

Climate, Biodiversity and Business

The case for natural infrastructure

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About WBCSD

Our mission:

Accelerate the transition to a sustainable world by making more sustainable business more successful



Impact

We work with companies across sectors to accelerate the transformation to a sustainable world

Value

We help make companies more sustainable

Effectiveness

We are able to present one of the most effective platform to create the impact the world needs and the value our members deserve

About WBCSD

Business has a key **role** to play and **opportunity** to seize

...as a positive force in **delivering & scaling up sustainable solutions** to the world's most pressing environmental and social challenges

Why?

Enlightened leadership & self-interest

- Business cannot succeed in societies that fail
- “Businesses are realizing that the cost of inaction is greater than the cost of action”

Paul Polman, CEO, Unilever & Chairman, WBCSD



Adopting a business language: natural infrastructure vs. ecosystems



Natural (or “green”) infrastructure: the strategic use of natural ecosystems to provide benefits that substitute man-made physical infrastructure

Examples of NI components

Gray Infrastructure

Shoreline
protection
and flood
control



e.g. levees; sea walls

Natural Infrastructure



e.g. oyster reefs, mangroves etc

Wastewater
treatment



e.g. water treatment facility



e.g. wetlands; reedbeds

Why is it relevant for business?



Natural Infrastructure

Business benefits - Direct Financial benefits



Capital cost savings



Operations & Maintenance
savings



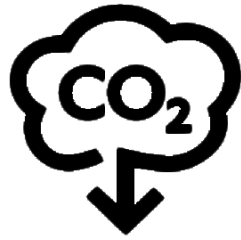
Return on investment



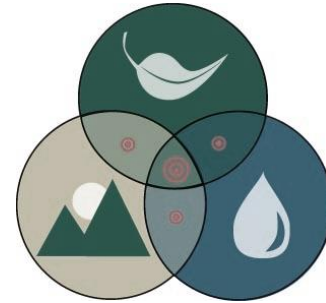
Innovation and
revenue creation

Natural Infrastructure

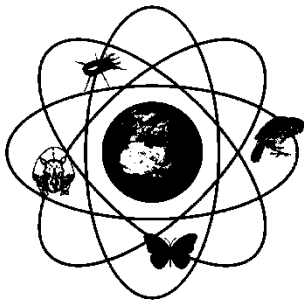
Business benefits – Environmental co-benefits



Mitigation of emissions
(air / water)



Resources Conservation



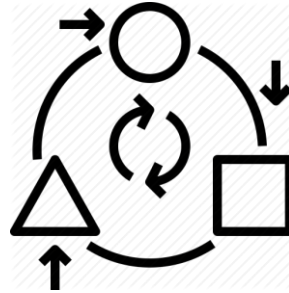
Habitat creation,
restoration, connectivity



Enhanced public health,
communities, and livability

Natural Infrastructure

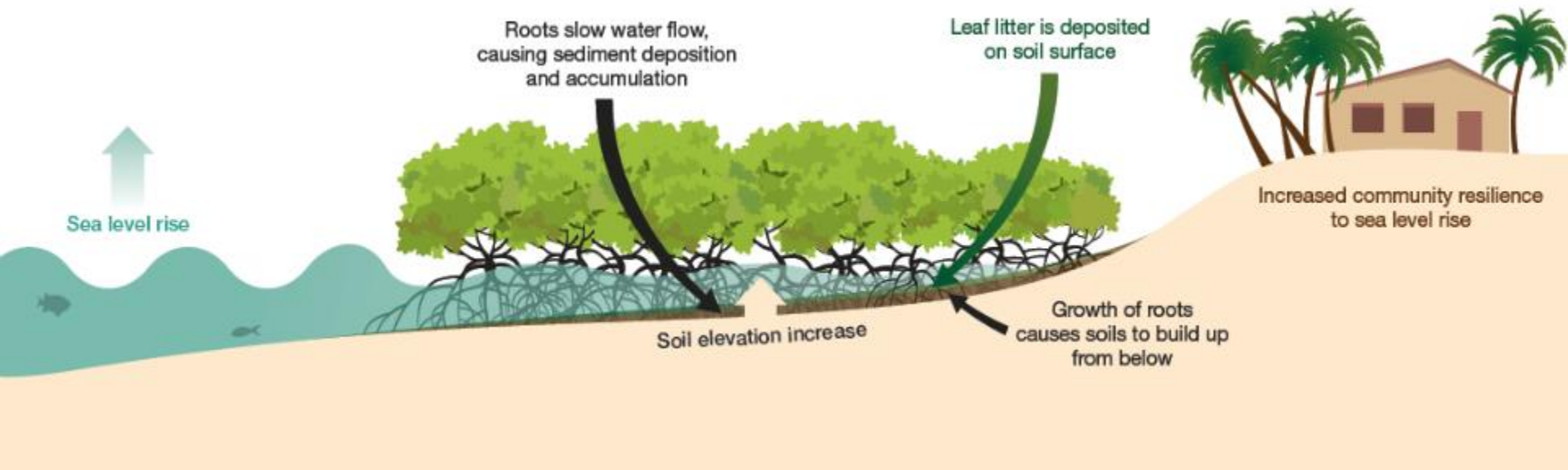
Environmental co-benefits - continued



Adaptation to climate risks



Adaptation to sea level rise: mangroves' role in surface elevation



Floating concrete island revitalizes mangrove forests: Cemex

- **The problem:** Urban growth contributes to the devastation of the shoreline, leading to vegetation and habitat loss as well as flooding.
- **The solution:** Cemex developed a concrete island designed to restore mangroves. The island comprises root-like concrete elements and planted mangroves and was designed to allow for a synthesis with the surrounding ecology.
- **The benefits:** Mangrove restoration will help reduce erosion of shorelines and prevent flooding while restoring life that is vital to coastal ecosystems.



Natural Infrastructure

Business benefits – Social co-benefits



Operational Safety



Social license to operate



Job creation and skill
development

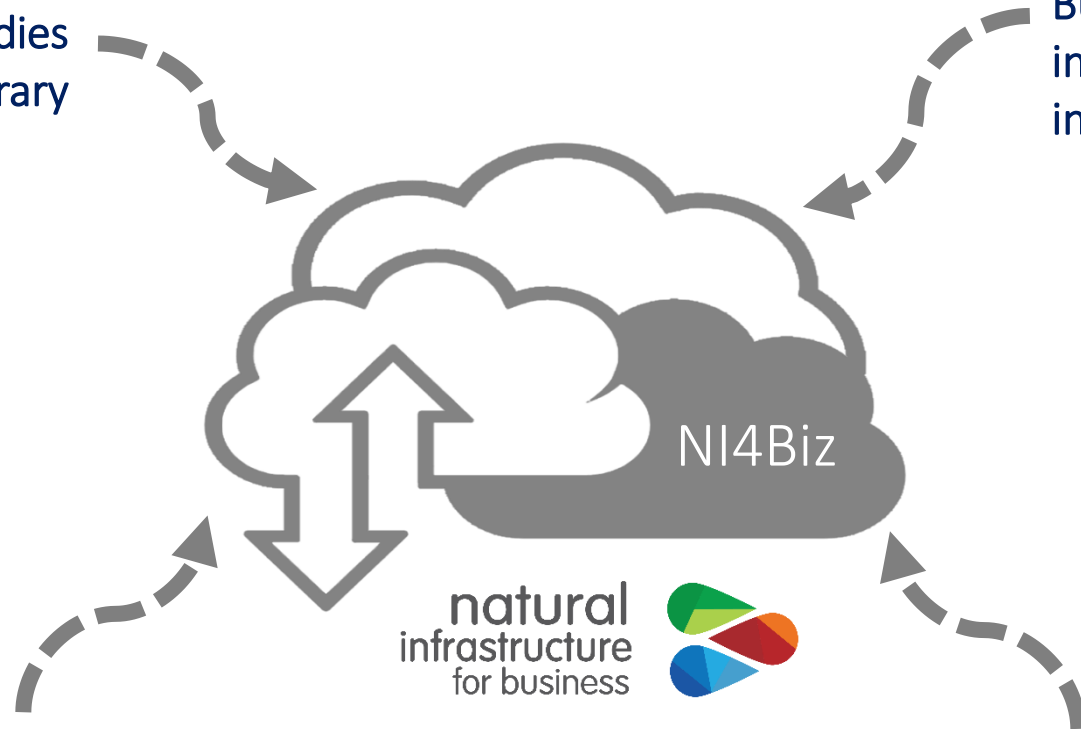
Natural Infrastructure for Business Platform

*Assessing and investing in natural infrastructure
becomes common practice by 2020*

www.ni4biz.org

Case studies
library

Business case for
investing in natural
infrastructure



natural
infrastructure
for business



Thank you

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