# 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**

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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

**Nature-based solutions for business –**
everything you wanted to know but were afraid to ask

## 12 March 2021

## 14:00 – 16:00 CET

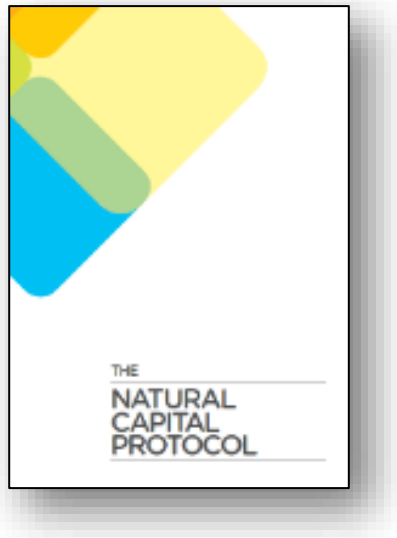
wbcsd IUCN

Part of the
WE VALUE NATURE
10-DAY CHALLENGE

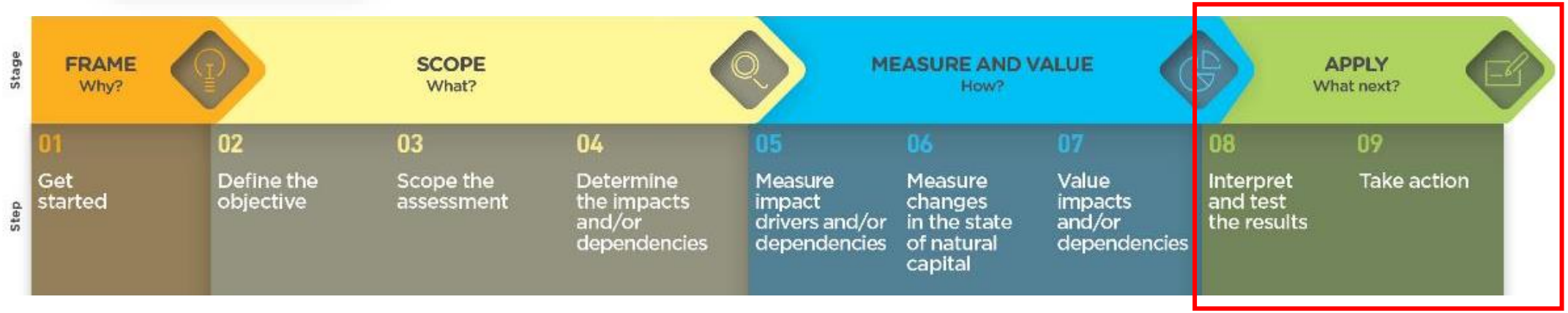
# Objectives

- Understand how nature can help overcome societal and business challenges, including climate change
- Reflect on typical issues in implementing NbS and initial steps to overcome them
- Be introduced to the IUCN Global Standard for NbS as a means to implement high-quality NbS
- Be inspired by how businesses from key sectors consider NbS

# What is the Natural Capital Protocol & how does it work?




The **Natural Capital Protocol** is a **standardized framework** for **business** to **identify, measure and value** its direct and indirect **impacts and dependencies** on **natural capital**



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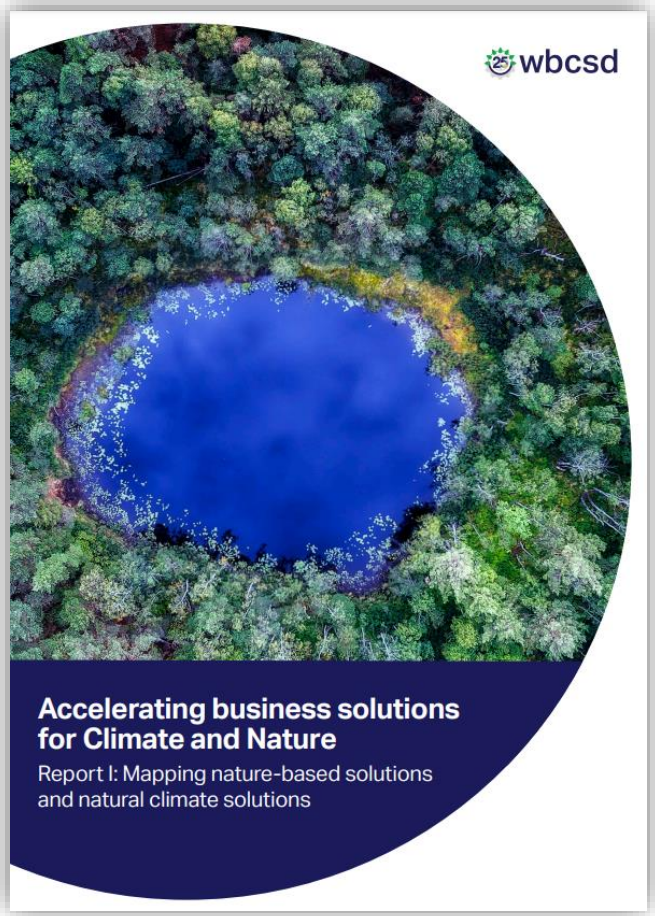
# Useful resources




Report available **here**

Report available **here**



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# Agenda

| Time (CET) | Session |
|---|---|
| 14:00 – 14:05 | Welcome and introductions |
| **14:05 – 14:20** | **Setting the scene – the what and the why for NbS (WBCSD)** |
| 14:20 – 14:30 | Questions and reflections |
| **14:30 – 14:45** | **Principles for implementing high-quality NbS (IUCN)** |
| 14:45 – 14:55 | Questions and reflections |
| 14:55 – 15:00 | *Short break* |
| **15:00 – 15:15** | **Business applications of NbS – HNRG & Arup** |
| 15:15 – 15:25 | Questions and reflections |
| 15:25 – 15:55 | Group discussion – what are current business needs for scaling up implementation of NbS and how can they be overcome? |
| 15:55 – 16:00 | Wrap up and call to action |
| *16:00 – 16:30* | *Optional - informal networking* |

# Our speakers today

**Diane Holdorf**
**WBCSD**
Managing Director, Food & Nature

**James Smith**
**WBCSD**
Manager, Natural Climate Solutions

**Gerard Bos**
**IUCN**
Director, Global Business and Biodiversity Program

**Brandon Lewis,**
**Hancock Natural Resource Group**
Associate Director, Sustainability

**Jonelle Simunich**
**Arup**
Senior Foresight Strategist

# 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



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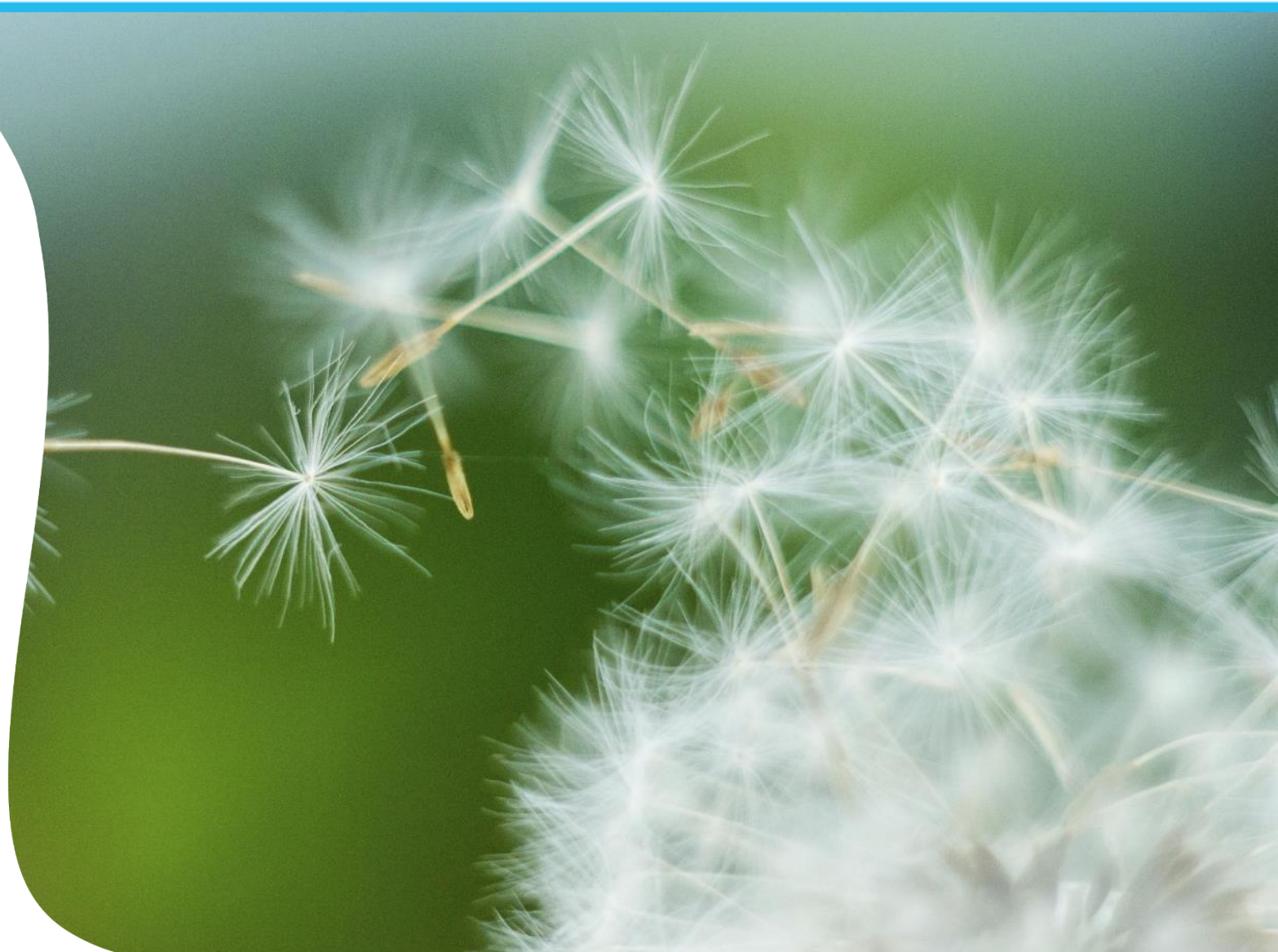
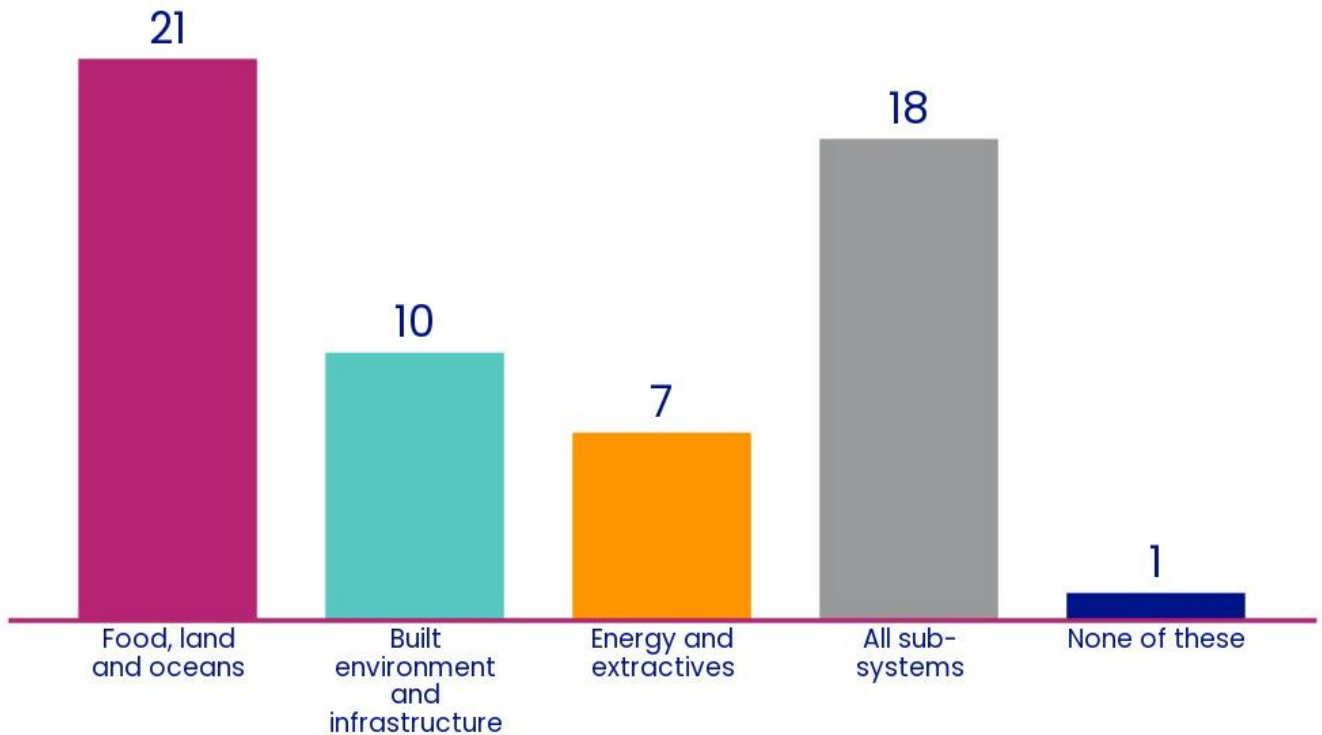
# Introductions



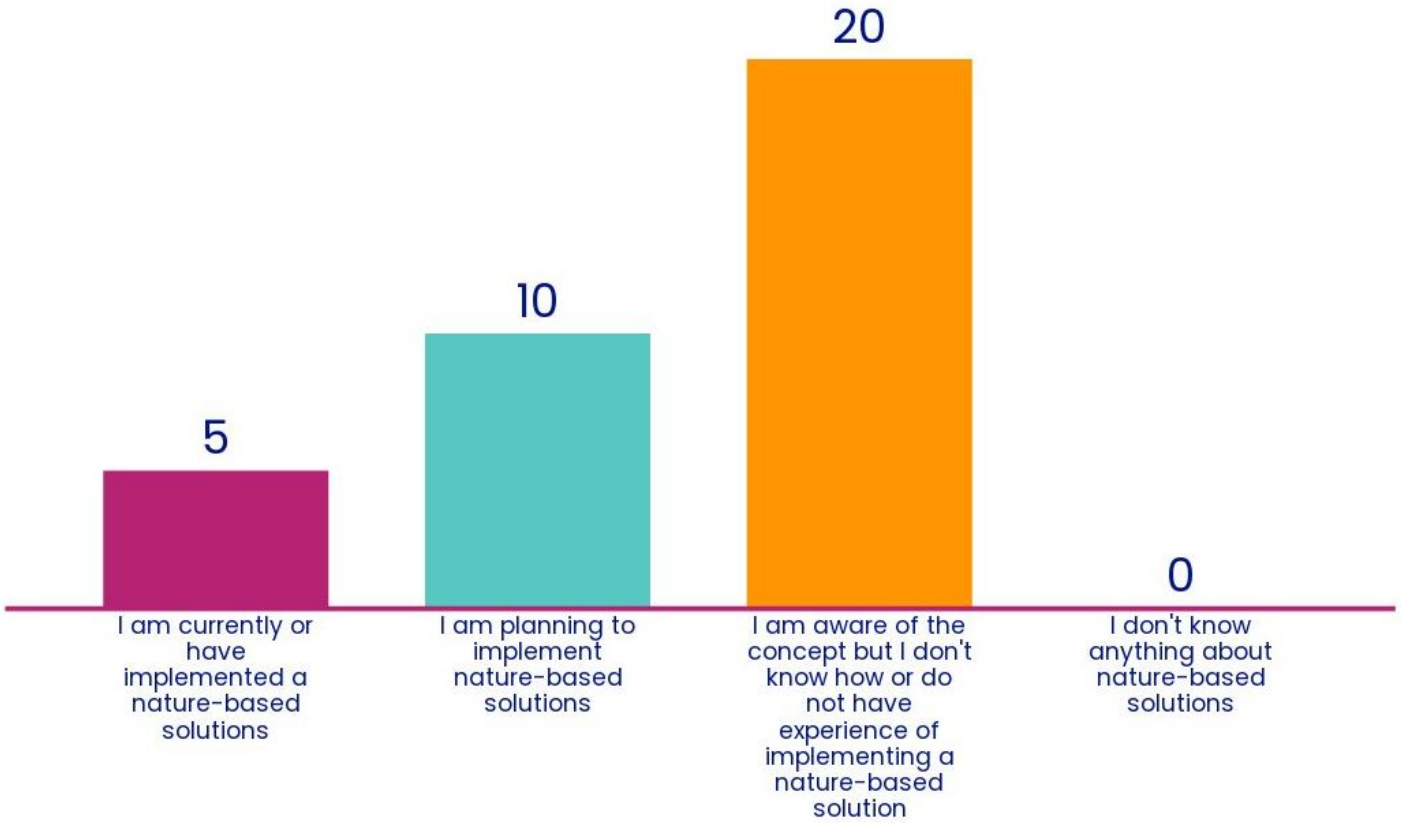
# **How to use** Mentimeter

1. Go to **www.menti.com**
2. Enter this code: **3908 4851**
3. Submit your answer

# Which socio-economic sub-systems are you most interested in for applying nature-based solutions?

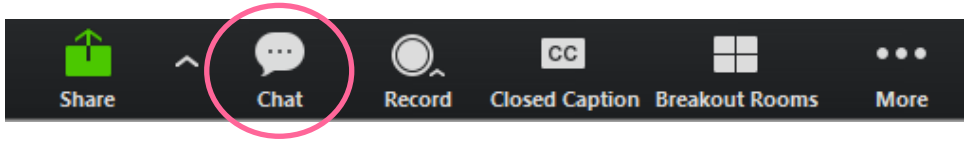


# How familiar are you with Nature-based solutions?



# Introductions

- **Please tell us more by sharing :**
  - Any specific expectation(s) or early questions for today?



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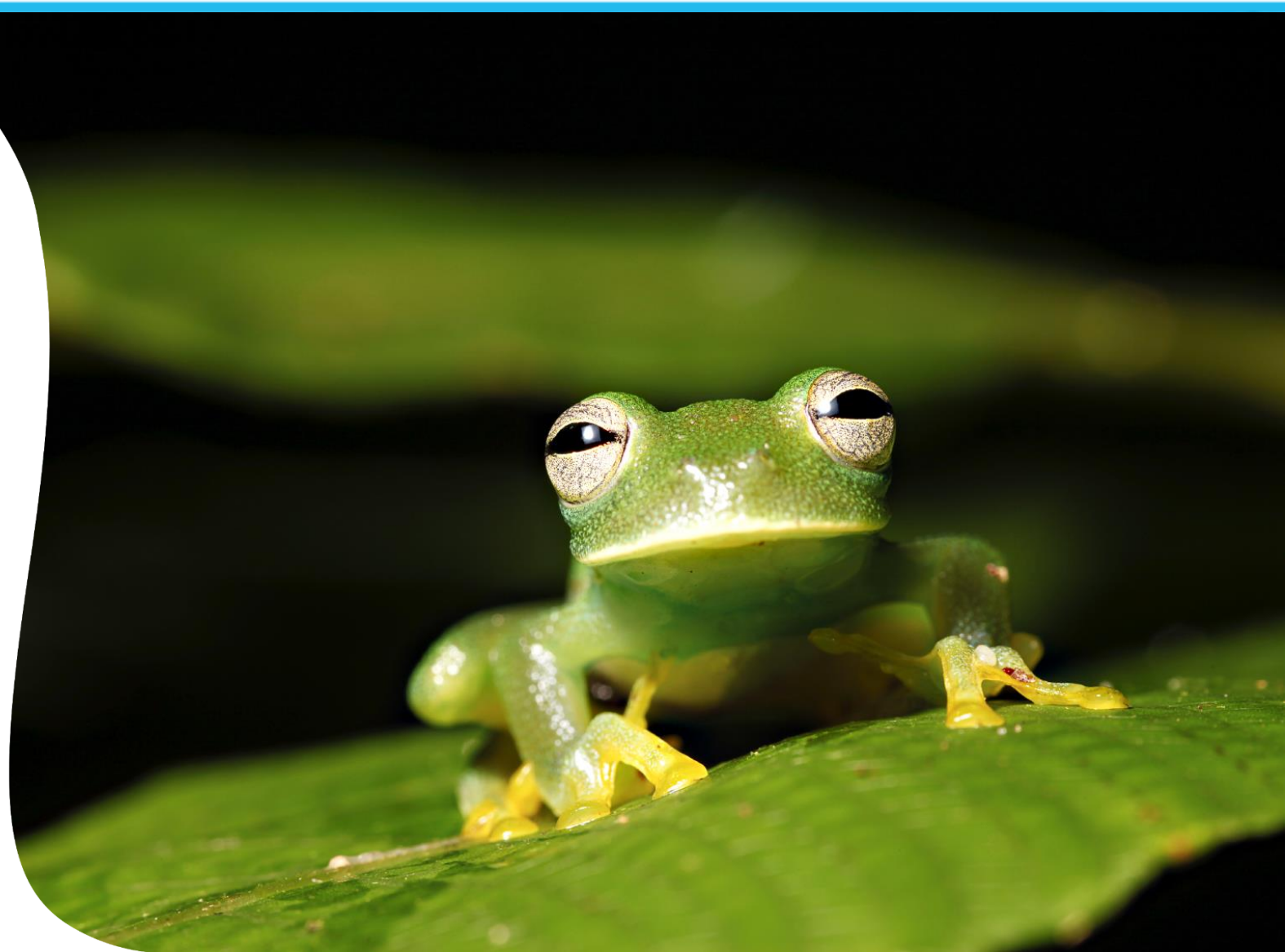
# **Setting the scene –** the what and the why for NBS

**Diane Holdorf**
**WBCSD**
Managing Director,
Food & Nature



# WBCSD – who are we

WBCSD is a global, CEO-led organization of 200 forward thinking businesses working together to accelerate the transition to a sustainable world with a legacy of 25 years of work.

**World Business Council** for **Sustainable Development**

**Our mission** is to accelerate the transition to a sustainable world by making more sustainable business more successful.

**Our vision** is to create a world where more than nine billion people are all living well and within the boundaries of our planet, by 2050.

**GLOBAL**

Our 200 members span across the globe and all economic sectors. We have 60+ Network Partners at a national level.

**UNIQUE BUSINESS-ONLY PLATFORM**

Our members enjoy access to a diverse business community across sectors and a pre-competitive to exchange ideas, know-how and information with peers.

**CEO-LED**

WBCSD is oriented towards collective action and led by the CEOs of our member companies.

**MARKET-DRIVEN**

We strive to make more member companies more competitive. We reinforce the business of voice to goverment and policy decisions.

**WBCSD Success:**
By 2025, forward-acting businesses will build resilience, lead risk-optimized transitions and generate new market opportunities. Thanks to integrated performance management, companies will attract lower cost of capital. They will gain a stronger license to operate. WBCSD members will be recognized as leaders towards a sustainable world that serves all people and protects our planet.

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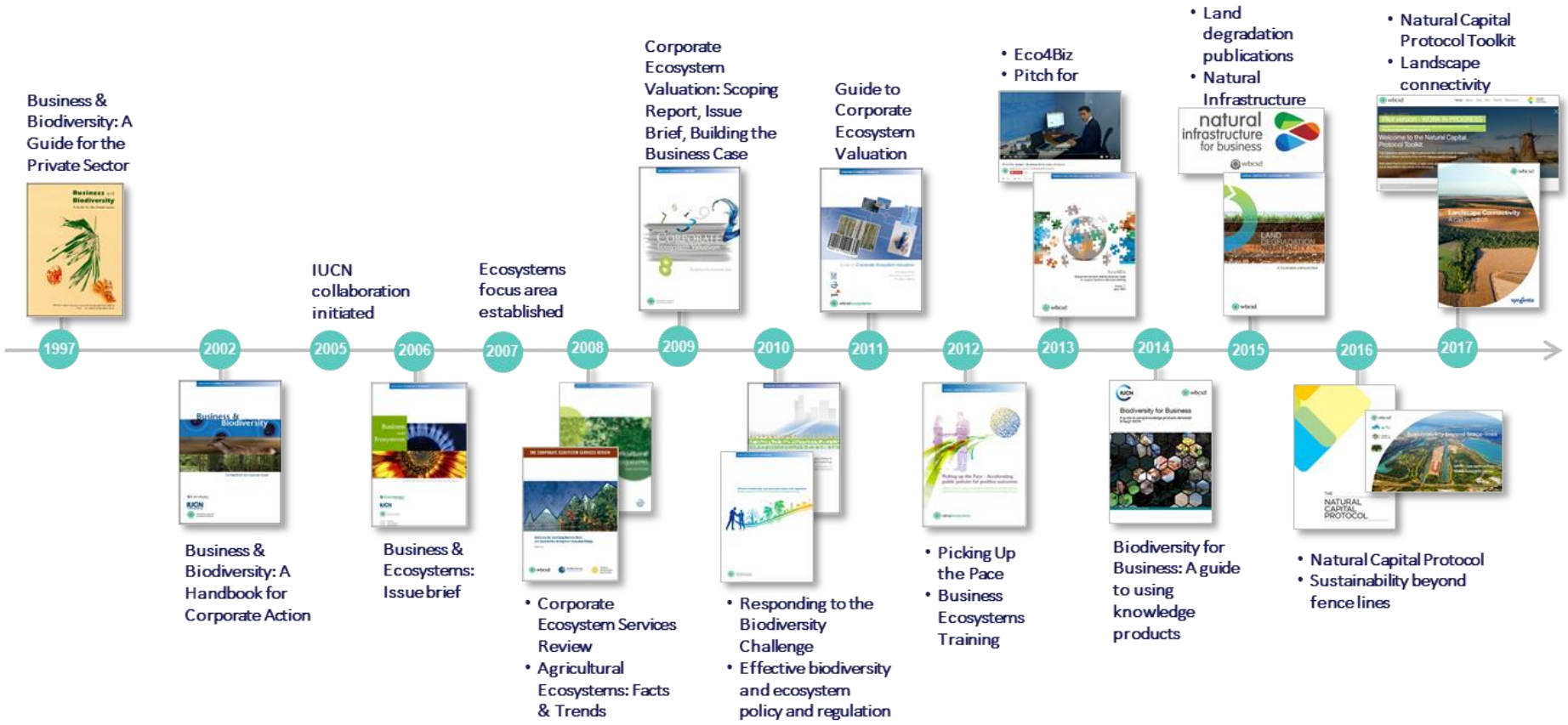
# WBCSD work supporting Nature Action

**Building on our long history of leadership** including co-developement of the **Natural Capital Protocol**



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# Scaling up business action for Nature

***Why should business care about nature? Major reports sound the alarm for urgent action***

- The rapid decline of the natural world is a crisis even bigger than climate change - IPBES, *Global Assessment Report on Biodiversity and Ecosystem Services* (2019)
- Business will not achieve climate commitments unless they address nature loss
- Business urgently needs an 'apex' Science-Based Target for Nature:
  - The Climate agenda is working towards creating a 1.5 degree world – yet there is no equivalent **"north star" for Nature**
  - Business have a unique opportunity to showcase leadership and shape this agenda
- Similarly to the Climate agenda, Nature is cross-cutting – all sectors must play a role to revert impacts on nature and avoid further nature loss

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# Report series: Accelerating Business Solutions for Climate & Nature

*The report series is a joint effort between the WBCSD **Nature Action** and **Natural Climate Solutions** teams*

**Report I:**
Mapping nature-based solutions and natural climate solutions
**Launch: December 2020**

**Report II:**
Natural Climate Solutions thematic best practice papers
**Launch: TBC Q2 - Q3 2021**

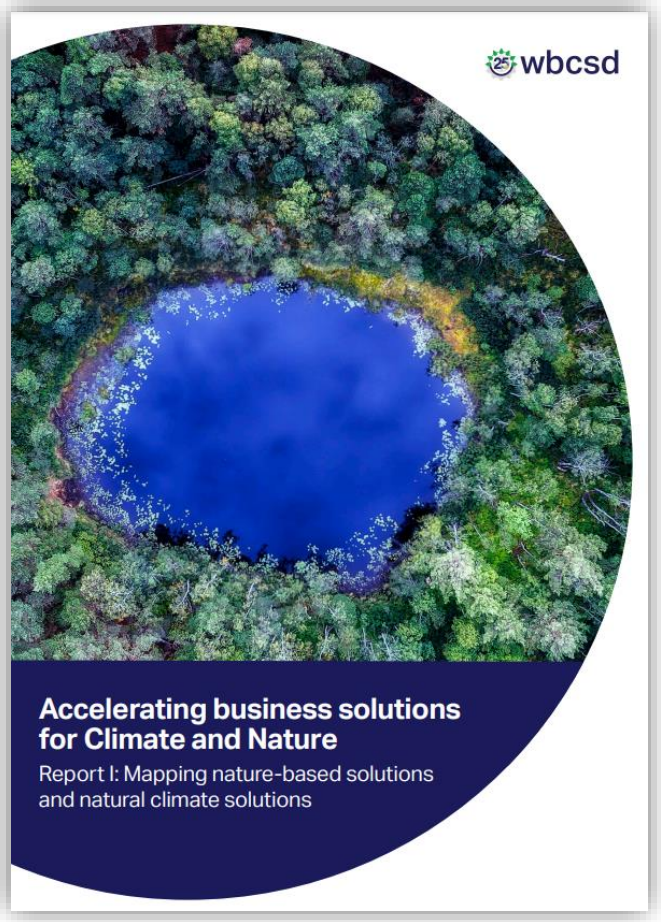
**Report III:**
Roadmap to Nature Positive: sectoral pathways to action
**Launch: TBC Q3 - Q4 2021**

**Key objectives from Report I: *Mapping nature-based solutions and natural climate solutions*:**

1. Stimulate conversation and **clarify the content and scope of NbS**, supporting alignment of Natural Climate Solutions with Nature-based Solutions.
2. Help companies navigate the nature and climate agenda, by mapping the key initiatives, platforms and conventions.
3. Raise awareness about the necessary **minimum requirements for NbS and NCS projects**, encouraging members to invest in high quality NbS and NCS projects, that at minimum have no net harm for nature. Ultimately, the aim is to facilitate action and investments in solutions that are good for climate and nature, as well as for people and business.

# Clarifying the definition and scope of nature-based solutions

- Business has a critical role to play in **accelerating projects and investments that support climate, nature and people**.
- To unlock investment and ensure credible, high-quality projects receive funding, there must be a common understanding of what **defines a nature-based solution and a natural climate solution**.
- At a minimum, **both nature-based solutions and natural climate solutions should ensure zero net loss for biodiversity.**
- Developing and delivering **high-quality NbS and NCS** will help drive a race to the top and support the achieving of nature and biodiversity goals.



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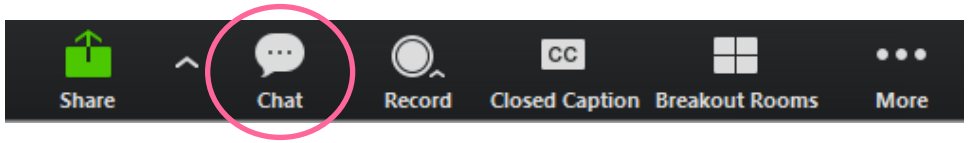
# Questions and reflections

- What questions do you have for our speakers?
- What reflections would you like to share at this stage?



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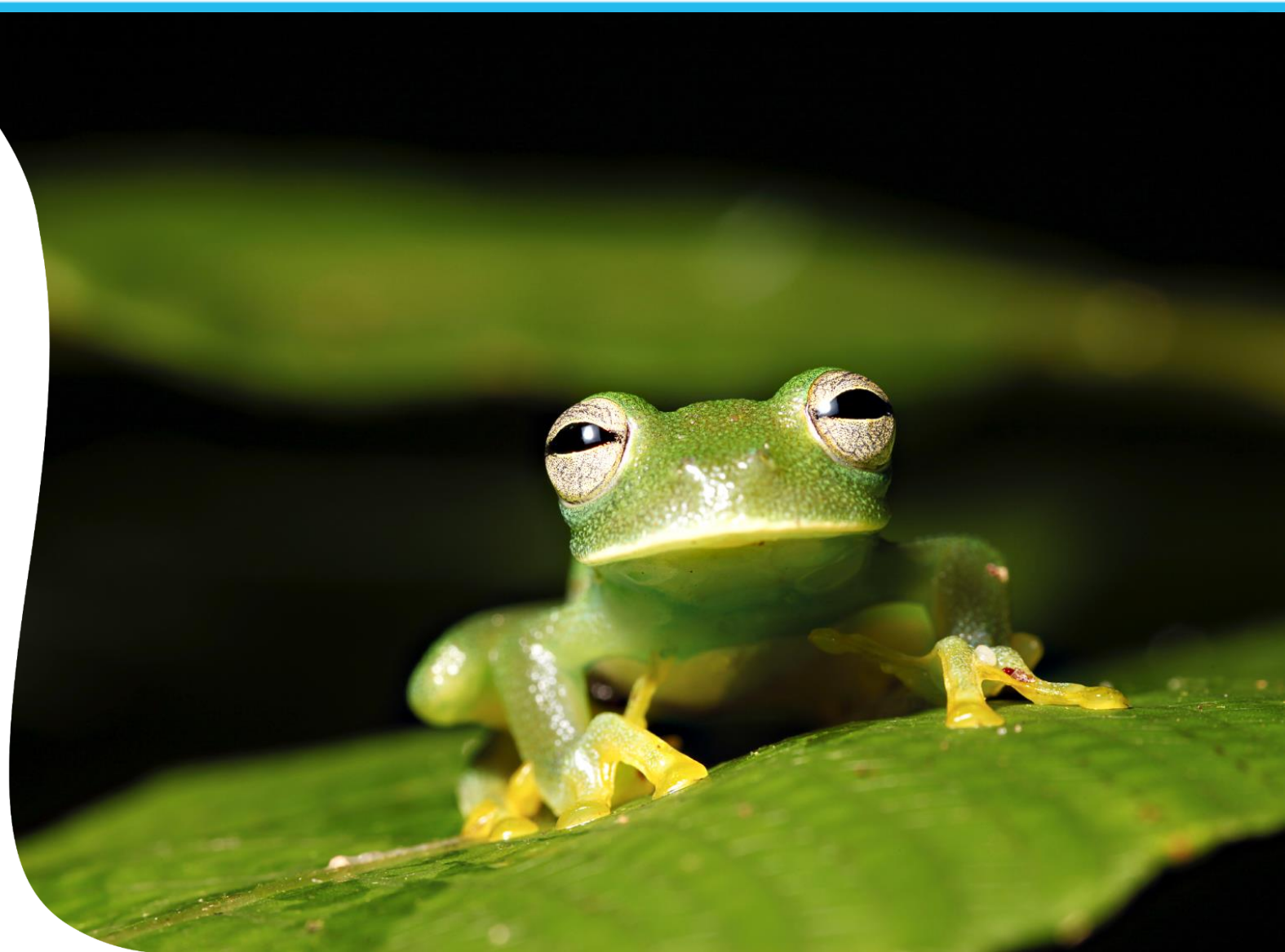
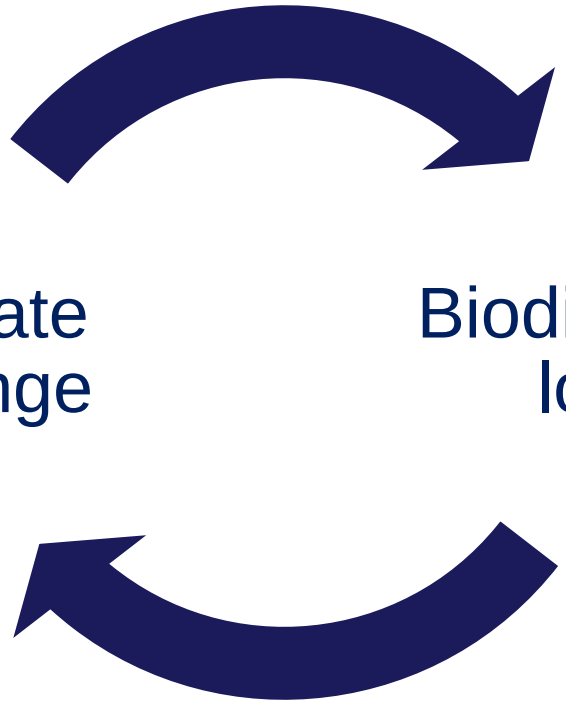
# What role do NBS play in addressing climate, nature and equity crises?

**James Smith**
**WBCSD**
Manager, Natural Climate Solutions

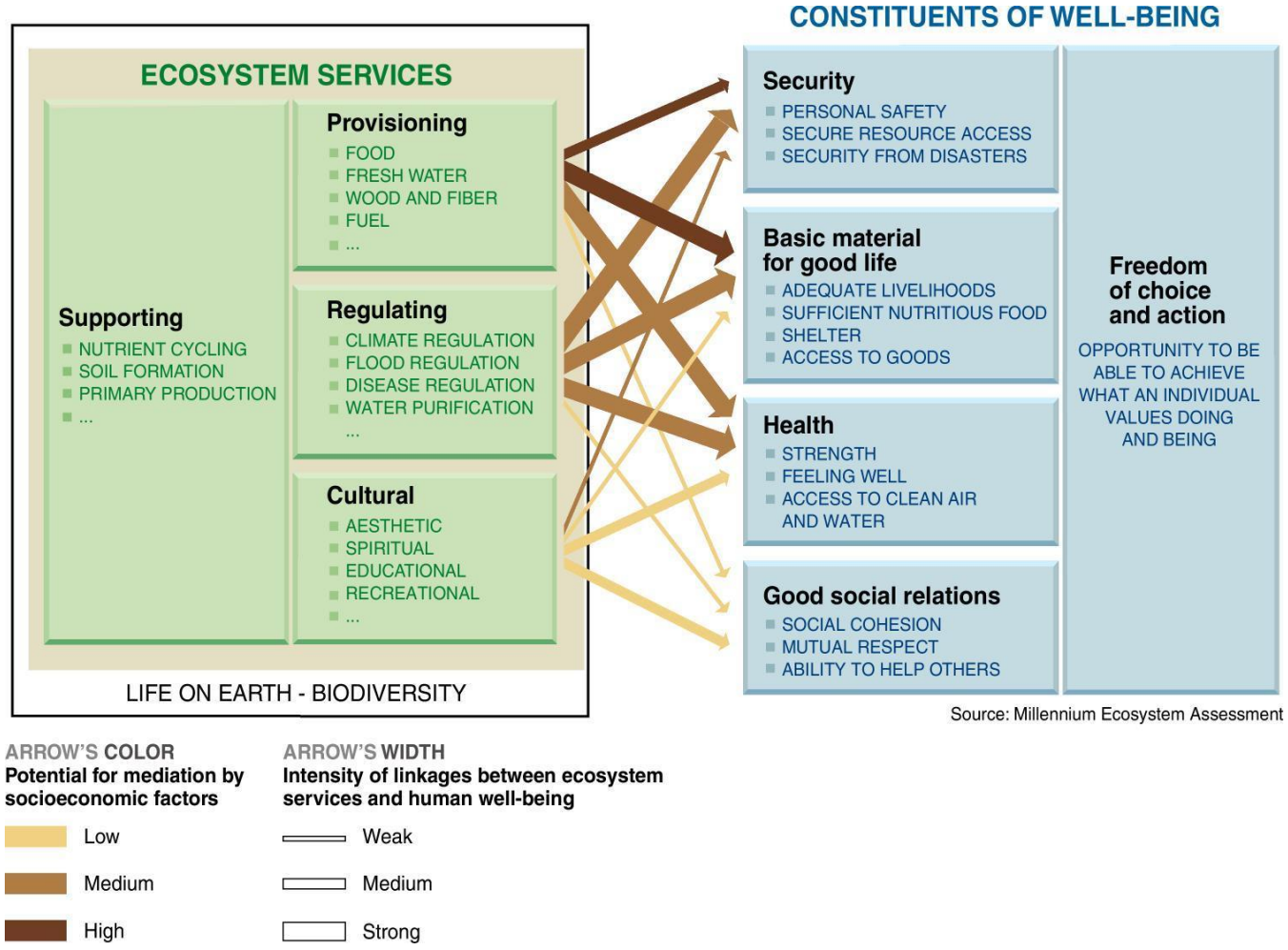


# Nature and Climate
# **Inextricably linked**



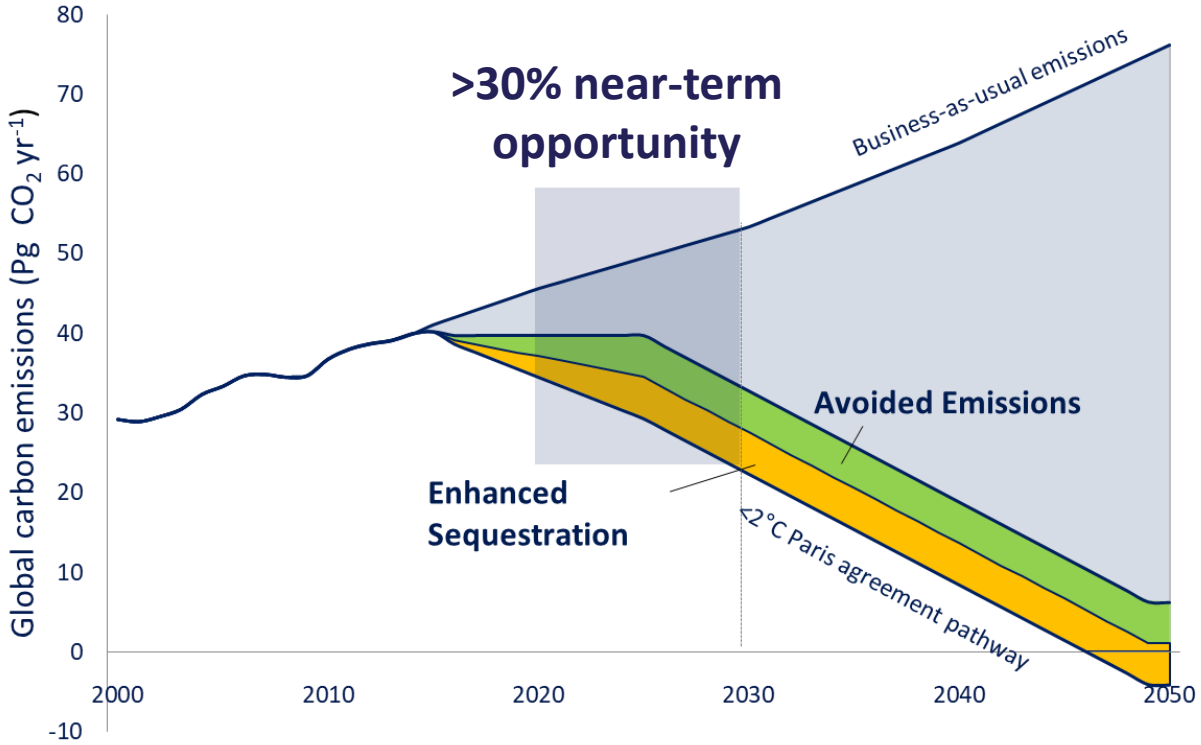
Climate Change

Biodiversity loss



# Achieving Paris goals:
# Natural Climate Solutions (NCS)

- Paris target of 1.5°C (or below 2°C)
- Rapid reductions in GHG emissions from industrial and land sectors required
- Must actively remove carbon from the atmosphere
- Natural Climate Solutions can do this NOW:
  - At scale
  - Low cost
  - Deliver vast co-benefits
- NCS can provide 1/3rd of the cost-effective emissions reductions needed by 2030
- Failure means reliance on unproven, more expensive, technological solutions




*Protecting nature = emissions reductions*

*Restoring nature = carbon removals*

# What are “Natural Climate Solutions”?

**Avoided emissions**

**Additional carbon sequestration**

Reforestation

Avoided conversion: forests

Avoided conversion: grasslands

Biochar

Coastal wetlands restoration

Peatland restoration

## FORESTS

## GRASSLANDS/AGRICULTURE

## WETLANDS

Natural forest management

Improved plantations

Improved agri. practices

Trees in croplands

Avoided impact: coastal wetlands

Avoided impact: peatlands

wbcsd

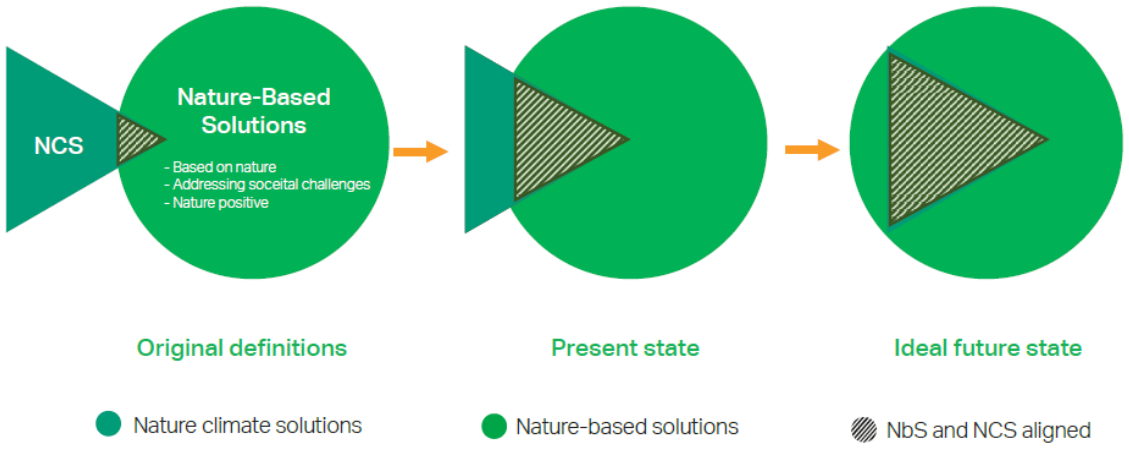
# NbS and NCS Alignment: **Scaling with integrity**

- Not all NbS are NCS
- NCS are NbS where non-climate impacts (co-benefits) are maximized
- NCS = NbS when:
- Based on nature
- benefits for nature with no net loss of biodiversity
- Deliver societal benefits
- Achieved through environmental & social safeguards

**Table 1:** Attributes of NbS and NCS

| Attribute | NbS | NCS |
|---|---|---|
| Based on functioning ecosystems | Yes | Yes |
| Deliver benefits by addressing societal challenges | Yes – including climate, water, disaster prevention, food production and health benefits | Yes – but focused on climate benefits |
| Positive for biodiversity and ecosystem service | Yes | Not by original definition, but encouraged as good practice |

**Figure 1:** The aim for the evolution of NbS and NCS



# Implementing solutions that address climate and Nature together

**NCS Alliance:**
***NCS carbon credit quality***

**Broad multi-stakeholder coalition, focused on shaping industry-wide guidelines on best practice and quality criteria for use of NCS**

**WBCSD NCS:**
***insetting***

**Cross-WBCSD collaboration on insetting interventions, MRV, and carbon accounting**

**WBCSD NCS:**
***metrics***

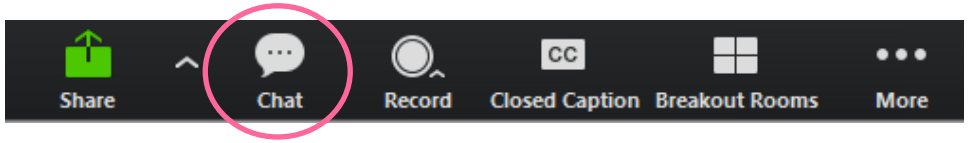
**Identifying key economic, social and environmental indicators for due diligence and MRV on NCS investments**

**WBCSD NCS & SPA:**
***Soil Investment Hub***

**Coalition working on tools and guidance that enable food and ag. companies to invest in soil health**

# Questions and reflections

- What questions do you have for our speaker?
- What reflections would you like to share at this stage?



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# Mentimeter question

Have you already heard of the IUCN Global Standard for NbS?

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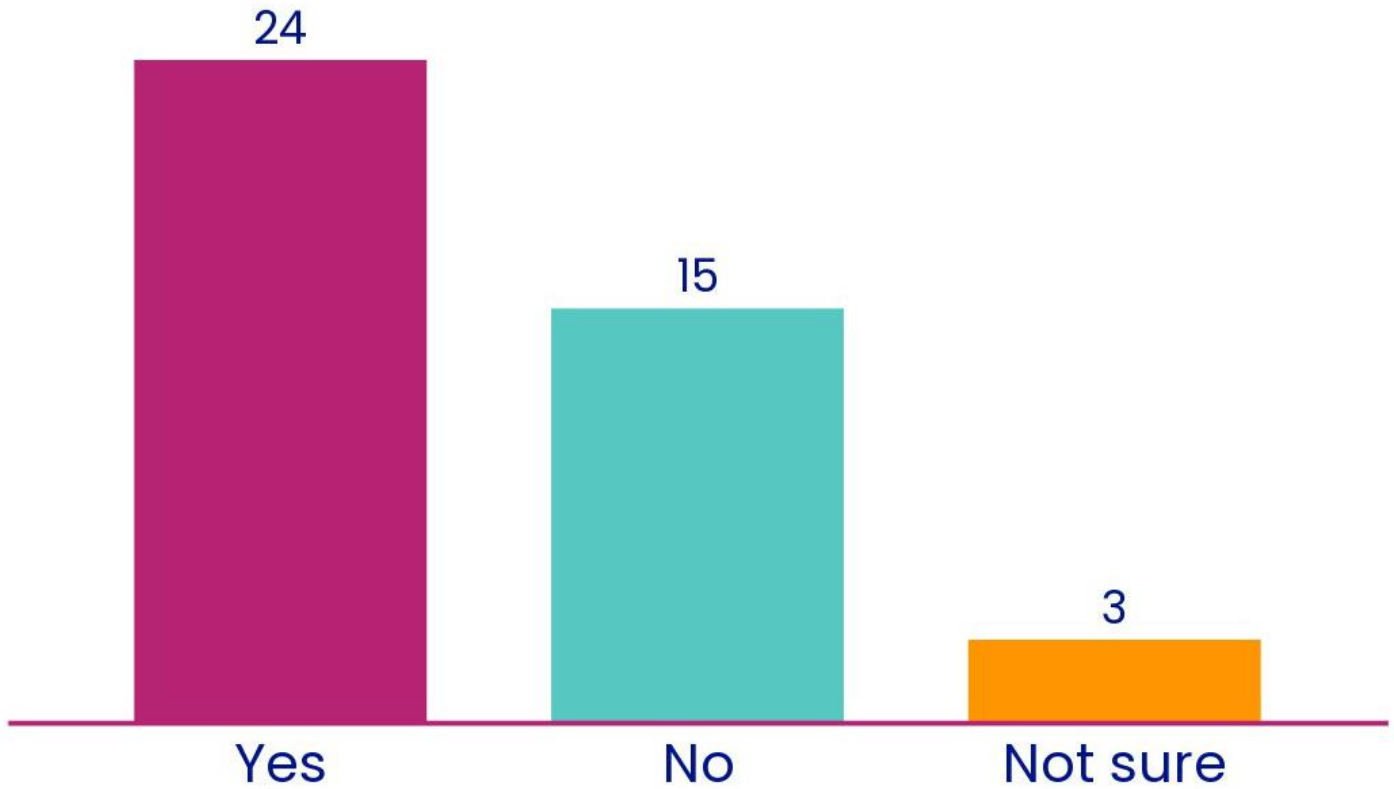
# Have you already heard of the IUCN Global Standard for NbS?



IUCN Nature based Solutions
The nature of progress

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# Principles for implementing high-quality NbS

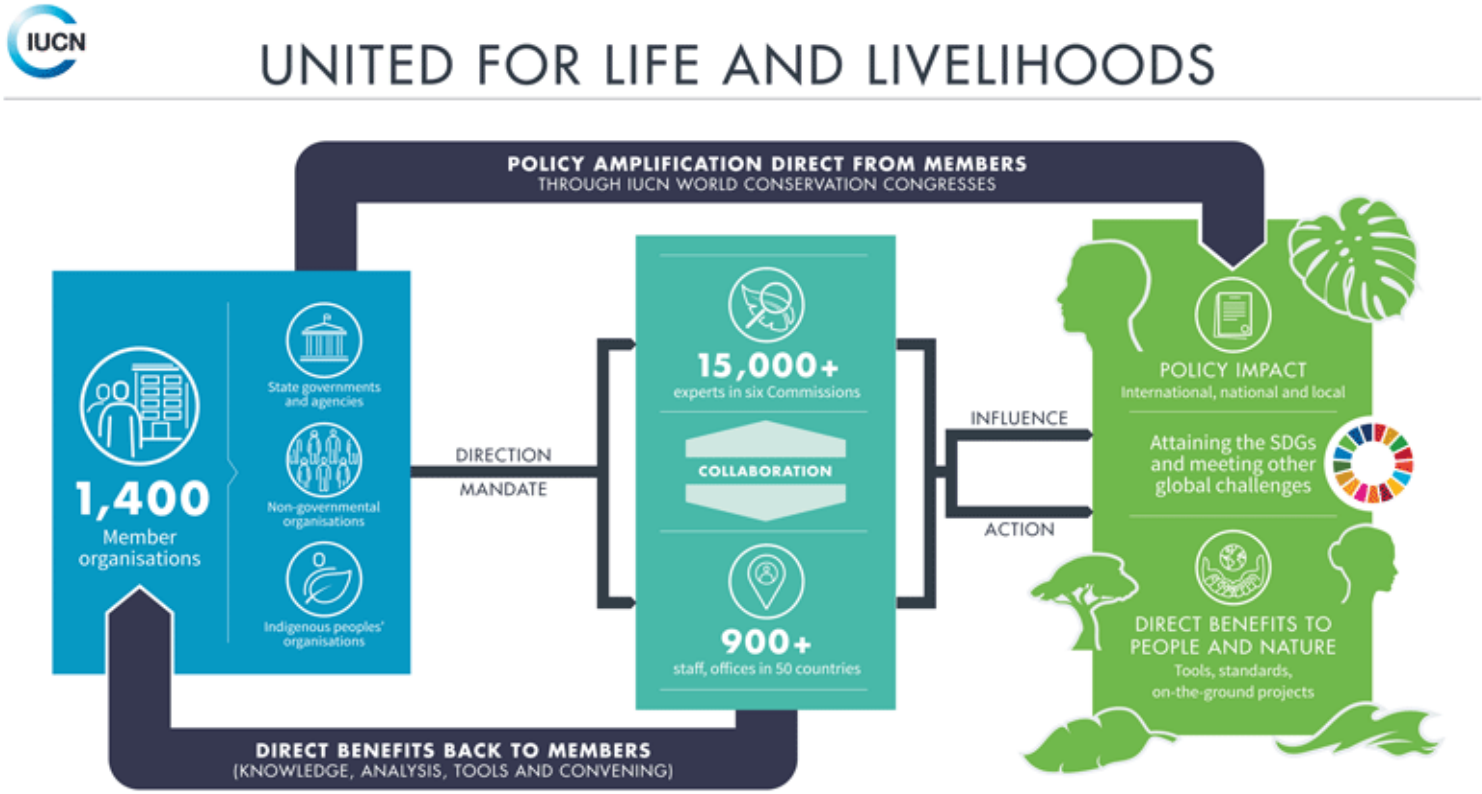
**Gerard Bos**
IUCN
Director, Global Business and Biodiversity Program

# IUCN – quick intro

Nature based Solutions
The nature of progress

## International Union for Conservation of Nature (IUCN)

**IUCN** is a membership Union composed of both government and civil society organisations. It harnesses the experience, resources and reach of its more than 1,400 Member organisations and the input of more than 17,000 experts. This diversity and vast expertise makes IUCN the global authority on the status of the natural world and the measures needed to safeguard it.

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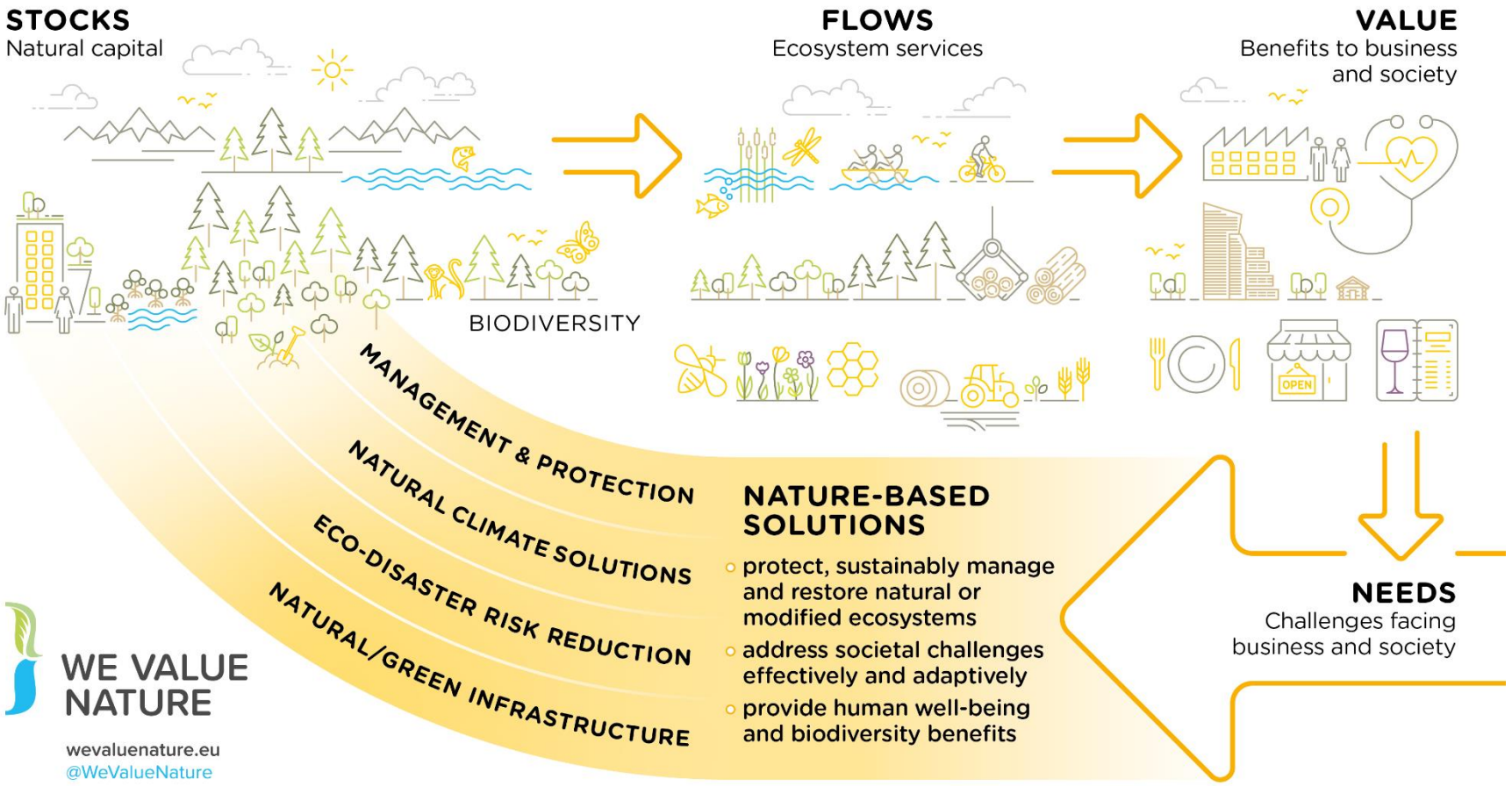
# Nature-based Solutions – common foundations but a distinct approach

# Nature-based Solutions – inducing nature positive flows




Courtesy of We Value Nature

# What are Nature-based Solutions?

**IUCN defines nature-based solutions as:**

“actions to protect, sustainably manage and restore natural or modified ecosystems,

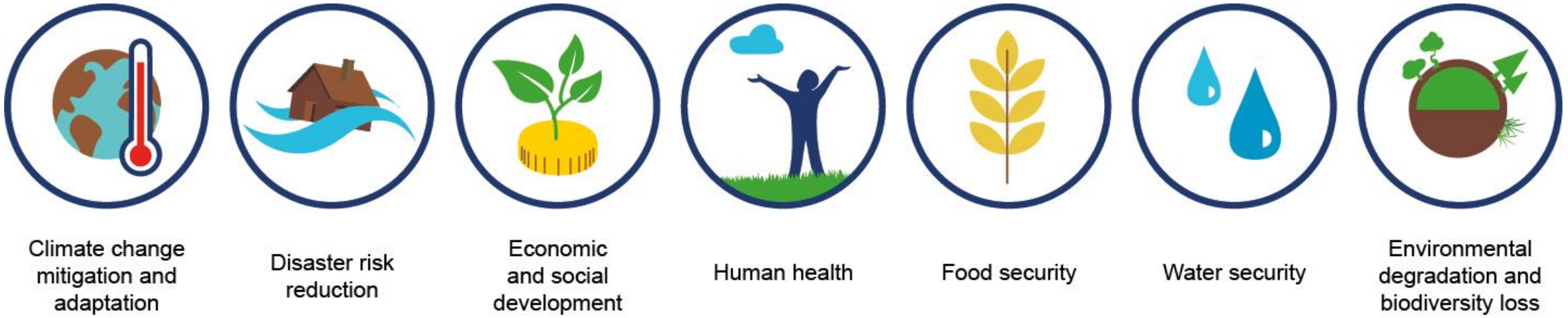
that address societal challenges (e.g. climate change, food and water security, natural disasters...) effectively and adaptively,

simultaneously providing human well-being and biodiversity benefits”

> NbS are often described as ‘no-regret’ options, providing benefits to people in a range of scenarios

# One solution for multiple challenges

Nature based Solutions
The nature of progress



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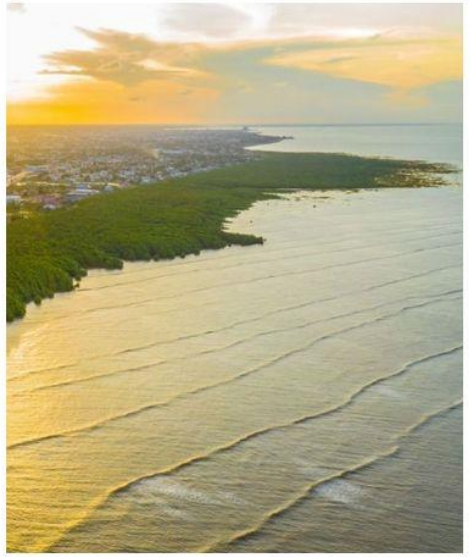
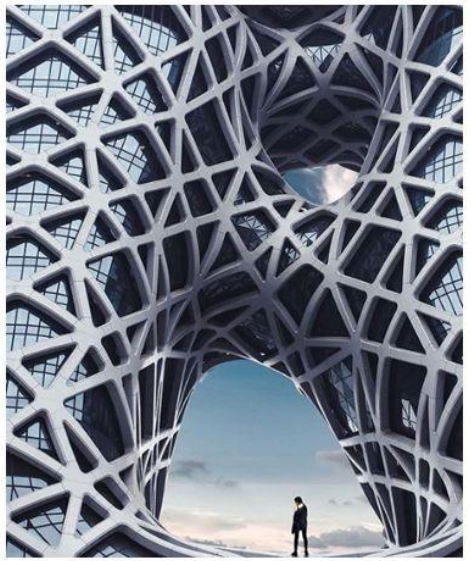
# A differentiated approach



Nature-based solutions

Nature-derived solutions

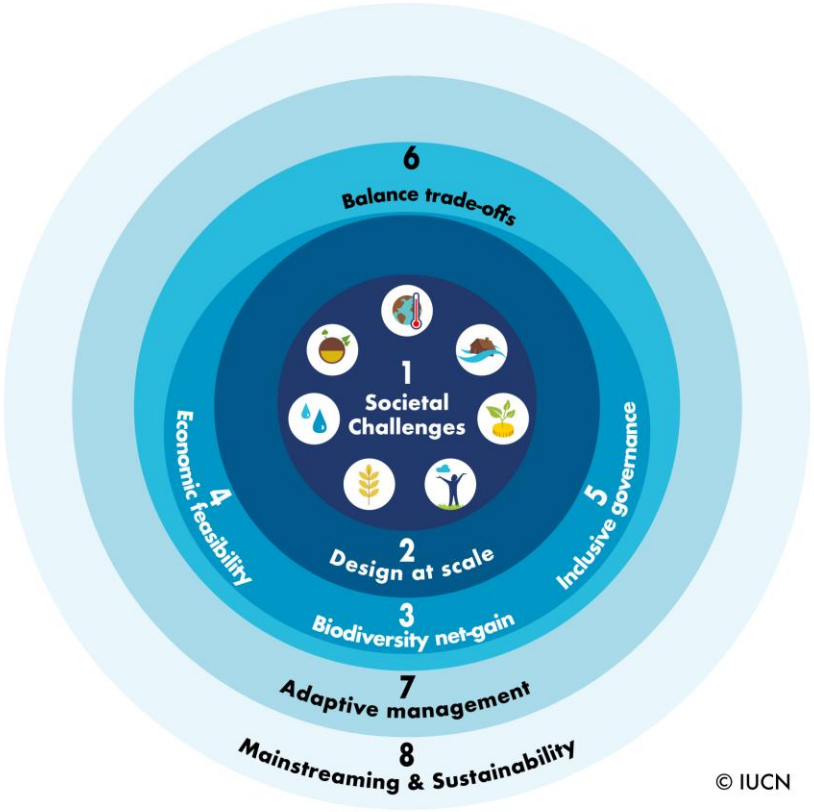


Nature-inspired solutions

# A global standard to facilitate Nature-based Solutions

- A **facilitative standard** for design, verification and scaling up of NbS to realise IUCN's ambitious transition;
- **8 criteria** and 28 indicators
- Based on **knowledge co-creation**: conservation science, social science, traditional knowledge;
- '**Crowd-sourced**' drafts through two rounds of open consultation, 800+ people across 100 countries, 1000's of comments, each comment and response tracked;
- Developed to be compatible with the ISEAL Alliance Code of Good Practice – revised every four years.

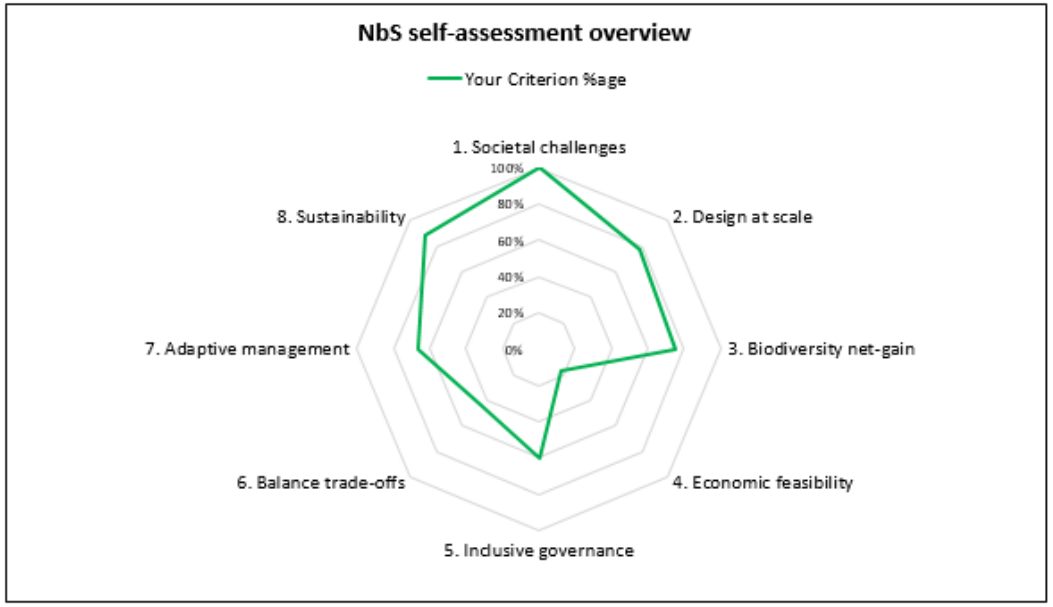
# Enabling NbS with the standard




© IUCN

# Measure of NbS standard adherence

| Criterion | Your Criterion Score | Maximum Criterion Score | Your Criterion %age |
|---|---|---|---|
| 1. Societal challenges | 9 | 9 | 1.0 |
| 2. Design at scale | 7 | 9 | 0.8 |
| 3. Biodiversity net-gain | 9 | 12 | 0.8 |
| 4. Economic feasibility | 2 | 12 | 0.2 |
| 5. Inclusive governance | 9 | 15 | 0.6 |
| 6. Balance trade-offs | 4 | 9 | 0.4 |
| 7. Adaptive management | 6 | 9 | 0.7 |
| 8. Sustainability | 8 | 9 | 0.9 |
| Total | | | 0.7 |




1. A **user-friendly booklet** containing the 8 criteria and associated indicators
2. A **background document** with scientific grounding, guidance, means of verification and suggested tools.
3. A **self-assessment tool** where users can enter if they have fully, partially or not met individual indicators.

Output traffic light indications of adherence strength and a circumflex chart highlighting gaps.

# Systematic measure of progress (e.g. biodiversity net gain)

## Criterion 3. NbS result in net gain to biodiversity and ecosystem integrity

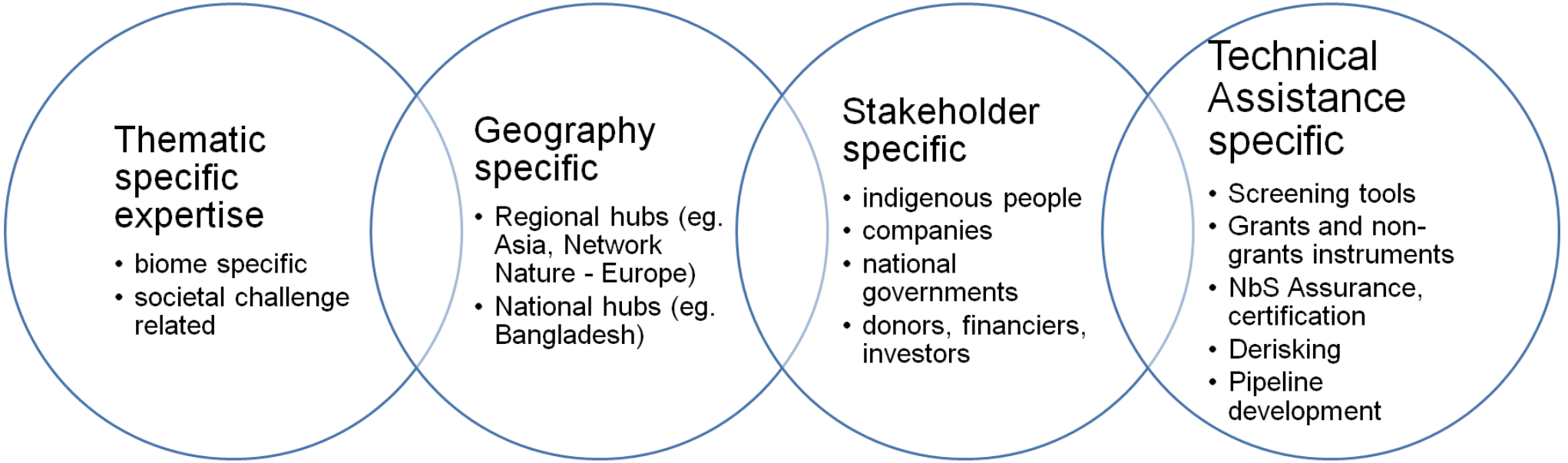
Indicator 3.1 NbS actions directly respond to evidence-based assessment of the current state of the ecosystem and prevailing drivers of degradation and loss

*To develop a solution using nature, one must have a well-founded understanding of the current state of the ecosystems concerned. The baseline assessment needs to be broad enough to characterise ecological state, drivers for ecosystem loss and options for net improvements, making use of both local knowledge and scientific understanding where possible.*

| Strong | Adequate | Partial | Insufficient |
|---|---|---|---|
| Yes. An updated assessment of the current status of ecosystems at the appropriate spatial and temporal scales is in place. The assessment includes information about the drivers of change and biodiversity loss. The assessment includes field verification and local knowledge. | There is information available about the current state of the ecosystems using secondary data and reference maps, not older than 10 years. The information of the ecosystem has been verified in general terms through field visits, with general inputs from local communities and traditional knowledge, where possible. | General information about existing land cover and land use is used for assessing the status of the ecosystems, at more general scales and not older than ten years. There is not validation at field level and data coming from communities or traditional knowledge. | No. There is no information available about general conditions of the status of the ecosystems at any relevant spatial or temporal scale. |

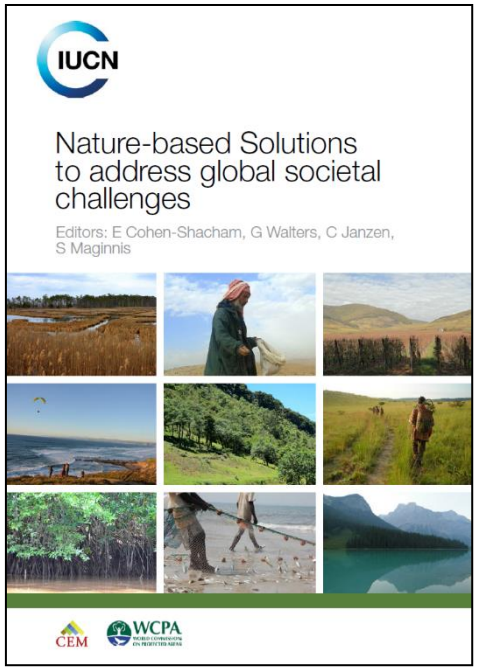
# NbS Facility's Technical Support Unit is a collective effort

Finance catalyst
Knowledge & Innovation
Policy Enabler



# Ressources :

https://en.wikipedia.org/wiki/Nature_Based_Solutions



2 inspiring high level panels
+2000 livestream participants
+8500 views since
Participants from 140 countries
Several regional launch events to follow

https://portals.iucn.org/library/node/49070

https://portals.iucn.org/library/node/46191

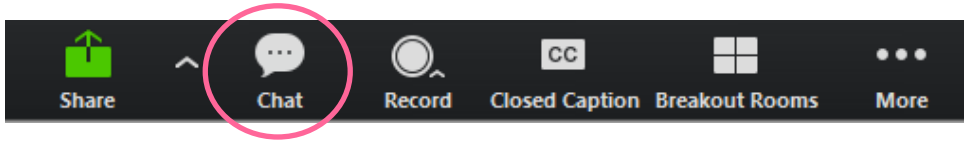
# Champion NbS with IUCN

- P**ilot and apply the standard** in a past, current or upcoming initiatives and provide us feedback
- Work with us to **enhance capacities and guidance** around the world
- **Volunteer expertise** in helping develop guidance further for the different criteria (esp. criterion 4 and 8)
- Help us **convene innovation hubs for sectors and actors**

**Contact: gregory.guillot@iucn.org**
**gerard.bos@iucn.org**

# Questions and reflections

- What questions do you have for our speaker?
- What reflections would you like to share at this stage?



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# Business applications of NbS

# Our speakers today

Guiding questions for our speakers

- Why NbS is important to your company
- A specific example of NbS implementation
- Advice to participants  based on your experiences so far

**Brandon Lewis,**
**Hancock Natural Resource Group**
Associate Director, Sustainability

**Jonelle Simunich**
**Arup**
Senior Foresight Strategist



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# Active listening - business applications of NbS

Pay particular attention to the following while listening to the presentations:

- The situation, the business and societal challenge
- Approaches used
- Key stakeholders / enablers involved
- Commonalities and differences between the applications
- Any other reflections or questions for the speakers

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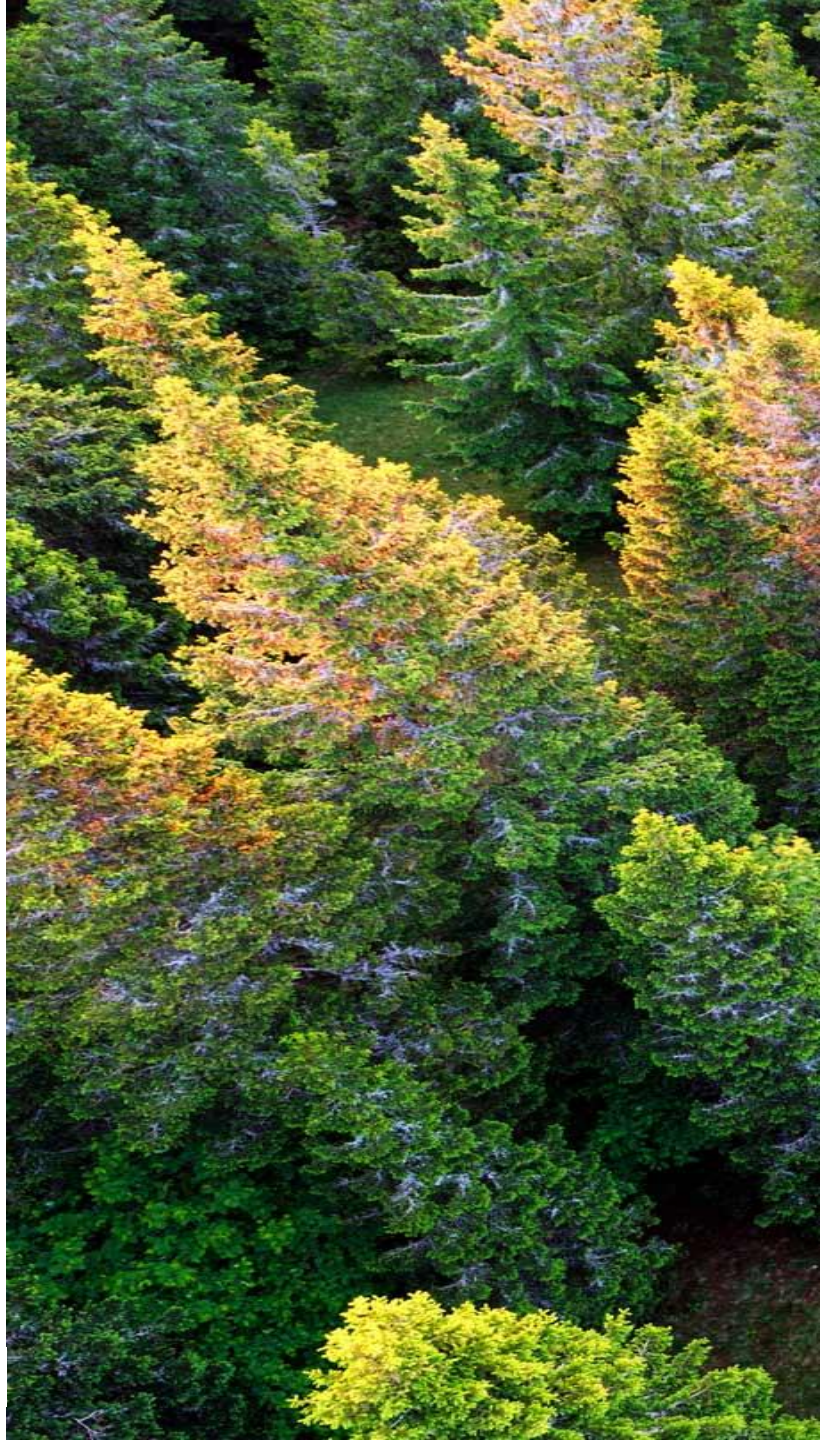
**March 2021**

# Nature-based Solutions

## In forestry and agriculture

**Brandon Lewis**
Associate Director, Sustainability



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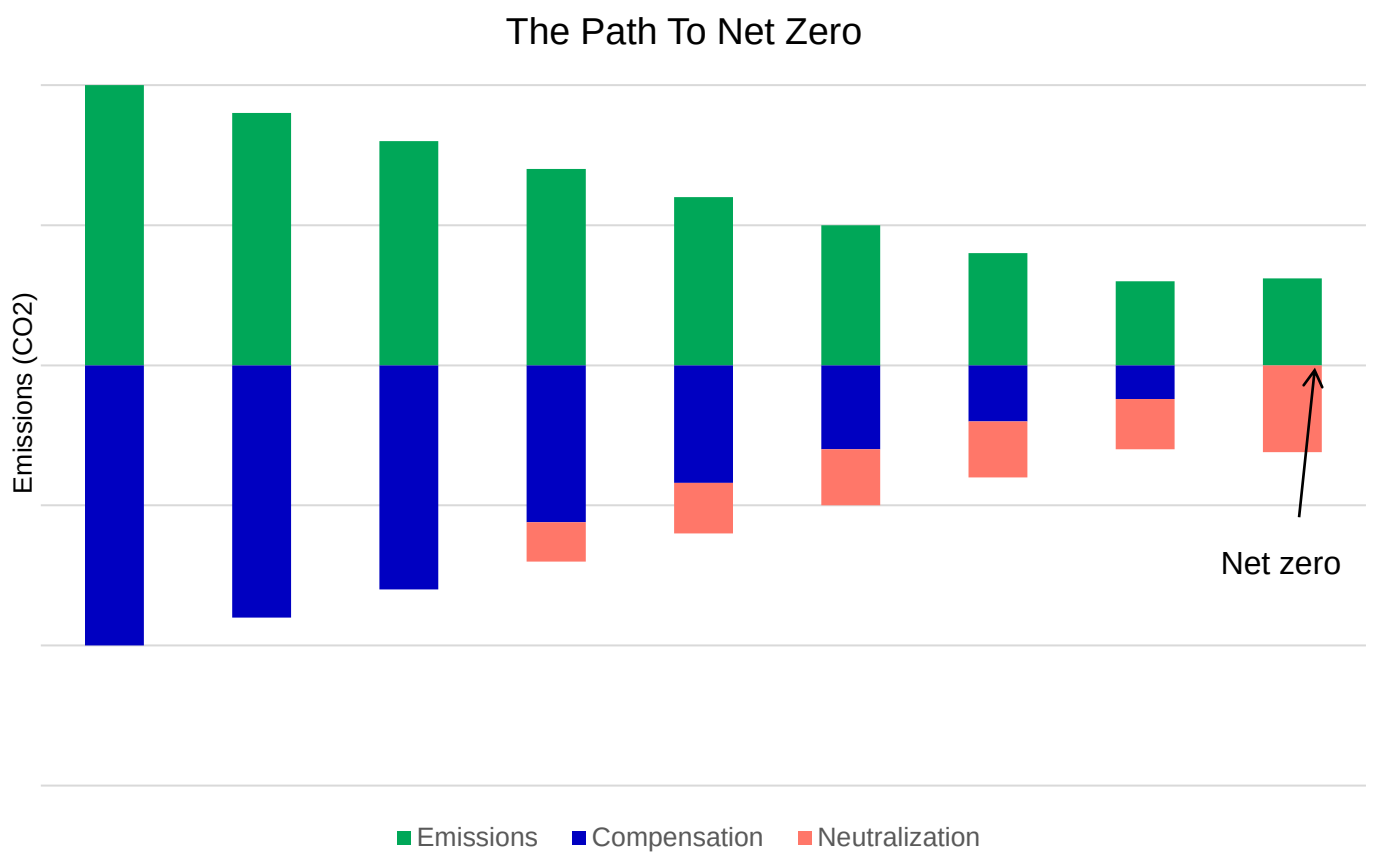
# Achieving Net Zero by 2050




## Abatement

Actions taken to reduce your impact on the climate, by reducing greenhouse gas emissions.

## Compensation

Actions taken to reduce greenhouse gas emissions occurring outside your supply chain.

## Neutralization

Actions taken to remove greenhouse gas emissions through appropriate emission removal mechanisms.
**This is our opportunity.**

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Content from: https://sciencebasedtargets.org/resources/files/foundations-for-net-zero-full-paper.pdf

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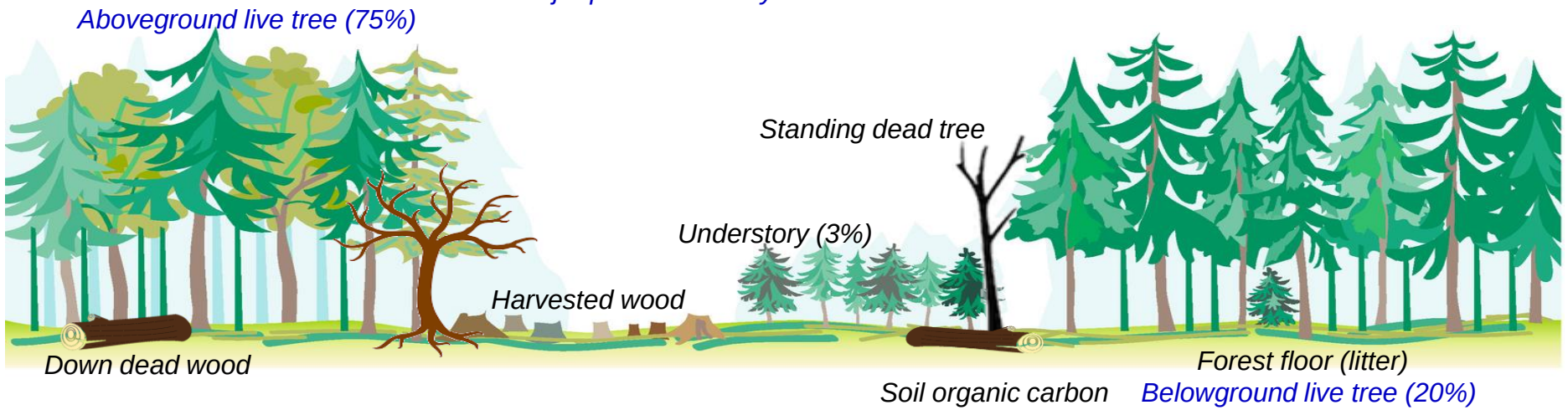
# Forests as natural climate solutions

Forests are among the top “Natural Climate Solutions” for mitigating climate change

## Forest carbon pools

*Major pools shown by % of total carbon*




Modified from “Measurement of Forest Carbon” presentation by Steve Prisley, Principal Research Scientist, NCASI

- U.S. forests store ~14% of annual carbon dioxide emissions from the national economy
- “Forest pathways offer over two thirds of cost-effective natural climate solutions (NCS) mitigation needed to hold warming to below 2 °C and about half of low-cost mitigation opportunities.”[1]
- Building with timber can reduce GHG emissions by 25% to 38% compared to building with concrete or steel, both because trees are a carbon sink and because timber is lighter and less emissions-intensive to transport. [2]

**Over the past 5 years, HNRG-managed forests removed ~ 3 million $MtCO_2$ / yr from the atmosphere**

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[1] https://www.pnas.org/content/114/44/11645

[2] https://www.researchgate.net/publication/320601003_Carbon_footprint_of_pre-fabricated_wood_buildings

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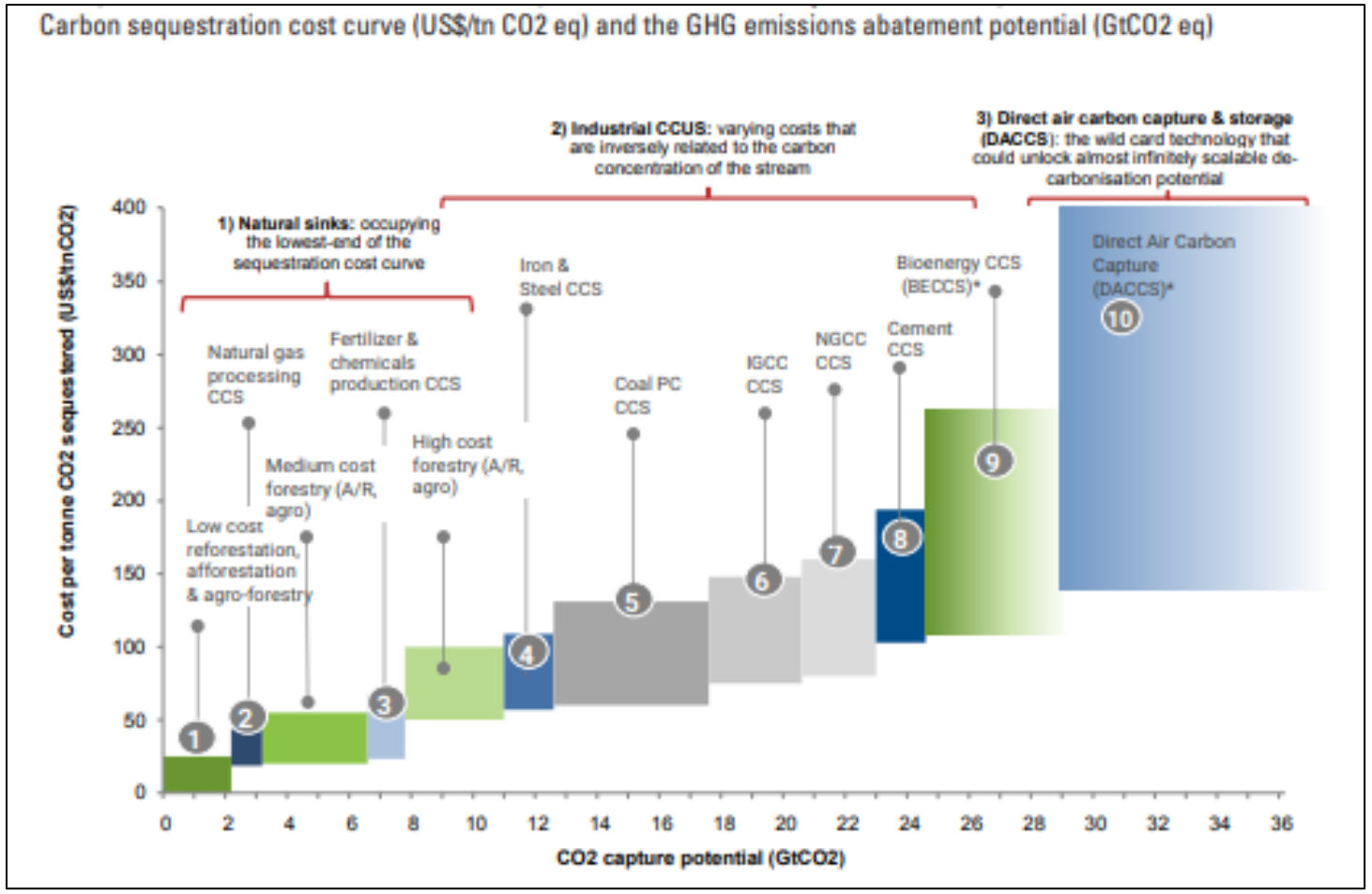
# Forestry and agriculture as low-cost carbon sequestration

Natural sinks occupy the lowest end of the carbon sequestration cost curve




Source: Goldman Sachs, 2020. https://www.goldmansachs.com/insights/pages/gs-research/carbonomics-green-engine-of-economic-recovery-f/report.pdf

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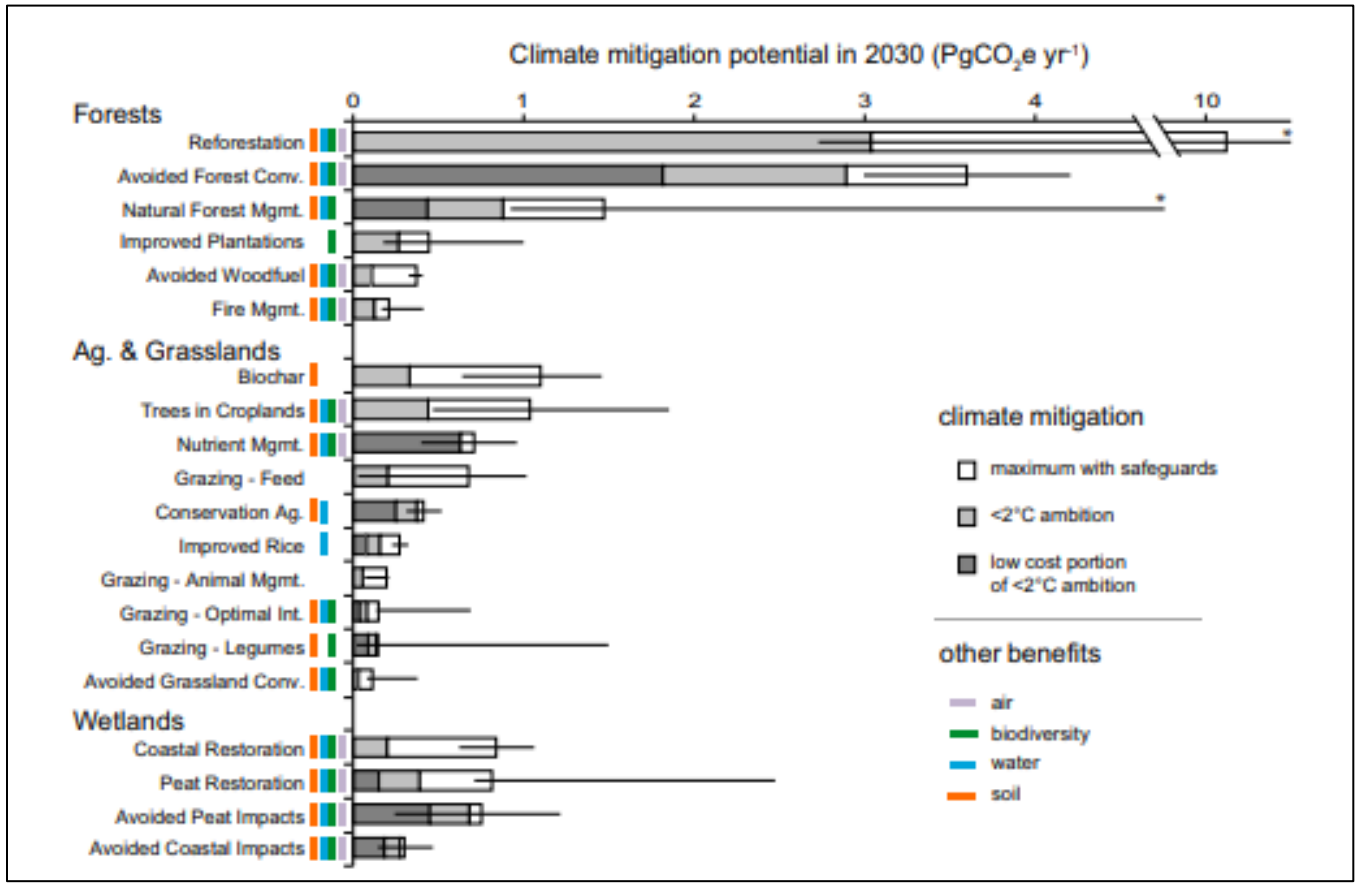
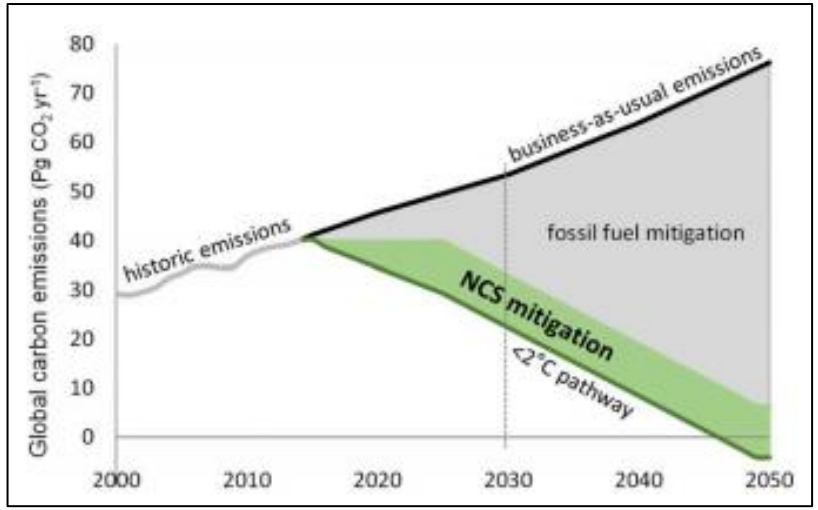
# Forestry and agriculture as high-potential natural climate solutions

NCS represent > 1/3 of cost-effective climate mitigation




"NCS can provide over one-third of the cost-effective climate mitigation needed between now and 2030 to stabilize warming to below 2 °C."




Source (diagrams and quotation): PNAS, 2017. https://www.pnas.org/content/pnas/114/44/11645.full.pdf

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# NBS Lessons

Takeaways from the supply-side

**NBS are not a silver bullet…but they are a critical piece of the puzzle**

- It's not the only solution, but it is available at scale, today, is affordable for most investors, and provides conservation co-benefits
- Neutralization and Compensation must be preceded by Abatement

**Credibility is king…and co-benefits ensure credibility**

- Carbon sequestration is not the only ecosystem service
- "Solving" climate change by planting eucalyptus everywhere ~ "Solving" affordable housing by building skyscrapers everywhere

**Additionality is important…and be prepared to defend your view of it**

- What would otherwise have happened had you not done the project?
- Market transactions are neither necessary nor sufficient for demonstrating additionality
- Don't forget the substitution effect

**Permanence is tricky…and durability may be more suitable**

- The climate benefits from all CO2 removals, whether 100 years, or 40 years, or ton-years

**Don't expect to get rich…unless you place a value on carbon**

- The Inevitable Policy Response may drive this
- There are real tradeoffs. If there weren't, would it really be additional?
- Value-added from other ecosystem services could really sweeten a deal

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# Regenerative Cities + Systems

We Value Nature

**Jonelle Simunich**
Sr. Foresight Strategist
Sustainable Futures
Foresight + Innovation
Arup

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# Arup

# Built environment as a tool for regenerating systems

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# Why NbS are important?

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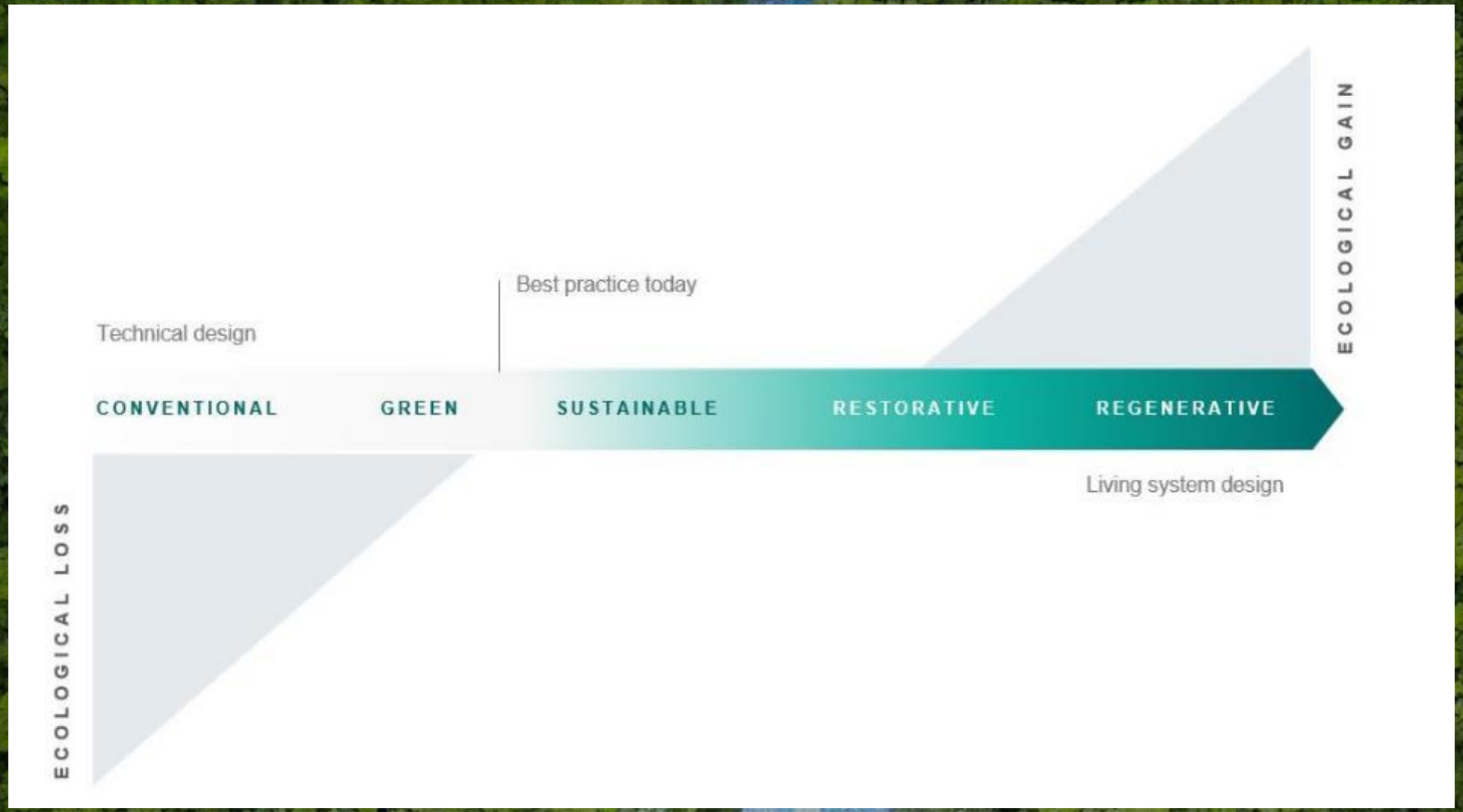
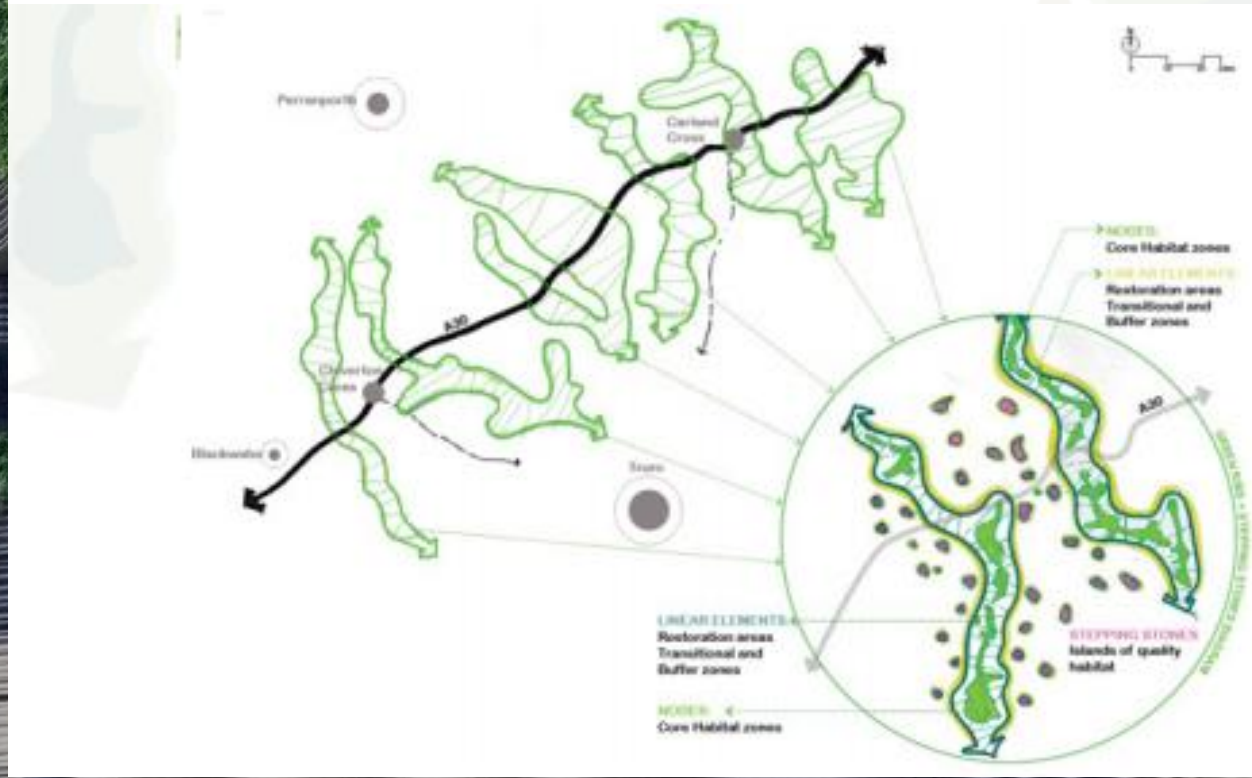

ECOLOGICAL GAIN
Best practice today
Technical design
CONVENTIONAL
GREEN
SUSTAINABLE
RESTORATIVE
REGENERATIVE
Living system design
ECOLOGICAL LOSS

ARUP

# NbS Implementation

# Green Ribs vision

**To foster a stewardship approach to the central Cornwall landscape, to create an ecologically rich, biologically diverse, and culturally and experientially vibrant landscape, where the community is integrally connected to the environment, and visitors encounter new experiences.**

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# our path forward

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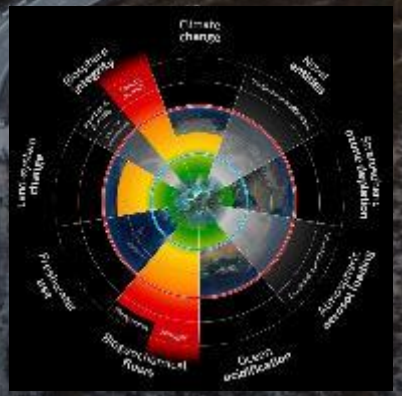
# 20 regenerative actions

*Planetary boundary cities*



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Have a vision
Need to provide a belief in the possible
Push Boundaries
Think big
Talk
To your clients. They're more receptive than you think
Collaboration is key
We're trying to change systems, we must do it together
Try
Failure is part of the journey
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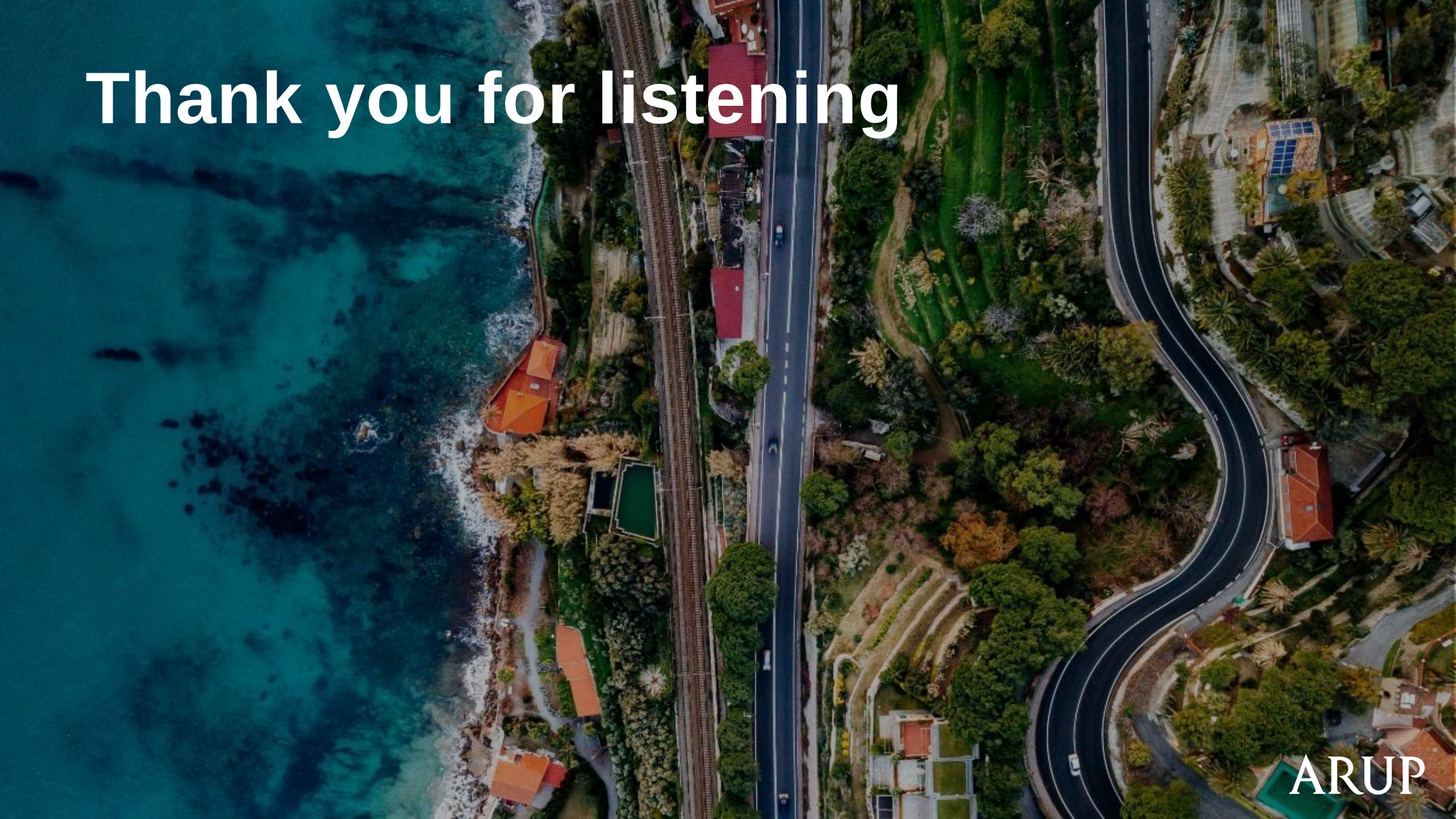
# Thank you for listening



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Feel free to reach out

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bit.ly/3i7fbEa

**Regenerative Design**
bit.ly/2DgWlLO

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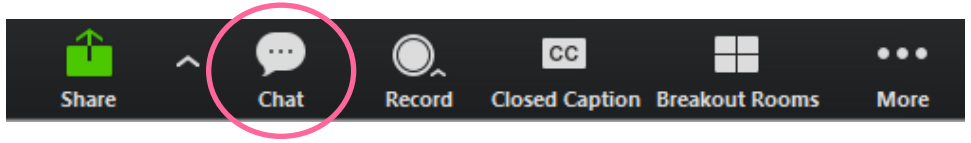
# Questions and reflections

- What questions do you have for our speakers?
- What reflections would you like to share at this stage?



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# Group discussion – approx. 15 minutes

In small groups:

1. Briefly introduce yourselves
2. Nominate a timekeeper/facilitator and a note taker
3. Reflect on all the presentations so far and discuss:

   - **What is in place already to scale up NbS?**
   - **What are the remaining challenges for scaling up NbS implementation by business and how can the challenges be overcome?**

   ** *Note-taker – please track notes in the googledoc!* – ***link will be shared on the chat***

4. Nominate someone to feed back to the plenary with 2 highlights from your discussion.

# Plenary reflections

- What is in place already to scale up NbS?
- What are the remaining challenges for scaling up NbS implementation by business and how can the challenges be overcome?

# Wrap-up & next steps

# Objectives

- Understand how nature can help overcome societal and business challenges, including climate change
- Reflect on typical challenges in implementing NBS and initial steps to overcome them
- Be introduced to the IUCN Global Standard for NBS as a means to implement high-quality NBS
- Be inspired by how businesses from key sectors consider NBS

# Mentimeter question

What is your key takeaway or learning point?

# What is your key takeaway or learning point?

Be clear on the business/societal challenge, then propose a solution

There's different types/definitions for solutions utilizing nature.

Need to continue to communicate on the Standard

NbS is beautiful !

Such a diverse range of organisations have an interest in, even a reliance on NbS and that they are adopted and have an effect on climate change.

Iit was good to meet Gerard and Gregory from IUCN in the break up group

We need to cooperate and work together.

there is a family of solutions including NbS and Biomimicry and we can pick from all of them

The motivation is there, with the appropriate tools, example and incentives we can go far together

# Our next actions

- ❑ Share recording and slides
- ❑ Compile Q&As
- ❑ Feed lessons into a follow-up detailed training modules with UNEP, IUCN and WBCSD on NbS and business

# Your next actions?

- ❑ Contact IUCN to learn more about using the IUCN NbS self-assessment tool (Gerard.bos@iucn.org)
- ❑ Speak to your colleagues about NbS
- ❑ Complete the daily 10-day challenge - especially #7 ;)
- ❑ Take UNEP's course on Nature-based Solutions for Disaster and Climate Resilience through edX (from the SDG Academy, through UNEP

# Mentimeter question

What is your next action on NbS?

# What is your next action on NbS?

I'll try to learn more and pass the word to farmers and landowners.

We will write NbS sheets on the solutions that can be implemented in the company

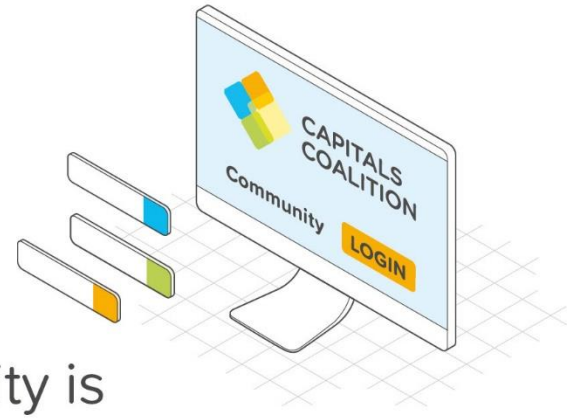
Support the mechanisms to measure progress in implementing the NbS and to provide assurance to funders of, implementers of, and audiences of Nature Based Solutions as a method of climate adaptation or resistance.

Sharing tools and awareness promote accountability ant the Interconnectedness of all topics

Work with our business partners to improve their appropriation of the concept

We will produce more Case Studies.

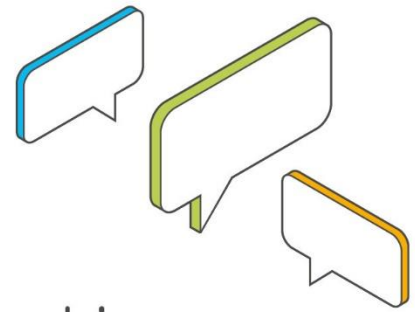
Thank you!




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**

# Join us for informal networking drinks in 5 minutes

**Virtual networking time**

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