Action-oriented approaches for Natural Capital & Nature-Based Solutions

Introduction by Nature^Squared, project office on biodiversity & natural capital
ABOUT US

We see the global and rapid decline in biodiversity as one of the biggest threats facing mankind. At the same time, we believe increasing biodiversity and restoring ecosystems present a huge opportunity to deliver positive outcomes for business, society, and our planet.

Our projects deliver positive impacts and sustainable outcomes. We take an integrated approach to sustainability, combining ecology with business sense, and a thorough understanding for the human factor driving change.
ABOUT US

Agriculture
- Transition conventional agriculture to include biodiversity
- New business models

Cities & NBS
- TEEB for the urban environment
- Creating leverage for biodiversity
- Financing strategies

Natural Capital
- Natural Capital Accounting
- SME-approach
- Capacity building
- Innovative value chain approaches

Landscape restoration
- Demonstrate possibilities
- Business cases for landscape restoration and SLM
- Sustainable finance

Nature^Squared is a member of the Ecosystem Services Partnership, Natural Capital Coalition and the Business @ Biodiversity Platform
Our core values

Biodiversity
Improving biodiversity is at the core of our work. It’s also the core of our integrated approach to sustainability.

Innovative & Practical
Our solutions are fresh, tailor-made and always produced in close collaboration with all relevant stakeholders.

Business Case
If it pays, it stays. We believe in a sound business case and its power to reshape the idea that nature is a cost base to the appreciation of nature as our biggest asset.
Rural areas

• Increasing biodiversity outside of natural reserves
• New business models for biodiverse farmers
Regreening cities

• Insight into multiple values
• Linking stakeholders
• Financing models
Business & Value chains

• Natural Capital for SMEs
• Supply chain complexity
• **Action oriented**
• **Focus on materiality**
• **Setting-up sector and value-chain collaboration**
Figure 3: Impacts on natural capital through the client’s business activities

Figure 4: Prioritization of business activities and related strategies

<table>
<thead>
<tr>
<th>MOST MATERIAL PRACTICES</th>
<th>ACTIONS</th>
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<tbody>
<tr>
<td>FISHING</td>
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<td>Qualitative research:</td>
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<td>- Environmental impact of different species</td>
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<td>- Design a sourcing list</td>
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<td>- Investigate coalition opportunities</td>
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<td>Immediate action:</td>
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<td>GROWING VEGETABLES &amp; HERBS</td>
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<td>Qualitative research:</td>
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<td>- Investigate certifications</td>
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<td>Qualitative research:</td>
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<td>- Calculate used volume &amp; area farmed including costs of land restoration</td>
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<td>Immediate action:</td>
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<td>PACKAGING</td>
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<td>Qualitative research:</td>
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<td>- Investigate opportunities for non-virgin and degradable materials</td>
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<tr>
<td>Qualitative research:</td>
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<td>- Calculate impact differentials of recycling vs. degradable and plastic vs. cupboards</td>
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<td>Immediate action:</td>
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<td>OUTBOUND LOGISTICS &amp; SALES</td>
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<td>Qualitative research:</td>
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<td>- Kilometer registration commuting and CO2 measurements</td>
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<td>Immediate action:</td>
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<td>PRODUCT DEVELOPMENT</td>
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<td>Qualitative research:</td>
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<tr>
<td>- Investigate opportunities for saline-tolerant vegetables</td>
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<tr>
<td>- Design a checklist with environmental indicators for introducing new products</td>
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Breaking the pattern of biodiversity loss
In a low cost/high impact world

Imbalance in the supply chain: impact vs. value distribution

LOWEST investment, HIGHEST impact on BIODIVERSITY and LANDSCAPE

It costs only €0.04 to DOUBLE the farm gate price of cotton

Biodiversity + Farmers + Business
Landscape restoration

• 2 billion hectares degraded
• Restoration opportunities are huge
• Coordination problem: business case is there
• Change the economic drivers of the landscape
Financial Assessment Framework for Landscapes

The framework helps you decide which landscape interventions may suit the landscape you operate in. Start by selecting the characteristics of your landscape on your left.

Showing all 20 results

- Conservation agriculture
- Contour bunds
- Demi-lunes / semi circular bunds
- Enclosing
- Eyebrow terraces / banquets
- Fanya chini

Click on each option to see the financial analysis.
KEY POINTS

1. BIODIVERSITY IS NOW
   But we know what to do

2. SOCIAL INNOVATION
   Do not lose the human factor out of sight

3. NEW STAKEHOLDER ARRANGEMENTS
   Changing the way we work together

4. START FROM ACTION
   Together we learn
Thank you
For attention!

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