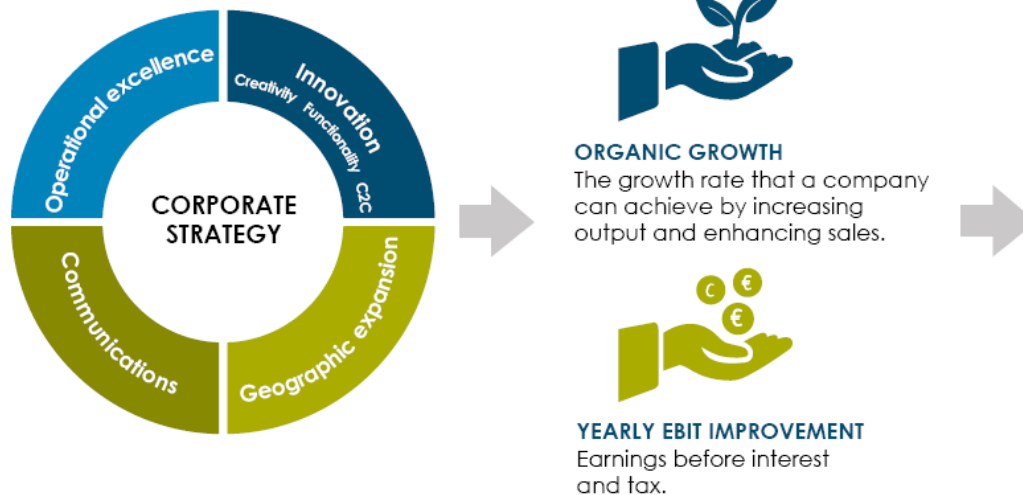




Natural Captains

A natural capital business community

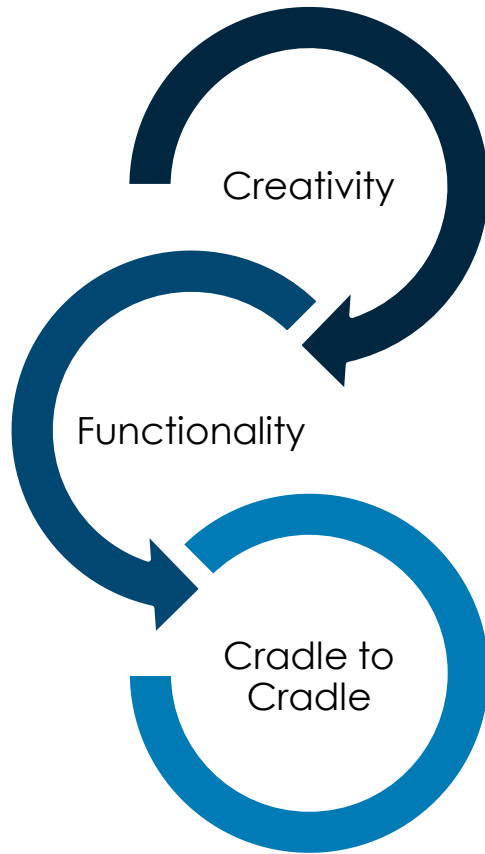
Desso's Vision



Today, most people spend 90% of their time indoors.

Our vision is to be a market leader in producing environmentally responsible carpets within our customer segments that deliver outstanding value in design and functionality and thus **contribute to people's health and wellbeing.**

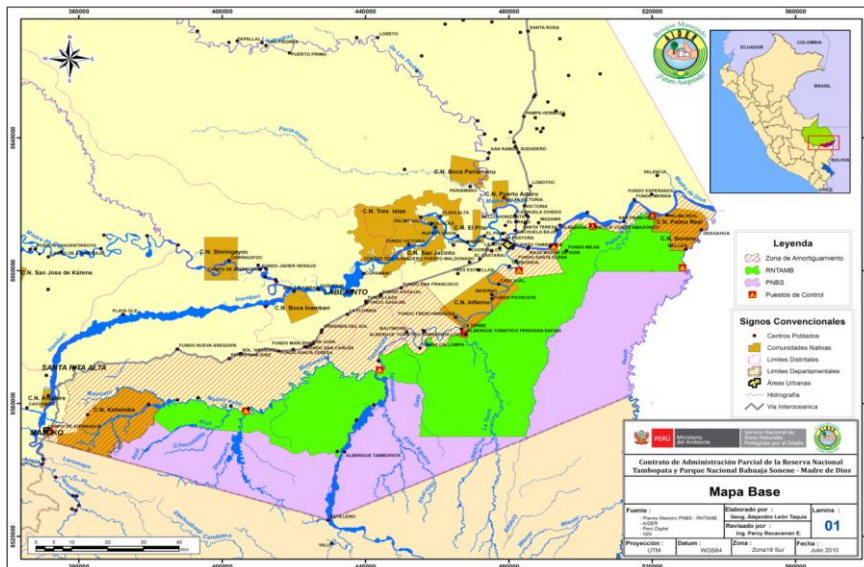
Innovation Strategy



- **Creativity:** Spearheaded by Desso's design Philosophy CARPETECTURE® and our international concept Circles of Architects®
- **Functionality:** Pioneering solutions that make a difference, such as SoundMaster®, AirMaster® and Light Reflection Master®
- **Cradle to Cradle®:** Developing products and Processes that will contribute towards a better environment and better indoor air quality such as DESSO EcoBase® and AirMaster®

REDD+ Business Initiative – Tambopata Project

- Madre de Dios is the Amazonian region of Peru which has the highest biodiversity of the country.
- It is home of endangered species and forest species of economic importance.
- The project will result in the long-term protection of the Tambopata National Reserve and Bahuaja Sonene National Park.



Naturalcaptains.com - homepage



About us



Participants



Challenge



Cases



Agenda



FAQ



An interactive platform with participants, cases and events



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SETTING THE TREND WITH NATURAL CAPITAL

Do you sometimes suddenly feel like a nice cold beer during a long walk but the nearest refrigerator is miles away? Why not just put the can in a cold river for half an hour and let nature do the rest? If we take care of nature, nature will take care of us. The environment can provide us with valuable services - for free - that we'd otherwise have to pay for. This is what natural capital is all about (adapted from: Ruskin K. Hartley).

Companies are also becoming increasingly aware of the capital value of nature. Natural Captains is a front-runner programme that challenges companies to engage in a more sustainable relationship with natural capital in cooperation with environmental organisations and knowledge institutes. This is promoted by translating these challenges into concrete projects.

    
WORD OOK NATURAL CAPTAIN

[KLIK HIER >](#)

OOK DEELNEMEN AAN DE CHALLENGES IN NATCAP, MELD U DAN HIER AAN!

Ontdek hoe uw bedrijf aan de slag kan nemen met natuurlijk kapitaal. Door deel te nemen aan de challenges in Natcap, wordt u op weg geholpen om meer inzicht te krijgen in uw performance en om in actie te komen op het gebied van natuurlijk kapitaal.

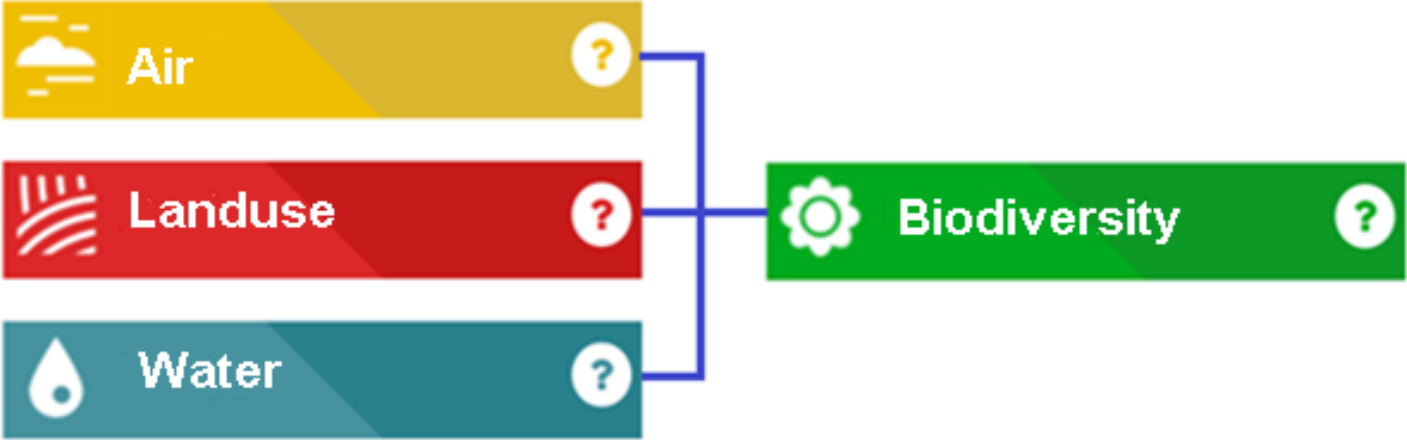


BOTTOM-UP SAMENWERKEN AAN NATUURLIJK KAPITAAL EN BIODIVERSITEIT



naT cap

Where businesses can work on all domains of natural capital



To my challenge