

Supporting The Private Sector In Incorporating Natural Capital Values Into Business Decisions

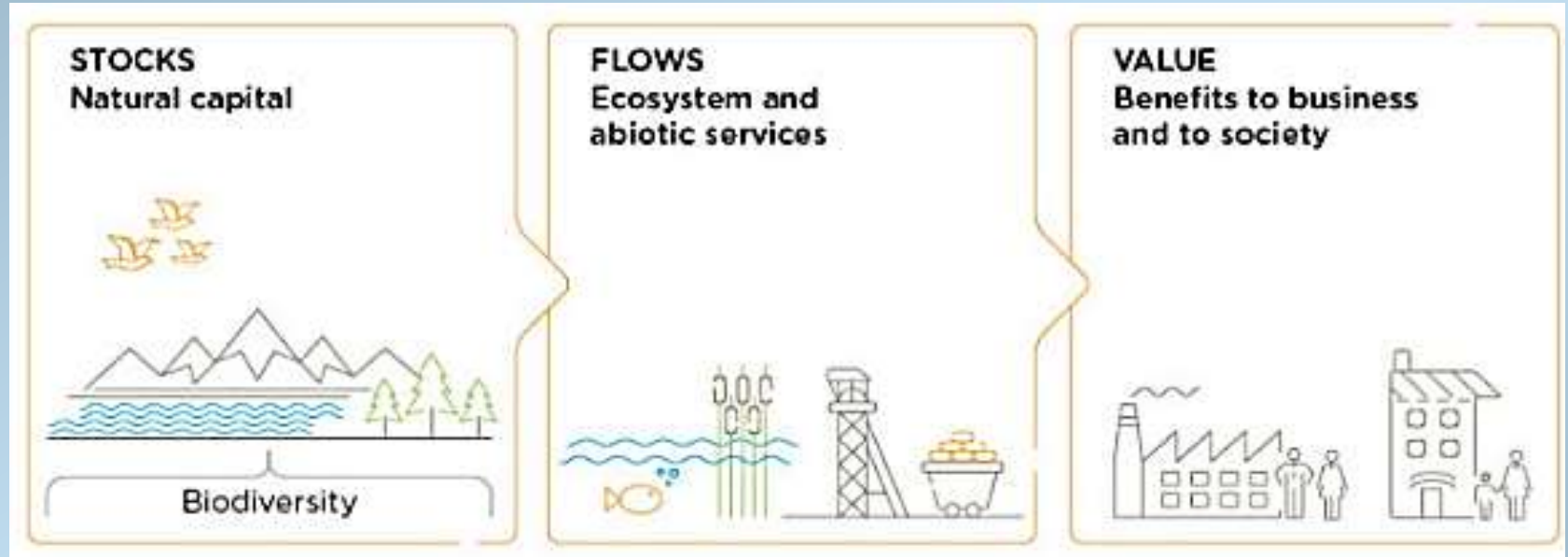
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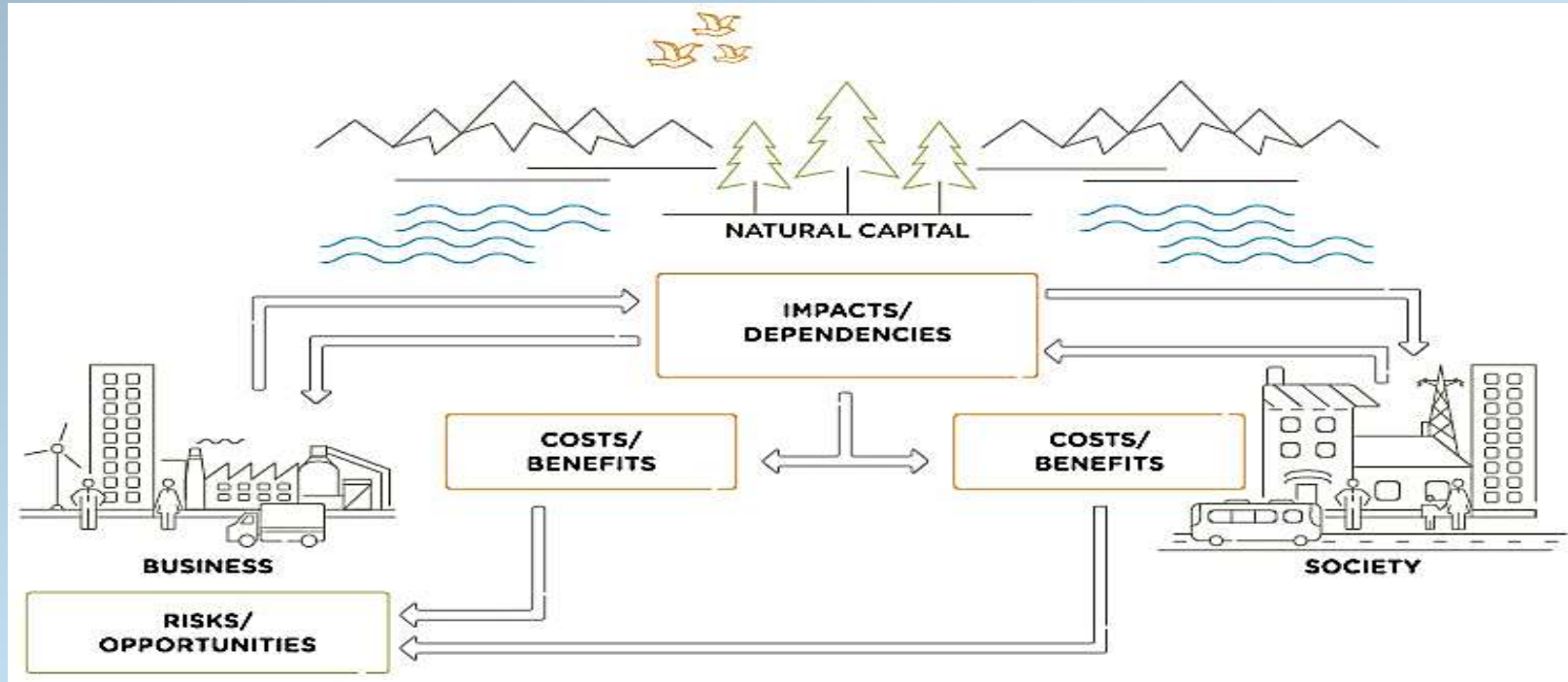


Natural Capital: A Definition



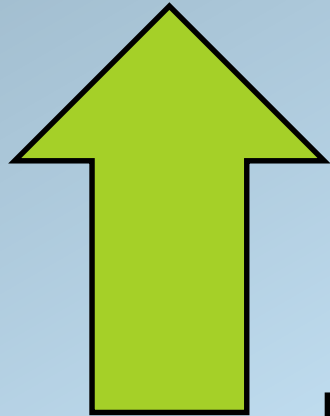


Why Should Businesses Care About Natural Capital?

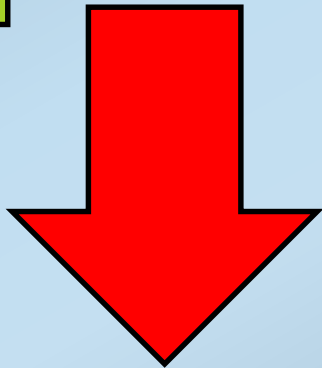




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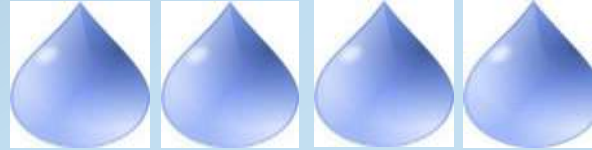
Revenue and Image



Risk and Cost



An Example from Costco





The DOC Natural Capital Business Roundtables

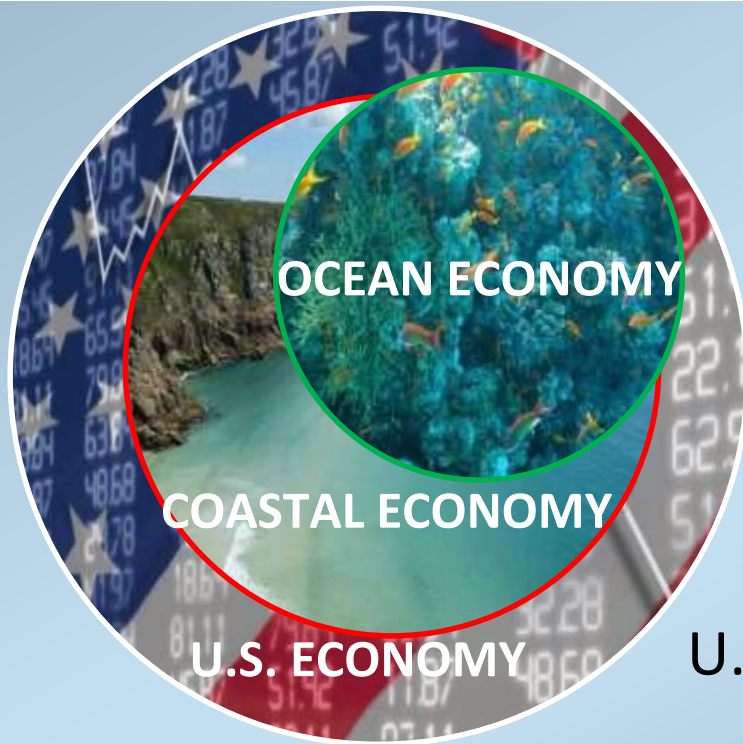


Business Roundtable Locations





Why Focus on Coasts?



2013 Data

OCEAN GDP = \$359 BILLION

COASTAL GDP = ~\$8 TRILLION

U.S. GDP = \$17 TRILLION



Attendees and Partners Included



CITY OF CLEVELAND
Mayor Frank G. Jackson



GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET



JPMORGAN CHASE & CO.



NATURAL
CAPITAL
COALITION





What We Heard from Companies

- Important Factors: Risk, Recognition, and Market Orientation
- Success comes from
 - Integration into existing business processes
 - Buy-in from leadership
 - A step-wise approach to building a diverse portfolio of projects



What We Heard from Companies



- Common barriers to integration
 - Lack of business-relevant data and information
 - An absence of strong incentives



What We Heard from Companies



- Companies want
 - Better case studies
 - More contextual information
 - Better and more accessible data
 - A role in policy and regulatory discussions



Gulf of Mexico Roundtable, April 2016



Next Steps...



- Collaboration through the Natural Capital Coalition
- Pilot project with ITA
- Involvement in Big Data conversations
- More Roundtables potentially



What the Ecosystem Services Community Can Do



- Ensure your stakeholder consultations include businesses
 - Reach out to businesses, proactively
- Share data and information
- Connect with the Natural Capital Accounting
 - US. Geological Survey and Socio-Environmental Synthesis Center (SESYNC) project
tinyurl.com/us-nca



Thanks to the DOC Partners





For More Information

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www.commerce.gov/naturalcapital

www.performance.noaa.gov/natural-capital/



EXTRA SLIDES





Agricultural Industry Example

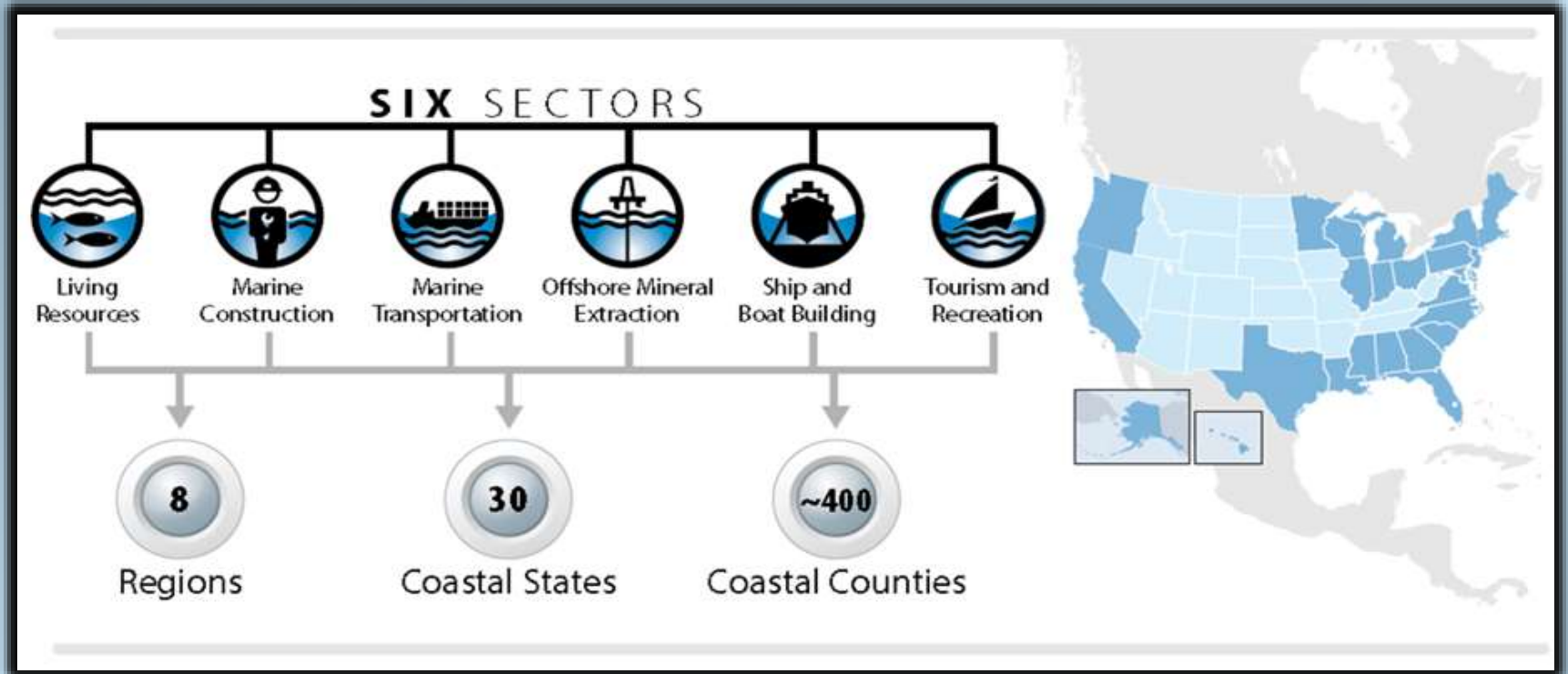
Agriculture depends on Biodiversity

Associated Ecosystem Service	Dependency	Impact
Freshwater	High	High
Pollination	High	High
Recreation and Tourism	Low	High

Modified from: The World Business Council for Sustainable Development (WBCSD)



Components of the Ocean Economy





Access to Ocean Economy Information



See



**Ocean Jobs
Snapshot**



Story Maps

Interact



ENOW Explorer

Get

**Quick Report
Tool**

www.coast.noaa.gov/digitalcoast/data/enow