



## SESSION DESCRIPTION

ID: S6a

### Title of session:

Ecosystem services in business: from theory to practice

### Hosts:

	Title	Name	Organisation	E-mail
Host:		Natalia Lutti Hummel	GVces – Center for Sustainability Studies of Getulio Vargas Foundation	natalia.lutti@fgv.br
Co-host:		Thais Camolesi Guimaraes	GVces – Center for Sustainability Studies of Getulio Vargas Foundation	thais.camolesi@fgv.br
Co-host:		Luciana Alves	GIZ – German Agency for International Cooperation	luciana.alves@giz.de

### Abstract:

The global environmental crisis and the emergence of international agreements is awakening business for its dependencies and impacts on ecosystems, which is driving companies to an effort to understand, measure, and assess their relationship with natural capital. The methods application and use of ecosystem services valuation to aid business decision-making is still a challenge in practice. Aware of these difficulties, this session aims to discuss challenges and lessons learned in the process of perceiving and incorporating ecosystem services into business management. The discussion will be initiated by the experiences of the initiative Trends in Ecosystem Services (TeSE) and can be enriched by other practitioners' experiences in Latin America. TeSE is a business community of practice, leads by the Center for Sustainability Studies (FGVces) of Fundação Getulio Vargas (FGV) in Brazil, that since 2014 has supported the quantification and valuation of about forty business cases in order to generate references, improve methods and map bottlenecks and solutions to corporate management of ecosystem services. Since 2013, has developed, jointly with around twenty members companies developed methods valuation of ecosystem services, pursuing a balance between methodological robustness and easiness of application.

### Goals and objectives of the session:

The overall objective of this session is to contribute to the advancement of private sector on ecosystem services management agenda by sharing experiences of ecosystem services



valuation business cases. The specific objectives are: i) highlight the relevance of the ecosystem services agenda for private sector; learn from cases of companies that applied economic and/or non-economic valuation of ecosystem services ; and discuss the bottlenecks in the process, as well as possible solutions to incorporate the ES concept into practice.

#### **Planned output / Deliverables:**

Reasons abound for companies to get involved with the ecosystem services management agenda, but there are challenges faced by the private sector to effectively integrate this topic into strategic management. In this sense, the desired result of this session is to increase awareness and to promote discussions and experiences exchange on ways to support business to assess their relationship with ecosystem services, as well as to inspire other companies to think natural capital and ecosystem services within its decision-making processes.

#### **Voluntary contributions accepted:**

Yes

#### **Related to ESP Working Group/National Network:**

SWG 6 – ES in Business