**SESSION DESCRIPTION**

**Title of session:**

Ecosystem Service Research Application in Corporate Action: Increasing Impact, Unlocking Opportunity and Driving Innovation

**Hosts:**

<table>
<thead>
<tr>
<th>Title</th>
<th>Name</th>
<th>Organisation</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host:</td>
<td>Matt Smith</td>
<td>JNCC</td>
<td><a href="mailto:Matt.Smith@jncc.gov.uk">Matt.Smith@jncc.gov.uk</a></td>
</tr>
<tr>
<td>Host:</td>
<td>Martine van Weelden</td>
<td>ESP</td>
<td><a href="mailto:Martine.vanweelden@fsd.nl">Martine.vanweelden@fsd.nl</a></td>
</tr>
</tbody>
</table>

**Business representatives**

We will announce at a later stage which business representatives have confirmed to participate and/or present in the session.

**Abstract:**

As demand for resources grows, and our natural systems continue to be degraded, businesses globally are becoming increasingly aware of the value that natural capital and ecosystem services provides to their bottom line. Environmental impacts and dependencies are presenting ever increasing risks (and opportunities) to the private sector.

For many businesses identifying the environmental consequences of their operations is challenging, often due the intangible characteristics of the goods and services ecosystems provide to the value chain. An increasing number of frontrunner businesses are using frameworks such as the Natural Capital Protocol to help business managers generate trusted, credible and actionable information that enables organisations to make more informed decisions about how they interact with nature. Such frameworks provide a generalised approach that can be adapted for individual requirements and help businesses:

- become familiar with the concept of natural capital and ecosystem services and identify how they relate to business operations;
- assess ecosystem services dependencies and impacts within company’s value creation boundaries.
- consider value perspectives and other technical issues (i.e. baselines, scenarios, spatial boundaries, and time horizons);
- prioritise ecosystem services within the area of influence (i.e. what is relevant to the business and can be managed);
- gather only the relevant ecosystem services data and knowledge;
- map activities against impact drivers and/or dependencies and define how to monitor these factors.
- assess future scenarios of change in delivery of ecosystem services (i.e. water availability); and
- manage and improve natural capital to ensure long-term service delivery,

---

Businesses drive the global economy under which most of us live, supporting the prosperity and well-being of the global population. They are run by, and dependent upon, global citizens; who are a critical component in driving the value creation systems through which they operate. To improve the long-term sustainability of our global economic models, it is imperative that all elements of society collaborate to address the business-critical questions and challenges (such as those outlined here).

At previous ESP Conferences, the science community recognised that better engagement with the private sector could help advance the application of existing research and generate innovative ideas through cross-sectoral dialogue. This session aims to pave the way for future science-business collaborations.

**Goals and objectives of the session:**

The overarching goal of this business track is to stimulate the application of the ecosystem services concept in business activity by encouraging dialogue between business representatives and researchers. This session, as part of the ESP conference business tracks will serve as a vehicle for practitioners to meet and build on previous experience.

The objective of this session(s) is:
1. Showcase several regional business cases which relate to natural capital and ecosystem services, and understand encountered hurdles within these cases in implementing ecosystem services concept (to be presented by business representatives);
2. Showcase of projects of how some researchers have been partnering with the private sector;
3. provide solutions which solve the challenges businesses addressed within their presentation based on natural capital and ecosystem services research;
4. and come up with ideas how to scale up science-business collaboration by identifying concrete projects, unlock opportunities and drive innovation.

**Format**

1. Key note presentations will set the scene from both a business and academic perspective.
2. Session will break out into working groups to discuss opportunities for closer working, including the role ESP could play in facilitating this.
3. Wrap-up of ideas and summary of next steps.

**Planned output / Deliverables:**

**Business track report:** This will capture the content of the three business track sessions held at three regional conferences in 2018. The content will help ESP reflect on how the Partnership can increase business engagement moving forward.

**ESP business / research matchmaking service:** Business track sessions will begin to scope the potential for a market place facility where businesses can bring challenges to the academic community to identify where mutually beneficial collaboration can be strengthened and uptake of results can be made easier for businesses.
Connecting research community with business user requirements: Explore ways in which business relevant research can be showcased to potential users (i.e. tools for the NCP toolkit http://naturalcapitalcoalition.org/protocol/protocol-toolkit/).

Collate business user requirements: Depending on the level of audience participation, there is scope to capture outputs to create a practice note for researchers on how to engage private sector interest in ecosystem service research.