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# The “Positive Impact” measurement trend in the private sector - and the SDGs

April 15<sup>th</sup> 2015

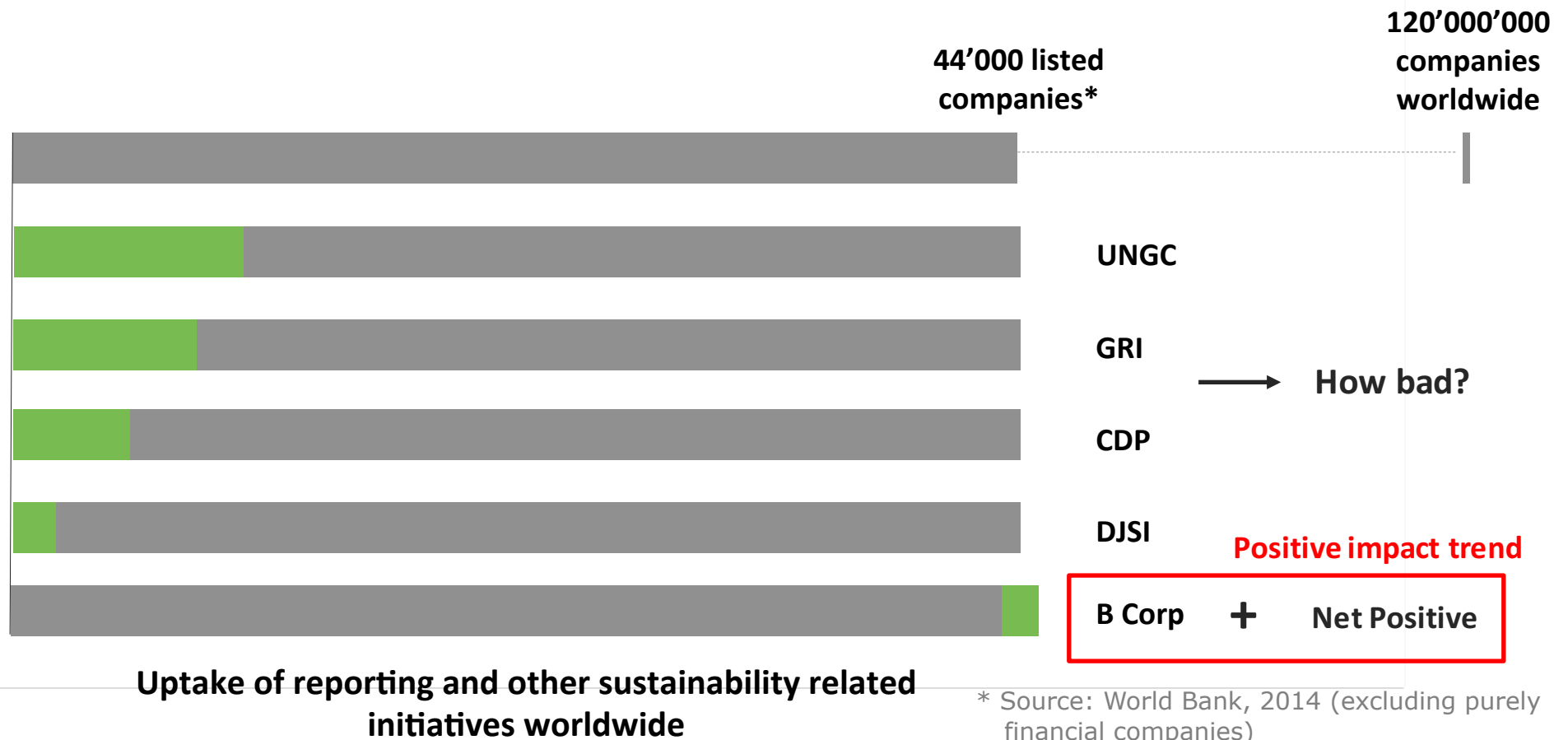
**Samuel Vionnet**

*Sustainability Expert*

sv@valuingnature.ch

+41 (0)76 372 90 27

# Despite these development, sustainability is not yet mainstream in the private sector

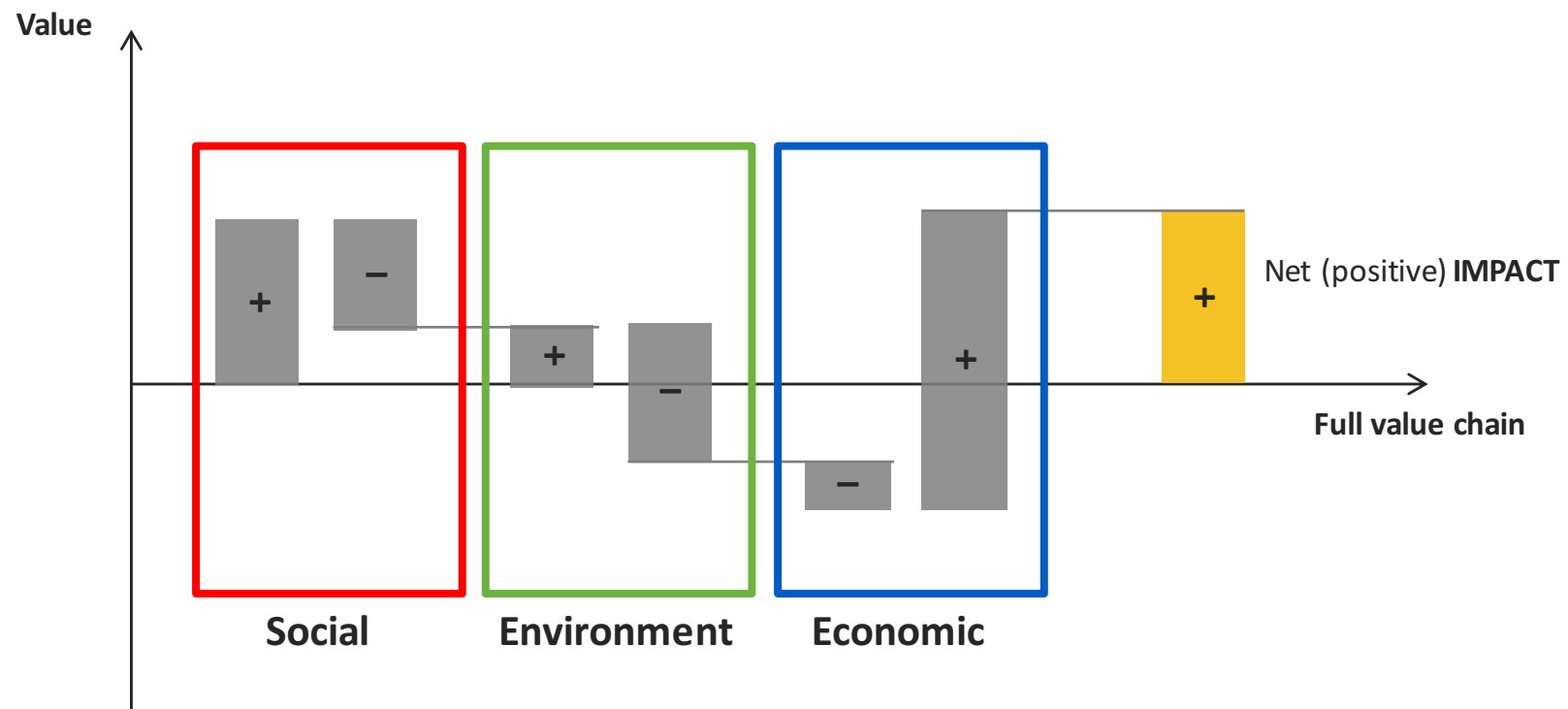


## Who?

### Companies having net positive commitments (a selection)

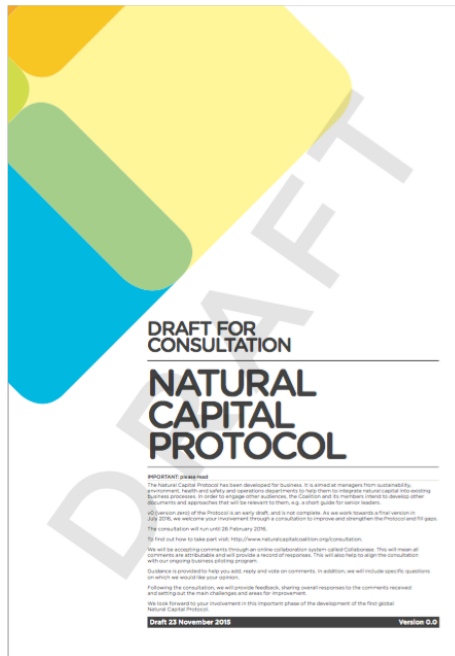


# Redefining value



# How do we measure “impact” ?

## - The protocol momentum



NATURAL  
CAPITAL  
COALITION

Release date: mid July 2016

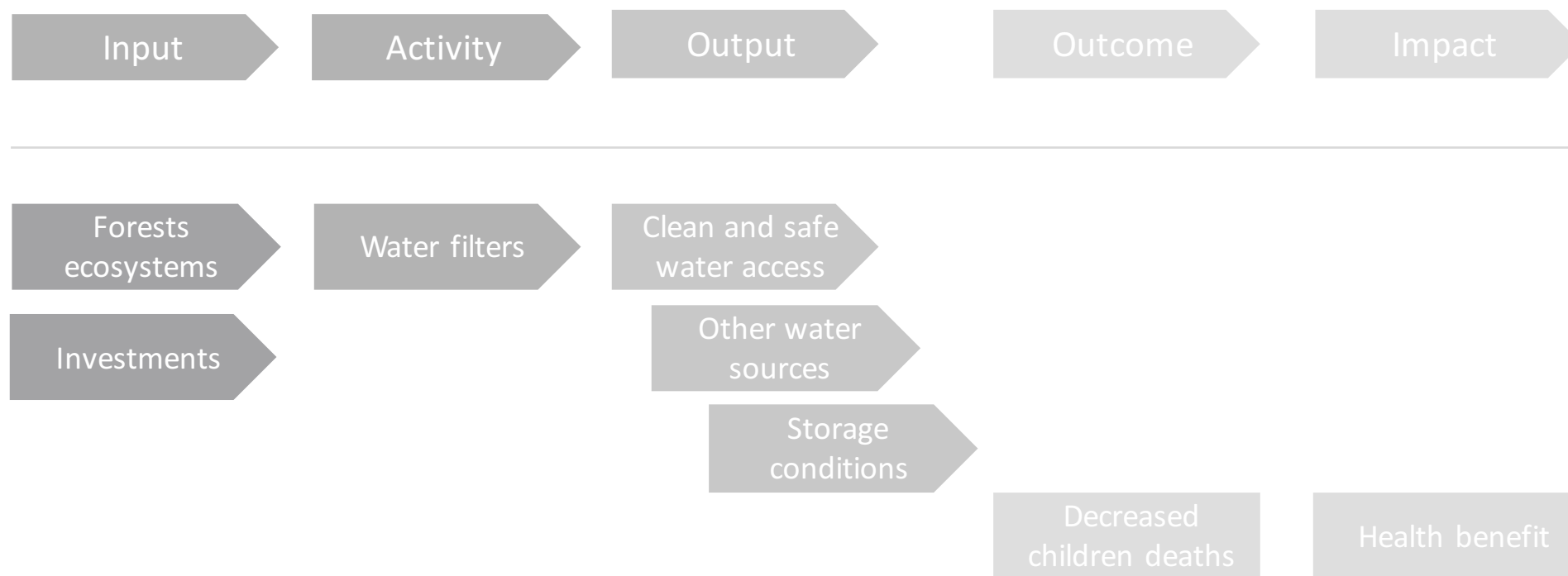
**+ Social Capital Protocol**  
(WBCSD and other partners)





## How do we measure “impact” ?

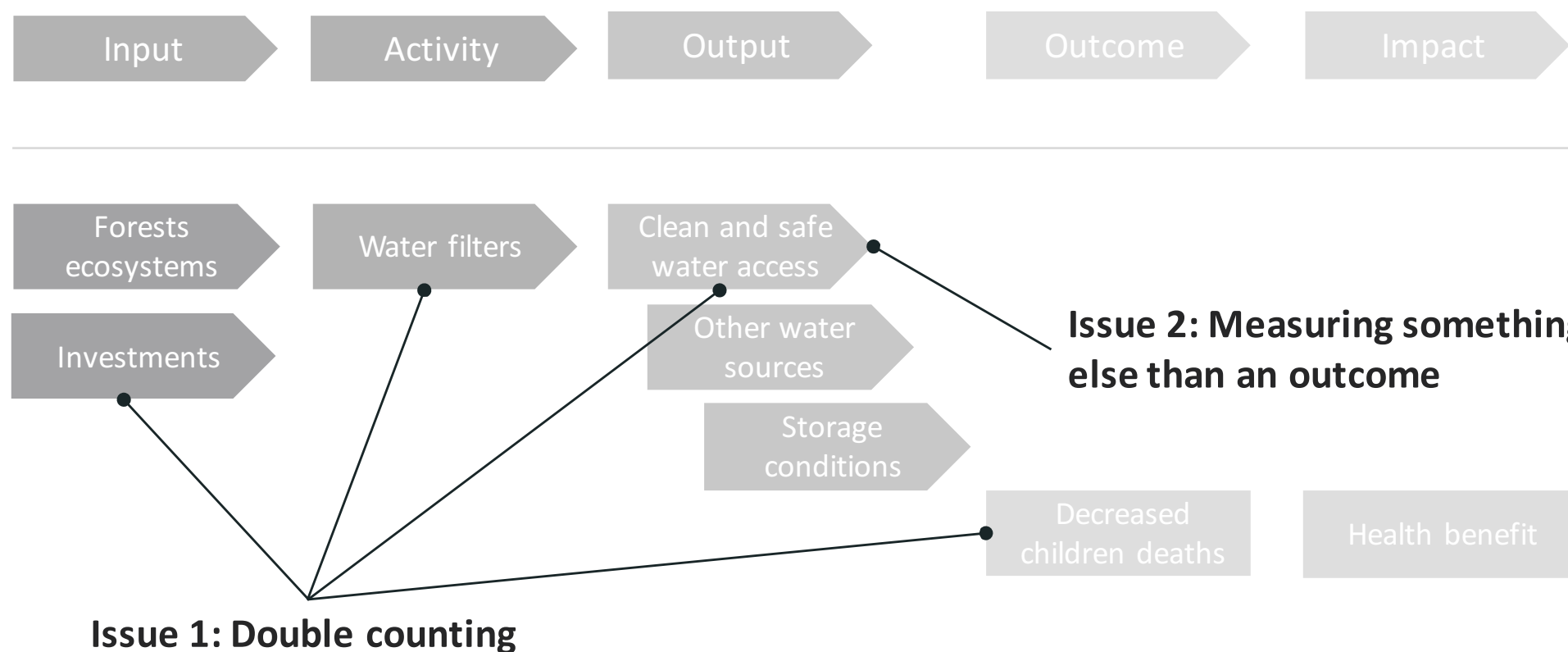
- We must define **impact pathways** or a **theory of change**.
- The value we create is measured at the **outcome level** only.





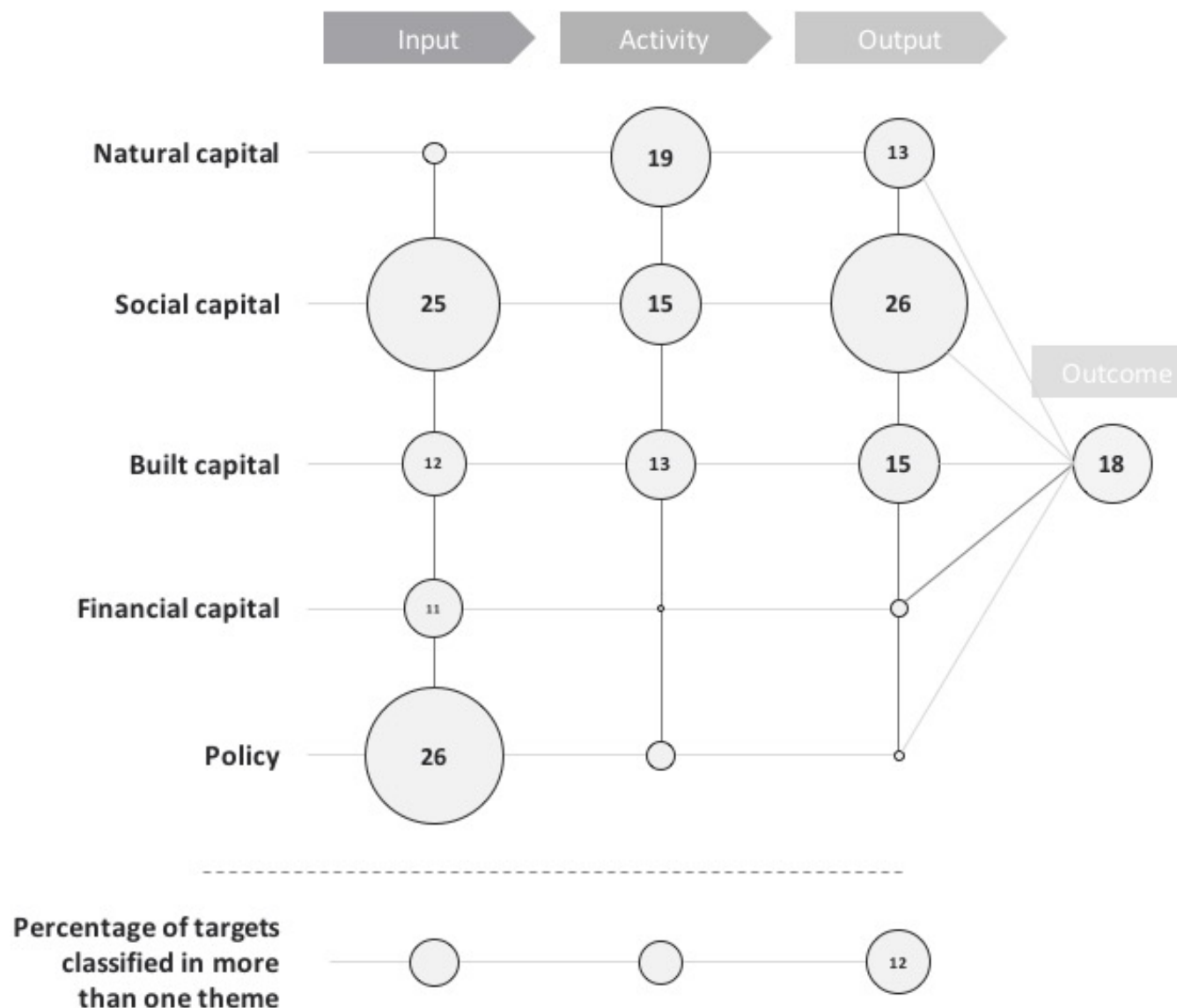
# How do we measure “impact” ?

- We must define **impact pathways** or a **theory of change**.
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# How do we measure “impact” ? About the SDGs

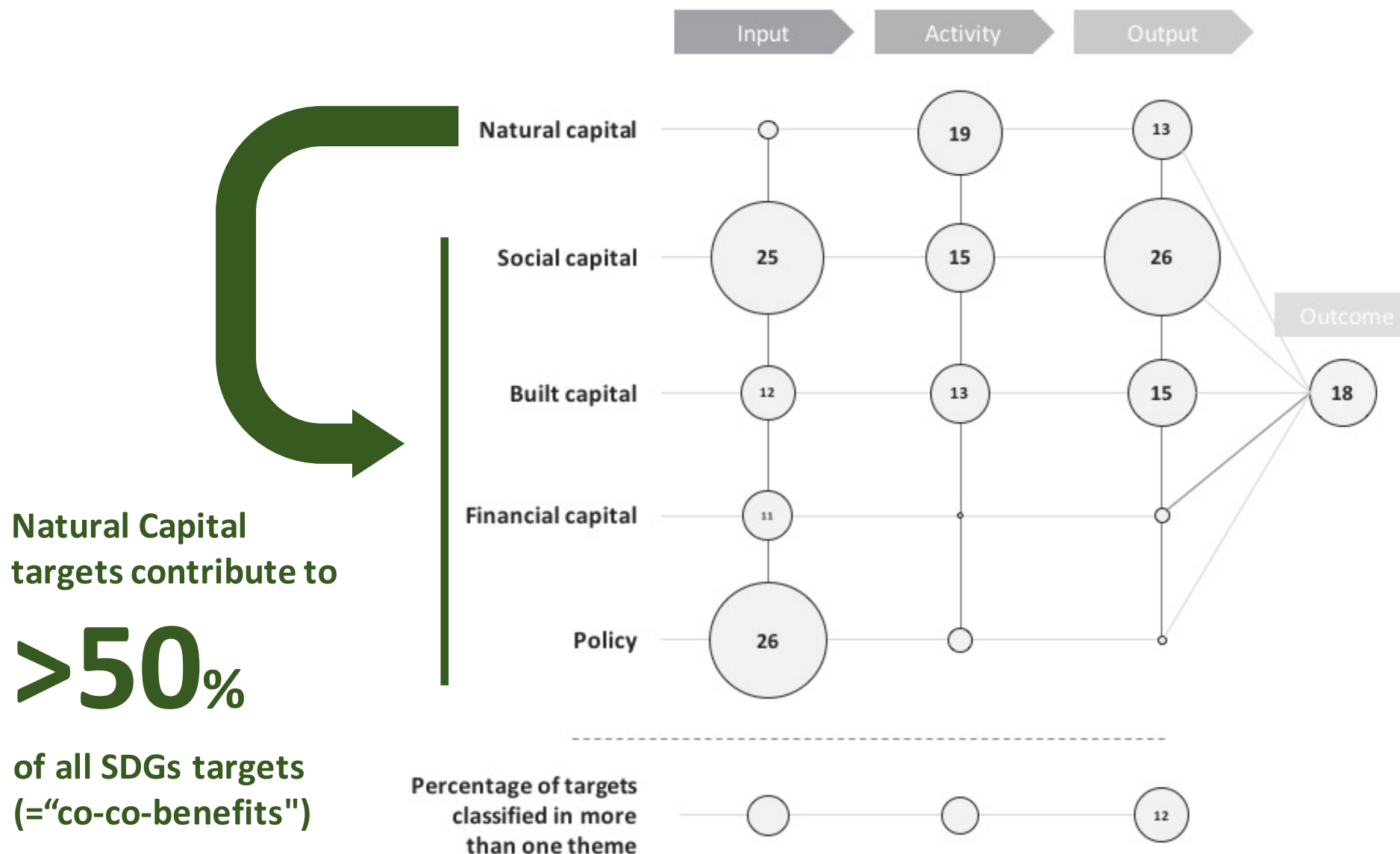






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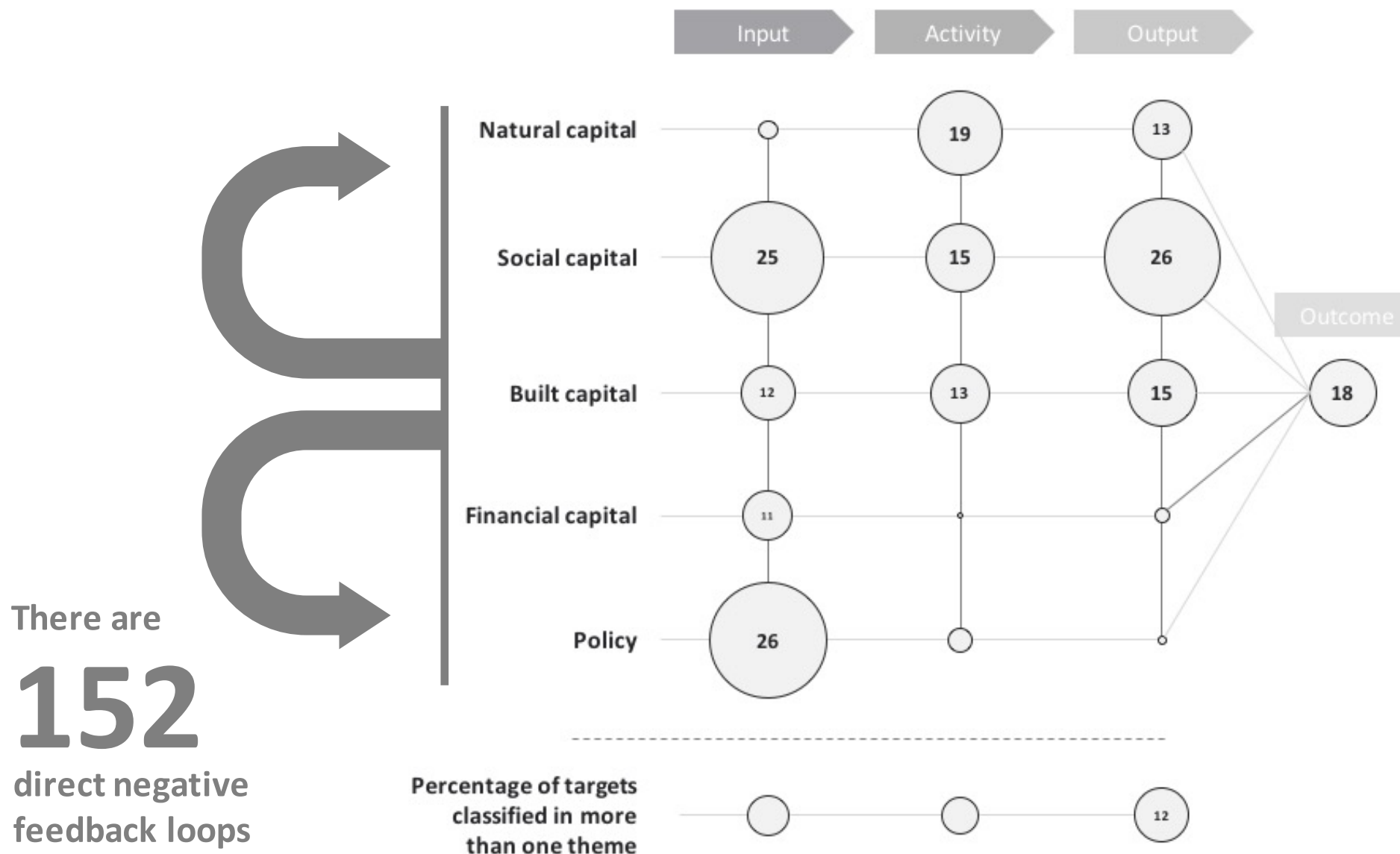
# How do we measure “impact” ? About the SDGs





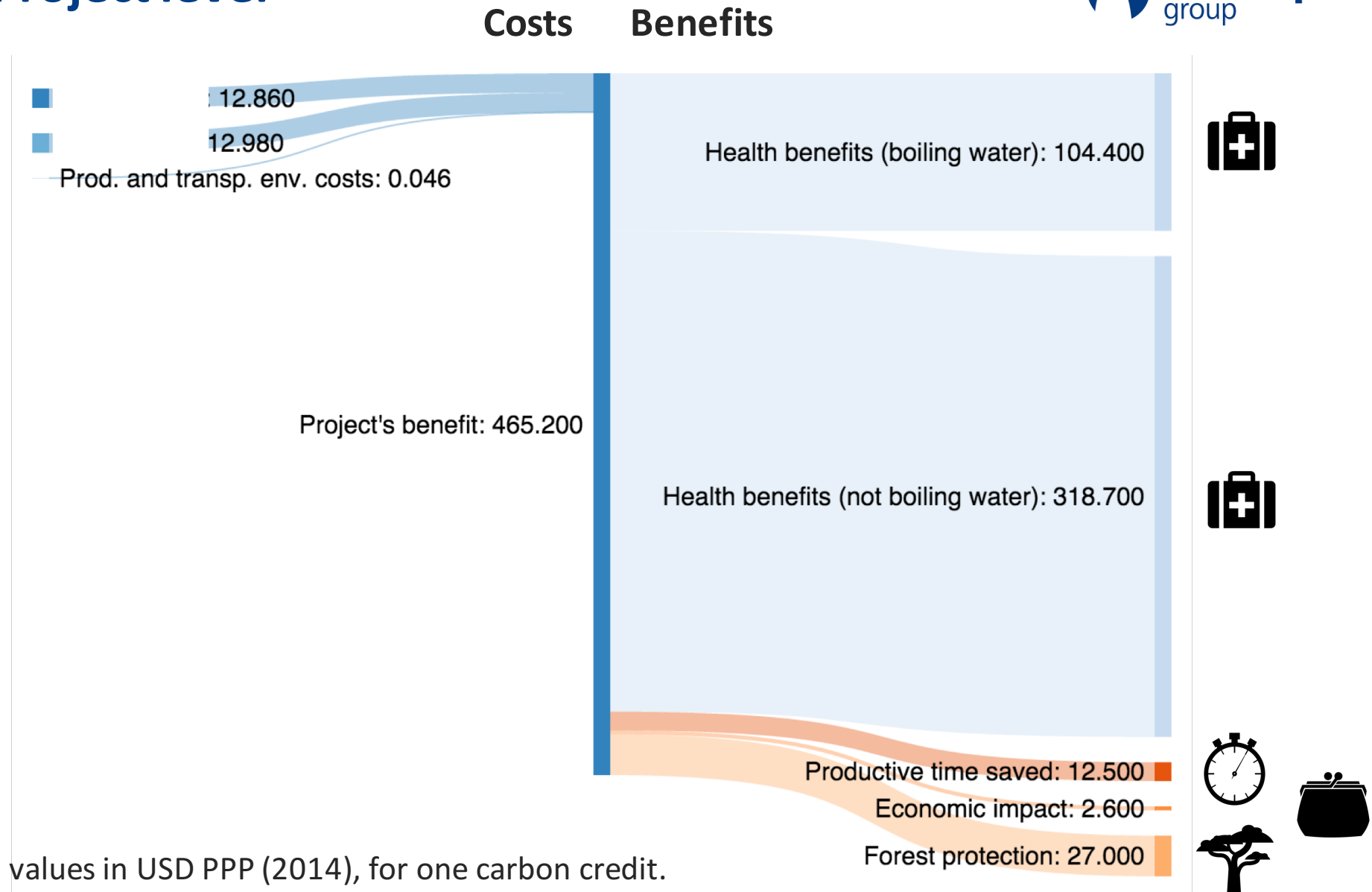
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# How do we measure “impact” ? About the SDGs



# Water Filters Societal Impact (Tanzania)

## Project level



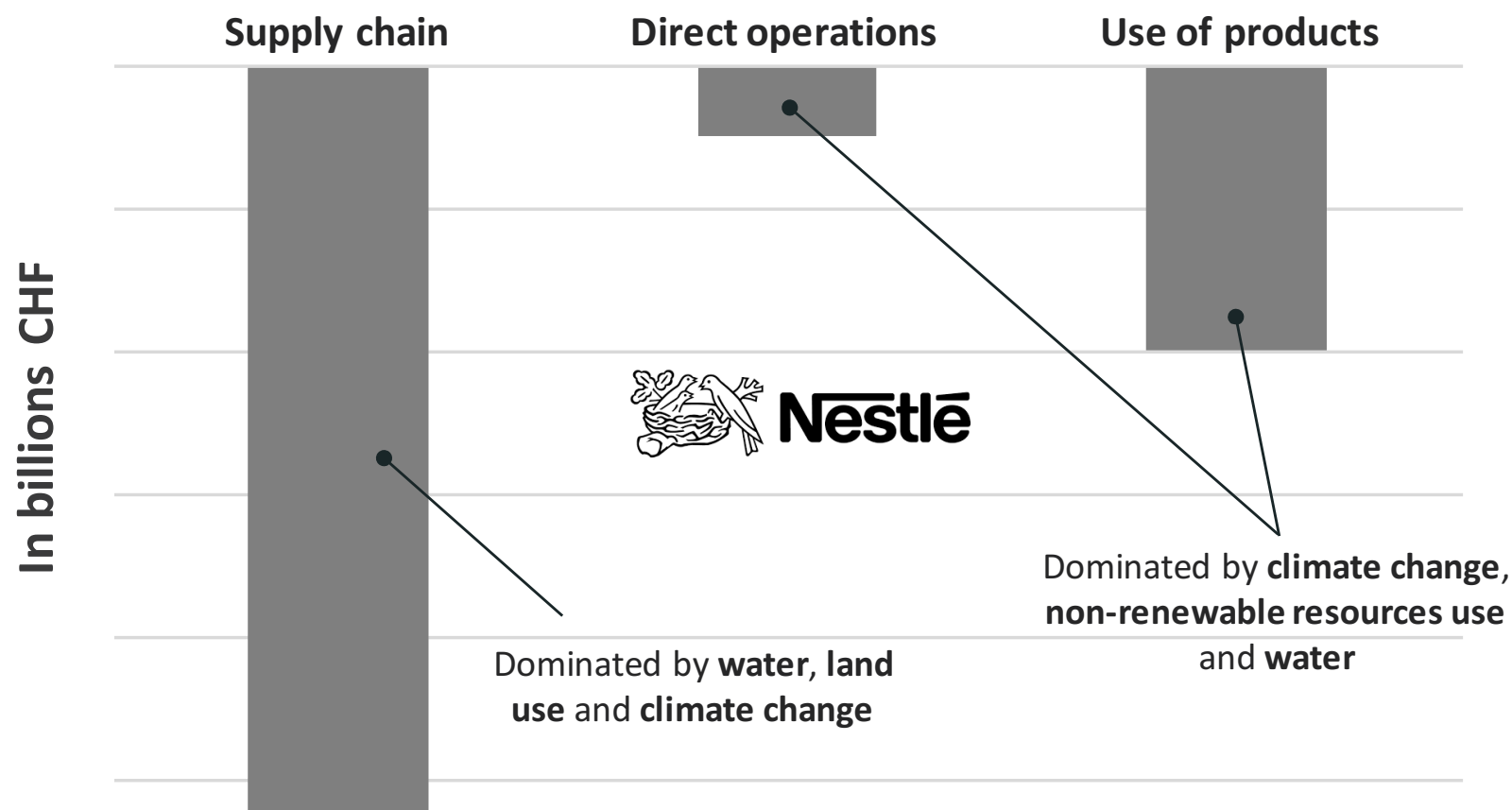
# Nestle Corporate Natural Capital Accounting

## Company wide level



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Total societal cost of the loss of natural capital along the  
value chain of Nestlé



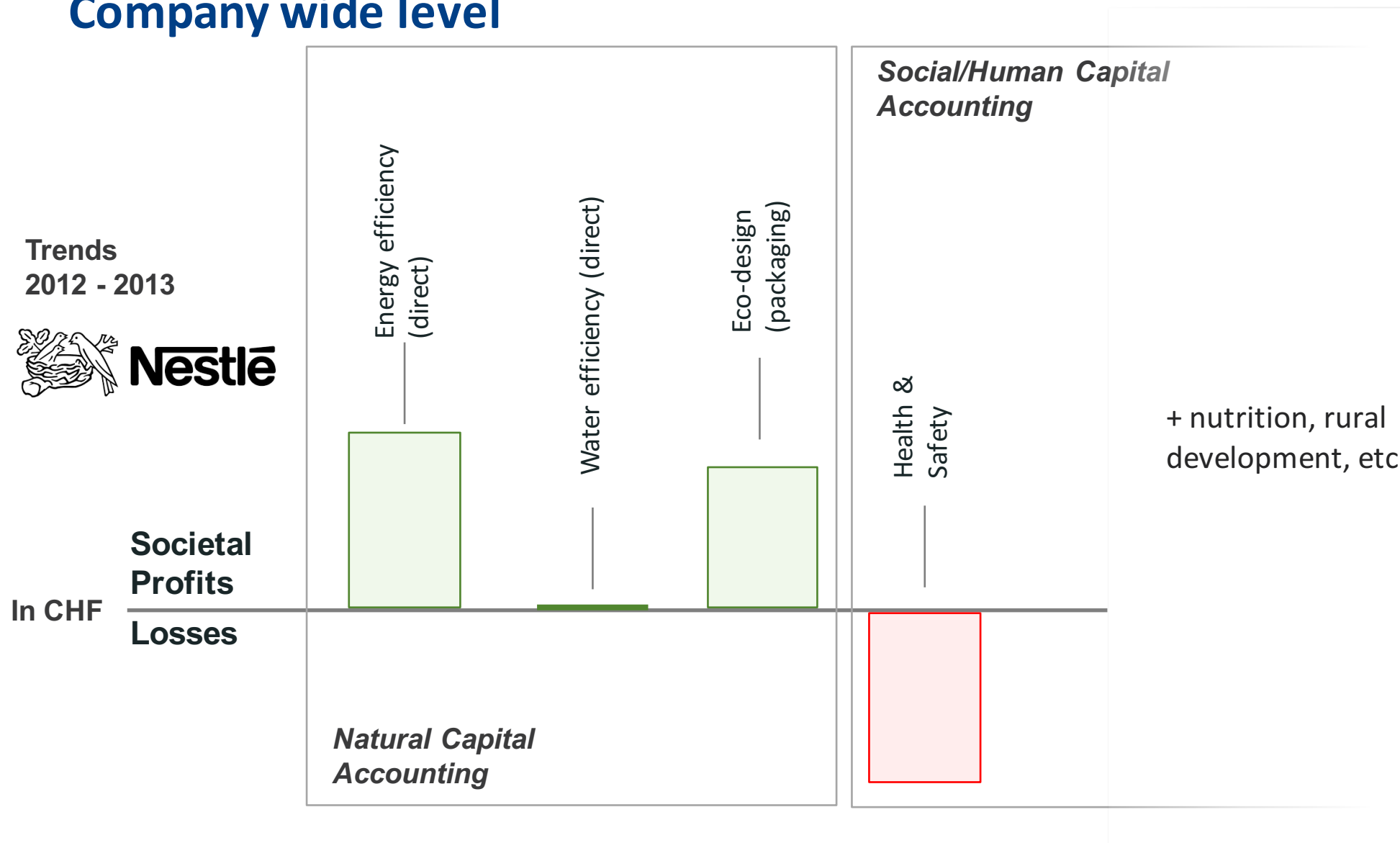
# Nestle Corporate Natural Capital Accounting

## Company wide level



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Trends  
2012 - 2013



Societal value created by Nestlé's sustainability initiatives worldwide

# Triple bottom line accounting

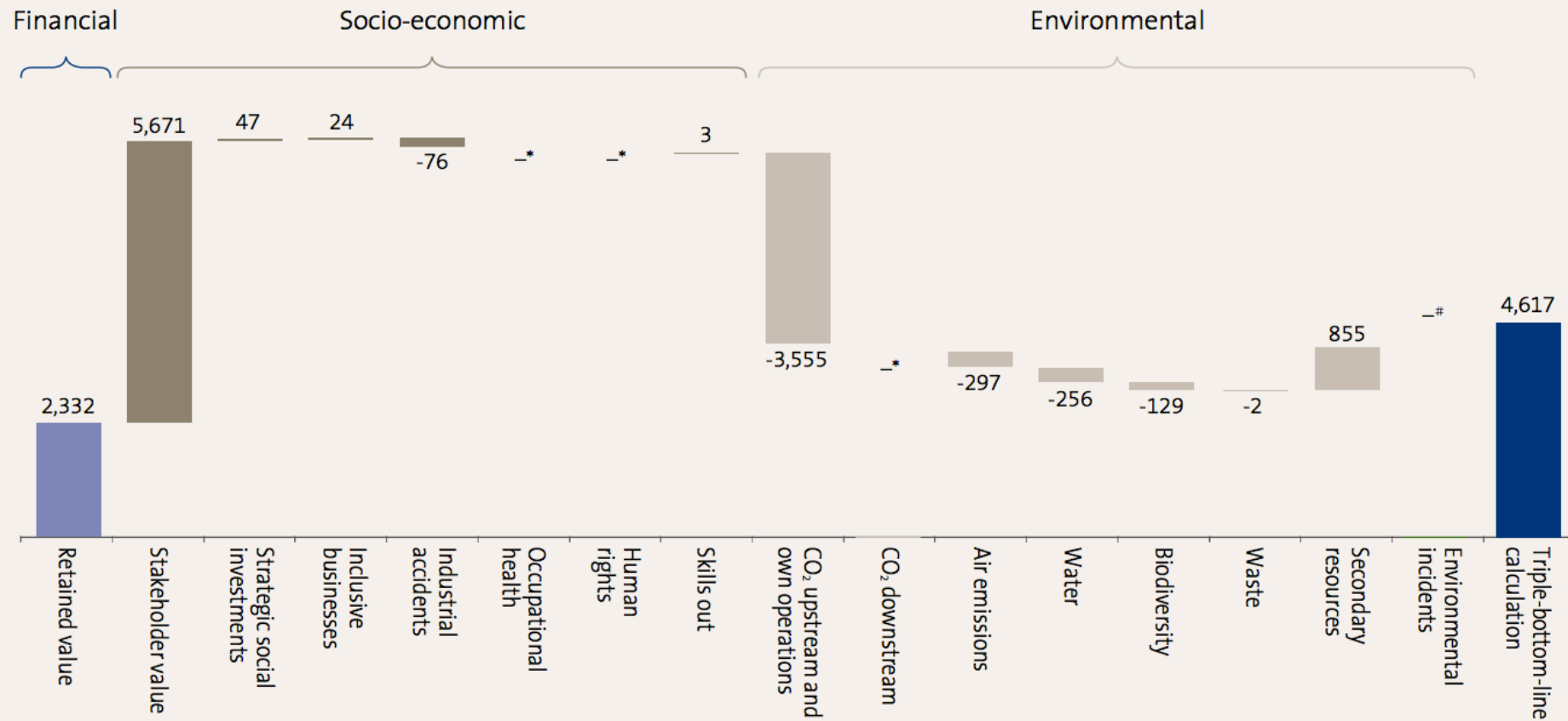
## Company wide level



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**Year:** 2014  
**Scope:** Holcim Global  
**Results in:** mio CHF



# Thank you!

# Questions?



**Samuel Vionnet**

Sustainability expert and founder

[sv@valuingnature.ch](mailto:sv@valuingnature.ch)

+41 (0)76 372 90 27

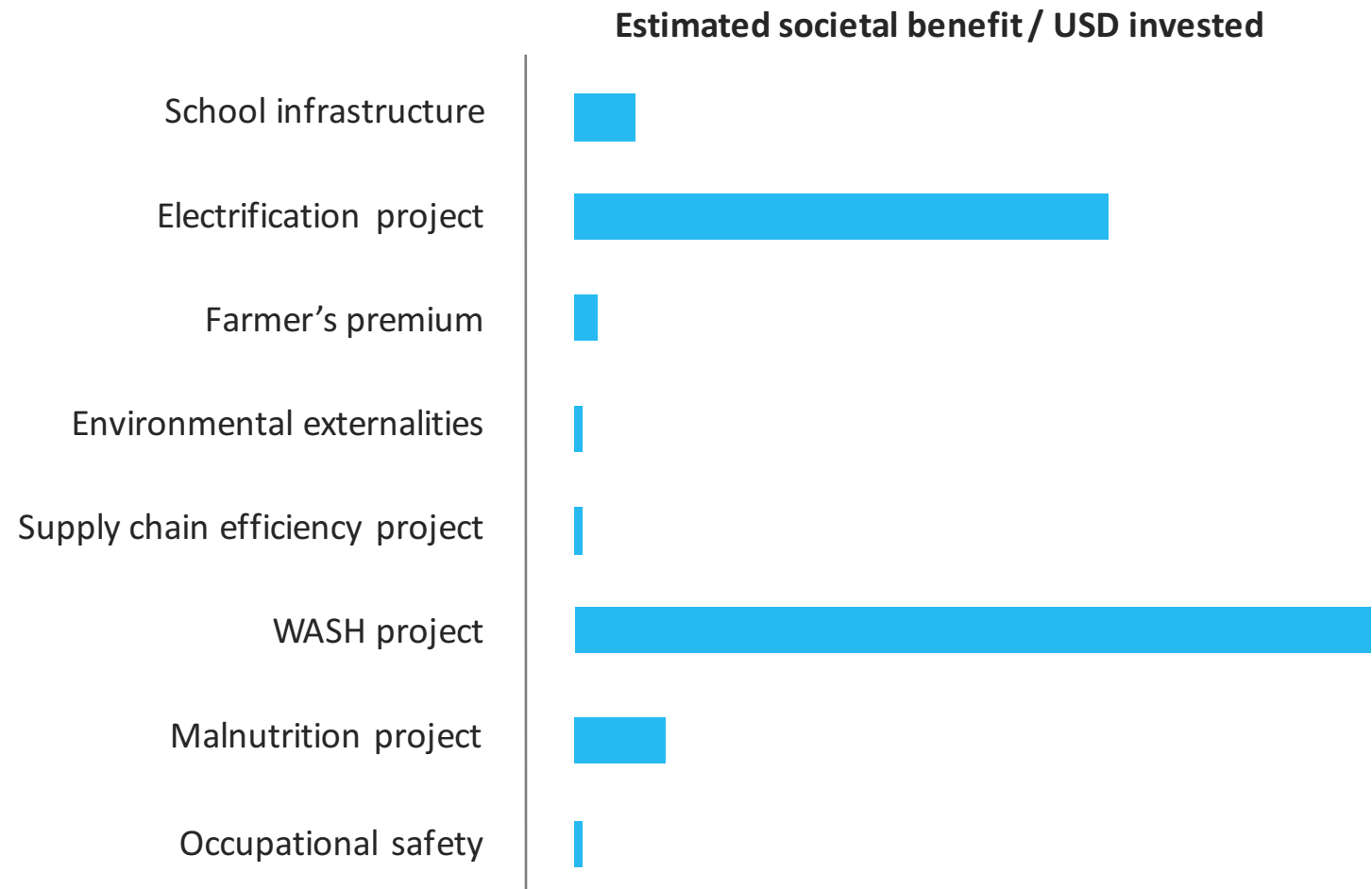
# Societal Return on investment

## Supply chain level

If one USD was invested in a specific rural community (developing country in South America), providing a specific good to a company, what would be the societal return on investment?



=



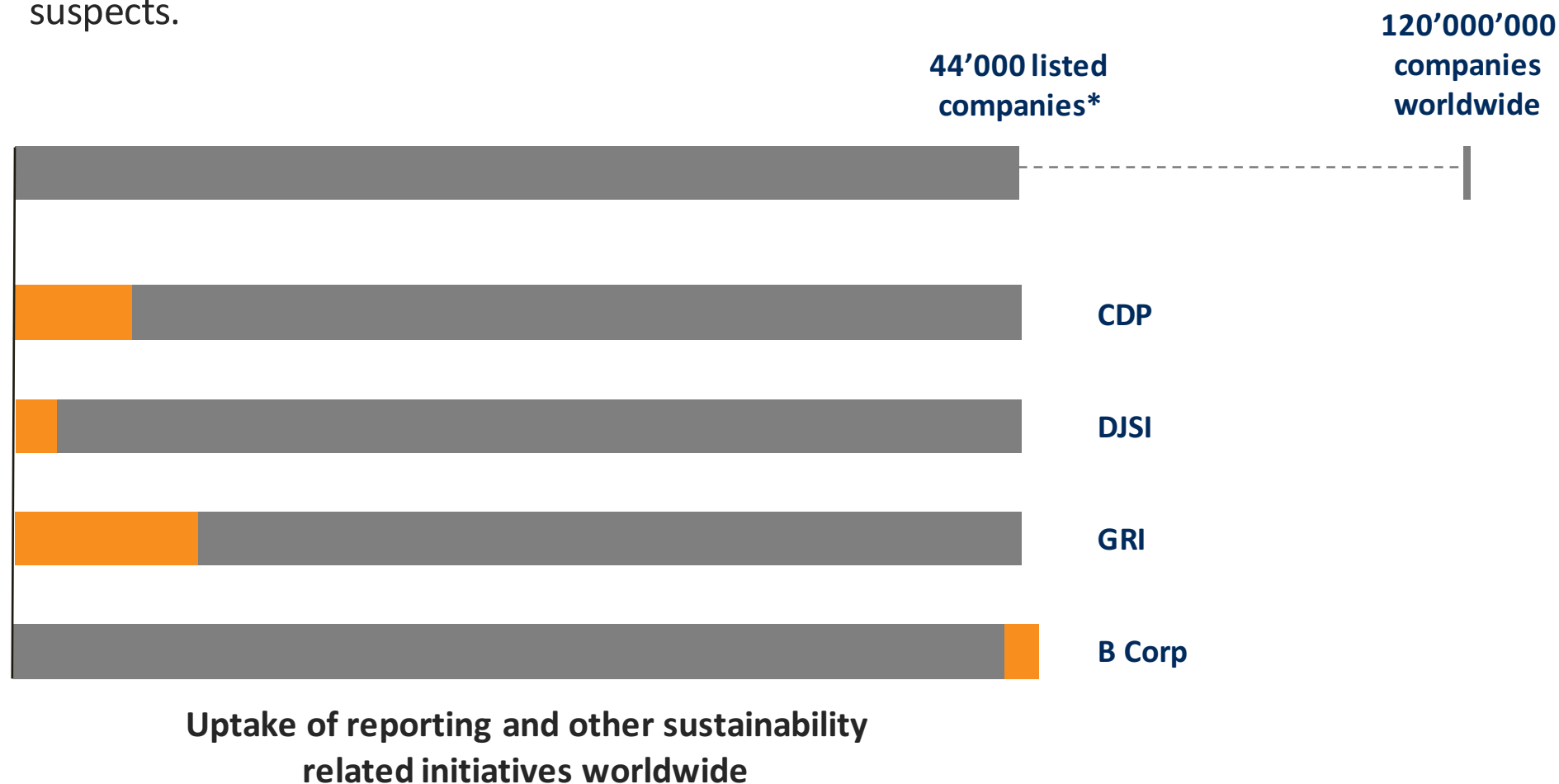




## Where are we now?

### Trends - Sustainability and the private sector

Sustainability is still not mainstream in the private sector despite the usual suspects.



\* source: World Bank, 2014 (excluding purely financial companies)



## Where are we now?

### Trends - Sustainability and the private sector

The increasing uptake of those initiatives over a short period of time is significant!

Note the new trends around positive impact.

