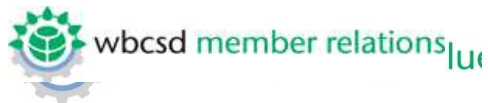
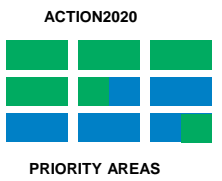


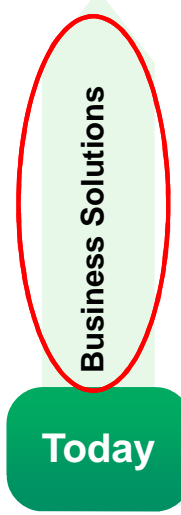
We are...



WBCSD Strategy



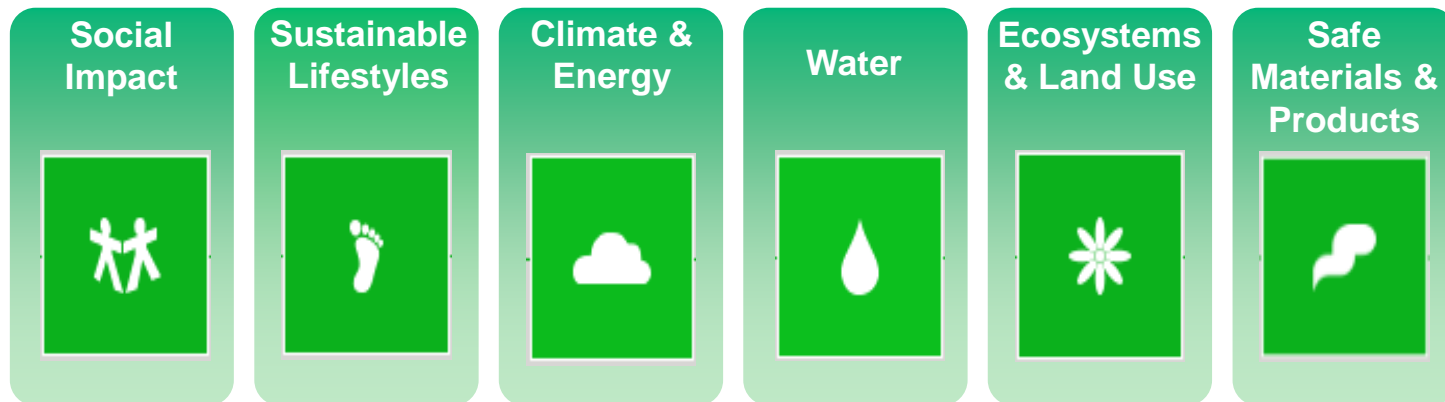
Action2020



Redefining Value

WBCSD Action2020 Social and Environmental Priorities for Biz Solutions

Basic Needs & Rights	Skills & Employment	Sustainable Lifestyles	Climate change	Water	Eco-systems	Release of Nutrient Elements	Food, Feed, Fibre and bioFuel	Exposure to Harmful substances
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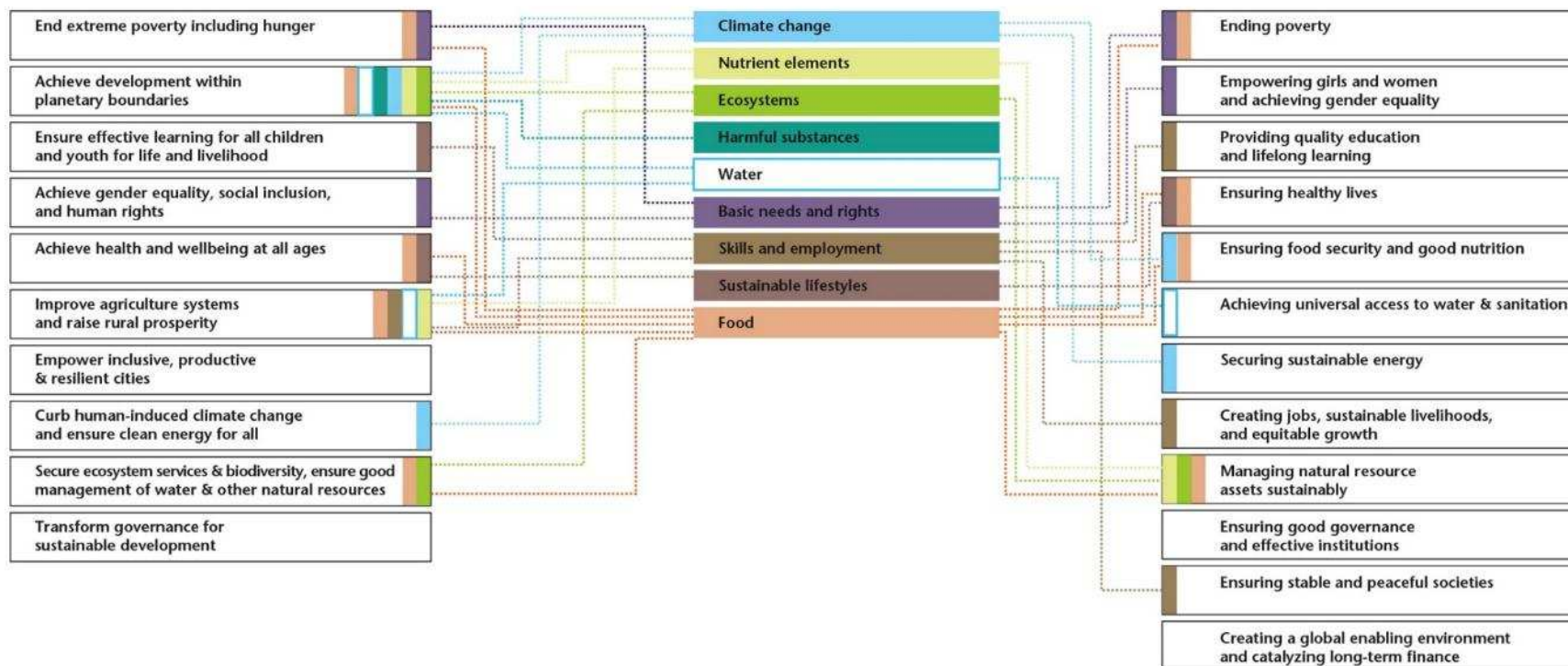


Alignment to Potential UN Sustainable Development Goals

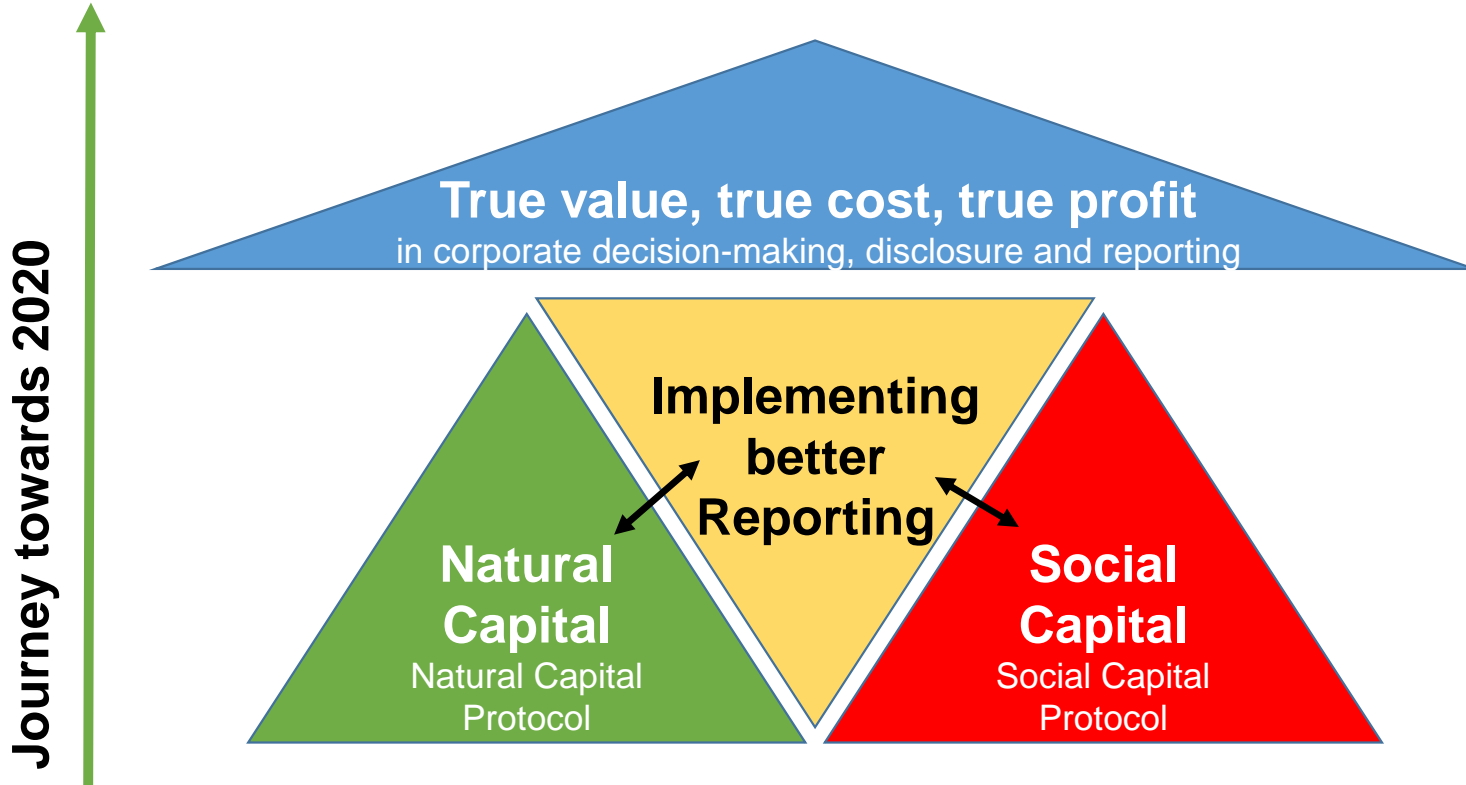
Sustainable Development Solutions Network (SDSN)

Priority Areas for 2020

High-Level Panel (HLP)

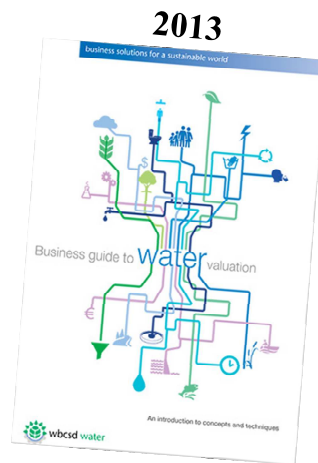
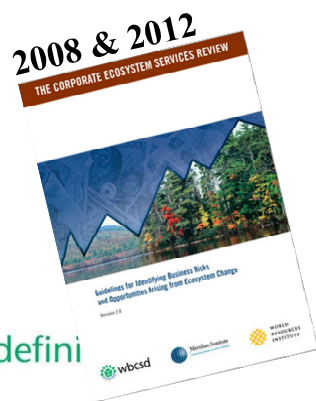


Redefining Value Initiative Objectives



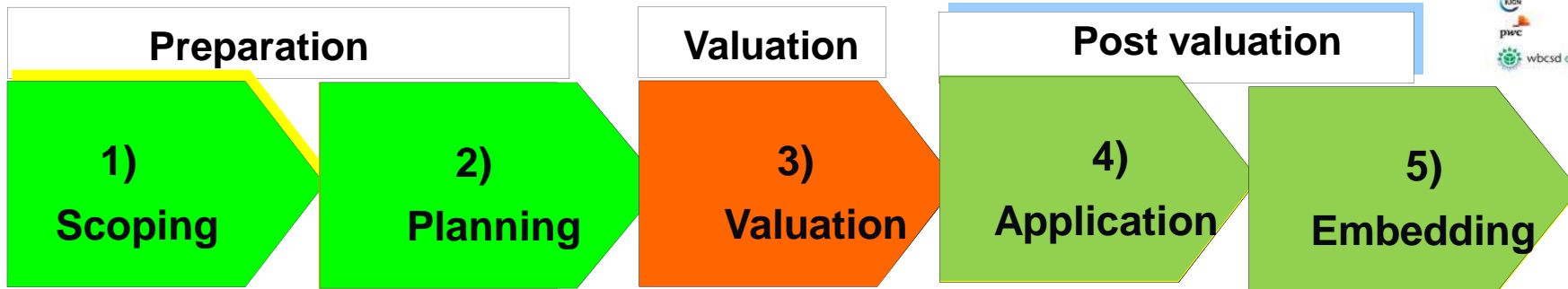
Foundation

- Corporate Ecosystem Services Review (ESR)
- Guide to Corporate Ecosystem Valuation (CEV)
- Business Guide to Water Valuation
- Eco4Biz
- Knowledge Product Guide

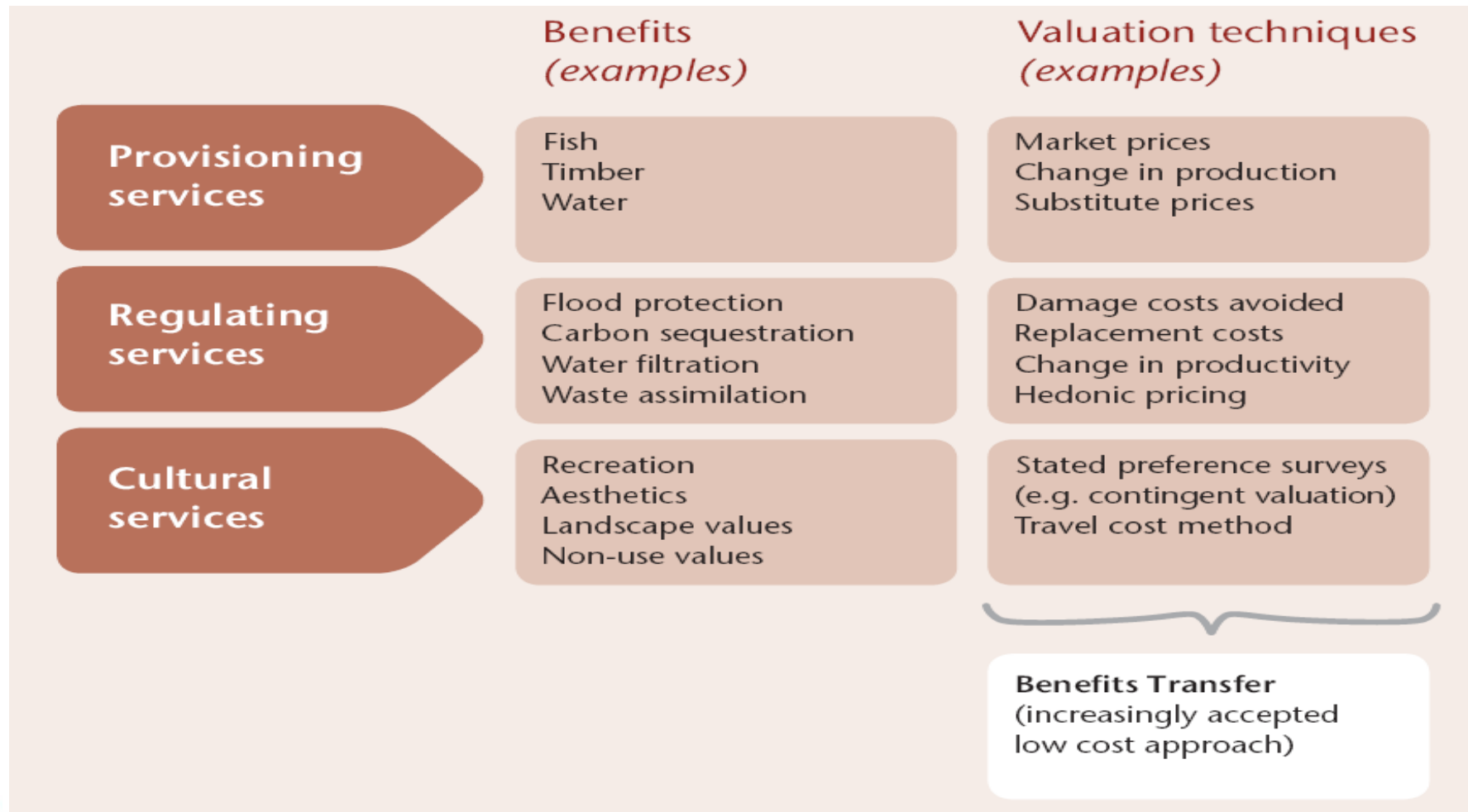


Guide to Corporate Ecosystem Valuation (CEV)

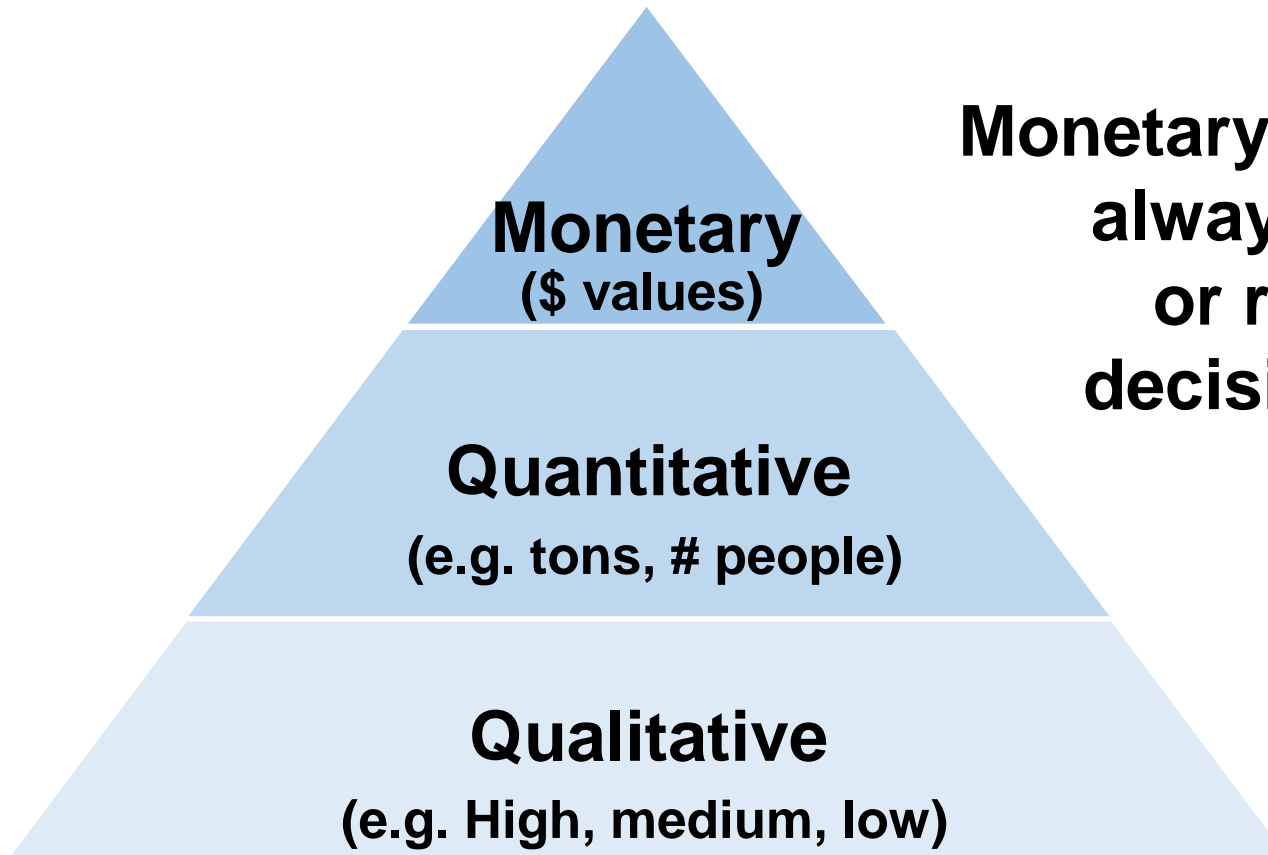
- A framework to make better decision by valuing nature
- A set of resources to navigate through related jargon and techniques



CEV- Valuation Techniques Examples



CEV- Hierarchy of Approaches



**Monetary values not
always available
or required for
decision-making**

Natural Capital Protocol led by the Natural Capital Coalition

- **Harmonized measurement and valuation approaches** required by business for integrated performance management and decision-making.
- An overarching structure, consisting of:
 - **Framework**, i.e. what and why measure and value, including principles, scope and boundaries, units of measurement
 - **Practical methodologies and guidelines** for data, assessment and valuation, i.e. how to measure and value
- Link where possible with existing efforts in public policy, national accounting, SDGs, and statistical community.



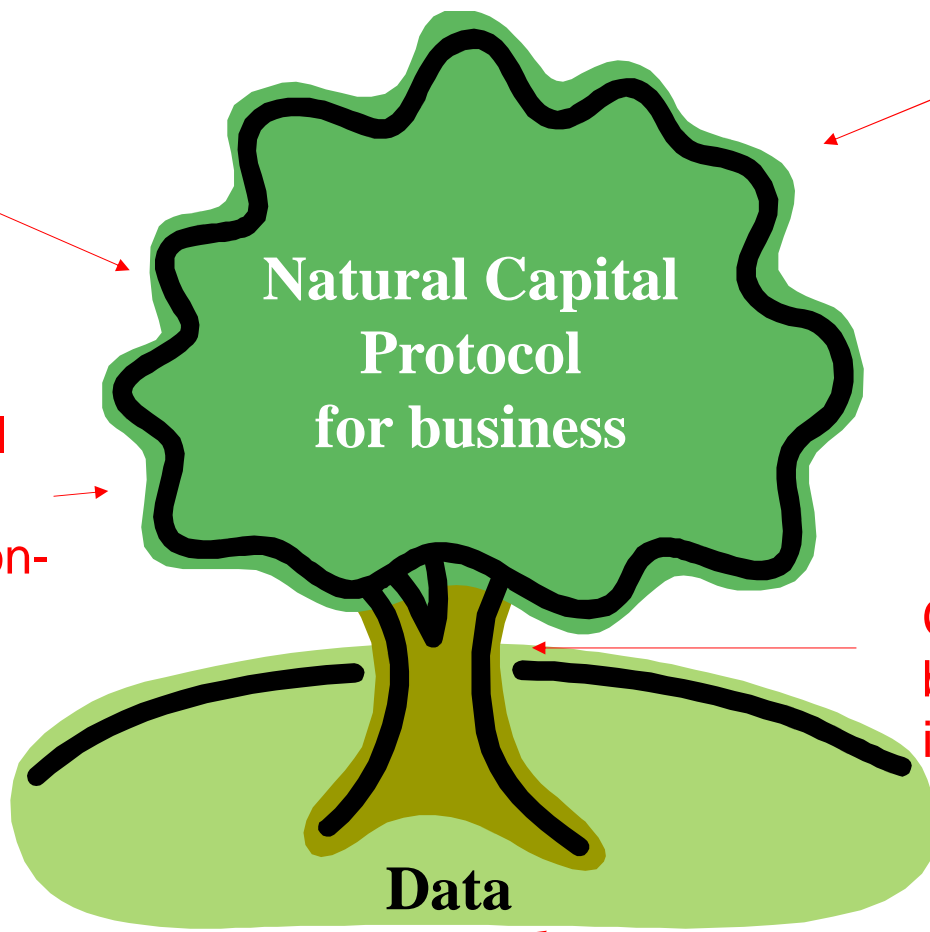
Natural Capital Protocol (NCP) - initial ideas

- **Draft Protocol Framework (i.e. WHAT** needs to be measured, units)
- **Best practice guidelines** (data & assessment and valuation approach guidance)
- **Practical methodologies**, incl. EP&L – not prescriptive for the moment
- Priority area deliverables/outcomes (TBC), including:
 - Ecosystems
 - Biodiversity
 - Land use
 - Water
 - Climate & Energy

(Some) key questions we're working on...

- Should measuring and valuing corporate impacts & dependencies *primarily* go to help **internal decision-making** or **external reporting** and disclosure?
- What is **value** and **value creation**? Does “valuation” only mean “monetization” for some people?
- What is **materiality**? Should companies measure, value and report only what is material to them?
- What is **integrated reporting / performance management** / integrated thinking? Is anyone actually doing it?
- Who are **sustainability reports** written for? How could the reports be improved?





Share and review categories and indicators

Explore possibility of incorporating national statistics & accounts into corporate decision-making

Share learnings from public sector in terms of valuation methodologies and techniques

Clarify context for business / user-friendly interface

Help secure and maintain better data