



2016 Activity Report

Conferences, Workshops & Presentations

* **Conference:** We held a major conference on 4th October at the National Concert Hall, with 150 delegates. The sold-out event - titled 'Making Nature Count' - brought together some of the leading voices on natural capital from a diverse range of disciplines, including economics, accountancy, business, communications and politics, as well as ecology and environmental science. We received excellent feedback from attendees.

* **Fringe events:** In conjunction with the conference, we held six webinars in collaboration with the Ecosystems Knowledge Network on topics including the Natural Capital Protocol, Payments for Ecosystem Services and Natural Capital Accounting. We also organised a public lecture by conference keynote speaker Tony Juniper at Trinity College Dublin, as well as an academic debate on natural capital with speakers from various disciplines and chaired by Ella McSweeney.

* **Social media:** We promoted the conference using social media and were trending on Twitter on the day of the conference.

* **Conference materials:** We produced graphics/visual notes which we used on social media, an infographic on the business case for natural capital, videos of the speakers' presentations, vox pops from conference attendees, blogs for the website and are working on an interactive conference report.

* **Breakfast Briefing:** We will held a Business Breakfast Briefing on 23rd November in collaboration with Sustainable Nation. The event took place at Bank of Ireland, 2 Burlington Plaza, Dublin 4.

* **Northern Ireland conference:** IFNC Chair Prof Jane Stout delivered a keynote talk to the Northern Ireland Environment Link's annual conference, 'Delivering Prosperity through the Environment' in Belfast on October 30th.

* **Workshop:** IFNC Executive Coordinator Hannah Hamilton and IFNC Steering Committee member Gerry Clabby delivered a workshop on natural capital to Fingal County Council

* **Natural Capital Walk:** IFNC Steering Committee member Paddy Woodworth led a 'Value of Nature' walk at Marley Park in March.

Communications & Media

- * **Branding and Logo:** We developed a logo and visual brand identity and re-designed the website to reflect this.
- * **Election pledge:** We promoted natural capital among General Election Candidates with a 'natural capital pledge'. Thirty-three candidates signed the pledge.
- * **Irish Times article:** The IFNC was featured in the Irish Times in a feature interview with Tony Juniper, in advance of the conference.
- * **Blogs:** We published a series five of blogs on the website, covering various aspects of natural capital, including valuation, cultural ecosystem services and finance.
- * **Newsletters:** We issued quarterly newsletters to members, featuring Forum news, natural capital news, updates from working groups, events and workshops, research calls, reports and papers.
- * **Slide Deck:** We developed a Master Slide Deck with key information about the Forum, natural capital, case studies, policy, Irish research, and information on valuation methodologies. It is available through the Members' Area of the website.

Connections, Collaboration & Engagement

- * **Natural Capital Coalition:** We joined the Natural Capital Coalition, a group that has developed a Protocol for businesses to use natural capital information to inform decision-making, and attended the launch of the Protocol in London.
- * **Working Groups:** The Business, Policy and Research Working Groups have held a number of meetings throughout the year and are developing individual work programmes.
- * **Engagement:** We have reached out to a number of key Irish organisations, and held meetings with representatives from Bord Bia and Green Schools to discuss natural capital concepts and potential integration with Origin Green and Biodiversity Flag programmes (respectively)
- * **Submission:** We made a submission to the coordinators of the 3rd National Biodiversity Action Plan

Organisational Development

- * **Structure:** We updated our Terms of Reference and organisational structure, and elected a new Chairperson.
- * **Development:** We are currently putting together a Business Development Strategy to outline funding pathways and potential service delivery in order to inform the Forum's work.