

GPBB Annual Meeting

Gerard Bos

Madrid Nov 5, 2019



Naturally smarter business

We Value Nature is a campaign supporting businesses and the natural capital community to make **valuing nature the new normal for businesses across Europe.**

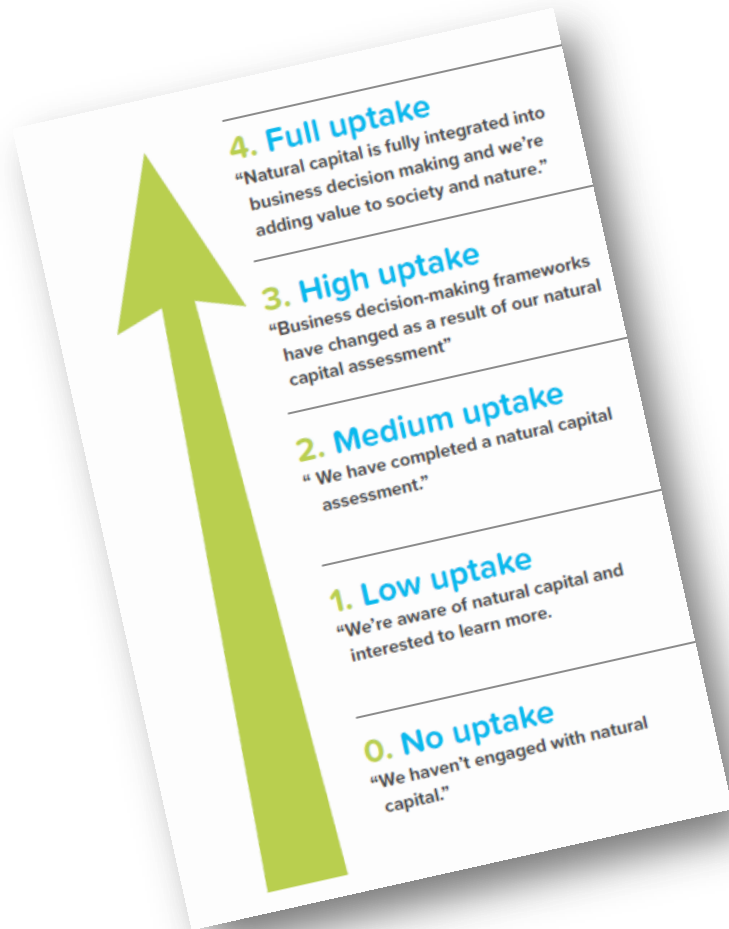


We Value Nature is...

- Supporting the natural capital community and sharing research, resources and best practice.
- Helping business improve their risk management, communication with investors, stakeholder engagement and anticipation of future legislation.
- Making a difference by targeting businesses and barriers where we expect to make the greatest impact.

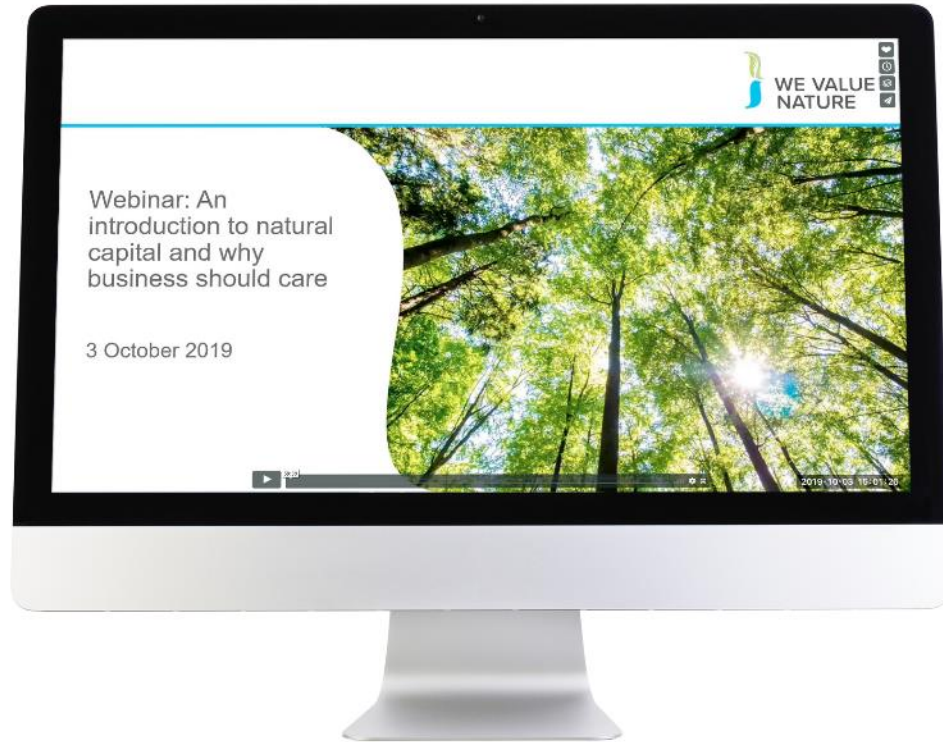


Main activities to date...



Developed a **natural capital uptake pathway** and identified relevant interventions to address key barriers

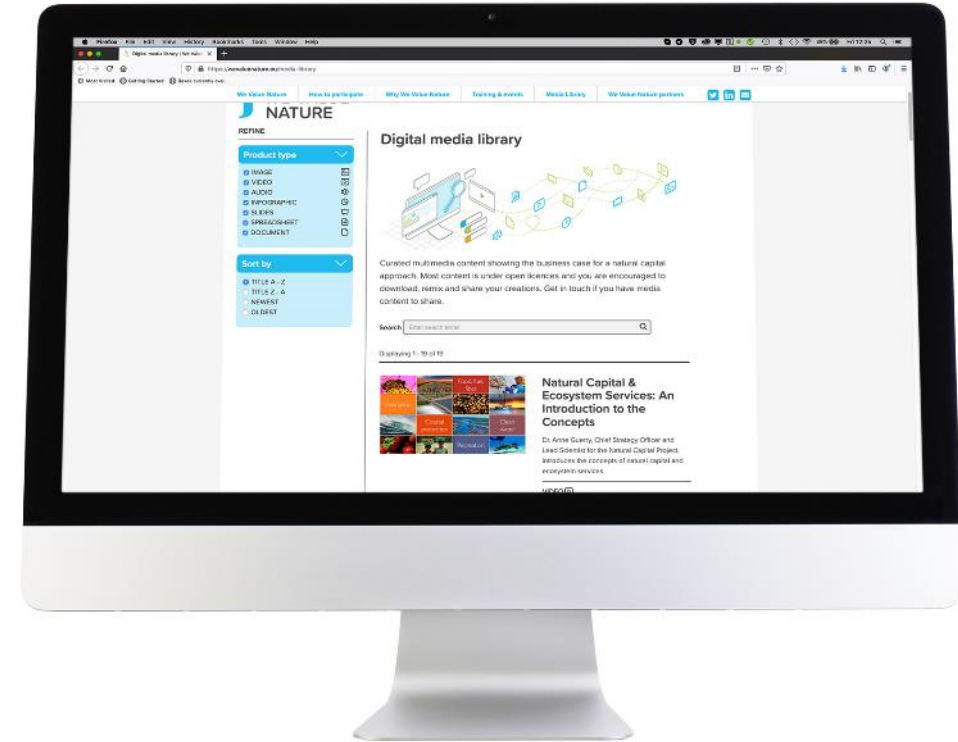
Main activities to date...



Training events & Webinars

Need your support to flesh out...

Open media library



We Value Nature Dialogue – Nov 6th, 2019 at 8 am

- Share what your network or platform is doing to accelerate uptake of natural capital, nature-based solutions and green infrastructure in business decision-making;
- Share experience from your network of what works and what doesn't;
- Discuss what support, training and media is needed; and
- Explore how We Value Nature can help.



Get involved – even if you are not there tomorrow...



wevaluenature.eu

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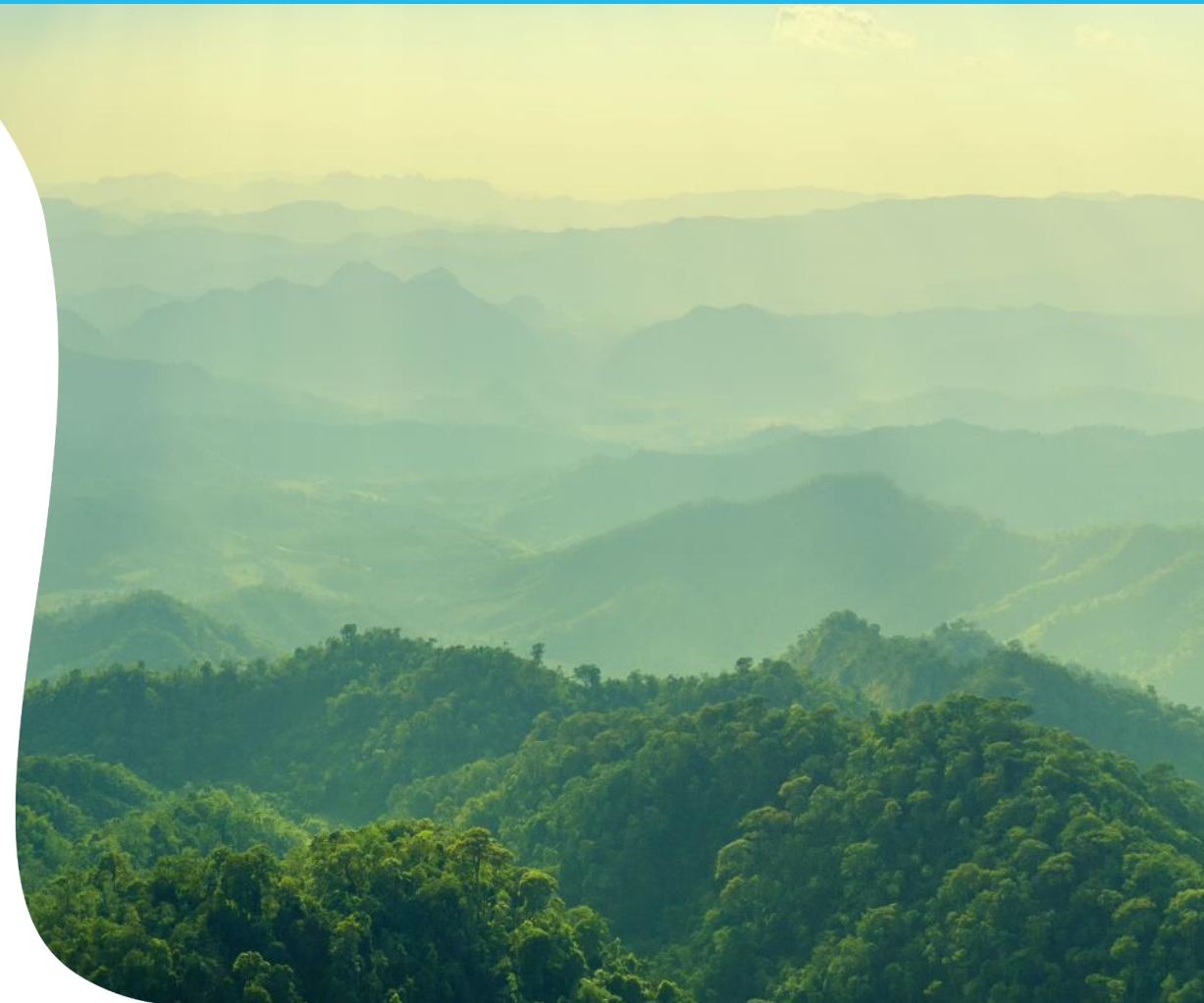
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**WE VALUE
NATURE**

Supporting



**NATURAL
CAPITAL
COALITION**



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