

WHAT IS THE NATURAL CAPITAL COALITION?

The Natural Capital Coalition is a unique global multi-stakeholder collaboration that brings together leading global initiatives and organizations to harmonize approaches to natural capital. The Coalition is made up of organizations from research, science, academia, business, advisory, membership, accountancy, reporting, standard setting, finance, investment, policy, government, conservation and civil society. These organizations have united under a common vision of a world where business conserves and enhances natural capital. The Coalition's strength comes from this diversity, and from a shared belief that more can be achieved together than alone.

OUR VISION

A world where business conserves and enhances natural capital.

OUR MISSION

In order to achieve its Vision, the Coalition's mission is to:

- i) bring together the many approaches to natural capital under one vision, **sharing, harmonizing and promoting best practice**;
- ii) build the **business case** for integrating natural capital into decision making;
- iii) develop, test and encourage the use of a standardized **Natural Capital Protocol and Sector Guides**;
- iv) support a **shift in corporate behavior** to enhance rather than deplete natural capital;
- v) support the evolution of an **enabling policy environment** and **access to reliable data**

OUR THEORY OF CHANGE

No individual organization will solve the enormous problems we face by itself, and it is only by working together that we will find the solutions we need.

BENEFITS OF BEING A COALITION ORGANIZATION

The opportunity is to be part of a cutting-edge global initiative that will help make nature visible in decision making. By playing an active role in the Coalition you will be helping to conserve and enhance the natural world that thriving societies and prosperous economies depend upon, and therefore be playing an important part in improving and sustaining human wellbeing.

The Coalition is a collaboration, meaning that every organization involved contributes in some way, be it through ideas, challenges, development, thought leadership, in-kind, pro-bono or financial support. The Coalition secretariat does not provide a service, but instead facilitates the collaboration.

The benefits of joining are:

- Becoming part of a growing collaboration to help to create a world where business conserves and enhances natural capital.
- Regular updates / newsletters on activity in the field of natural capital.
- Access to a global network of experts and businesses involved in natural capital.
- A position on the Coalition Forum for the CEO or alternative appropriate senior representative.
- Organizational representation on the Operations Group and /or Communications Group where further insight, expertise and possible collaboration can be found through regular calls.
- Preferred access to events around the world organized by the Coalition and its associates.
- The opportunity to share the work you are doing in relation to natural capital with leading Organizations.
- Access to our networks and platforms as a means to amplify your communications around natural capital.
- The opportunity to commission or initiate new projects on natural capital, and provide training or technical advice through our Protocol Application Program.
- Recognition as a pioneer in the field of natural capital accounting (logos of all participating organizations will be included on the coalition website).

Coalition Forum

Participants are represented in the Coalition Forum through their Chief Executive or an alternative appropriate senior representative. The Coalition Forum will have the opportunity to meet virtually and in person. The Coalition Forum has the ability to initiate projects under the Coalition umbrella.

Operations Group

The Operations Group is the working backbone of the Coalition. It is made up of technical experts from a broad range of stakeholders; including business, sustainability, accounting and finance, not for profit organizations and policy makers. The Operations Group is the main operational platform for collaboration, knowledge exchange and the work of the Coalition.

Communications Group

The Communications Group is made up of the communications managers and professionals of each participant, and is charged with coordinating outreach activities of the Coalition, producing its main communications instruments, and alerting the Coalition on relevant developments in the media.

WHO ELSE IS PART OF THE COALITION?

The Coalition is purpose driven, and brings together a wide range of stakeholders from across the economy. We have new organizations joining regularly so please check the Coalition [website](#) for the latest participant list.



REQUIREMENTS

Participation in the Coalition is open to any organization (not individual) with an active interest in natural capital.

Organizations can join when the Executive Director of the Coalition has satisfactorily determined that the organization:

- 1) Subscribes to the vision of the Coalition;
- 2) Can clearly define how they would contribute to the mission of the Coalition;
- 3) Does not wish to compete with, or subvert the work of the Coalition;

The Coalition board can decide to remove an organization if they act in such a way as to jeopardize the work of the Coalition, or work in opposition to the vision and mission of the Coalition¹.

VOLUNTARY CONTRIBUTION

Organizations who join the Coalition have the opportunity to make a voluntary contribution either through in-kind or pro bono support, or financially. Voluntary financial contributions enable the Coalition to undertake central administrative tasks including the running of webinars, purchasing of equipment, seed fund new projects, travel, events and publications. It also allows the Coalition secretariat to maintain an adequate staff to support the work of the Coalition.

The level of financial voluntary contribution is at the discretion of the organization and is not a fee for services. The Coalition board has suggested the following:

- USD 10000
 - Large business (> USD 10M turnover)
 - International Association/ Institution / Not for Profit
- USD 3000
 - Medium business (< USD 10M turnover)
 - Regional Association/ Institution / Not for Profit or policy maker
- USD 1000
 - Small business (< USD 10M turnover)
 - Local Not for Profit

1. Although participation in the Coalition demonstrates support for the work of the Coalition, it does not mean that participants have approval from the Coalition for their work on natural capital.



NATURAL
CAPITAL
COALITION

JOINING
THE COALITION

WHERE CAN I FIND OUT MORE?

The Natural Capital Coalition website: www.naturalcapitalcoalition.org

Contact: info@naturalcapitalcoalition.org

HOW DO I TAKE PART IN THE COALITION?

Complete the application form on the next page and send it to
info@naturalcapitalcoalition.org



If your organization would like to become a part of the Natural Capital Coalition, please complete this form and send it to info@naturalcapitalcoalition.org.

Organization Information

Organization Name _____

Address _____

Postcode/Zip Code _____

Key Contact Name _____

Position _____

Telephone no. _____

Email _____

Organization website _____

Who are your organizational representatives for the following?

Coalition Forum (Chief Executive or Equivalent)

Name _____

Position _____

Email _____

Operations Group

Name _____

Position _____

Email _____

Communications Group

Name _____

Position _____

Email _____



**How will you contribute to the Coalition's mission?
(Please write no more than 250 words)**

As a Coalition, much of our activity inherently relies on collaboration. Not only is the Coalition a collaborative organization by definition, but we uphold these values throughout all of our activities. This collaboration is not confined to Coalition work however. We are also eager to share the external work that Coalition Organizations are undertaking with regard to natural capital. This raises the profile of natural capital approaches, shines light on some of the fantastic work going on in the space, and highlights our strength as a coalition.

- In this spirit, please confirm that you give permission for your contribution to be included on the Coalition website, and are happy for this work to be promoted through the Coalition, for instance by including it in Coalition materials and presentations.

Newsletter and Coalition updates

Please tick the following boxes if your contacts would like to receive our newsletter and other Coalition updates

- Primary contact
- Coalition Forum representative
- Operations Group representative
- Communications Group representative

Organization Logo

Please provide a copy of your organization's logo (.png or .jpg format) when returning this form.

Please tick the box to confirm that you give permission for your logo to be included on the Natural Capital Coalition website and other Coalition materials, including presentations, to indicate that your organization is part of the Coalition.

Voluntary Contribution Information

We would like to contribute a total of \$USD _____

- We wish to have our contribution remain anonymous.

If you indicate that you would like to make a contribution we will respond with payment information.

Signature(s)

Date