



2018 Workshop Planning Washington DC, 7th December

Workshop Objectives:

- Discuss & challenge the scope / focus of the Natural Capital Protocol for the Ocean
- Identify the demand for the work, business problems which need to be solved, and the value proposition for this work
- Engage champions from key sectors and stakeholder groups

Time	Discussion item	Facilitation
Part 1: WHY: Introducing the business case for healthy oceans		
09:00 – 09:40	<p>London video</p> <p>ASU welcome</p> <p>Businesses & the ocean</p> <ul style="list-style-type: none"> ● Changes in the ocean, the IPCC report etc. ● What is ocean natural capital ● Goals of the workshop ● Business survey results & polling of attendees 	<p>Video</p> <p>ASU: Leah?</p> <p>Keith</p> <p>(use mentimeter)</p>
09:40 – 10:20	<p>Business Model Canvas 1:</p> <p>Who are the target 'customers' for that– which sectors; types of businesses; business roles & functions will be interested?</p> <p>Why? Which (business) problems are they trying to solve? Which are the most important to focus on?</p>	Breakout Groups
10:20- 10.35	Coffee break	
10.35- 10.50	<p>Short report backs from groups</p> <p>3 key points each, max 3 minutes each</p>	Group facilitators
Part 2: CASE STUDIES		
10.50- 11.05	<p>The natural capital perspective</p> <p>An overview of natural capital thinking so far, and the underlying business case. Beginnings of the ocean project: i.e. evidenced need, outcomes from London 2017 & 2018 workshops.</p>	Mark
11.05- 11.40	<p>Case studies</p> <p>How have businesses used these approaches so far?</p> <p>What was the objective / intended outcome?</p> <p>Did they achieve this?</p> <p>What were the main challenges?</p> <p>How could the approach be improved?</p> <p>10-minute presentations, followed by joint Q&A / panel</p>	<p><i>Mark to moderate</i></p> <p><i>Options:</i></p> <ul style="list-style-type: none"> ● Kathy McLeod, BoA: Hotels in Mexico ● Roque Sevilla, Metropolitan Touring, Ecuador ● Sophia Mendelsohn, JetBlue: Caribbean flight destinations ● AECOM: SSE study



		<ul style="list-style-type: none"> • Dow • Coca Cola • E&Y
11:40 – 12:30	<p>Testing the water You are an industry operating in a marine context. 2 tables per each case study:</p> <ul style="list-style-type: none"> • 10 mins: Discuss the scope of your question, and the assessment to follow. Use the prompt sheet for some ideas about scope. • 15 mins: Use the pathway sheets (one or both, depending on your scope) to think about how your business activities might have relevant impacts or dependencies on natural capital, and the thought process to understand them. • 10 mins: How far did you get? Use reflection sheet to analyse how the process might work in real life. • 10 mins: Plenary discussion with the room 	<p>Provide printouts 2x each case study 3x A4 sheets</p> <p>Facilitators: Rosimeiry Keith Hannah Mark</p>
12:30 – 13:30	Lunch	
Part 3: HOW: How do we measure and value marine natural capital?		
13:30 - 13:40	<p>Energizer: Mentimeter / polling</p> <ul style="list-style-type: none"> • Q: How are you feeling so far into the day? • Q: What has been your one takeaway so far? 	Mark
13:40 – 14:30	<p>Business Model Canvas 2: Revisit the outputs from the 1st breakout groups:</p> <ul style="list-style-type: none"> - Target customers - (Business) problems - The key benefit(s) to these customers/sectors <p>What is our value proposition? How will our customers use the supplement? How will we interact with these customers?</p>	Breakouts
14:30 – 15:15	<p>Short report backs from groups</p> <p>Plenary discussion on the above, plus:</p> <ul style="list-style-type: none"> • What is our technical scope? (specific ecosystems, marine issues, coastal or marine)? • What are the biggest trends, gaps and opportunities emerging from today? • What are the biggest challenges we will face? • What is needed to make this successful ... and to bring businesses into this process? 	<p>Group facilitators</p> <p>Mark</p>
Part 4: WHAT NEXT?		
15:15 – 15:45	<p>Overview of process and next steps Summarize the discussions of the day Identify key emerging elements of a draft framework</p>	<p>Mark</p> <p>Final polling</p>



NATURAL
CAPITAL
COALITION



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	<p>Overview of the remaining engagement process, plus timeline for drafting and testing. Invite feedback, challenge and discussion?</p>	<p>Ask a few individuals from the audience to give closing remarks?</p>
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Each workshop will yield a summary report to highlight the key issues / recommendations raised - informal whitepapers to inform the Tempe meeting.