

Government Dialogue on Natural Capital 2018

Summary sheet results workstream 3: Narrative

Brief description

This workstream focuses on the need for a positive natural capital narrative to capitalize on the enormous potential the natural capital concept has to accelerate and guide transformative economic changes.

Who is involved

<i>Lead-country</i>	Netherlands
<i>Lead-partners</i>	Green Economy Coalition, World Bank Group, Natural Capital Coalition
<i>Participants</i>	Germany, Ghana, Japan, Netherlands, Nigeria, South Africa, United Kingdom CISL, European Commission, ICAEW, IUCN

What has been done

- A draft narrative has been developed by the working group: "Natural capital for governments: why what and how".
- The draft narrative is developed with senior decision makers focused on global commitments, economic and industrial planning and cross-government strategies in mind as the main audience.

Results

The draft narrative explains why natural capital is key for wellbeing and wealth, what governments are already doing and how to take action. Three key messages stand out:

1. Societies and economies depend on natural capital to deliver wealth and wellbeing
2. Investing in and protecting natural capital generates multiple returns: social, economic, environmental and policy returns.
3. Governments have six levers to maximize these returns: support first movers to develop solutions; create and support insights; promote and support standardization; integrating and mainstreaming; change the rules of the game; co-fund actions.

The draft narrative contain three visuals that summarize these key messages and a wealth of examples from countries around the world that illustrate why natural capital is important and what governments can do to take action to protect and better manage the resources their economies and societies depend upon. The draft narrative is available both as a text document and as a PowerPoint presentation.

Lessons learned

- Developing a narrative that is meaningful and appealing is a delicate balancing act, as the narrative needs to focus on key messages while presenting a complete and comprehensive storyline.
- The concept of natural capital is a technical concept that is difficult to communicate to a broader audience without adding definitions or limitations to its application.
- However, it has proven to be very helpful that the narrative can build upon a wealth of best practices that is available around the world. These examples are indispensable in communicating the potential value of natural capital approaches to a broader audience.

What next

The draft narrative will be discussed at the Policy Forum on Natural Capital, 26-27 November 2018 (Paris).

Three questions will be discussed in Paris:

1. *Which of the 4 returns of natural capital are most appealing and/or under pressure in my context?*
(Is it clear to you what the 4 returns of natural capital represent and how they are linked to natural capital? What is missing; what needs to be strengthened or dropped?)
2. *Which of the 6 key levers for change provide the best opportunities in my context?*
(Are the six levers helpful for identifying steps you could take or support?)
3. *How can we use the narrative to mainstream natural capital into our national economic and social policy agendas? And how can we do this internationally?*

Following this discussion the draft narrative will be finalized and published on the websites of the lead-partners of this workstream.

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