

# 1 Promoting the Natural Capital Protocol with business



## Key partners

Natural Capital Coalition, International Finance Corporation, the World Bank's Wealth Accounting and the Valuation of Ecosystem Services (WAVES) partnership, Nespresso, EY, TruCost, the Cambridge Institute for Sustainable Leadership and Ecovera.

## Timeline

2015-2017

## Snapshot

Nature – and the numerous goods and services it provides to society – are currently not sufficiently measured or valued by business. The Natural Capital Coalition's Natural Capital Protocol (NCP) is a harmonized framework that helps business value and measure their impacts and dependencies on nature to inform their decision making. IUCN led a coalition of partners, advocating for business to test the Protocol. It also supported an IFC-funded, Coalition case study with Nespresso to examine the Protocol's application in the coffee sector in Colombia, where water management is a key issue. The case study looked at the policies needed to facilitate business in implementing the Protocol.

## Key achievements

As a result of the business outreach, more than 50 leading companies participated in testing the Protocol, and another 10 took "deep dives" before it was launched in July 2016. IUCN also contributed to the development of two NCP sector guides on apparel and food and beverage. The Natural Capital Coalition plans to publish the results of the Colombian case study, which involved close collaboration with not only Nespresso, but also IUCN's local partner Ecovera as well as EY, Trucost and the Cambridge Institute for Sustainable Leadership. The group identified barriers and enabling conditions – both financial and regulatory – that need to be addressed if the Protocol is to be adopted and scaled-up at country and regional levels.

## Next steps

In 2017, IUCN plans to undertake more natural capital country pilots in Africa and Europe, and develop a more systematic way to address the challenges associated with integrating natural capital valuation into decision making, ensuring greater protection of natural capital stocks. Furthermore, the IUCN Congress supported a resolution asking the IUCN Secretariat to explore developing a global policy on natural capital.

## Related links

Natural Capital Protocol

<http://naturalcapitalcoalition.org/protocol/development/>

World Bank Waves Partnership

<https://www.wavespartnership.org/https://www.iucn.org/theme/business-and-biodiversity/our-work/business-approaches-and-tools/business-and-natural-capital>