



## Leaders for Nature Forum

### Shared resources, joint solutions – the summary

“The search today for practical solutions to a variety of complex challenges has been inspiring. For me, and for IUCN NL as a whole, it has been a day of privilege - working with all of you here, seeing how diverse agendas and different worlds are connected, finding common ground and joint answers. Our well-being, and that of the planet's resources and ecosystems, is fully dependent on us working together across interests, across boundaries and across communities - as we did here today”, said Maas Goote (Executive Director at IUCN NL).

The Leaders for Nature Forum on 17 April 2015 in Eindhoven saw over 150 participants from our member companies, the Dutch government, the invited IUCN NL members and experts. Together we worked towards solutions for 10 ‘natural capital’ challenges presented by our members.

This document captures the overall outcomes of the day and provides you as participant, Leaders for Nature member or IUCN NL member information and the opportunity to be part of the outcome. You can approach the challenge owner or link up in case you think you can contribute to next steps.

For each challenge we summarize outcomes, and note the next steps and a contact person, but please also feel free to contact our Leaders for Nature team for any suggestions or questions, via Romie Goedicke, [romie.goedicke@iucn.nl](mailto:romie.goedicke@iucn.nl).



# ING

## Watchlist for investments

**Participants:** ASN Bank, Elsevier, Except, ING Group, IUCN Gland, IUCN NL, MVO Nederland, Wetlands International and WWF Netherlands.

Financial Institutions (FI's) can be faced with the question whether to invest or not in a project that has potentially a large impact on the environment. For example, mining projects often have an enormous impact on the physical landscape and the biodiversity of the area. The challenge team explored solutions on creating a tool that will allow FI's, like ING, to make a quick and objective assessment of the biodiversity risk of a potential investment.

### Conclusions and next steps

The challenge team discovered that there are just a few clear cut cases in which it is immediately clear whether an investment should go ahead or not. No investment is the same. Therefore, it is difficult to quickly and objectively assess the biodiversity risks of a potential investment. The team came up with three important dimensions that decide whether an investment should go ahead, or under what conditions the investment should go ahead, are:

- the characteristics of a company (some companies manage biodiversity risks better than others);
- the geographical area in terms of natural value (a mining project in a High Value Conservation Area is more risky than a mining project in the desert);
- the (sub)-sector(s) the company is active in (an open pit mine has a

larger impact than underground mining).

IUCN has a tool that partly addresses these dimensions. This tool is the Integrated Biodiversity Assessment Tool, or IBAT. As a next step we will explore what the gaps of IBAT are and how they can best be addressed. The challenge team will meet again to further discuss this: a next meeting is planned with the IBAT manager on June 25 at ING. This can be of interest to many organisations, not only FI's. If you are interested to join the next steps of this challenge team feel free to contact: Willemijne Langereis

[Willemijne.Langereis@ing.com](mailto:Willemijne.Langereis@ing.com).

“Take into account that the other side of risks is opportunities. Do you decide not to invest, or do you want to invest and influence? That's the question.”

Geanne van Arkel

(Sustainable Development at Interface)



# Arcadis

## Sourcing biodiversity impacts

**Participants:** ABN AMRO, AkzoNobel, Arcadis, Cofely GDF SUEZ, Elsevier, Except, FMO, IKEA, IUCN NL, PwC, Stedin (Eneco) and other experts.

The challenge team, consisting of both researchers and supply chain specialists, looked into how to gain insight in whether there are BES (biodiversity and ecosystem services) risks or opportunities in the supply chain. The first step, the team concluded, is to receive the correct information from your suppliers.

### Conclusions and next steps

The main outcome is the concept of a dashboard, which should provide actionable benchmarking of all sup-

pliers on compliance with biodiversity policy and a conversation guideline and implementation roadmap. Next steps include exploring the needs for a dashboard that adds value to the

conversations with suppliers within companies involved in this challenge. Do you want to get involved in the development of this dashboard? Please contact Jasper Ohm [jasper.ohm@arcadis.nl](mailto:jasper.ohm@arcadis.nl)

“A dashboard is a good first step to start the conversation. But it is difficult to find the right dashboard. Do you want to launch a dashboard, or make the conversation with suppliers happen naturally?”

Dirk Slaats (Chief Procurement Officer at Cofely GDF Suez)





# DSM

## Translate sustainability ambitions

**Participants:** ABN AMRO, Arcadis, Cofely GDF SUEZ, DSM, Elsevier, Except, IBM, IUCN NL, RAVON, Vlinderstichting, Zoogdierenvereniging and other experts.

The challenge team, comprising of a mixed group of CSR managers who all face this challenge within their own organization, worked on the question. “How do you inspire business groups to incorporate natural capital (NC) in business cases and create stakeholder value”? They explored solutions on how to tell the sustainability story in a simple and attractive way.

### Conclusions and next steps

The team came up with three concrete ideas:

- an Ambassador’s initiative and related three steps approach, (a process of awareness through

three layers in the organization - inspired by Interface);

- a sustainability tool for employees to map their own impacts;
- ‘nature in a jar’ for the companies’ employees.

As a next step, DSM will present the ideas to their Corporate Sustainability and Corporate Communications departments. They aim to bring at least one of these ideas into fruition - especially if they see the opportunity to scale up and reach a wider internal audience. This question applies to many organisations in the transition to the integration of natural capital into business practices.

Contact Kimberley Chan

[Kimberley.chan@dsm.com](mailto:Kimberley.chan@dsm.com) for more information about this challenge.

“We need to improve step by step. There is no silver bullet. We should continue to work further on all suggested initiatives in parallel.”

Joost Dubois (Director Branding & Communication at DSM)



# IUCN EU Representative Office, Brussels

## Green Cities

**Participants:** Arcadis, Cofely GDF SUEZ, Deltares, Dutch Ministry of Economic Affairs, Dutch Ministry of Foreign Affairs, Except, IUCN EU Representative Office, IUCN NL, IVN, MVO Nederland and other experts.

The “Green Cities Challenge”, hosted by IUCN EU (Brussels) in cooperation with Arcadis and Except, was attended by 20 representatives. The team focused on identifying nature-based solutions for three specific locations in the Rotterdam and Amsterdam area. Participants split into groups to discuss ideas and specific actions for each of these sites.

### Conclusions and next steps

The team identified the Schouwburgplein in Rotterdam as an ideal site for the first concrete actions, in which children gain the opportunity to act as “change-makers” for sustainability. Plans are underway to identify next steps for implementation and possible replication through an initiative

called “7 Square Endeavour”, which seeks to transform 7 city squares around the world within the next 15 years. At the end of April, several public and private parties signed an agreement to make the Schouwburgplein climate neutral by 2030. ARCADIS is actively involved in the 7 Square Endeavour initiative and will be seeking to apply the ideas that were discussed in the session within this framework. Those who are interested to join among others Arcadis in the 7 Square Endeavour initiative are invited to join.

Nature-based solutions for cities can become an attractive export product for the Netherlands and the EU. IUCN EU Representative Office in Brussels as organizer of this challenge looks

forward to continuing its collaboration with existing and new partners to develop a joint project for the European Commission research and innovation programme Horizon 2020, which will launch a call for proposals for large scale demonstration projects for renaturing cities in the Autumn of 2015.

For more information about Horizon 2020 please contact Chantal van Ham [chantal.vanham@iucn.org](mailto:chantal.vanham@iucn.org) from the IUCN EU Representative Office.

Or Niels van Geenhuizen [niels.vangeenhuizen@arcadis.nl](mailto:niels.vangeenhuizen@arcadis.nl) from Arcadis can give more information about the 7 Square Endeavour initiative.



“It is good to have governments, NGOs and businesses together around the table to search for solutions.”

André Veneman (Director Sustainability at AkzoNobel)

“The model the challenge group has developed is real and could be exported to leverage public private partnerships.”

Lidewij de Haas (Director Client Development at ARCADIS Nederland)

# IVN

## Nature and Health

**Participants:** Arcadis, Dutch Ministry of Economic Affairs, Except, IUCN NL, IVN, Philips, and other experts.

IVN is already working on the greening of healthcare. Improving the life of patients, giving space to nature and increasing profits for the sector. This challenge group (comprising of health professionals, business representatives and government officials) explored the question how to develop one or more propositions to make green interventions part of the Dutch healthcare system.

### Conclusions and next steps

The challenge group came up with three different ideas to link health and nature:

- the “Clini Ranger”, who gives patients an experience in nature to improve cure and care;
- Initiate a medical referral in which people need to go outside under the term ‘together outside’.
- the ‘Green lunch’, where people go on expedition in nature around their office during their one-hour lunch break, together with an IVN-guide. Such a lunch combines enjoyment with better health (and less illness)

IVN explores implementation possibilities to work on the four different ideas. The ‘Green lunch’ was the

“I would like to be involved in the green lunch pilot.”

Geanne van Arkel (Sustainable Development at Interface)

“Let’s get outside!”

Jelle de Jong (Director at IVN)

most popular proposition. If you would like to be part of a pilot on this idea, please contact Brahim El Moussaoui [B.E.Moussaoui@ivn.nl](mailto:B.E.Moussaoui@ivn.nl).





# Port of Amsterdam

## Exploring strategies to contribute to a sustainable cocoa value chain

**Participants:** ABN AMRO, Cargill, Dutch Ministry of Economic Affairs, Dutch Ministry of Foreign Affairs, Except, IUCN NL, Port of Amsterdam, Port of Rotterdam, Utz, WWF Netherlands and other experts.

A diverse team of stakeholders explored how the Port of Amsterdam can have a positive impact in sustaining the cacao chain, even though their role is not big beyond their own harbor area in Amsterdam. Therefore, they have to look at their supply chain and consider adopting different roles.

### Conclusions and next steps

The team came to three areas for solutions that might tackle the challenge:

- rewarding good behavior;
- becoming a port of partnerships;
- investing in countries of origin.

The Port of Amsterdam committed to

the solutions of this challenge. They plan to integrate this in the CSR strategy and to help determine its focus. In the autumn of this year, the Port of Amsterdam organizes a follow-up 'boat trip meeting' to update the challenge team. Exploring (indirect) impacts on sustaining a supply chain of a commodity is challenging for many organizations. Want to know more about the experiences of the Port of Amsterdam so far? Get in contact with Linda van Waveren [linda.van.waveren@portofamsterdam.nl](mailto:linda.van.waveren@portofamsterdam.nl).

"It is about investing in sustainability and the circular economy. We all have our unique role to play and today helps us better assess our own and our joint role."

Antony van der Hoest  
(Clustermanager Logistics at Port of Amsterdam)



# Staatsbosbeheer

## Innovative business case

**Participants:** Arcadis, Dutch Ministry of Economic Affairs, Except, IUCN NL, Natuurmonumenten, Staatsbosbeheer and other experts.

The challenge group, with strong participation from the Eindhoven area, worked on creating complementary ideas.

### Conclusions and next steps

The team developed three ideas:

- service providing for revalidation;
- the 'ranger guild' (in which foresters will share their knowledge, experience and inspiration for and of nature);

- the development of the 'Smart Moorland', an initiative wherein big companies can adopt natural areas.

The first two specifically contribute to the physical well-being, creativity and mental well-being.

Meanwhile, the third idea is picked-up by Staatsbosbeheer. They are actively searching for organisations in the area of Eindhoven brainport to move this initiative further. Are you interested to explore the possibilities

for your organisation? Please contact Marc de Wit  
[m.dewit@staatsbosbeheer.nl](mailto:m.dewit@staatsbosbeheer.nl)

"Nature provides the foundation for human well-being. IUCN and its partners look at exactly this issue."

Maas Goote (Executive Director at IUCN NL)





# VBDO

## Translating circular economy into Key Performance Indicators

**Participants:** ABN AMRO, Cofely GDF SUEZ, DSM, Except, IUCN NL, PwC, VBDO, and other experts.

To accelerate the circular economy in the Netherlands, VBDO is in the process of developing a KPI dashboard for companies to track their circular performance. The challenge team, consisting of a broad group of experts, explored ways to translate the principles of the circular economy into KPIs.

- 2) % positive product value
- 3) Raw material impact
- 4) % maintained natural habitat
- 5) Involvement in a community of practice
- 6) Project footprint mapping

By autumn 2015, the final version of the dashboard will be publicly available, together with a comparative study on the circular performance of the largest Dutch companies. The group welcomes other experts to join this journey, please contact Annemieke Reijngoud [annemieke.reijngoud@vbdo.nl](mailto:annemieke.reijngoud@vbdo.nl).

“This helps us bring the circular economy to life discussions within business.”

Don Gerritsen (Manager Sustainability & Responsible Investment at VBDO)

### Conclusions and next steps:

The team proposed a list of six KPIs for the dashboard, including:

- 1) % use of biobased materials produced in a sustainable way



## Philips Innovative lighting solutions

**Participants:** Arcadis, BirdLife Netherlands, De Vlinderstichting, IBM Netherlands, IUCN India, IUCN NL, Natuurmonumenten, Philips, Staatsbosbeheer and Eneco.

This diverse challenge group explored the needs for innovative lighting solutions to offer biodiversity a chance to flourish.

### Conclusions and next steps

The team came up with two main solutions:

- create shared value for a whole area by collaborating with partners: "Led us enlighten you";

- a (red) light district for flora and fauna, where the sensor technology is used to measure many aspects of a healthy living environment.

Philips will discuss these two ideas internally and keep the participants of the challenge informed about further developments.

Do you want to know more about this challenge? Contact Simon Braaksma

[simon.braaksma@philips.com](mailto:simon.braaksma@philips.com).

"You are thinking ahead of the curve, but you need an owner and embracement."

Maas Goote (Executive Director at IUCN NL)



# FMO

## Make sustainable investments bankable

**Participants:** ABN AMRO, Arcadis, ASN Bank, Cordaid, DSM, Except, FMO, IUCN NL, Philips, Verbos Business Development and other experts.

FMO and its team addressed the question how to make sustainable initiatives bankable. This bigger question was approached through a case study: the AquaSoil Approach (ASA) of the AquaSoil Group. This initiative has the objective to regain values from waste streams through an innovative concept that applies an affordable, efficient and applicable methodology.

### Conclusions and next steps

The team recognized the sustainability benefits of the ASA concept. From waste streams of cities, purified water and organic material can be extracted from urban waste to irrigate and

fertilize crops. How to scale up depends on a multitude of factors. A sound business plan is fundamental. Choose how to scale: grow in one location, or replicate in multiple locations. Analyze different sources of funding (corporate loans, project finance, grants). Find the right partners. After the forum, the challenge team continued the discussion around upscaling initiatives like ASA. The AquaSoil Group took all input on board and continues its path towards growth.

Do you want to reach out on the broader question of scaling up? Please contact challenge owner Darren Moens [d.moens@fmo.nl](mailto:d.moens@fmo.nl). For more information about the AquaSoil

Approach you can contact Aart van den Bos [ajb@verbos.nl](mailto:ajb@verbos.nl).

“It is not simply about the money, it is about how to use the money and innovate. In addition, the bridge between the worlds of finance and engineers is crucial.”

Maas Goote (Executive Director at IUCN NL)

