

DEPARTMENT OF COMMERCE NATURAL CAPITAL BUSINESS ROUNDTABLES

Rachel Jacobson and Tracy Rouleau, NOAA Office of Program Planning and Integration

NOAA and the Economics and Statistics Administration are leading an effort to demonstrate how natural capital and ecosystem services can improve shareholder value for U.S. businesses. Through a series of roundtables in four coastal regions around the U.S., we have engaged over 75 individuals in discussion on how to integrate natural capital values into business models. Participants have included representatives from more than 30 private sector companies from the energy, manufacturing, finance, insurance, construction, tech, and tourism sectors, and a host of natural capital and ecosystem services experts from NGO's and academia. In this session, we will share examples of companies that have begun to incorporate natural capital into business planning, describe what drives them to do this work, and discuss the data, information, and policy barriers they face. We will also share the ways in which the Department of Commerce is responding to business needs in this space. These include facilitating better access to natural capital-relevant data and continued collaboration with companies and natural capital experts.