Business Message…and Action

• **Nature has value** to business – degradation is risk and business opportunity

• **Natural capital** is a productive asset alongside financial and human capital

• Leading from the “**bottom up**” – progressive private sector action – beyond one size fits all

• **Not waiting** for government to act, but ready to collaborate: **$500B**
BASD Messages: Business...

- Recognizes need for urgent action, should occur through government & private sector collaboration
- Is moving forward, with or without formal action at international levels
- Progress made since 1992, but we remain on unsustainable path, goals not achieved
- Is the primary investor and solution provider for sustainable development
- Need to scale up collective efforts
- Technology and skills already exist, but implementation gap
- Focus on local level collaboration between business and government
Business: Role of Government

- Establish and support clear and flexible regulatory and policy frameworks
- Contribute to partnerships
- Develop a multilateral framework to support the progress and scaling up of business
- As largest investors in infrastructure projects, invest in natural infrastructure
- Elevate role of environmental ministers
Natural Capital

- Coastal natural hazard protection
- Freshwater supply
- Air pollution mitigation via re/forestation

The Natural Capital Declaration is a global statement demonstrating the commitment of the financial sector to work towards integrating natural capital criteria into financial products and services.
The new BUSINESS IMPERATIVE: VALUING NATURAL CAPITAL

FEATURING 24 BEST PRACTICE COMMITMENTS BY:

ALCOA  CH2MILL  THE CLOROX COMPANY  The Coca-Cola Company  DARDEN

Dell  Disney  DOW  Duke Energy  ECOLAB

EKO  Enterprise  FEMSA  GM  HANES Brands Inc

Kimberly-Clark  Lockheed Martin  Marriott  Nike

PATAGONIA  TD  Unilever  Weyerhaeuser  Xerox

CORPORATE ECO FORUM  The Nature Conservancy

http://corporateecoforum.com/valuingnaturalcapital