



# WAVES y el Sector Privado

## Evento de Cuentas de Capital Natural – Costa Rica

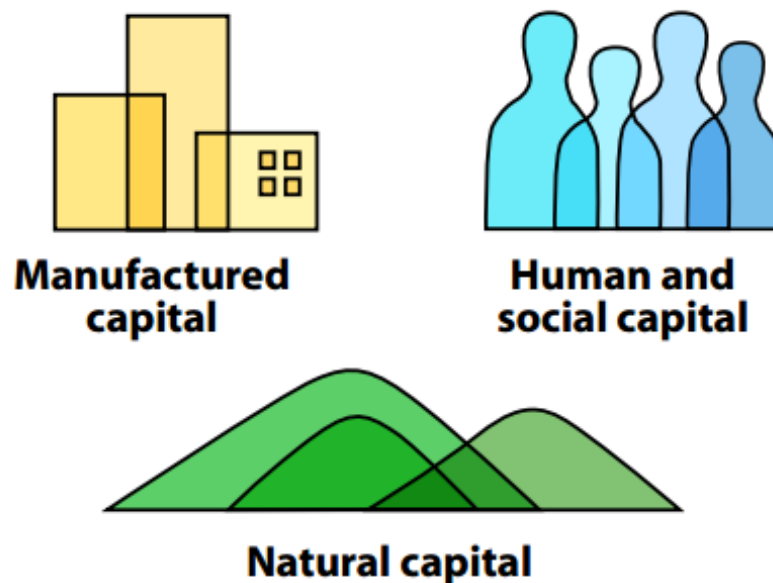
Juan Pablo Castaneda  
December 30, 2014



Wealth Accounting and the Valuation of Ecosystem Services  
[www.wavespartnership.org](http://www.wavespartnership.org)



# Hacia mejores medidas del capital



**Que busca WAVES....**

- 1) Ayudar a los países a adoptar e implementar cuentas relevantes;

- 2) Desarrollar metodologías de cuentas de ecosistemas;

- 3) Establecer una plataforma global para transferencias de conocimiento;

- 4) Construir un consenso internacional alrededor de la Contabilidad del Capital Natural



# Cual es la historia reciente en el sector privado?



1. Generar un entendimiento de los impactos y dependencia en el capital natural relevantes para las empresas
2. Dar soporte al desarrollo de metodologias
3. Trabajar para construir un concenso para la integracion del capital natural en la contabilidad del sector privado
4. Colaborar con el Comite Internacional Integrado de



# IFC – Grupo del Banco Mundial



NATURAL  
CAPITAL  
COALITION

A PART OF THE TEEB COMMUNITY  
Valuing nature in business

## Coalition

The Natural Capital Coalition is a global, multi stakeholder open source platform for supporting the development of methods for natural and social capital valuation in business. It's founding organisations and supporters include:

- [The Institute of Chartered Accountants in England and Wales \(ICAEW\)](#)
- [H.R.H The Prince of Wales' Accounting for Sustainability Project](#)
- [International Union for Conservation of Nature \(ICUN\)](#)
- [World Business Council for Sustainable Development \(WBCSD\)](#)
- [WWF-UK](#)
- [Economic Development Board of Singapore](#)
- [Conservation International](#)
- [The Global Reporting Initiative](#)
- [Global Initiatives](#)
- [IFC, a member of The World Bank Group](#)

Funding is provided by The [Gordon and Betty Moore Foundation](#) and [IFC, World Bank Group](#)



# Como y quienes participan?

World Forum on  
**Natural Capital**  
EDINBURGH · 2013

World Forum on  
**Natural Capital**  
EDINBURGH · 2015



# La pregunta es...



WHAT'S SO  
GOOD ABOUT  
KNOWING THE  
DAMAGE MY  
COMPANY CAUSES?



# La respuesta es...

## PROCESS OPTIMIZATION

- + Decision making: ecological advantages and drawbacks of alternative production techniques can be assessed.
- + Potential savings can be identified and expenses for environmental taxes can be reduced.
- + Investment decisions can be targeted more accurately.
- + Increased transparency through increased knowledge.

## RISK MANAGEMENT

- + Allows companies to respond to new laws at an early stage.
- + Liability and compensation costs can be estimated more easily.
- + Potential risks in the supply chain can be diagnosed and solved more easily.

## REPUTATION

- + The environmental performance of a company can be demonstrated and compared with competitors.
- + Companies can position themselves with respect to competitors.
- + A positive image can induce increased demand by consumers.
- + Employees identify more closely with their company.

## BUSINESS OPPORTUNITIES

- + Potential new business opportunities such as eco-tourism and biodiversity offsets can be evaluated and applied.



# Quienes lideran?



**Neil Hawkins**  
VP, The Dow  
Chemical Company

Neil Hawkins, Vice President of Sustainability and Environment, Health & Safety for The Dow Chemical Company said Dow wanted to know how they could "more progressively interface with nature, make better decisions for nature and at the same time add economic value to the company."

"We recognized...we did not have the expertise to do this. We are a sophisticated company in science and technology, but we realized this was a specific area and we needed partners to get started," said Hawkins.

Two years ago, The Nature Conservancy and Dow entered into a \$10 million collaboration where scientists from both companies work together at three pilot sites (in North America, Latin America and the Asia-Pacific region) to recognize, value and incorporate nature into

Dow's global business goals, decisions and strategies.



# Quienes lideran?

## SABMiller results



Increase their barley yield by 55% and increase the quality of their barley which they sell to the company



Increase their income by \$1/day by following the best agronomic advice for malting barley



Achieve a four-fold reduction of irrigation water use compared to other farmers



Reduce their carbon emissions by 16% compared to other farmers



**Que se se esta haciendo ya en Costa Rica?**

**Que se puede hacer para avanzar los temas en Costa Rica?**



# WEALTH ACCOUNTING AND THE VALUATION OF ECOSYSTEM SERVICES

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## **MAKING WAVES**

If you are interested in sharing your experience in natural capital accounting, or in learning more about how to implement it, we would love to hear from you. Please contact [waves@worldbank.org](mailto:waves@worldbank.org)

Find out more about WAVES at [www.wavespartnership.org](http://www.wavespartnership.org)

Available in Spanish at [www.wavespartnership.org/esp](http://www.wavespartnership.org/esp)

