

ACES 2014 Monday Evening Town Hall

December 8, 2014 | 4:45pm-5:50pm | Grand Ballroom Salons F-G

Title: *Integrating the Value of Nature into Business Decisions: Businesses and Collaborators Share and Compare their Approaches*

Description

The Dow Chemical Company, The Coca-Cola Company, and CH2M Hill have made significant and distinct progress in integrating the value of nature into business decisions. Just like their businesses, their approaches to addressing ecosystem services and natural capital are different. Yet, strategic collaborations with organizations like The Nature Conservancy (TNC), World Wildlife Fund (WWF), Global Environment Technology Foundation (GETF), and EcoMetrix Solutions Group (ESG) have played a key role in each case. The Dow Chemical Company has invested in a six-year collaboration with The Nature Conservancy, with recent contributions from ESG, to develop the tools and test the business case for nature at various pilot sites. Coke has focused on water—the primary ingredient in their products. Working with WWF and GETF, Coke has set and made progress toward goals to replenish water sources, improve water efficiency, mitigate water risk, and treat and recycle wastewater. CH2M Hill has become a leader in green infrastructure, expanding business opportunities and providing sustainable natural solutions to customers. Recently, CH2M Hill and TNC formed a collaboration to broaden the application of green infrastructure technologies.

This Town Hall will feature representatives from each of these corporations and collaborative organizations. It will engage the speakers in a critical discussion to share and compare their approaches to integrating the value of nature into business. This discussion will address questions such as:

- Why is accounting for and valuing nature important to your business or your organization's mission?
- What led you to valuing nature?
- What unique challenges does your business or sector face in relation to natural capital?
- How does your approach fit your business strategy?
- What other approaches did you consider and why did you not pursue them?
- What is the role of strategic collaborations?
- What challenges and opportunities did strategic collaborations bring to your effort?
- What tools and methods did you use or develop?
- How did you manage change within your organization?
- What lessons have you learned?
- What are the next steps for valuing nature at your business?
- When you look at the business landscape for valuing nature, what do you think will happen next? How can the community at ACES contribute to progress in this area?

Audience and Learning Objectives

This session is meant to target the following five audiences and learning objectives:

- Business managers, engineers, scientists, or finance specialists who want to learn more about how they can integrate ecosystem services into their work.
- Scientists, economists, engineers, finance specialists that want to learn about some of the latest advances in ecosystem service science and how they can be applied to specific decisions.
- Government officials, staff, and policy makers that want to see examples at the intersection between ecosystem services, business, and policy.
- Non-governmental organizations that want to learn about the role that they can play in helping advance science, methods, and processes for ecosystem services as boundary organizations.
- Professional services firms that want to learn how they can provide services to businesses interested in integrating the value of nature into business decisions.
- Any of the above audiences that want to learn about:
 - Real examples about how businesses are integrating the value of nature into their business decisions
 - The organizational change that is required to value nature in business decisions
 - How the ecosystem service community can contribute to progress in integrating the value of nature into business decisions

Conference Themes Addressed By Sessions

Content Areas

- Ecosystem Service Identification, Production, and Flows
- Economic and Non-Economic Valuation
- Adaptive Decision Making in the face of Uncertainty
- Sustainability, and Resilience
- Using Ecosystem Services for Energy and Water Resource Planning
- Public-Private Partnerships and Inter-Agency Coordination
- Scaling, Networking, Consistency and Standardization after a Decade of Demonstration Projects
- Urban Ecosystems and Services

Techniques and Approaches

- International Perspectives
- Spatial Analysis Tools for Decision Makers

Confirmed Participants

Speaker	Contact Information
Elizabeth Uhlhorn Project Manager, Ecosystem Services	The Dow Chemical Company 100 South Independence Mall W #1A Philadelphia, PA 19106-2399 emuhlhorn@dow.com
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Daniel Vermeer Executive Director	Center for Energy, Development, and the Global Environment Fuqua School of Business, Duke University 100 Fuqua Dr. Durham, NC 27708 Daniel.vermeer@duke.edu (formerly, The Coca-Cola Company)
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Organizer of Session

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Qualifications of the Organizer:

Sheila Reddy is advancing the science of human decisions and nature in order to find solutions to sustainability challenges.

Sheila is developing methods to integrate the value of nature into business decisions, as part of TNC's collaboration with The Dow Chemical Company. Examples include the first side-by-side evaluation of natural and built infrastructure to inform hurricane risk mitigation strategies; assessing and identifying solutions to water scarcity using natural capital valuation and price forecasting; and a tool to rapidly value ecosystem services at a business site. In recognition of this work, the TNC-Dow Collaboration was awarded the Roy Family Award for Environmental Partnerships from Harvard University. Sheila is also advancing a new field of research—behavioral conservation science—to understand individual and government decisions around coastal natural hazard management. Sheila's research has been featured in books and media outlets, such as *The New Yorker*, *Time Magazine*, and NPR. She is the Vice Chair of the Environmental Advisory Board for Carrboro, NC, and has advised graduate students at Duke University and University of California-San Diego.

Prior to TNC, Sheila was a Postdoctoral Researcher in the Department of Ecology & Evolutionary Biology and the Department of Economics at Brown University, where she studied market and ecological drivers of sustainable fisheries in Mexico. Sheila received her Ph.D. from Scripps Institution of Oceanography.