



SMITH SCHOOL OF ENTERPRISE
AND THE ENVIRONMENT

A scenic photograph of a rural landscape. In the foreground, there's a stone bridge over a small stream, surrounded by lush green vegetation. In the middle ground, a green tractor is working in a field. In the background, there are rolling green hills under a blue sky with scattered clouds.

VALUING NATURE MEETING & WORKSHOP

RETAILERS & FOODSERVICE

Coca-Cola Customers

January 30th 2015 London

Invitation only free seminar-workshop organised by Coca-Cola, WWF and the Smith School of Enterprise & Environment of Oxford University.

Purpose

An unique opportunity to advance your knowledge and thinking on the subject of valuing natural capital with access to some of the leading academics on the subject, in order to support your company policy and point of view. With like-minded peers facing similar challenges we will look at where the subject is at, where it is going and work to articulate the implications for European retailers and foodservice companies. The meeting will be held under Chatham House rules.

WORKSHOP OBJECTIVES:

- Establish a baseline understanding of natural capital for the retail and food service sectors.
- Create a common understanding of the business case for natural capital (in business terms).
- Understand Natural capital implications across the value chain for retail/food service sectors
- Clear understanding of how natural capital is different and why that difference is important.
- Determine consensus & advance the thinking in retail & foodservice approach to the subject
- Influence the public agenda over time

Invitees:



Agenda

Session Topics

- 08:30 for 09:00 start
- The business case for Natural Capital (In business terms)
- Understanding Natural Capital (what it is and is not)
- Natural Capital risks and opportunities for business
- Trends in Natural Capital, where are we now and where is it going?
- Wealth, markets, systems and demand substitution
- Natural Capital measurement & valuation
- Natural Capital – Framework, aspects and decision support criteria
- The scientific basis for Natural Capital: -developing metrics for a risk register, economic thresholds, targets & risks
- Accounting / economics of Natural Capital. Valuation principles. How things will change over time.

Business case studies:

- Asda -Global fresh produce supply chain mapping
 - Coca-Cola
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- Two working groups: RETAIL & FOODSERVICE
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- Summary & next steps
 - 16:00 Close, networking & refreshments

Speakers



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Professor Cameron Hepburn, Professor of Environmental Economics, Smith School, University of Oxford

Cameron Hepburn is an economist with expertise in energy, resources and the environment. In addition to his Smith School role he is also the Director of the Economics of Sustainability Programme at the Institute for New Economic Thinking at the University of Oxford and a Professorial Research Fellow at the Grantham Research Institute at the London School of Economics and a Fellow at New College, Oxford. He has degrees in law and engineering, a doctorate in economics, and over 30 peer-reviewed publications in economics, public policy, law, engineering, philosophy, and biology. His work has been referred to in publications such as the *Economist* and the *Financial Times*, and he has been interviewed on television and radio in various countries. He has provided advice on energy and environmental policy to governments and international institutions around the world. He has also had an entrepreneurial career, co-founding two successful businesses and investing in several other start-ups.



Professor Kathy Willis, Professor of Biodiversity, Department of Zoology, University of Oxford

Kathy is currently seconded to Kew as Director of Science at the Royal Botanic Gardens. She is also an adjunct Professor in Biology at the University of Bergen. She previously held the Tasso Leventis Chair of Biodiversity at Oxford and was founding Director of the Biodiversity Institute.

Kathy's research interests focus on the relationship between long-term ecosystem dynamics and environmental change. Recent work has also focused on the development of technologies to measure and derive economic and ecological values for biodiversity. These include the development of web-based tools to remotely assess environmental and ecological risks across landscapes (LEFT) and tools to enable determination of landscape scale ecosystem services (EcoSET and NaturEtrade). These tools have been developed in conjunction with a number of stakeholders including major oil, food and farming companies.



Professor Colin Mayer, Saïd Business School, University of Oxford

Colin Mayer is the Peter Moores Professor of Management Studies at the Saïd Business School at the University of Oxford. He is a Professorial Fellow of Wadham College, Oxford and an Honorary Fellow of Oriel College, Oxford and St Anne's College, Oxford. He is a Fellow of the British Academy, the European Corporate Governance Institute, and the Royal Society of Arts. He is a member of the UK Competition Appeal Tribunal and the UK government Natural Capital Committee.

Colin Mayer was the first professor at the Saïd Business School in 1994, the Peter Moores Dean of the Business School between 2006 and 2011, and the first Director of the Oxford Financial Research Centre between 1998 and 2005. He was a Harkness Fellow at Harvard University, a Houblon-Norman Fellow at the Bank of England, the first Leo Goldschmidt Visiting Professor of Corporate Governance at the Solvay Business School, Université de Bruxelles, and has had visiting positions at Columbia, MIT and Stanford universities.

Colin Mayer was chairman of Oxera Ltd. between 1986 and 2010 and was instrumental in building the company into what is now one of the largest independent economics consultancies in Europe. He is a director of Aurora Energy Research Ltd. He has consulted for numerous large corporations and for governments, regulators and international agencies around the world.

Speakers



Glyn Davies – Executive Director of Global Programmes, WWF -UK

Glyn Davies spent the early part of his career (1970s and 1980s) as a scientist in Malaysia, India and Sierra Leone, specialising in forest ecology research, and natural conservation strategies; producing technical reports and academic papers / books. He went on to work for the British Government (DFID) in Kenya and Cameroon, and after a secondment to the European Commission in Brussels, he joined the Zoological Society of London as Director of Conservation Programmes in 2001. Glyn is now Director of Programmes at WWF-UK, where he has a remit to work with the WWF Global Network to support achieving our mission: for a world where humans live in harmony with nature.



Emily McKenzie – Lead, Natural Capital, WWF

Emily leads WWF-US' work on natural capital. She manages the Science-Policy Interface program of the Natural Capital Project – a 10-year partnership of WWF, Stanford University, University of Minnesota and The Nature Conservancy. Emily was seconded part-time to the Natural Capital Coalition (NCC) – where she co-authored two publications: "Valuing natural capital in business: Towards a harmonised protocol" and "Taking Stock: Existing initiatives and applications". She is on the Technical Group drafting the Natural Capital Protocol, to guide business on assessing and managing impacts and dependencies on natural capital. She is a member of the Valuing Nature team of the Coca-Cola WWF partnership, helping with global engagement and implementation in decisions.

Emily previously worked as Environmental Economics Advisor to the UK government, based at the Joint Nature Conservation Committee. In 2003-2005, she was awarded an Overseas Development Institute Fellowship as the Resource Economist at the Pacific Applied Geoscience Commission in Fiji.



Dr Stuart Poore, Director of Corporate Sustainability, WWF-UK

Leading WWF's engagement with UK businesses across a range of stewardship priorities - timber, seafood, cotton, freshwater, food, extractives, sustainable finance – with a focus on China, India, East Africa and the Amazon.

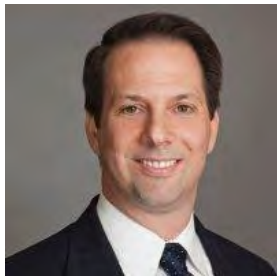
Prior to WWF, he worked as a Sustainability Consultant, specialising in supporting businesses and NGOs with all aspects of Corporate Sustainability strategy and communications. Previously, Stuart spent 4 years as Director of Corporate Responsibility and Sustainability at Virgin Media where he oversaw the company's management of its social and environmental impact. Prior to Virgin, he led Corporate Responsibility at the QinetiQ Group, a leading international defence technology and security company. He has a doctorate in International Politics and is Chairman of the Global Association of Corporate Sustainability Officers (GACSO).

Speakers



Dr. Christopher Brown Head of Ethical and Sustainable Sourcing ASDA Stores Ltd.

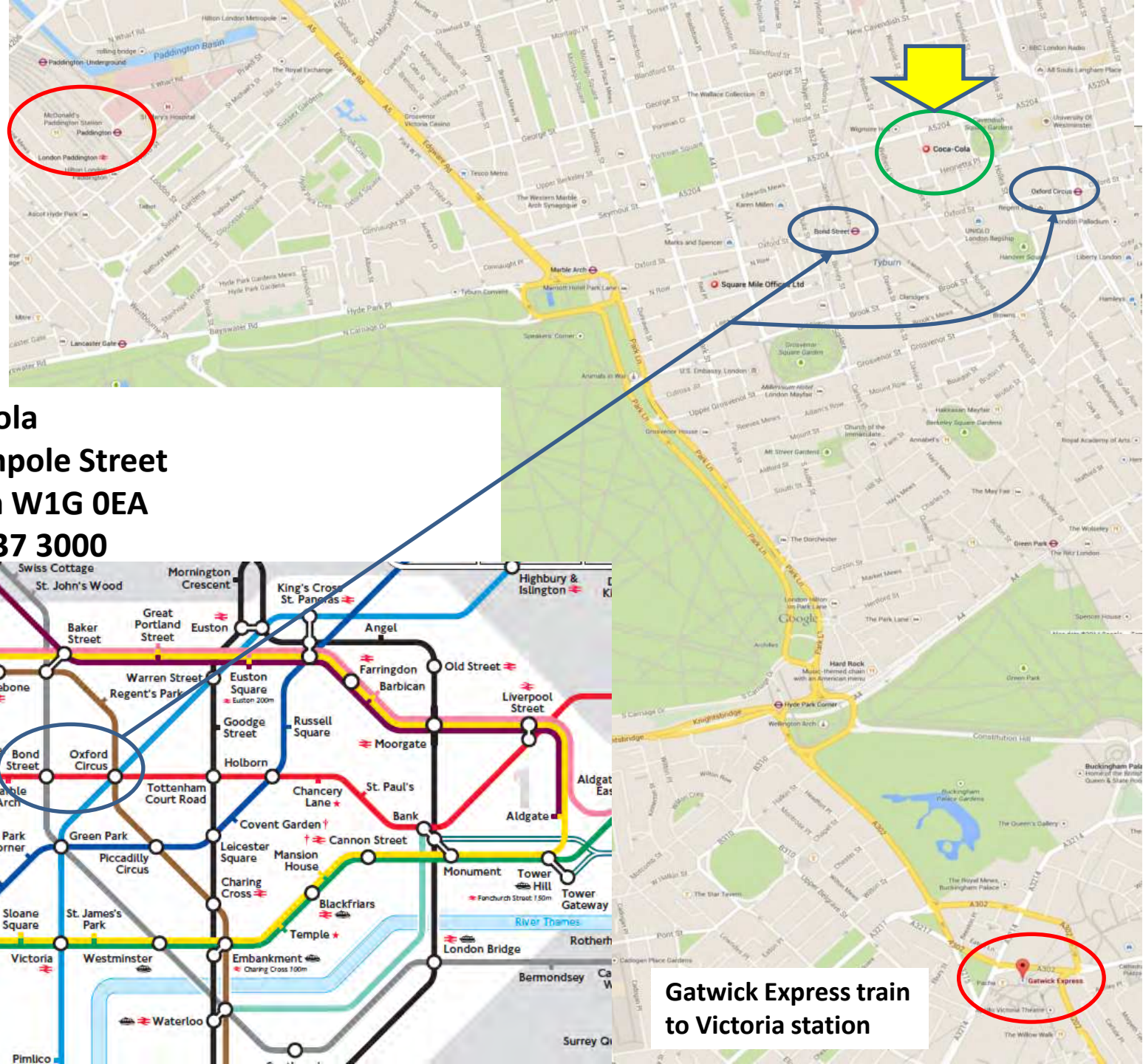
Christopher has held appointments with MAFF and the Meat and Livestock Commission as consultant and beef strategy manager before he joined Marks & Spencer as technologist. From M&S he was appointed as ASDA's Agriculture Development Manager. He also held a dairy buying position before he was appointed to his present position. As Head of Ethical and Sustainable Sourcing Christopher guides the trading and technical teams on their approaches to the procurement of raw materials and in providing customer information. As part of Walmart Christopher is a co captain of the Sustainable Agriculture sustainable value network which is leading the companies activity in this area. Participated in several industry activities most recently the Dairy 2020 future scoping study for GB dairy. Past member England Implementation Group DEFRA Animal Health and Welfare Strategy; member Programme Management Committee Sustainable Livestock Production.



Joe Rozza, Global Water Resource Sustainability Manager, The Coca-Cola Company

Joe leads the initiative to understand and alleviate water-related risks for the Company and communities around the globe. He comes from an environmental engineering background and has worked “in water” for most of his career. He has nearly 20 years of public- and private-sector water-resource sustainability experience and holds a degree in environmental engineering from the University of Central Florida. Joe also leads the Water and Development Alliance, Coca-Cola's global partnership with the United States Agency for International Development and Coca-Cola's work-stream with WWF on valuing nature and water replenishment.

Heathrow Express
train to Paddington

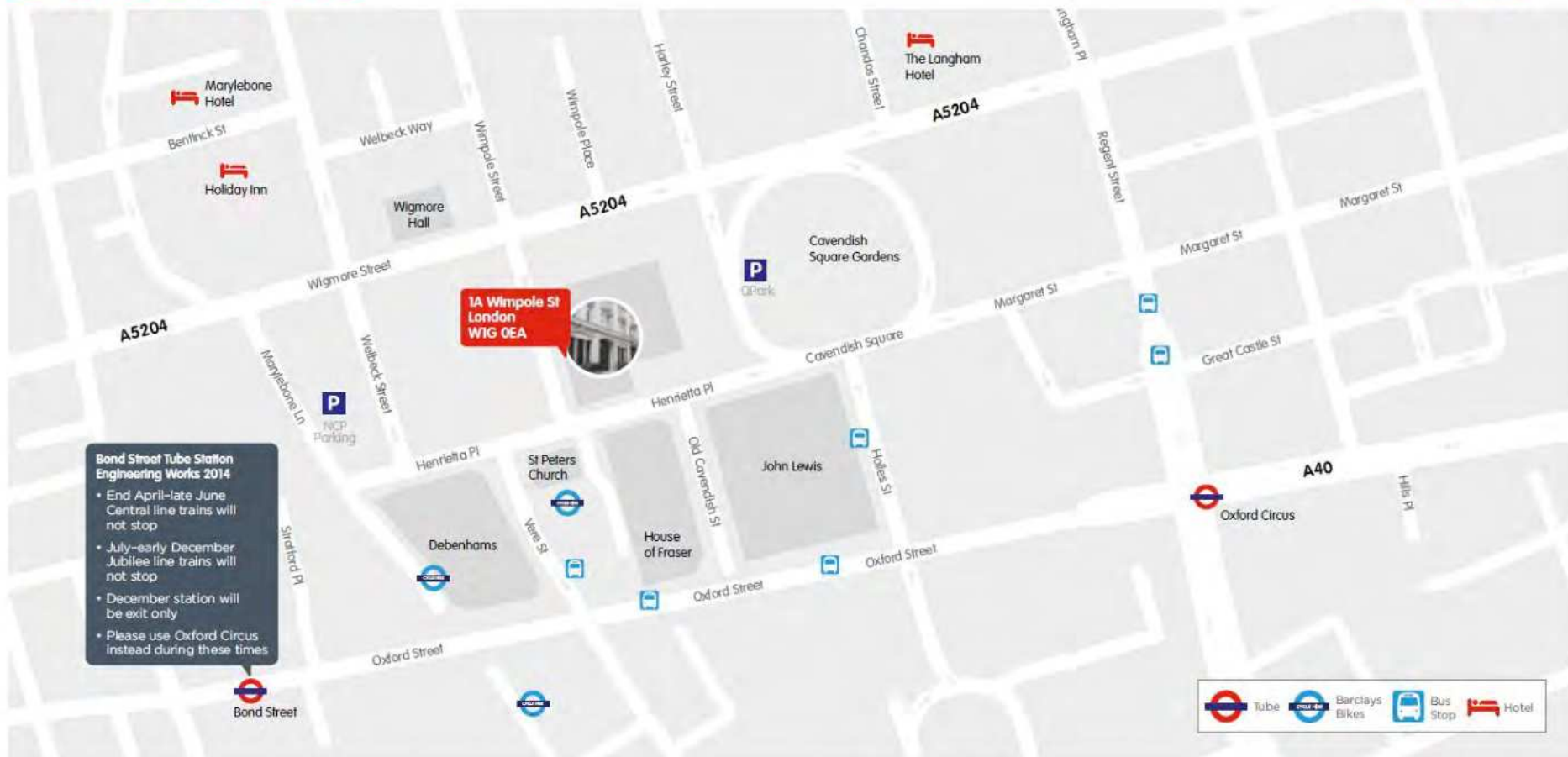


Coca-Cola
1a Wimpole Street
London W1G 0EA
0208 237 3000



Gatwick Express train
to Victoria station

Directions



How to find us

Located just off London's most famous shopping street, we couldn't be easier to find. We're right behind John Lewis, Debenhams and House of Fraser, at the Oxford Street end of Wimpole Street. The front entrance is on Wimpole Street itself.

To plan your journey to Wimpole Street and for live service updates, visit www.tfl.gov.uk

Transport

Bond Street (Central and Jubilee lines) and Oxford Circus (Bakerloo and Victoria) London Underground stations are both just a five-minute walk away. Regular bus services stop nearby in Oxford Street, Regent Street and Wigmore Street, and there's public parking in Cavendish Square Gardens. There are stands for the [Barclays Cycle Hire](#) scheme in Chapel Place, Marylebone Lane and Woodstock Street, all close by.

Railway stations

The great London Underground links make it quick and easy to reach any of Central London's main railway stations. And if you fancy a stroll, Charing Cross, Paddington, Euston and Victoria stations are all just 35 minutes from Wimpole Street on foot.

Airports

London's main airports can all be reached in around one hour. Take the Central Line and Docklands Light Railway (DLR) to City Airport or hop on the Bakerloo Line to Paddington for a [Heathrow Express](#) train (every 15 minutes, journey time 15 minutes). The Victoria Line takes you to Victoria for the [Gatwick Express](#) train (every 15 minutes, journey time 30 minutes).

Please contact me if you have any questions about this event and confirm your participation to:

Jake Backus

Customer Sustainability Director

Coca-Cola Europe

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If possible could you also reply with:

- 1. What is it about this subject that you really want to know?**
- 2. What does this workshop need to do to be a success (for you / the industry)?**



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