

**ACES 2018 Pre-Conference Workshop**  
**December 3, 2018 | 8:30am – 12:00pm**

**TITLE**

Informing Business Decision Making with the Natural Capital Protocol

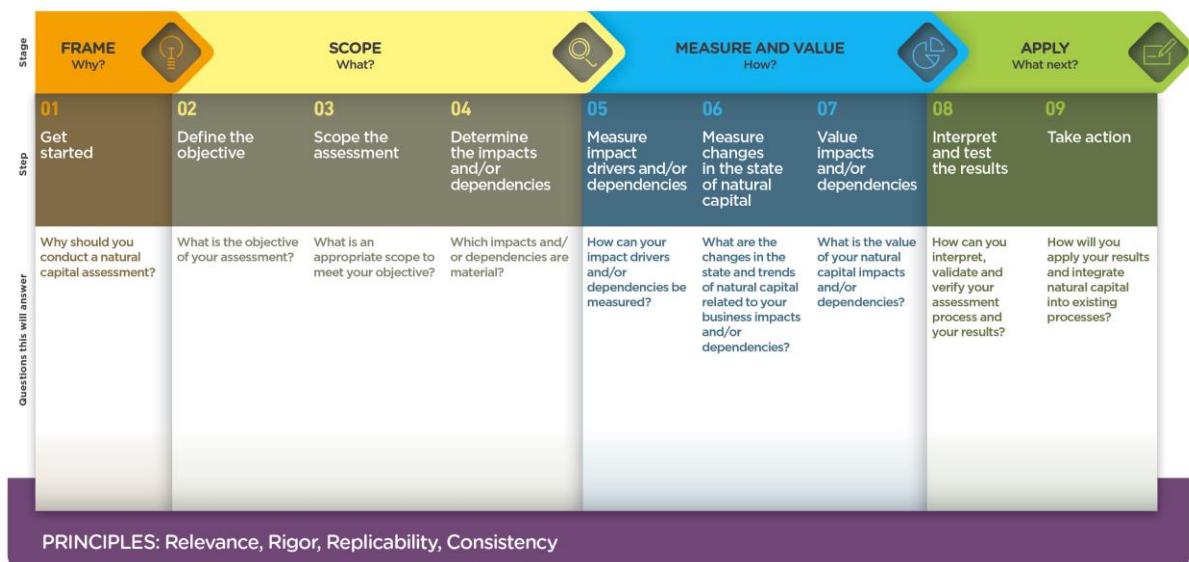
**DESCRIPTION**

That Natural Capital Coalition (the Coalition) unites over 270 organizations under the vision of a world that conserves and enhances natural capital and ecosystem services. Coalition organizations come from a multitude of different stakeholder groups, and provide wide representation from across the global economy.

The Protocol provides a practical framework to inform internal decision-making, and provides organisations with the tools that they need in order to understand the ways in which their successful operations depend on nature, natural systems and the ecosystem services that flow from them. While the primary focus is business decision making, NGOs and government agencies are also finding the Protocol to be a valuable resource.

The Protocol has performed well above expectations in its first 16 months, with ~35,000 copies currently in distribution. In response to strong demand from industries and sectors, and from those representing the interests of specific parts of the biosphere, sector guides & Supplements to the Protocol have been proposed and are in varying stages of development. These include Food & Beverage, Apparel, Finance, Oceans, Forest Products, Data and Biodiversity. The Protocol has been translated into Japanese and Arabic, and several additional translations are being planned for 2018.

The Protocol provides a step-by-step guide that supports organizations in the initial framing of the natural capital assessment, through measuring and valuing dependencies against the impacts (positive or negative) that they are having on material stocks of natural capital, and flows of ecosystem services, and how the results can be used.



The Coalition has designed a workshop which has been presented at numerous international conferences that provides an in-depth understanding of both the mechanics and value of the Protocol.

**Agenda: 3.5 hours total**

<b>Part 1: Setting the groundwork</b>	
20 minutes	Introducing the Natural Capital Protocol and the global progress in natural capital thinking
<b>Part 2: What have others done?</b>	
30 minutes	Results of Natural Capital Assessments conducted by the Tata Group.
<b>Part 3: Exploring the first two stages of the Protocol</b>	
20 minutes	In-depth exploration of the first two stages of the Protocol covering 'Frame' and 'Scope'
30 minutes	Group session to help you identify and begin to scope potential natural capital assessments for your organization
<b>Part 4: Workshop activity - the challenges of application</b>	
45 minutes	In themed groups (e.g. tourism, buildings, energy, finance) participants will identify potentially relevant impacts and dependencies and solve key challenges of completing the scoping phase of an assessment
<b>Part 5: Workshop activity – measuring and valuing</b>	
45 minutes	In the same themed groups, participants will identify the key metrics and approaches for measuring and valuing impacts and dependencies. The focus will be on the trade-offs among data availability and the relative value of qualitative, quantitative and monetary approaches
<b>Part 6: Roundup</b>	
20 minutes	A final chance to ask questions and identify actions that can be completed before the next workshop

**Target Audience:**

Based on past experience, a wide variety of ACES attendees will find the workshop to be valuable including:

- Corporate staff interested in applying the Protocol to their business
- Staff from NGO and government agencies interested in applying the Protocol

- Scientists and economists interested in understanding the types of information and analyses that can affect organizational decisions.
- Students interested in developing practical skills in natural capital and ecosystem service assessments

**Workshop Staff:**

Mark Gough  
 Executive Director, Natural Capital Coalition  
[Mark.gough@naturalcapitalcoalition.org](mailto:Mark.gough@naturalcapitalcoalition.org)

Doug MacNair, Ph.D.  
 Technical Manager, Natural Capital Coalition  
 (on part time secondment from ERM)  
[Doug.MacNair@erm.com](mailto:Doug.MacNair@erm.com)

Michelle Lapinski  
 Vice President, The Earth Genome  
[michelle@earthgenome.org](mailto:michelle@earthgenome.org)

Sarah Mihalecz  
 General Manager, Sustainability Group  
 Tata Sons-North America  
[smihalecz@tata.com](mailto:smihalecz@tata.com)

**Primary Contact**

Doug MacNair, Ph.D.  
 Technical Manager (on part time secondment from ERM)  
 Natural Capital Coalition.org  
[Doug.macnair@erm.com](mailto:Doug.macnair@erm.com)  
 +1 (919) 357-2203

Dr. MacNair is the Technical Manager for the Natural Capital Coalition, on part-time secondment from ERM, where he is a Technical Director specializing in economics and decision sciences. He is working with the Coalition's member teams in order to identify how their approaches compliment and intersect with the work of the Coalition, with the goal of driving further collaboration and process harmonization among members. With ERM, Dr. MacNair was also a member of Technical Group that developed the Protocol as part of a consortium led by the World Business Council for Sustainable Development. Doug has over 30 years of experience in conducting economic analyses and developing decision support tools to help companies include environmental and social issues in their decision making.

**About the Natural Capital Coalition**

The Natural Capital Protocol is a product of the Natural Capital Coalition. The Natural Capital Coalition has brought together – through two consortia led by the World Business Council for Sustainable Development (WBCSD) and the International Union for Conservation of Nature (IUCN) –

the world's leading institutions from business, accountancy, consultancy, financial institutions and NGOs to develop the Natural Capital Protocol, two sector guides on Food and Beverage and Apparel, and to engage business in the development and testing of the Protocol. These institutions are: Accenture, ACTS, ARCADIS, The B Team, Carbon Disclosure Standards Board, University of Cambridge Institute for Sustainability Leadership, Conservation International, Deloitte, eCountability, eftec, ERM, EY, FAO, GIST Advisory, IERS, Imperial College London, Integrated Sustainability Services, Natural Capital Project, The Nature Conservancy, The Sustainable Fashion Academy, PwC, Sustain Value, Synergiz, Trucost, True Price, VitalMetrics, World Resources Institute and WWF.

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