



How to measure & value social impact?

Social and natural capital protocols & connection with global goals

Tatiana Fedotova

World Water Week, Stockholm

30 August, 2016

The Importance of Measurement

Mission:

Accelerate progress to a world where more sustainable companies are recognized and rewarded, and therefore are more successful



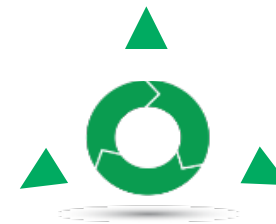
Underpinned by measurement and valuation



Financial valuation



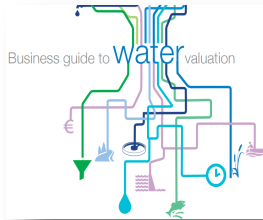
Environmental measurement & valuation



Social measurement & valuation

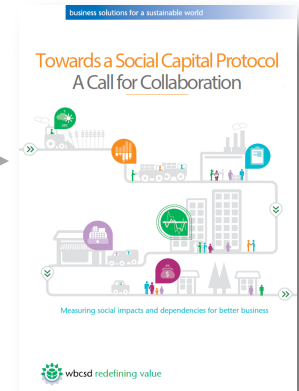
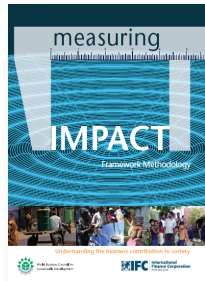
Development and Integration of Tools

Environmental Impacts



Natural & Social Capital Protocols

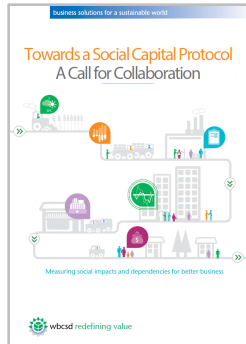
Social Impacts



Social Capital Protocol: progress in 2015

Engagement and concept development

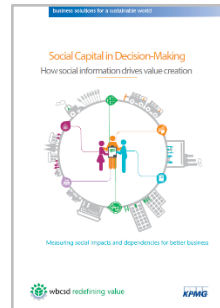
A Call for Collaboration



Social Capital Charter

Ethical guidance drafted, to be developed alongside SCP

Social Capital in Decision-Making



Social Capital Valuation

Agreement on techniques for valuing and monetizing social capital

Social Capital Working Group

Informing and engaging WBCSD members

Commitment from 10 expert partners
Input from 22 companies



Guidance from 3 independent advisors



Insights from 20 companies, 2 Global Network Partners



Expertise from 22 leading practitioners



140 members signed up to the Social Capital working group

Active engagement from **50 companies** through case studies, interviews, deep-dive and pilots

Building the Social Capital Protocol

Insights into skills, employment and safety



Building the Social Capital Protocol:
Insights into employment,
skills and safety

wbcscd

April 2016

BMW GROUP

accenture

AkzoNobel

LafargeHolcim

Deloitte.

BASF
The Chemical Company

Nestlé
Good Food, Good Life

EY

DSM

SCA
Care of Life

KPMG

EVONIK
INDUSTRIES

SIEMENS

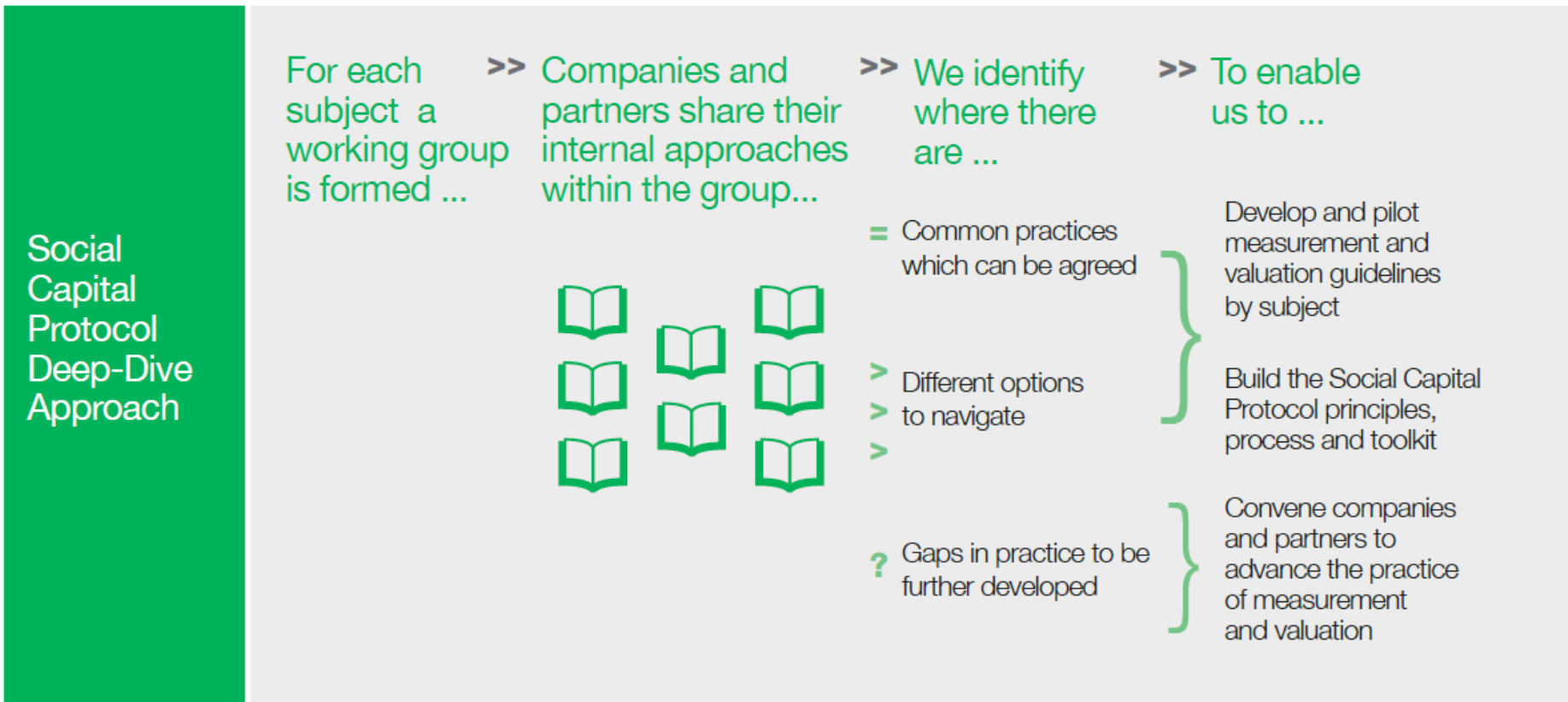
pwc

SOLVAY
asking more from chemistry®

Visit www.wbcscd.org/socialcapital.aspx to download

Building the Social Capital Protocol

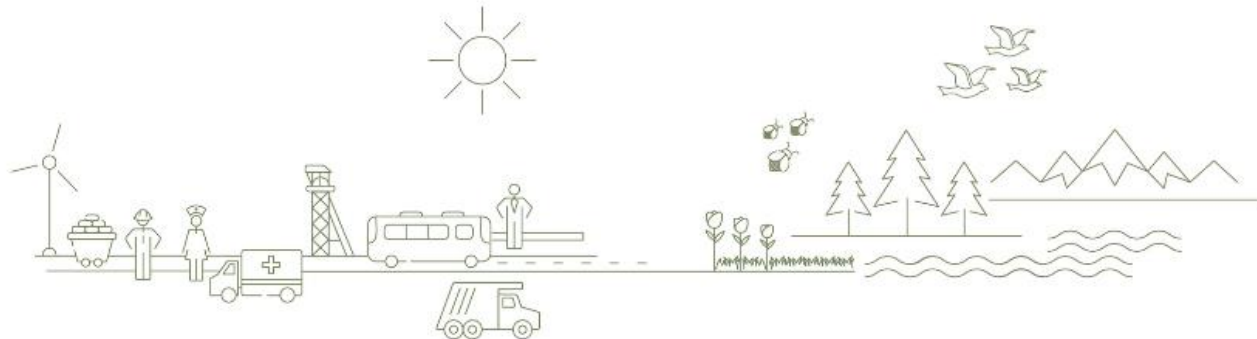
The WBCSD approach: Dive-in!



Introducing the Protocol



The **Natural Capital Protocol** is a **standardized framework** for **business** to **identify, measure and value** its direct and indirect **impacts and dependencies** on **natural capital**



A unique collaborative process

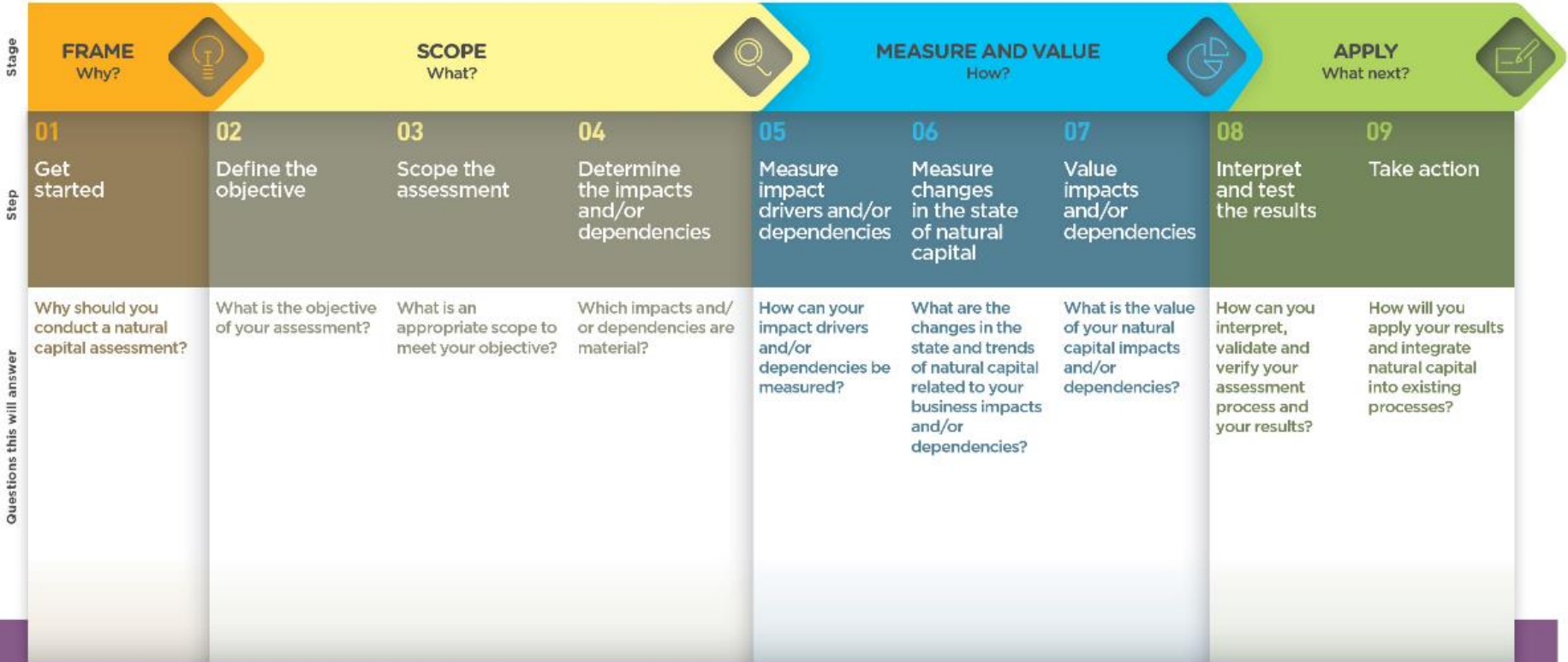
Developed the Protocol

Developed the sector guides,
and managed the business
engagement and pilot testing





The Natural Capital Protocol Framework



PRINCIPLES: Relevance, Rigor, Replicability, Consistency

Natural Capital Protocol Toolkit

Natural Capital Protocol



The Protocol DOES:

Offer a **comparable process**

Allow flexibility and applicability to all **sectors, geographies** and **organizational levels**

The Protocol DOES NOT:

Prescribe specific tools, methodologies or approaches to users, due to different application contexts

Allow for **comparable results**, due to the flexibility in application and approach



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NATURAL
CAPITAL
COALITION

Natural Capital Protocol Toolkit

We aim:

To complement, and facilitate business uptake of, the Natural Capital Protocol and Sector Guides by consolidating the wealth of tools available for natural capital measurement and valuation.

Natural Capital Protocol Toolkit

Where could this go?

2017

- Interactive **mapping of tools** against the Protocol framework
- **One stop database** of relevant information

2019

- Grow elements of **peer review** and testimony
- Move towards generally accepted **recommendations**

2020-2025

- Move to **prescribe** specific tools, based on expert reviews and business uptake.
- Accelerate **best practice**



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NATURAL
CAPITAL
COALITION

Connecting with the **Global Goals**



SDG Compass

www.sdgcompass.org

- Guidance for companies on how they can align their strategies as well as **measure and manage contributions** to the SDGs.
- **Maps** existing tools and indicators against the SDGs.

Conversations and debate play out in the **SDG Business Hub**

www.wbcsd.org/sdghub.aspx



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www.wbczd.org/socialcapital.aspx

<http://naturalcapitalcoalition.org/protocol/>

www.wbczd.org/sdghub.aspx

