



NATURAL CAPITAL
PROTOCOL:

FOREST PRODUCTS SECTOR GUIDE

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NATURAL
CAPITAL
COALITION

Agenda

1. Why PwC?
2. What is Natural Capital Accounting?
3. What is the Forest Products Sector Guide?
4. What has business been doing?
5. What can you do?



Why PwC?

As a global consulting & accounting firm, we exist to advise and support companies to solve important problems in society.



The WBCSD Forest Solutions Group



Areas of focus

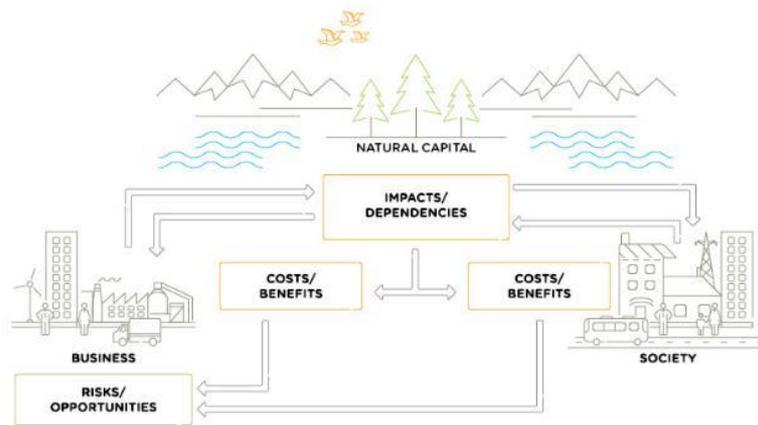
Bio-Economy describes the (efficient) use of renewable biological resources from land and sea, such as forests



Sustainable working forests to sustainably produce raw material required for a sustainable Bio-Economy



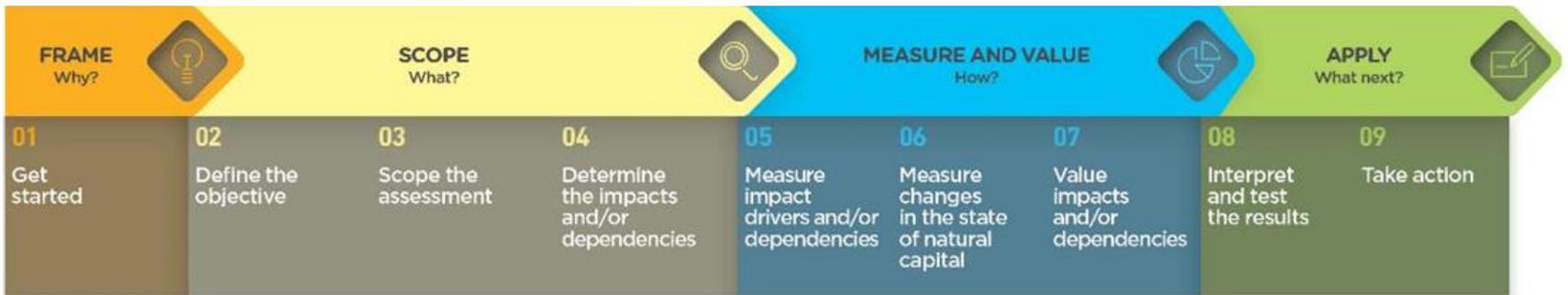
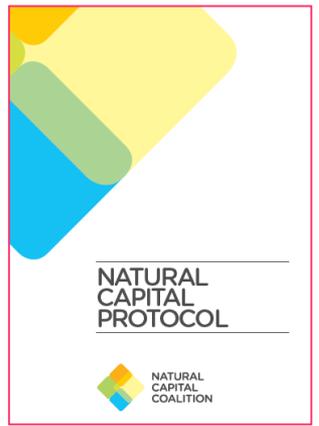
Why does natural capital matter?



Everyday businesses impact and depend on nature. These associated risks and opportunities represent hidden costs and benefits that need to be incorporated into business decision-making and treated with the same diligence as financial capital.

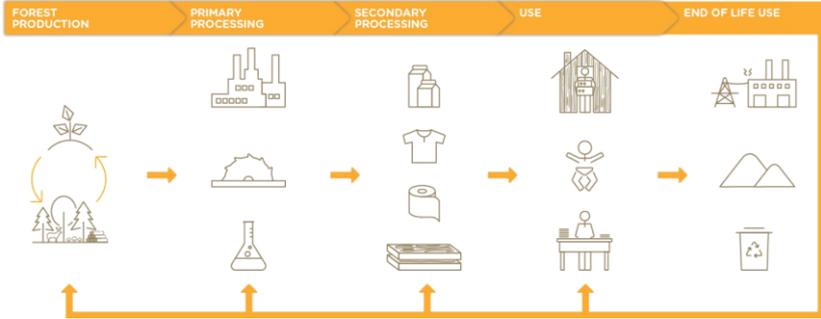
What is the value of nature to your business?

To avoid missing out on opportunities or overlooking risks, business needs the right set of tools and methodologies to identify, measure, value and ultimately manage their relationship with nature.



Natural Capital and the Forest Products Sector

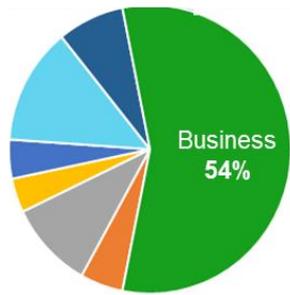
The activities of the forest products sector depend on - and impact - many services provided by nature, including water provision and purification, and climate regulation.



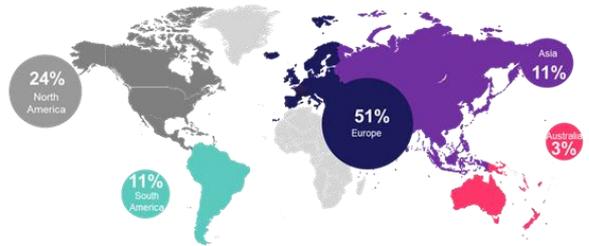
Over a hundred stakeholders actively engaged

Sector representation

- Standard Setting & Disclosure
- Membership Organization
- Policy
- NGOs
- Science & Academia
- Other



Geographic representation



To ensure broad endorsement and uptake by the sector, the content of the guide was developed through an extensive engagement process involving over 100 key stakeholders through a series of consultations in Switzerland, the UK, Canada, Singapore, Finland and Brazil.

Case studies



Assessing ecosystem services of investor-owned forest plantations in New Zealand.



Assessing the environmental benefits of cork-based products over alternatives in the wine and construction sectors.



Comparing sustainable forest management with other land-use scenarios for a tropical forest concession in the Congo Basin.

Case studies



Valuing the impacts of understory plants on human health in indigenous-owned forests in Washington State.



Assessing the long-term impacts from historically large-scale logging operations on fish population at a river catchment level in Russia.



Demonstrating the benefits to biodiversity of well-managed planted forests in Portugal.

Case studies



Comparing the impacts of two different forest restoration options for a landscape destroyed by fire in Chile.



Assessing opportunities and risks linked to natural capital in the bleaching chemicals value chain in Brazil.



Attaching a value to water at three integrated pulp and paper mills, as an input for strategic decision-making.

Experiment & rethink



“We hope the guide will inspire other businesses along the forest products value chain to experiment with natural capital assessments, re-think their relationship with nature, and trigger action and meaningful conversations from the forests to the boardrooms.”

Diogo da Silveira, CEO The Navigator Company,
Co-Chair WBCSD’s Forest Solutions Group

Download the Guide and share

Developed by WBCSD's Forest Solutions Group
on behalf
of the Natural Capital Coalition, with technical
support from PwC.



Download the guide here:

naturalcapitalcoalition.org/natural-capital-protocol/forest-products