



# UNEP **Finance Initiative**

Innovative financing for sustainability



## **The Business of Natural Capital for Investors**

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[www.unepfi.org](http://www.unepfi.org)

# The world is changing....

- The 21e century requires *holistic investment approach*: In-depth understanding of ESG issues
- not from a corporate responsibility perspective: It makes *business sense*
- 3000 largest public companies externalise environmental costs: \$ 2.2 trillion per year: huge time bomb!
- Corporate performance on biodiversity and ecosystem services may determine the “winners” and “losers” – the “buys” and “sells” of 21e century.



# Addressing BES risks: The key for investors lies in moving from passive to reactive



Source: UNEP FI CEO Briefing



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**..share price BP between 20 April  
and 5 August '10**

# A reflection from CBD COP 10 in Nagoya



- 47 decisions were adopted during CBD COP 10.
- Business relevance: 1) decision on 'access and benefit sharing'; 2) enhanced liability to source GMOs
- Decisions relevant for biotechnology industry, pharmaceutical sector, etc
- Strategic goal: 17% terrestrial PAs / 10% marine PAs
- UNEP FI launched new CEO Briefing: >8,000 hits in 4 weeks
- Available in 3 languages (ultimately to be available in 5)



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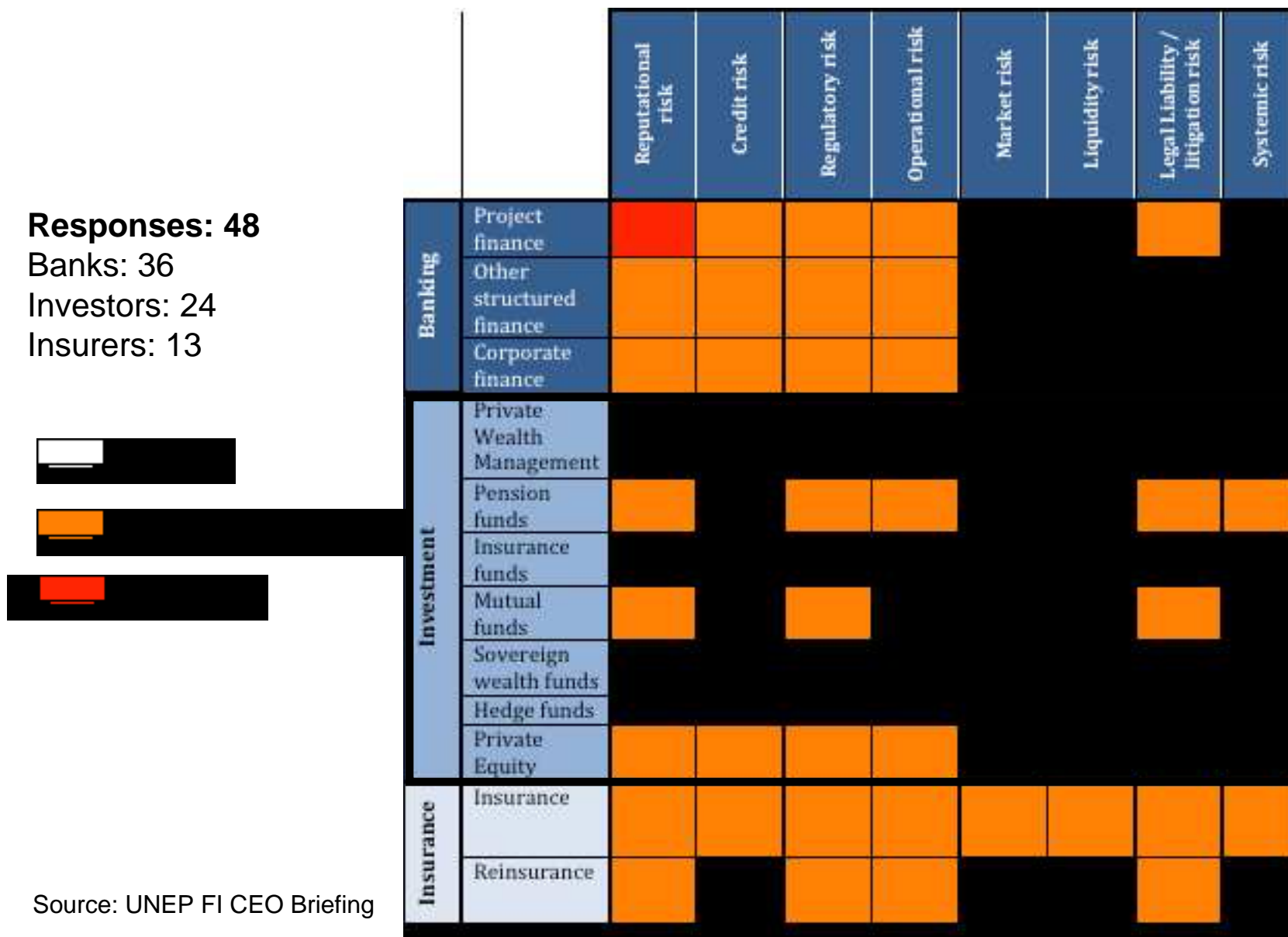
# Perception UNEP FI members and PRI signatories on exposure to BES risks for diversified FI sector

**Responses: 48**

Banks: 36

Investors: 24

Insurers: 13



Source: UNEP FI CEO Briefing

# Why it makes sense for investors to join the NVI

- **Efficient way to get up to speed on BES (biodiversity and ecosystem services)**
- **Practical: opportunity to engage with portfolio companies**
- **Access to large network (UNEP FI, FFI, other partners)**
- **Relevant: benchmark of food & beverages, pharmaceutical, extractives sectors**







**Thanks for your attention!**

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# How FIs *claim* to integrate BES in financial products and services

