

Department of Commerce Natural Capital Business Roundtables

using public-private collaboration to develop natural capital solutions



Rachel Jacobson and Tracy Rouleau
Social Coast Forum 2016

Outline



Why?

How?

What
Happened?

What
Now?



WHY? *impetus for this effort*

AMERICA IS OPEN FOR BUSINESS

STRATEGIC PLAN | FISCAL YEARS
2014-2018

Version 1.1



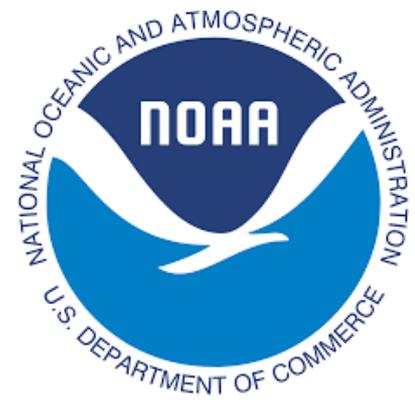
HOW? *overview of events*



REGION	INDUSTRIES	DATE	HOST AND LOCATION
Gulf of Mexico	Energy, Shipping	April 16, 2015	Baker Institute at Rice University Houston, TX
Great Lakes	Manufacturing	June 12, 2015	Strategic Innovation Lab at Case Western Reserve University and The Cleveland Foundation Cleveland, OH
Northeast	Financial Services, Re/Insurance, Real Estate Development	September 18, 2015	Earth Institute at Columbia University New York, NY
Silicon Valley	High-tech; Hospitality/Tourism	December 9, 2015	Stanford Woods Institute Stanford, CA
National	All industries and key members of the Administration	February 2, 2016	The World Bank Group Washington, D.C.



HOW? *snapshot of stakeholders*



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WHAT HAPPENED? *what companies said*



by all stakeholders throughout the project interdisciplinary

NAT CAP BUSINESS CONVERSATION

Your own operations

- be efficient in resource use

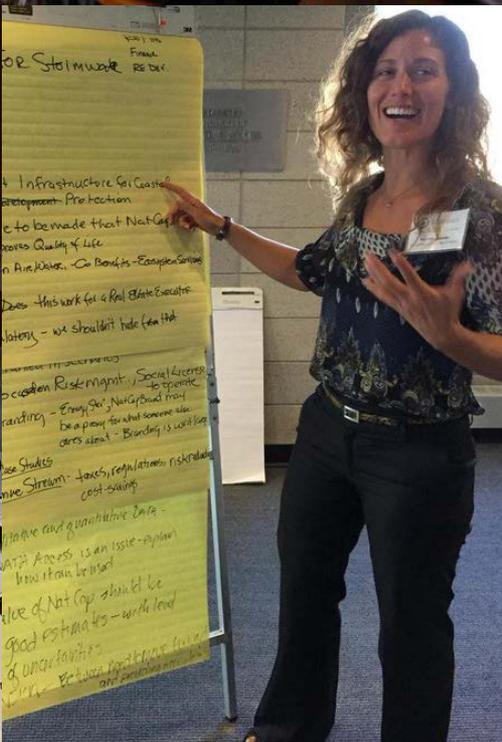
Structural Change

(create systems so all actions are better)

- Flexible Purpose Corp. SB 201
- Nat Cap Protocol (scale tool)
- SASB
- Price on carbon
- Zoning/Building/Land Use planning regulations/standards
- Cap + Trade for water

● Advocacy

- Small biz associations
- Target Congress for action (By)
- Implement standards for reporting (SEC, etc.)
- Price parity for green energy
- Incentives for investing in nat cap



WHAT HAPPENED? *natural capital website*



commerce.gov/naturalcapital



COMMERCE.GOV



Search Engage Share

What is Natural Capital?

Context and Trends

Why Should Businesses Care?

Challenges and Solutions

The Department of Commerce Natural Capital Business Roundtables

Case Studies

Resources

What is Natural Capital?

Natural capital is defined as the earth's stock of natural assets. Those assets are part of the world's ecosystems, "a geographically specified system of organisms (including humans), and the environment and the processes that control its dynamics" according to the [Millennium Ecosystem Assessment](#). Ecosystem services are the flow of benefits provided by these systems and generally fall into four categories:

- Provisioning services – products obtained from ecosystems including food, water, wood and fiber air, carbon based fuels, minerals and chemicals.
- Regulating services – benefits obtained from the regulation of ecosystem processes including climate regulation, flood regulation, water purification, disease regulation, and pollination.
- Cultural services – nonmaterial benefits obtained from ecosystems including recreational, aesthetic, educational, cultural heritage, and spiritual benefits.

VALUE OF RELATIONSHIPS

reach new
audiences

learn lay of
the land

find a
niche

WHAT NOW? *next steps*



1. Connecting with internal partners
2. Expanding our reach through formal partnerships
3. Staying connected to our new network

Department of Commerce

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