



Heard in the C-Suite:

Board room challenges facing ecosystem services

February 8th, 2013

Valuing ecosystem services

To drive real change, companies must take into account externalities on their balance sheets and income statements

Today's reality:

Few companies are undertaking ecosystem services valuation (ESV).

For those that are, it is primarily an academic exercise. It is unknown how such endeavors will impact core business strategy.

ESV is not on the radar of our energy clients today.



How do we shift this reality?

From the head of one of the largest global banks

“Corporate behavior will change when these are central issues affecting bottom line value, rather than issues on the corporate responsibility agenda.”

5 ingredients needed to shift reality

1. Burning platform
2. Visionary executive
3. Underlying science and data
4. Bridge of data -> "so what" for business
5. Behavior change

Creating the burning platform for companies

Is policy the only way?

Who we are

Blu Skye is a strategy and management consulting firm that helps companies and industries develop and execute sustainability strategies that create measurable value for shareholders, stakeholders and the world.

We are leaders.

From Harvard Business Review articles, to keynotes at Fortune Brainstorm Green conferences, to working with many of the world's most forward-thinking companies and CEOs, we see and help create the future.

We have experience.

Founded in 2004, Blu Skye has served a select number of companies, industries, non-governmental agencies and universities in understanding what to do and then doing it.

We know the right answer isn't enough.

Unlocking business and societal value requires system change and stakeholder alignment. We use analytic rigor, sustainability insight and change leadership capabilities to build trust and commitment to action.

We help business use sustainability to win today.

The new normal of market volatility underscored by resource scarcity means businesses must innovate to stay ahead. Sustainability is the single most applicable innovation and risk management tool available today.

Why we do it

Population

United Nations estimates that we have 7 billion people today and are on track for 9 billion by 2030

Consumption

The OECD estimates 3.1 billion new middle class by 2030, mostly in developing markets

Overshoot

World Wildlife Fund estimates that we are using 1.5 earths worth of biocapacity today to serve humanity

Volatility

McKinsey predicts that the period of cheap commodities is coming to an end



We Help Companies Build Resilience

In this new world, leading companies must build visibility, understanding and management of sustainability issues deep into their strategy and operational decision-making