



WE VALUE NATURE campaign

Nature is essential to the future of the planet, but natural resources are being used up faster than the Earth can replace them. Through understanding and considering the risks and opportunities created by nature, businesses can make better decisions that benefit themselves, society and the planet as a whole.

We Value Nature is an EU Horizon 2020-funded three-year campaign (November 2018 – October 2021) supporting businesses and the natural capital community across Europe with the aim of making valuing nature the new normal for business. The campaign is reinforcing and boosting the work of the Capitals Coalition, helping businesses make smarter decisions that benefit themselves, society and planet as a whole.

In order to deliver the overall objective above the specific objectives for this campaign are:

- Bringing together, taking stock of and showcasing relevant work being undertaken in the EU by relevant networks and their members.
- Shaping business perception in the EU of the value of nature as a business opportunity and as a means of reducing business risk and fostering sustainable business.
- Facilitating corporate uptake in the EU of the Natural Capital Protocol, which enables business to integrate natural capital in to business decision-making frameworks and models.
- Stimulating uptake in the EU of natural capital accounting so that business and their stakeholders are better aware of the value of nature in relation to business and strengthening coherence between private and public sector work on natural capital accounting.
- Stimulating uptake in the EU of Nature-based Solutions, Green Infrastructure and related ecosystem-based solutions that enable businesses to reduce impacts and dependencies on NC and deliver benefits for both nature and business.
- Ensuring that approaches to natural capital assessment, natural capital accounting, Nature-based Solutions, Green Infrastructure and related ecosystem-based solutions are optimal and scientifically rigorous.

The campaign is being led by the [Institute of Chartered Accountants in England and Wales](#) alongside the [World Business Council for Sustainable Development](#), [IUCN](#) and [Oppla](#).



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Supporting



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Pilot Project

Integration of natural capital in public and private sector decision-making for climate resilience and biodiversity in Cabo de Gata-Níjar, Spain

According to the latest Global Risk Report 2020 of the World Economic Forum, environmental risks continue to dominate the global business and economic agenda, with the top five risks extreme weather, climate action failure, natural disasters, biodiversity loss and human-made environmental disasters.

Considering the growing risk of climate change and natural disasters, there is a clear sense of urgency to integrate nature into the decision making processes of the public and private sector, accelerating the mainstreaming through different approaches such as natural capital assessment, natural capital accounting (NCA), Nature-based Solutions (NbS), Green infrastructure (GI) and ecosystem-based approaches, which can contribute to a sustainable and resilient economy.

In order to encourage governments to take comprehensive action to reverse nature loss and restore the planet's vital natural systems, the business community has a critical role to play in demonstrating that the safeguarding of nature makes economic sense, also in identifying the policies and mechanisms needed for global systemic and transformative change. To foster a sense of shared ownership over the agreements and outcomes, the private and public sector can benefit from pursuing joint action.

The We Value Nature campaign proposes a pilot project to explore the opportunity to strengthen collaboration between the public and private sector through assessing the options, benefits and best practices of restoring degraded land in a specific ecosystem in the

Mediterranean area, Cabo de Gata-Níjar (Andalusia, Spain), by strengthening the integration of natural capital in decision-making processes.

The project, carried out together with **Ecoacsa** (<https://ecoacsa.com/>), has the following specific objectives:

- To strengthen dialogue and opportunities for partnerships between key stakeholders in Cabo de Gata-Níjar to establish the foundation for common efforts and financing to integrate nature better in private and public sector in decision-making.
- To develop case studies that showcase how fostering a mutual understanding of the different approaches to landscape restoration and collaboration between the public and private sector for the assessment and integration of natural capital in decision making and practice can enhance benefits for all stakeholders in the region and create sustainable models for landscape management.
- Present the findings of the pilot project at relevant European and international events to inspire public and private sector partners to increase their efforts to work together for restoring degraded landscapes.