



World Forum on Natural Capital
Edinburgh, Scotland
24 September

Peter Bakker
President and CEO



wbcisd



The world is changing

A wide-angle landscape photograph capturing a dramatic scene. In the foreground, a vast expanse of vibrant green grass stretches across the frame. Above it, a massive, dark, and turbulent storm cloud dominates the sky. The clouds are thick and heavy, with deep shadows and bright highlights from the setting or rising sun, creating a powerful visual metaphor. The overall mood is one of drama, scale, and the raw power of nature.

We face collective global challenges

A wide, green field of tall grass or crops stretches across the bottom of the frame. Above the horizon, the sky is a deep blue, filled with wispy, white and grey clouds. The sun is low on the horizon, casting a warm, golden glow across the sky and the tops of the clouds. In the far distance, a range of mountains is visible as dark silhouettes against the bright sky.

Your work will help solve them



Vision 2050

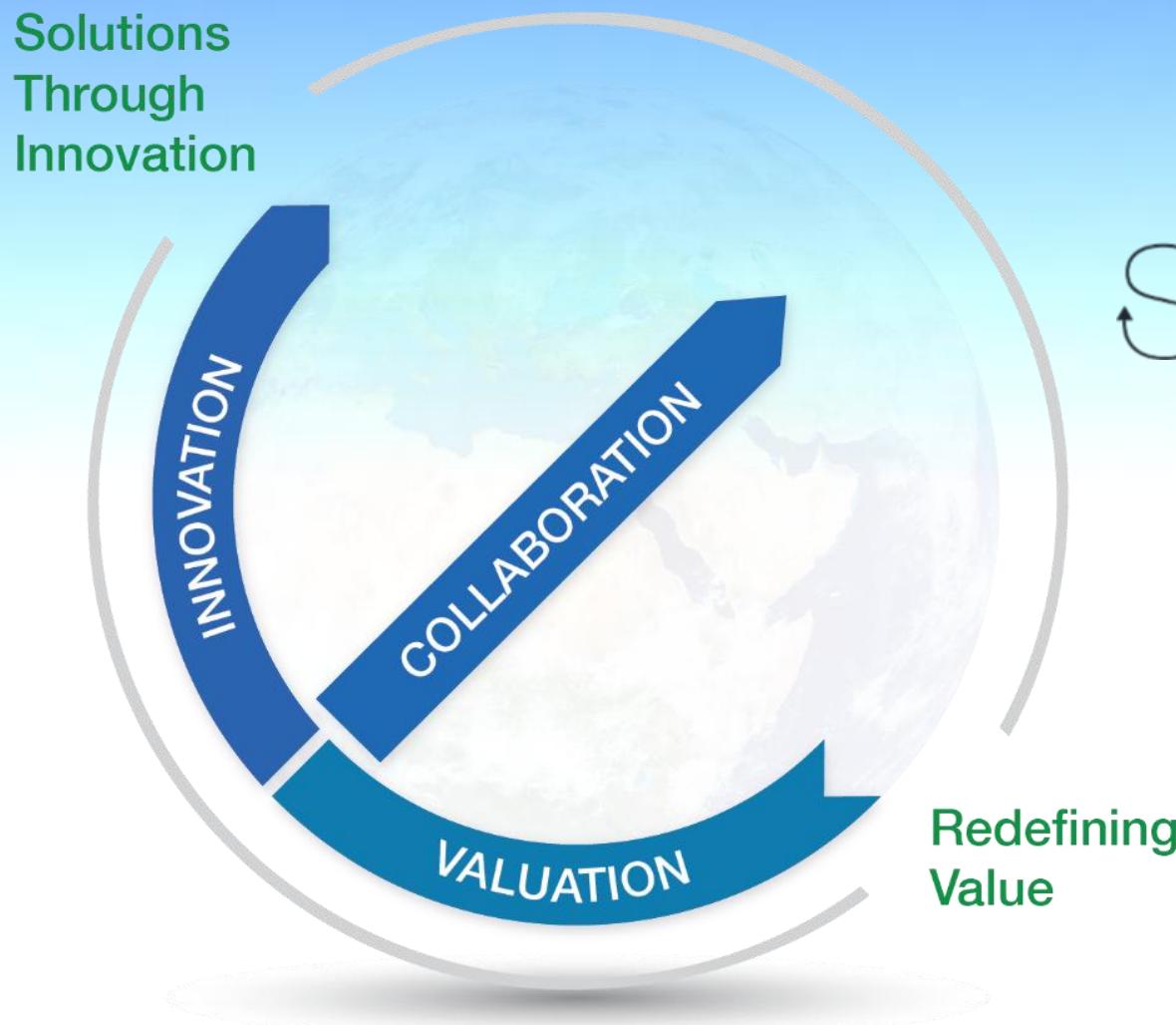
9 billion people living well,
within the limits of our planet,
by mid century

		
Climate Change	Nutrient Elements	Ecosystems
		
Exposure to Harmful Substances	Water	Basic Needs & Rights
		
Skills & Employment	Sustainable Lifestyles	Food Feed Fibre & Biofuel



By 2050, business should be measured by its '**True Value**' and should use '**True Costs**' and '**True Profits**' in its internal and external reporting.

WBCSD: Scaling up solutions

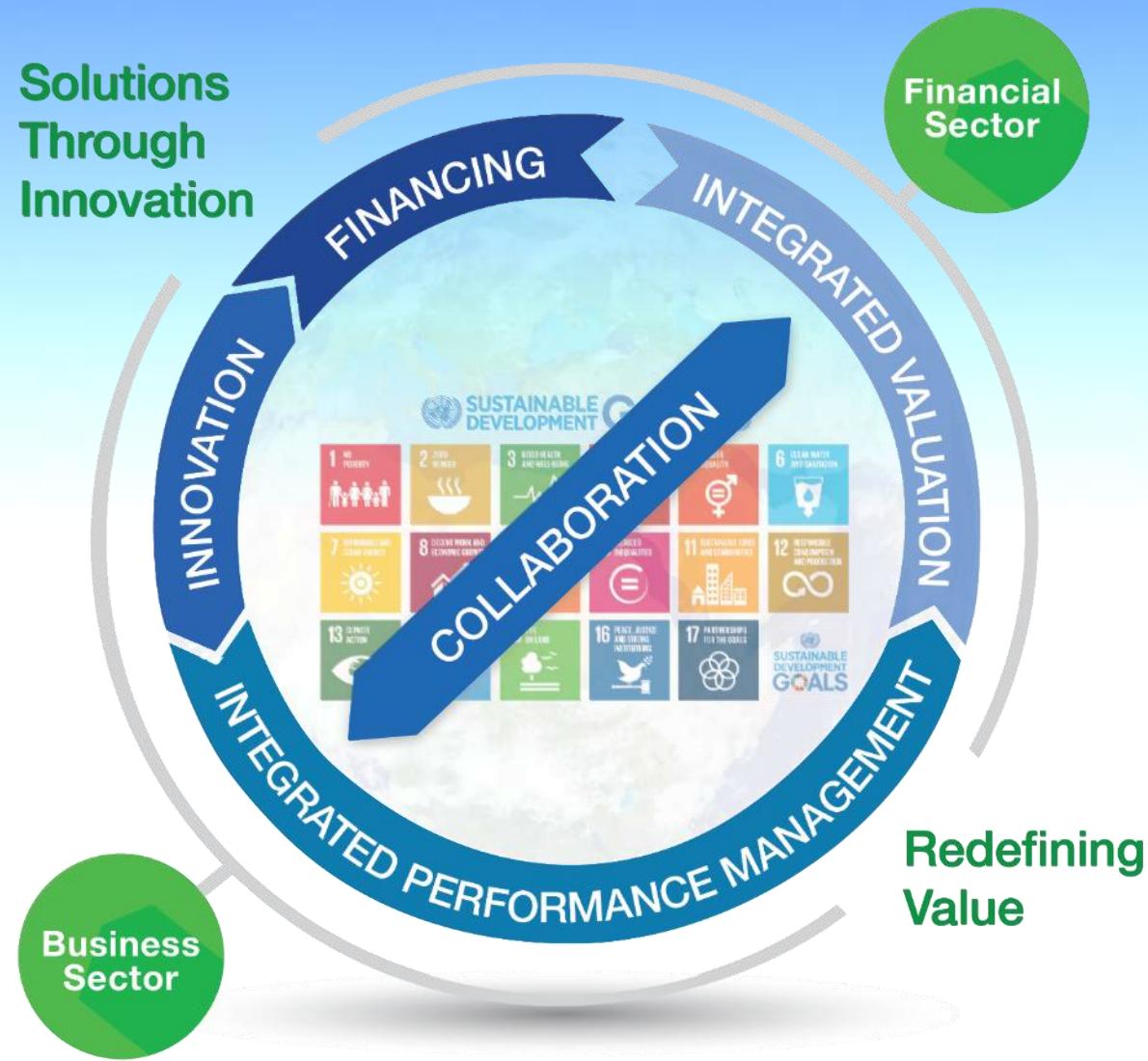


SCALE UP

SDGs at the heart of every solution



Collaboration with the financial sector



Step 01
Understanding
the SDGs



Step 02
Defining
priorities



Step 03
Setting
goals



Step 05
Reporting &
communicating

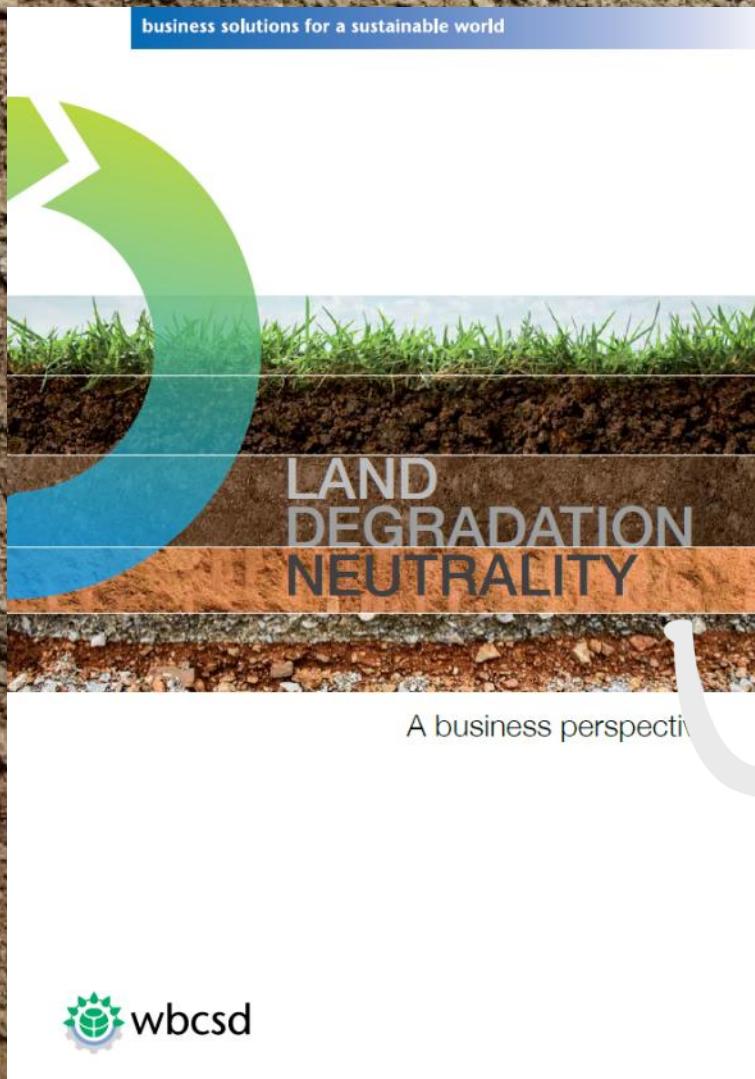


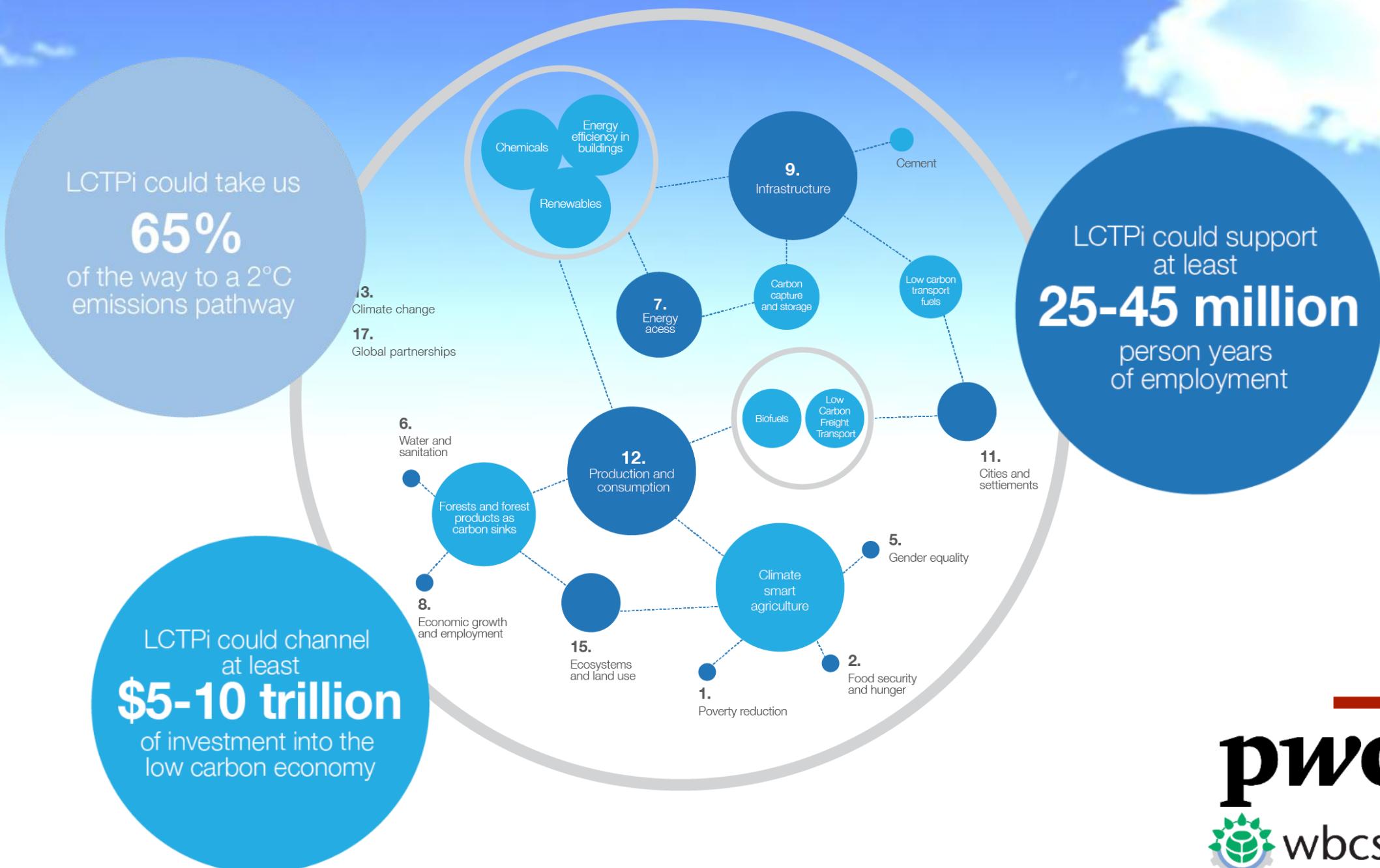
Step 04
Integrating



SDG Compass









The Natural Capital Protocol: Open for Consultation

- ✓ The Natural Capital Protocol will be the **world's first standardized framework** for business to measure and value natural capital impacts and dependencies



NATURAL
CAPITAL
COALITION

Social Capital Protocol



A photograph of a person's lower legs and feet while hiking. The person is wearing blue shorts, brown leather hiking boots with yellow laces, and black socks. They are walking on a rocky, uneven path. In the background, there is a scenic view of mountains under a sky with warm, orange and pink hues from a sunset or sunrise. The image has a puzzle-piece pattern overlaid on it.

Call to Action