



Private Sector at the Rio+20 Earth Summit

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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**



Innovation and Collaboration for the Future

United Nations Global Compact

Pacto Global Rede Brasileira

RIO+20
CORPORATE
SUSTAINABILITY
FORUM



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



Natural Capital Declaration

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

2012

CEO PERSPECTIVES
THE BUSINESS IMPERATIVE
FRAMEWORK FOR ACTION
COMPANY COMMITMENTS
TOOLS AND RESOURCES

FEATURING 24 BEST PRACTICE COMMITMENTS BY:



CORPORATE
ECOFORUM

The Nature
Conservancy