

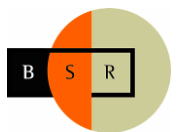
Business for Social Responsibility

# A Comparative Assessment of Emerging Ecosystem Services Tools and Their Corporate Applicability

Roundtable on Aligning Tools and Decision-Making in Ecosystem Services  
A Conference on Ecosystem Services, Naples Florida  
December 8, 2008

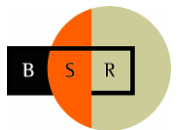
# Ecosystem Services and Business

- Expanding corporate focus on ecosystem services
  - Incorporate ecological dynamics into environmental performance approaches
  - Consider biodiversity impacts/opportunities in different ways
  - Manage risk and leverage value
  - Anticipate and respond to changing government and other stakeholder concerns and expectations
  - Participate in emerging ecosystem markets (growing out of carbon markets)
  - Address project finance and credit criteria (e.g. International Finance Corporation sustainability standards)



# BSR Environmental Services, Markets and Tools Working Group

- 2006
  - BSR launched Environmental Markets Initiative – new research on emerging risks and opportunities for industry relating to ecosystem services
- 2007
  - Working group of companies formed (members: BC Hydro, BG Group, BP, Chevron, du Pont, ExxonMobil, Freeport McMoRan, Rio Tinto, Shell)
  - Corporate Manager’s Resource Guide to Air, Carbon, Water and Biodiversity Assets published
  - Dialogue with environmental services assessment tool developers started
  - Initial “mapping” of identified tools produced
- 2008
  - In-depth dialogue with selected tool developers conducted
  - Synthesis report presenting tool assessment findings and corporate perspectives produced



# Emerging Tools for Corporate Ecosystem Services Management

[ARIES \(Assessment and Research Infrastructure for Ecosystem Services\)](#), which is under development by the University of Vermont's Ecoinformatics "Collaboratory" (at the Gund Institute for Ecological Economics), Conservation International, Earth Economics, and experts at Wageningen University.

[ESR \(Corporate Ecosystem Services Review\)](#), which was launched in March 2008 by the World Resources Institute (WRI), the Meridian Institute, and the World Business Council on Sustainable Development (WBCSD).

[InVEST \(Integrated Valuation of Ecosystem Services and Tradeoffs\)](#), which is in development by The Natural Capital Project—a joint venture among Stanford University's Woods Institute for the Environment, The Nature Conservancy, and World Wildlife Fund—with the goal of issuing a manual in the Summer / Fall 2008 and software in Fall / Winter 2008.

[MIMES \(Multiscale Integrated Models of Ecosystem Services\)](#), which is currently available in an early version ("beta plus") from the University of Vermont's Gund Institute for Ecological Economics.

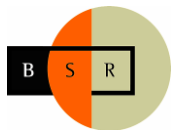
[NVI \(Natural Value Initiative\) assessment approach](#), which is being created by Fauna & Flora International, Brazilian business school FGV, and the United Nations Environmental Program's Finance Initiative for the financial sector.

[BBOP \(Business and Biodiversity Offset Program\) Toolkit](#), which is in development by Forest Trends, Conservation International and the Wildlife Conservation Society—along with a set of pilot testing companies and a multi-sectoral advisory committee as well as a "learning network"—that would in turn be used to inform design of a biodiversity offset approach.

[IBAT \(Integrative Biodiversity Assessment Tool\)](#), which is in development by Conservation International, following on their "[Initial Biodiversity Assessment & Planning](#)" (IBAP) approach that draws on Rapid Ecological Assessment methodologies and aims to enable companies to identify potential site specific impacts and risks associated with biodiversity.

# Synthesis Report Contents

- Building the Business Case for Ecosystem Services Tools Use
- Current Ecosystem Services Tools “Landscape”
- Which to Use When? Navigating the Tool “Landscape”
- Conclusions and Recommended Pathways Forward



# Synthesis Report: Building the Business Case

- Key questions for companies to ask “if, and when” they would use emerging tools for ecosystem services assessment and management
- Suggested steps for companies to decide “how” to move forward with ecosystem services assessments
  - Gap analyses
  - Corporate culture litmus test
  - Wish list of tool attributes
  - Match selected tools to existing company decision-making processes
  - Decide what resources needed for assessment and where to get them
  - Consider potential value of cross-company dialogue

# Synthesis Report: Current Tool Landscape

- Overview of tools
  - Multi-ecosystem service tools vs. biodiversity focused tools
  - For each tool – brief description, intended users, salient features
- Current status of tool development
  - Most have final or Beta versions available now or within next few months

# Synthesis Report – Navigating the Tool “Landscape”

- Similarities and key distinctions among tools
  - Forms of user interface
  - Types of results
  - Demands for data
  - Degree of ecological detail
  - Emphasis on valuation
  - Potential business need and level of application
- Corporate perspectives on relative strengths and weaknesses of tools

# Synthesis Report: Paths Forward

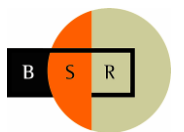
- More work needed to advance business case for, and business use of, ecosystem services tools
  - Design, application and operational usefulness will be key to business uptake
- Tool developers' dialogue to reduce potential duplication and proliferation of tools
  - BSR Working Group initiative has encouraged some progress

# Identified Needs to Advance Tool Development and Uptake

Corporate Users' Needs	Tool Developers' Needs	Public Sector Needs
<ul style="list-style-type: none"> <li>a. A detailed navigational device to help users find the most suitable tool, or complementary set of tools, for a given decision-making context, including product design and manufacturing</li> <li>b. Clarifications on the geographical gaps or data-related biases within the tools</li> <li>c. Research on the best way to factor ecosystem service issues into capital decision-making</li> <li>d. Pilot testing of tools in a public-private partnership within a data-rich region to “kick the tires” for senior management</li> </ul>	<ul style="list-style-type: none"> <li>a. A detailed list of corporate decision-making junctures where an ecosystem service assessment tool could be applied</li> <li>b. A comprehensive list of corporate reporting requirements (internal and external) which could be meshed with ecosystem service assessment tools</li> <li>c. Input on how to structure and deliver a navigational device to tools</li> <li>d. An honest assessment of how seriously, and in what way, industry wants to help advance ecosystem services-based management</li> </ul>	<ul style="list-style-type: none"> <li>a. An R&amp;D agenda within regulatory agencies that advance ecosystem services-based management</li> <li>b. A prospectus to share with legislators for funding of trans-disciplinary, public-private centers of excellence in regions of high ecosystem service importance</li> <li>c. An indication from industry and tool developer groups as to how government can constructively engage with their efforts</li> </ul>

# BSR Working Group Next Steps

- Mid-December publication of full Synthesis Report and separate Executive Summary
  - On December 17, 2008 reports will be available for download from BSR website ([www.bsr.org](http://www.bsr.org))
- 2009 Working Group work plan to deepen collaboration with tool developers to:
  - Enhance tool usefulness in corporate decision-making (design and piloting)
  - Promote opportunities to align tools



Thank You!

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