to report back

Challenges

Spend 10 mins discussing major challenges on your projects and place in the framework

Navigations

Spend 10 mins discussing which navigations used and why, and place in framework document

Plenary reflections

Please share your reflections on the discussions you've just had:

- Were there any common patterns?
- Was anything surprising?
- What was most inspirational??



**How does what
we've heard today
resonate with your
own natural capital
journey?**



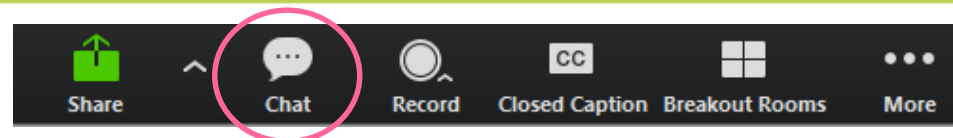
Wrap-up & next steps

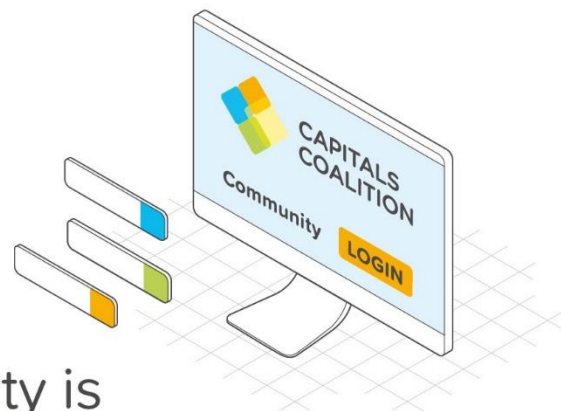


Check out questions – please type in the chat

What is your
key takeaway
or learning
point?

What is your
next action on
your natural
capital journey?

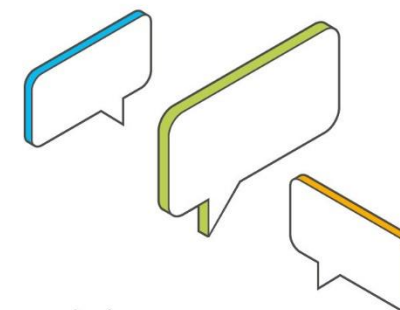




The Capitals Community is the networking space for the We Value Nature 10-Day Challenge.

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>