



Natural Capital Protocol Application Program

Introduction

The Natural Capital Coalition has developed the first global Natural Capital Protocol. It has done this through a unique collaborative process involving 38 organizations, representing a wide range of stakeholders and hundreds more contributing through piloting and consultation.

It also developed the Protocol in only two years, showing how collaboration can deliver robust and significant

solutions and the urgency and need by business for a standardized process.

The Protocol is a standardized framework for business to identify, measure and value its direct and indirect impacts and dependencies on natural capital. Already it has gained the interest of many businesses and the support of the finance, conservation, science standard setting and policy communities.

What is the Protocol Application Program?

The significant interest from businesses to join the Protocol piloting program and to use the Protocol, clearly indicated the need for a standardized process to incorporate natural capital into decision making. The piloting program focused upon testing the content of the Protocol to ensure it was fit for purpose; it did not consider the Protocol's application within business. There is an opportunity,

post launch, to focus upon the Protocol application and build an effective, cooperative group of businesses who are using it and providing feedback on both content and application. The Coalition is therefore setting up a program of activities to harness the growing interest, encourage uptake, and support the application of the Protocol and sector guides.

The Protocol Application Program will:

- Support businesses in beginning to understand their relationship with natural capital.
- Support the application of the Protocol through a regular webinar series and support materials.
- Introduce businesses to Coalition Organizations who can provide dedicated training and technical advice.
- Deliver a structured approach to collecting feedback and generating case studies that shows the benefits of incorporating natural capital into decision making.
- Enable effective sharing of experiences between businesses, including the hosting of an event each year.
- Assess the impact/change generated by businesses using the Protocol.

Businesses will be encouraged to determine their success criteria at the beginning of the process and to measure progress against this. They will have the opportunity to write their own case studies, or engage with the Program Manager who can support the writing process. These summaries can then be shared with other businesses applying the Protocol, to enable shared learning and create momentum around natural capital accounting.

Peer-to-peer learning is a crucial part of enabling uptake of the Protocol and embedding natural capital in business. The annual event, called for by previous pilot testers and evidence of the impact and value creation from businesses applying the Protocol is vital to encourage a critical mass of businesses to address their dependencies and impacts upon natural capital.

How will the Protocol Application Program be delivered?

On behalf of the Coalition, the Protocol Application Program will be led by the University of Cambridge Institute for Sustainability Leadership (CISL). CISL will facilitate the program, running the engagement with businesses, and

providing an assessment of impacts and change.

All business who are already part of the Coalition will be encouraged to join the program. Other Coalition Organizations, such as those representing



conservation, science, academia, finance, association, reporting and policy will be encouraged to support the program through continued engagement with the businesses that they already work with or providing materials which can be incorporated into the program. A content hub of new materials will be provided and all Coalition Organizations will be able to provide content for this.

Coalition Organizations who offer training and technical advice on the Protocol will be promoted and there will

be clear links and engagement to other parts of the system, including conservation, policy, finance and reporting. Throughout the webinar series Coalition Organizations will also be invited to take part and provide their insights and experience into the program.

The focus of the program will be to build an effective, cooperative group of businesses who are using the Protocol and providing feedback on content, application and impact.

Joining the Program

Any business, no matter how big or small can join the Protocol Application Program.

To do so they must simply express interest by completing the form available [here](#).

Once a business has signed up to the program they will automatically become part of the Coalition and be able to take part in other Coalition activities,

including operation calls and events, as well as benefit from the support provided by the Protocol Application Program.

There is no cost for joining the Protocol Application Program or for joining the Coalition, but voluntary donations are always welcome.

If there are any questions please contact info@naturalcapitalcoalition.org

