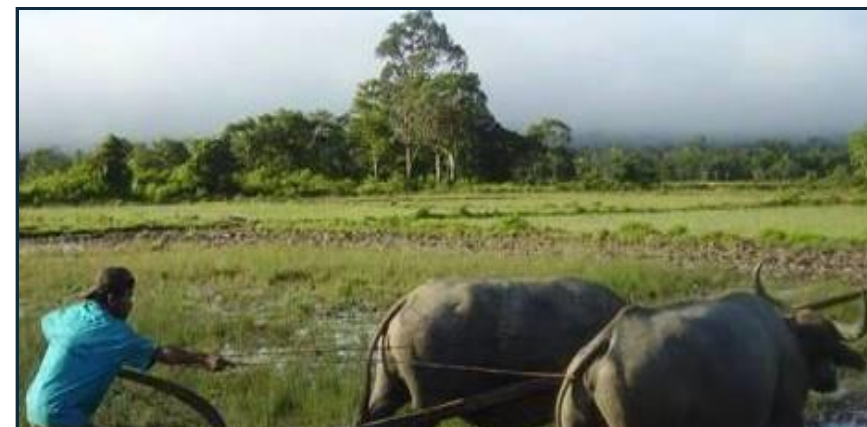




Business Opportunities in Natural Capital Cases of Public-Private-non Profit Partnership for Conservation of Critical Natural Capital



This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

CONSERVATION
INTERNATIONAL



where we work: field programs + seascapes

CI engages in select geographies that not only represent abundant biodiversity, ecosystem services and contributions to human well-being, but also present opportunities for transformational change.



To demonstrate and amplify sustainable development models by conserving the underpinning critical natural capital based on science and partnerships.

More than 2000 partners including private sector, international organizations, governments, and traditional/indigenous communities.

Board of Directors include Harrison Ford, President Aote Tong, Rob Walton, Orin Smith, Jared Diamond.

Ranked 7th in Financial Times and UN Global Compact's international cooperation organization global ranking.



Why should businesses care?

Business materiality:

- Rely on natural/biological resources, ecosystem services (Direct and indirect)
- Business impact on natural capital
- Brand image/value
- Securing employees
- Consumer/market sustainability
- ESG investment
- Inter-linkages with other env/social issues (e.g. climate change, gender...)
- “Social license to operate”

Gaborone Declaration on Natural Capital



Convened 10 African heads of states, leadership from international organizations and multi-national corporations to recognize and promote the importance of natural capital accounting for sustainable development

Examples of current partnerships

Oil, Gas & Mining:



Food, Agriculture, Retail & Consumer Goods:

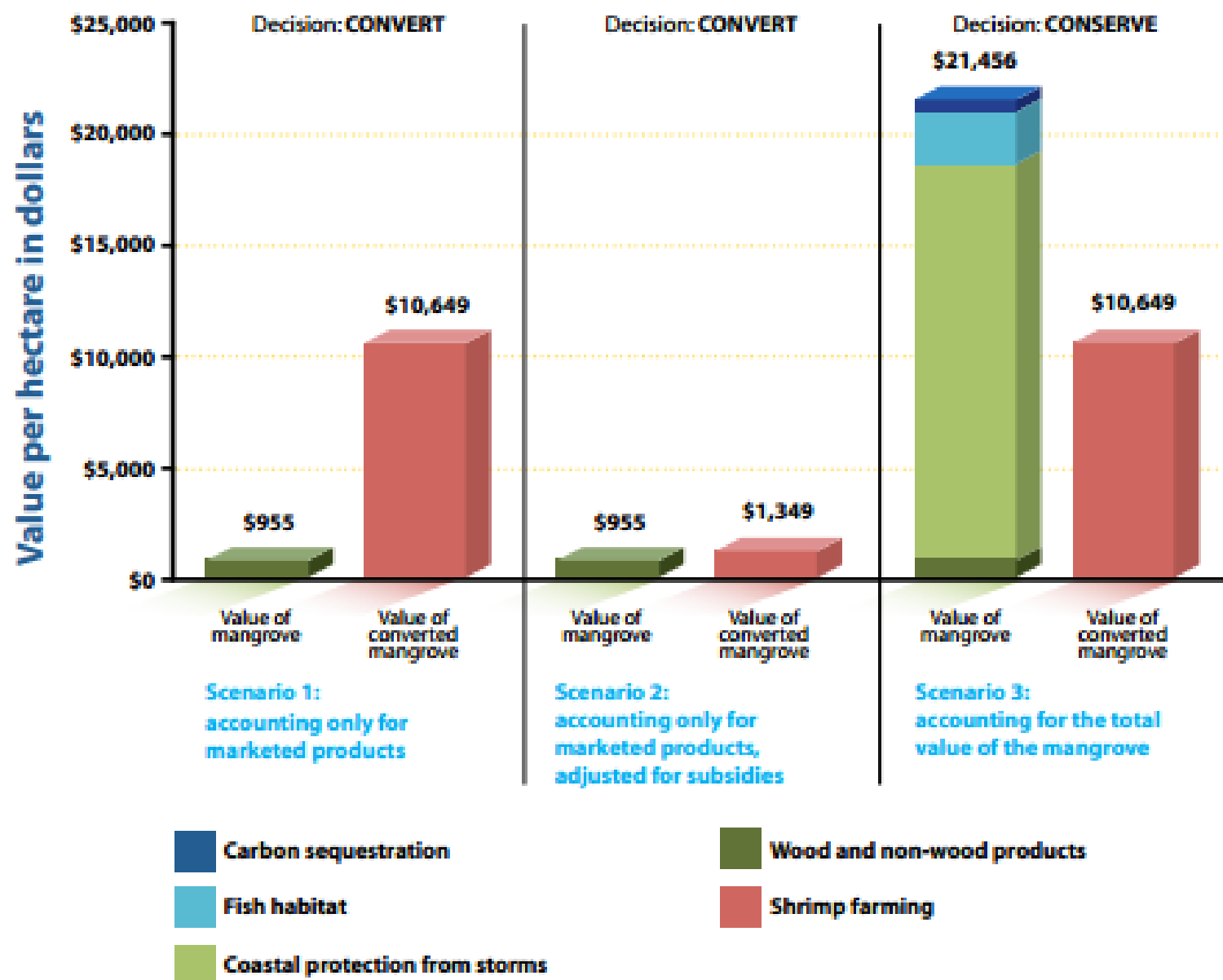


Major Brand Influencers:





Mangroves in Thailand - convert or conserve?



Source: Based on E.B. Barbier, "Ecosystem Services and Wealth Accounting," in UNU-IHDP and UNEP, *Inclusive Wealth Report 2012* (Cambridge University Press, 2012). All figures in 2000 US dollars.

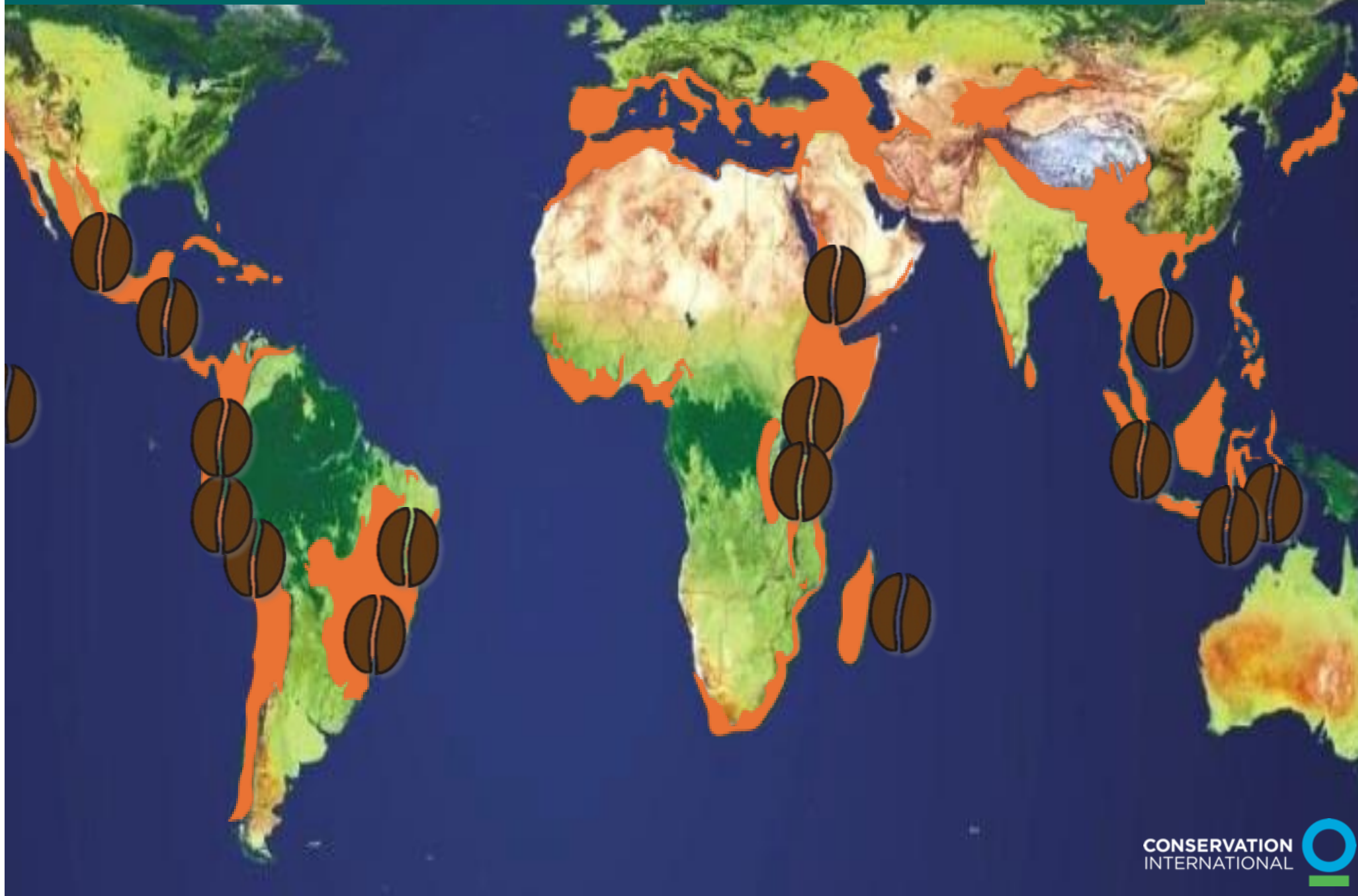
CI Successes - Starbucks



- **Coffee Sourcing Guidelines** - Development & implementation of Coffee and Farmer Equity (C.A.F.E.) Practices program. 99% of all coffee of Starbucks coffee meets C.A.F.E Practice guidelines.
- **Conservation Coffee Field Projects** - Support for farmer engagement and extension services in Mexico, Colombia, Peru, Costa Rica, and Panama.
- **Carbon and Coffee Demonstration Projects** - Promoting resilience among coffee producers through adaptation and mitigation strategies in Mexico, Indonesia and Brazil.
- **Affordable Credit**- loans to small-scale coffee and cocoa producers.
- **Bearista Bears, Conservation Card, Facebook** - Cause marketing initiatives generating contributions to CI via consumer purchase or action.
- Launching the **Sustainable Coffee Challenge**



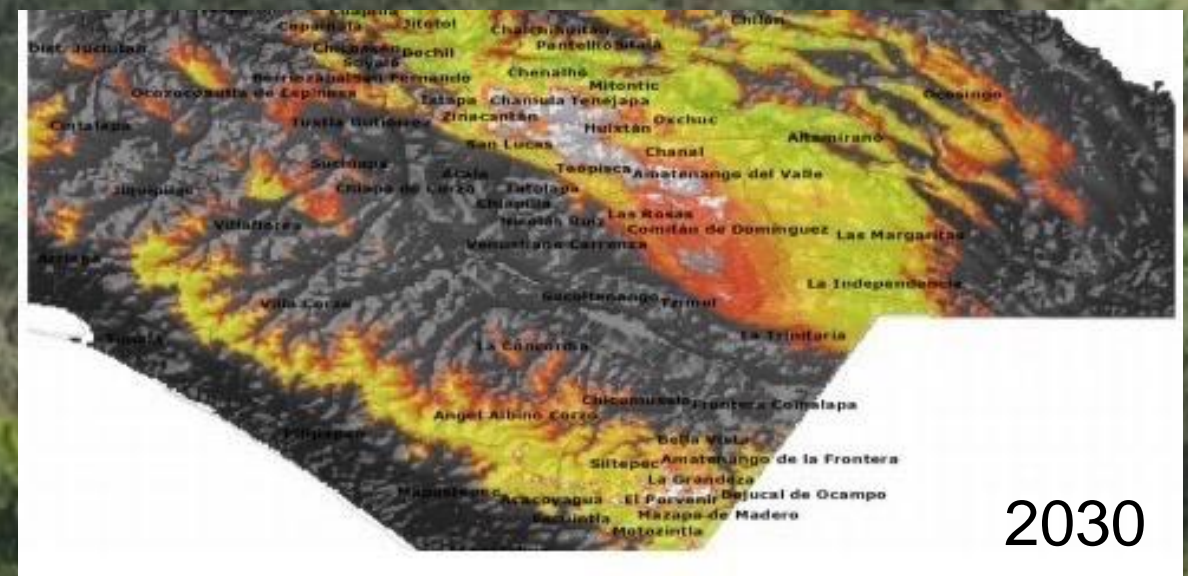
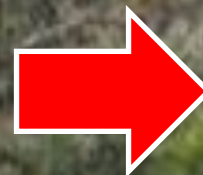
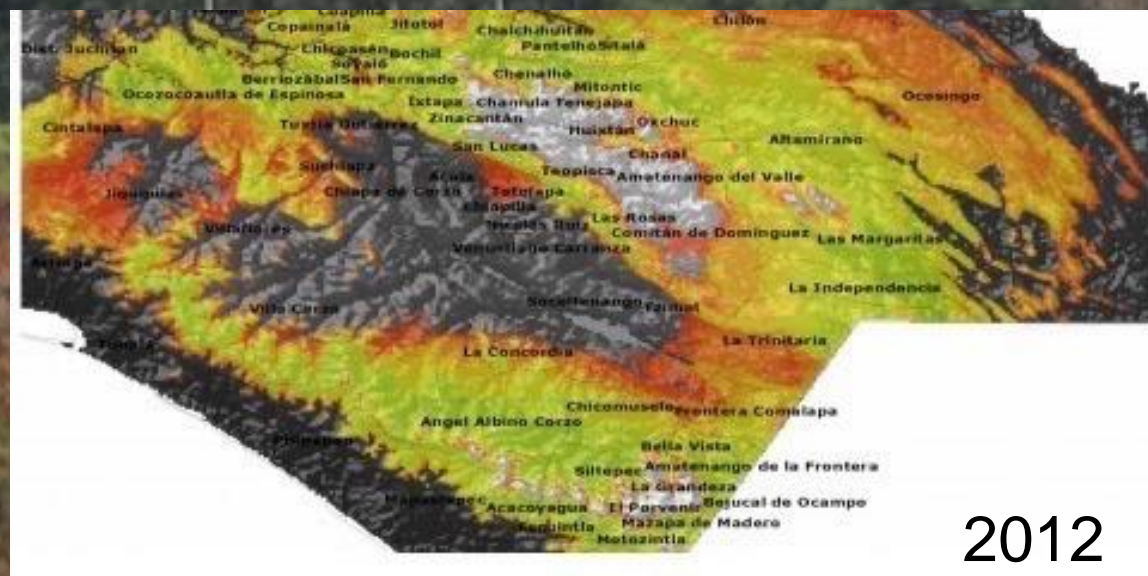
Major coffee producing regions and biodiversity hotspots



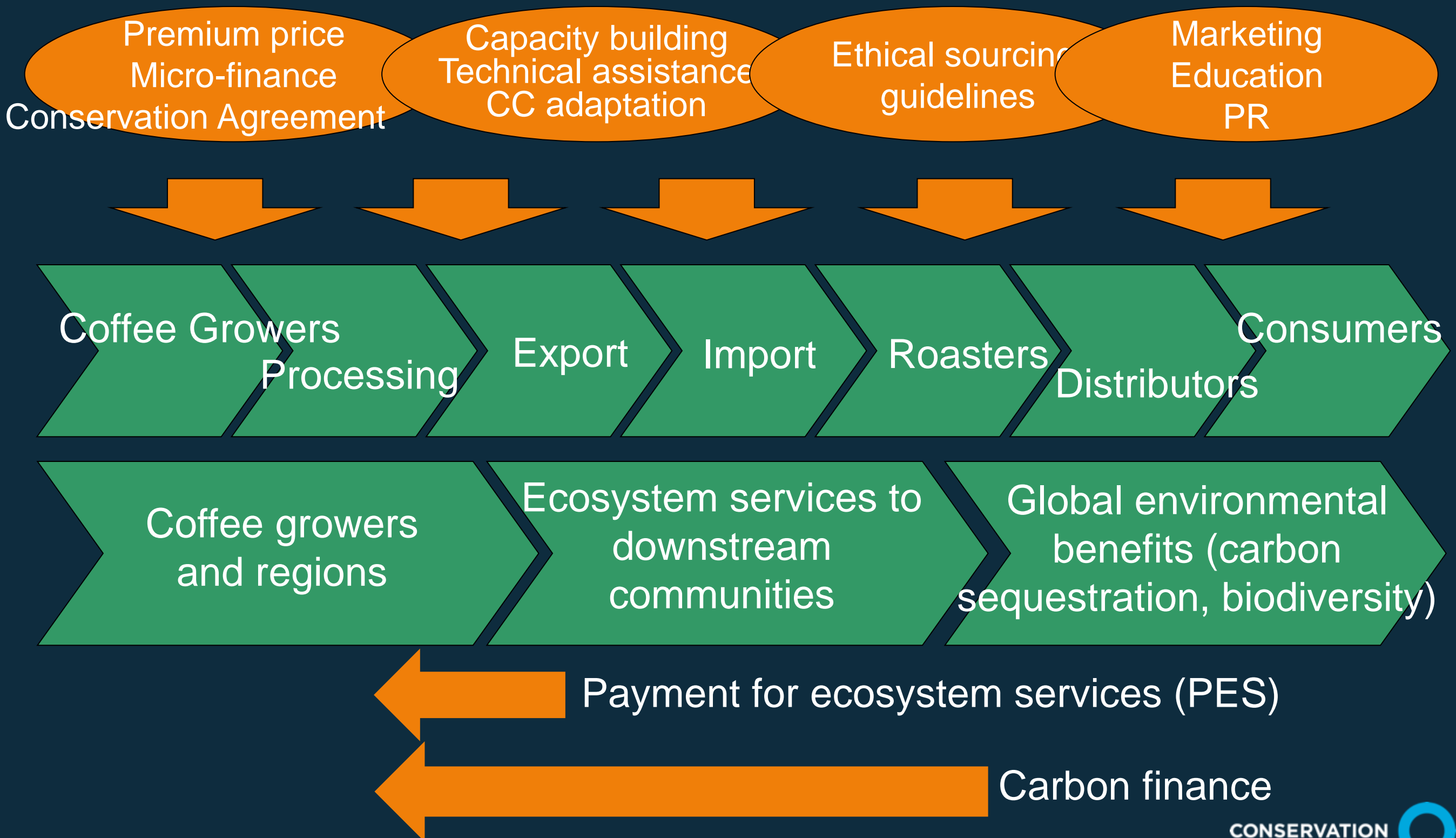
Climate change impact to coffee regions in 2030

While coffee demand is expected to x4...

- 2 deg temperature rise
- Annual rainfall to reduce by 80-85mm
- Suitable farming land for Arabica coffee to reduce to $\frac{1}{4}$ in some regions
- Suitable farming land to shift to higher elevation by few hundred meters, leading to increased labor/collection costs and deforestation pressure



Sustainability at all levels of supply chain





CI Successes- Disney

- CI helped Disney develop 2008 Climate and energy strategies.
- Disney invest \$7 million in partnerships with CI, the largest corporate investment in REDD+.
- Results:
 - World's largest REDD+ forest protection project (182,000 ha, twice the size of New York City).
 - 240,000 people benefitting from watershed improvements.
 - ~3 million tons of carbon retired – the equivalent of taking 500,000 cars off the road for a year Accounting model being tested other sectors.

NATURAL CAPITAL PROTOCOL

DRAFT FOOD AND BEVERAGE SECTOR GUIDE

Important: please read

This version, dated 23 November 2015, is an early draft, subject to change. It is not intended for distribution outside the Coalition. A final version is due July 2016. All stakeholders should provide feedback through a consultation mechanism and through the guide.

The consultation will run until 26 February 2016. For further information, visit www.naturalcapitalcoalition.org/consultation.

You will be receiving comments through an online collaboration system called Collaborize. This will mean all comments are attributable and will provide a record of responses. This will also help to align the consultation with our ongoing business planning program.

Guidance is provided to help you add, reply and vote on comments. In addition, we will include specific questions and voting on the main challenges and areas for improvement.

Following the consultation, we will provide feedback, sharing overall responses to the comments received and voting on the main challenges and areas for improvement.

We look forward to your contribution to this important phase of the development of the first global Natural Capital Protocol.

Draft 23 November 2015

Version 0.0

DRAFT FOR
CONSULTATION

NATURAL CAPITAL PROTOCOL

IMPORTANT: please read

The Natural Capital Protocol has been developed for business. It is aimed at managers from sustainability, environment, health and safety and operations departments to help them to integrate natural capital into existing business processes. In order to engage other audiences, the Coalition and its members intend to develop other documents and approaches that will be relevant to them, e.g. a short guide for senior leaders.

This version, dated 23 November 2015, is an early draft, and is not complete. As we work towards a final version in July 2016, we welcome your involvement through a consultation to improve and strengthen the Protocol and its guidance. The consultation will run until 26 February 2016.

To find out how to take part visit <http://www.naturalcapitalcoalition.org/consultation>.

You will be accepting comments through an online collaboration system called Collaborize. This will mean all comments are attributable and will provide a record of responses. This will also help to align the consultation with our ongoing business planning program.

Guidance is provided to help you add, reply and vote on comments. In addition, we will include specific questions and voting on the main challenges and areas for improvement.

Following the consultation, we will provide feedback, sharing overall responses to the comments received and voting on the main challenges and areas for improvement.

We look forward to your involvement in this important phase of the development of the first global Natural Capital Protocol.

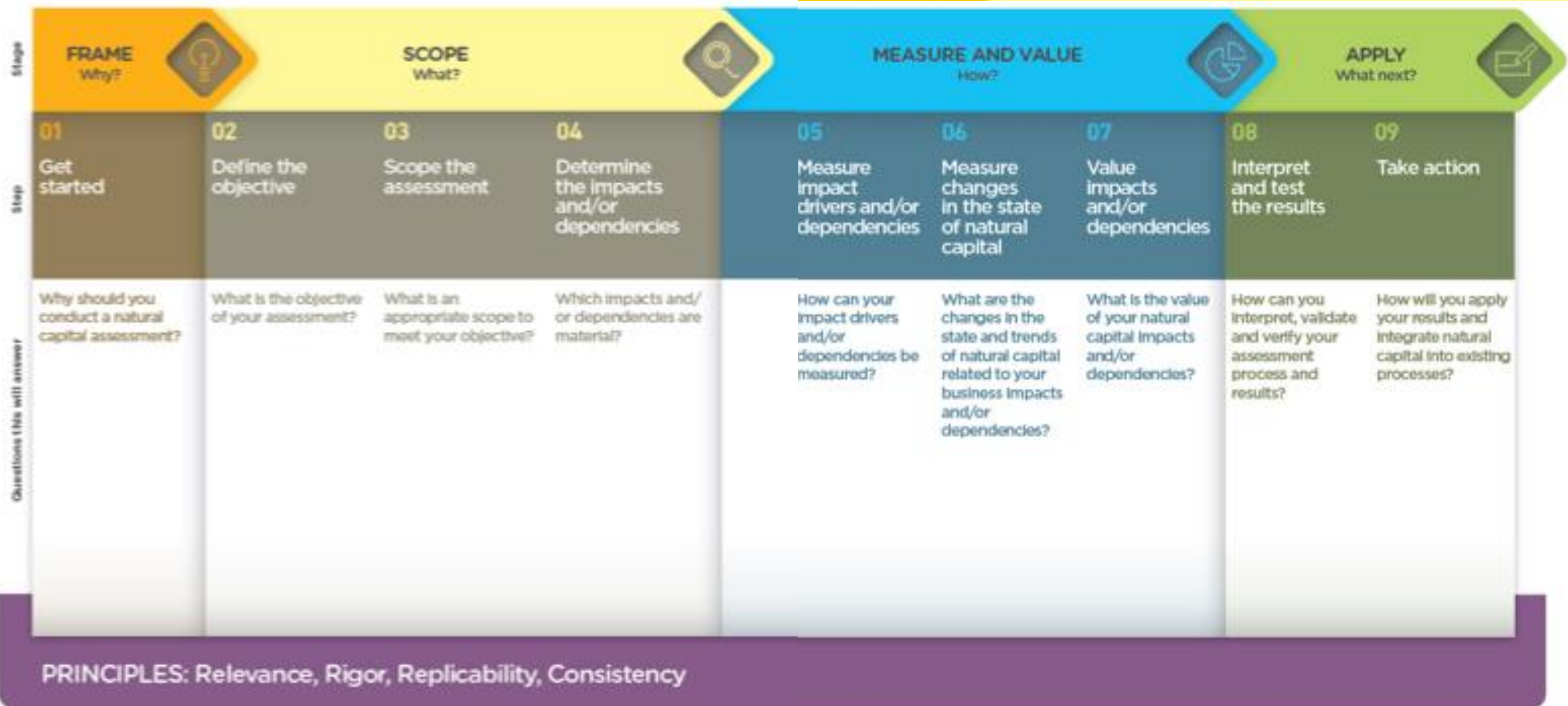
Draft 23 November 2015

Version 0.0

CONSERVATION
INTERNATIONAL



Natural Capital Protocol framework





Vision: A world where business conserves and enhances natural capital



Thank you for listening to Nature!