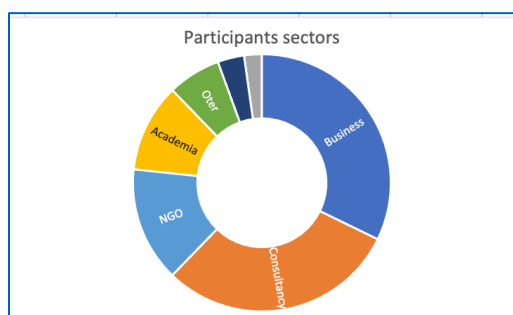
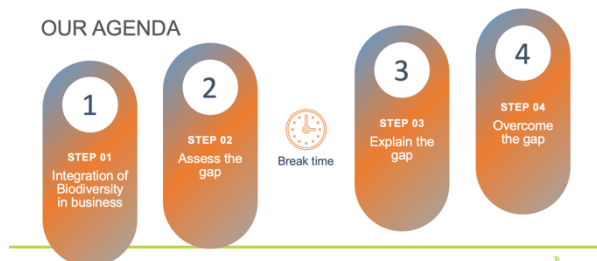


We Value Nature's 10-days challenge – TheRockGroup report

Facilitate your sustainability transition by linking your Circular economy action to improving your impact on Biodiversity

The event took place on 18th of March, from 4pm to 7.30pm. We designed the webinar to be interactive and engaging and thus, punctuated our presentation with several questions on mentimeter. Our program was divided into 2 parts, one introductory part and engaging, hands-on part after a 15min break.

OUR AGENDA

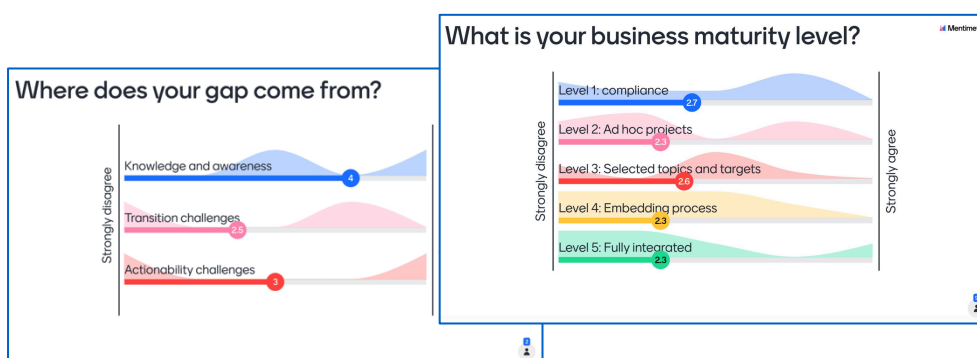


The introductory part was meant to

- Collect information on the attendees' profiles and maturity levels in sustainability embedding
- Showcase the maturity level approach: showing and explaining the gap between mainstream sustainability topics (Climate change, Circular economy, energy transition) and the Biodiversity-related strategic actions

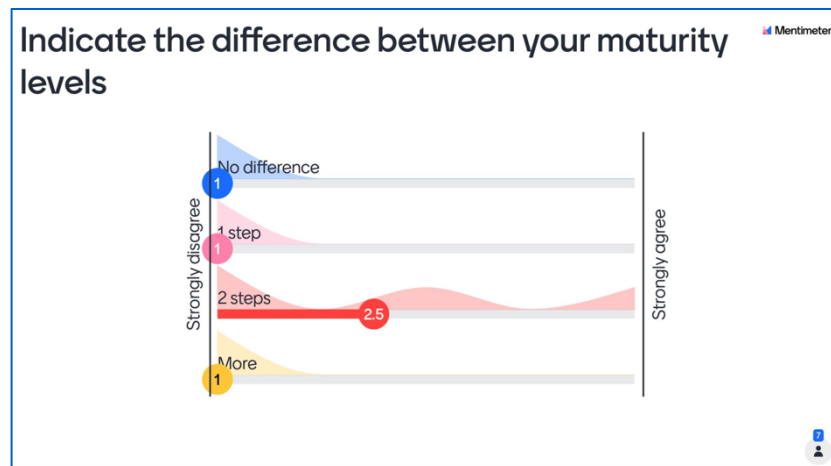
The second part was meant to

- Assess the maturity gap: allow participants to identify their weak point and target their needs
- Easily take steps to overcome the gap by understanding the interrelation between Circular Economy and biodiversity conservation/ protection



The mentimeter we have used showed us several interesting outcomes:

- Mostly business organisations and independent consultants were interested in the topic
- The respondents showed a wide spread of maturity levels: showing this topic attracts all maturity levels and mainly businesses
- All observe a gap on maturity levels, mostly around 2 steps: barely any concrete, structural action is taken and none understand Biodiversity as an inherent link to other sustainability topics they're addressing. We identify then an actionability barrier, mostly from belief systems



We discussed in an open dialogue our input on how to link biodiversity to ce and get it started from there, the participants shared there best practices in linking BD with CE. We note a high interest in taking easy action on Biodiversity through Circular Economy: both within the registered participants and in the recent literature (i.e. it is an approach mentioned in the Dasgupta report). We will take this webinar as a first approach to businesses in engaging them further into Biodiversity. Exchanging with the community the Capitals Coalition has put in place is a great opportunity to research further this topic and design a hands on methodology, adapted to different sizes and maturity or business organisations.

We would like to thank WeValueNature and the Capitals coalition for providing us the space to interact with an international community of business stakeholders and sustainability drivers and put forward this interesting approach.