



World Forum on Natural Capital
Edinburgh, Scotland
24 September

Peter Bakker
President and CEO



wbcsd



The world is changing

We face collective global challenges



Your work will help solve them





Vision 2050

9 billion people living well,
within the limits of our planet,
by mid century

 Climate Change	 Nutrient Elements	 Ecosystems
 Exposure to Harmful Substances	 Water	 Basic Needs & Rights
 Skills & Employment	 Sustainable Lifestyles	 Food Feed Fibre & Biofuel



By 2050, business should be measured by its **'True Value'** and should use **'True Costs'** and **'True Profits'** in its internal and external reporting.

WBCSD: Scaling up solutions

Solutions
Through
Innovation



Redefining
Value

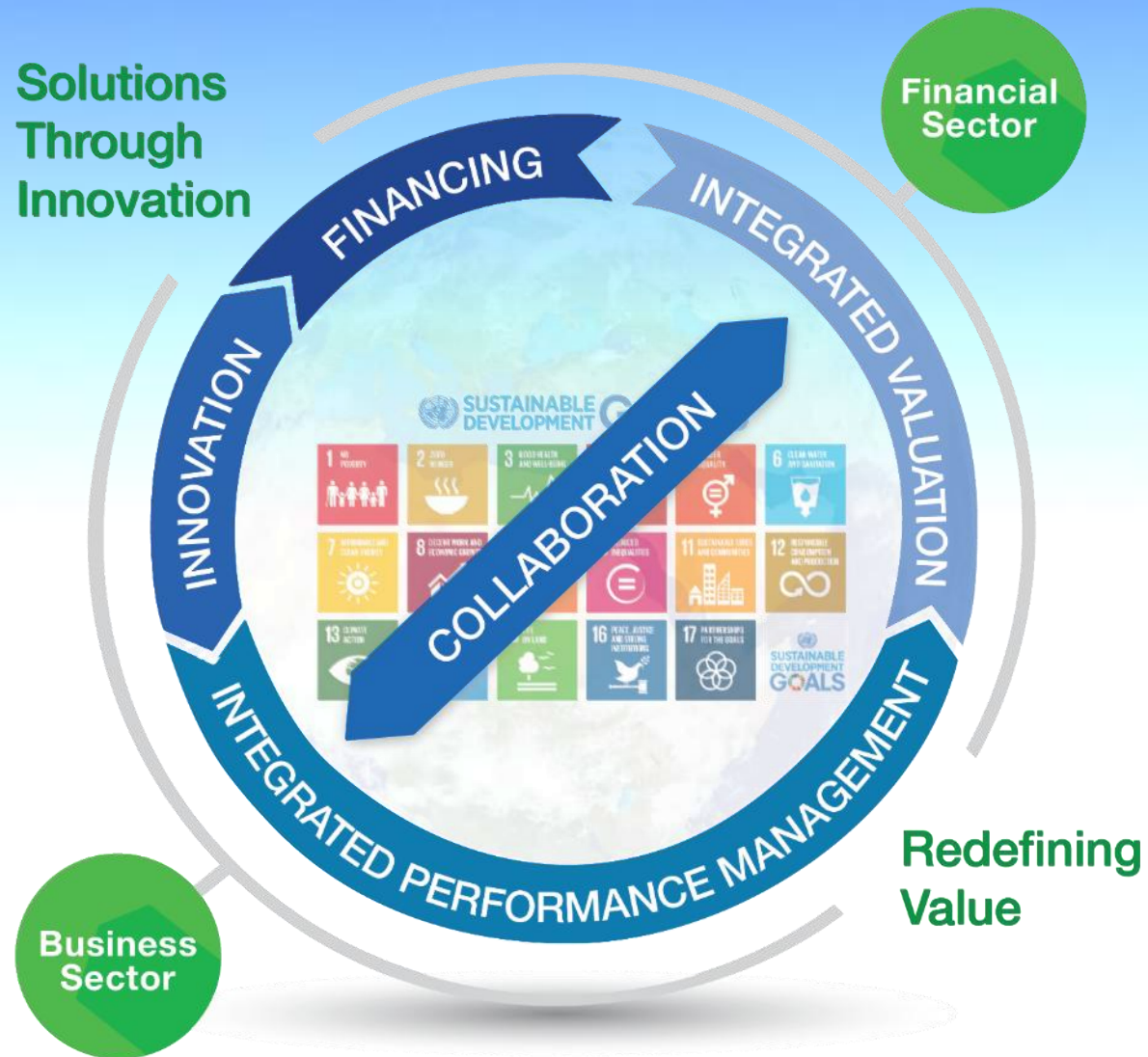
SCALE UP

SDGs at the heart of every solution

Solutions
Through
Innovation



Collaboration with the financial sector



Step 01
Understanding
the SDGs



Step 02
Defining
priorities



Step 03
Setting
goals



Step 05
Reporting &
communicating



Step 04
Integrating



SDG Compass



business solutions for a sustainable world



LAND DEGRADATION NEUTRALITY

A business perspective



business solutions for a sustainable world



LAND DEGRADATION NEUTRALITY

Messages for Policy-Makers

Engaging business in shaping a land degradation neutral world



LCTPi could take us
65%
of the way to a 2°C
emissions pathway

13.
Climate change
17.
Global partnerships

6.
Water and
sanitation

Forests and forest
products as
carbon sinks

8.
Economic growth
and employment

15.
Ecosystems
and land use

1.
Poverty reduction

2.
Food security
and hunger

5.
Gender equality

11.
Cities and
settlements

12.
Production and
consumption

7.
Energy
access

9.
Infrastructure

Cement

Low carbon
transport
fuels

Carbon
capture
and storage

Biofuels

Low
Carbon
Freight
Transport

Chemicals

Renewables

Energy
efficiency in
buildings

LCTPi could channel
at least
\$5-10 trillion
of investment into the
low carbon economy

LCTPi could support
at least
25-45 million
person years
of employment

The Natural Capital Protocol: Open for Consultation

- ✓ The Natural Capital Protocol will be the **world's first standardized framework** for business to measure and value natural capital impacts and dependencies



NATURAL
CAPITAL
COALITION

A close-up photograph of a woman with a joyful expression, smiling broadly at the camera. She is wearing a black short-sleeved shirt and a vibrant, multi-colored sari with a floral and geometric pattern in shades of yellow, orange, red, and blue. A blue and white checkered cloth is draped over her head. She has a small red bindi on her forehead and is wearing red bangles on both wrists. She is surrounded by lush green tea bushes, and her hands are visible, reaching into the foliage. In the background, another person is partially visible, blurred, wearing a blue top. The scene is set outdoors in a tea plantation under bright, natural light.

Social Capital Protocol



Call to Action