



Scaling-up

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IUCN NL

IUCN – who we are

Founded in 1948, IUCN is the world's largest global environmental organization.

- A unique **democratic** Union with more than 1,200 State and NGO Member organizations in 160 countries.
- The leading provider of the **latest knowledge** about biodiversity, with more than 11,000 experts and scientists.
- The only environmental organization with official **Observer Status** at the **United Nations** General Assembly.
- **IUCN NL** represents the 40 Dutch members





Leaders for Nature

Objectives

- Create leadership on Natural Capital
- Joint action
- No net loss

Areas of work

- Focus: incorporate natural capital in core business
- Business networks in the Netherlands and India, scaling-up to Europe
- LfN provides: inspiration, training & knowledge, project advise and a platform/network

Outcomes

- Member companies execute (joint) corporate action plans on natural capital
- Staff companies trained on natural capital i.r.t. core business
- Innovation on BES, road testing and up-scaling
- Natural capital = strategic issue for business and government



National Platform Biodiversity, Ecosystems and Economy

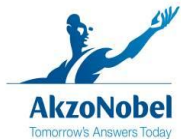
- Scaling-up to the 'entire' economy;
- Awareness raising;
- Making 'no net loss' concrete and applicable for the private sector;
- Valuing ecosystem services, applying economical instruments and public-private financing;
- Creating stakeholder coalitions in Europe.

Area of the Future – green infrastructure



Transparency of natural and social capital

- Knowledge sharing and development
- Defining a joint vision
- A joint action plan for 2014-2015



Thank you!

