

**FACILITATOR GUIDE**

**Food & Beverage Business Training   
on Natural Capital**

**xx-xx-xxxx**

*Module 2: Scoping a first natural capital assessment*

This Facilitator Guide has been developed to support you in conducting the Module 2 Food & Beverage Business Training on Natural Capital. It includes facilitation tools and practical tips, relevant materials to share, as well as a detailed agenda of the training session. The text elements highlighted in yellow need to be adapted to your specific training session.

### Program



**Date**

**Time (full day)**

**00:00-00:00 CET**

**Note:** we will be using the breakout room function in Zoom. In order for this function to work properly please do not dial in using your phone. Access Zoom using your computer or the Zoom app.



**Virtual training through Zoom**

https://wbcsd.zoom.us/meeting/register/tJYuduiqrT8iGdAzqr2CvzbwBsaf5rbS8AN3

**Facilitation tips & tricks:**

* You are free to rearrange the slides in the slide deck, depending on your target audience.
* Make sure to invite all participants to switch on their cameras and to ask all participants to mute their microphones (to reduce background noise) at the start of the meeting.
* Try to facilitate the training with more than one person, allowing you to allocate the different tasks effectively. I.e. agree that whoever is not speaking, is responsible for managing the chat and the breakout rooms, and keeping track of the time.
* Share relevant resources in the chat (page 3).

**Facilitation tools that will be used during the training:**

* Breakout rooms: breakout rooms should be prepared in advance. We recommend working with groups of 3-5 people.
* Mentimeter: the slide deck contains a number of Mentimeter questions. This [link](https://www.mentimeter.com/) allows you to create the questions. If you will not make use of Mentimeter, you should take out the following slides: 22/23/24, 43/44, 63, 74, 90/91, 171/172.
* Live Google Document – to be prepared by the facilitator.

**Materials to provide to participants in advance of the training:**

* [Module 1 training material](https://wevaluenature.eu/training-resources) - to be downloaded via [this](https://wevaluenature.eu/media-item/83) link
* [Pre-training exercise](https://wevaluenature.eu/media-item/83) - to be downloaded via [this](https://wevaluenature.eu/media-item/83) link
* Workbook adapted to the Food & Beverage sector – to be downloaded via [this](https://wevaluenature.eu/training-resources) link
* [Executive Summary](https://naturalcapitalcoalition.org/wp-content/uploads/2016/07/NCC_Primer_WEB_2016-07-08.pdf) version of the Natural Capital Protocol

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**Additional materials**

* As part of this training, a number of additional training materials have been developed. These materials are incorporated into the training but can also be used as stand-alone products. All materials are available for download through the [WeValueNature media library](https://wevaluenature.eu/digital-media-library):
  + Practical Natural Capital Stories on starting a Natural Capital Journey, featuring The Coca Cola Company, Eosta, Jerónimo Martins and METRO.
  + An overview of relevant network organizations that can offer support on a Natural Capital Journey.
  + Persona Action Cards, sharing insights on the main needs, challenges and actions for different roles within Food & Beverage companies, such as the CEO or a Sustainability Manager.
  + On overview of some of the key sustainability topics and how they relate to natural capital.

**Useful links to share in the chat**

* [Natural Capital Protocol](https://naturalcapitalcoalition.org/natural-capital-protocol/#targetText=The%20Natural%20Capital%20Protocol%20is,and%20dependencies%20on%20natural%20capital.&targetText=A%20natural%20capital%20approach%20broadens,information%20available%20to%20decision%20makers.)
* [Social & Human Capital Protocol](https://capitalscoalition.org/capitals-approach/social-human-capital-protocol/)
* Natural Capital Protocol sector guide [food & beverage](https://naturalcapitalcoalition.org/food-and-beverage/):
* [TEEBAgriFood Operational Guidelines for Business](https://naturalcapitalcoalition.org/teebagrifood-operational-guidelines-for-business-launch/):
  + [User templates](https://capitalscoalition.org/wp-content/uploads/2020/07/TEEBAgriFood-Operational-Guidelines-for-Business-User-Template-FINAL.pdf)
* [TEEBAgriFood Evaluation Framework](http://teebweb.org/our-work/agrifood/understanding-teebagrifood/evaluation-framework/)
* [Natural Capital Toolkit](https://shift.tools/contributors/551)
* [SHIFT.tools](https://shift.tools/)
* [Natural Capital Stories](https://wevaluenature.eu/natural-capital-stories) (We Value Nature)
* [Case studies](https://naturalcapitalcoalition.org/category/case-studies/) (Natural Capital Coalition)
* WBCSD [Business examples](https://www.wbcsd.org/Programs/Redefining-Value/Business-Decision-Making/Assess-and-Manage-Performance/Measuring-and-valuing-impact-business-examples?searchText=) (WBCSD)
* Natural Capital stories – to be downloaded via [this](https://wevaluenature.eu/digital-media-library) link
* Infographic: Entry points into natural capital thinking – to be downloaded via [this](https://wevaluenature.eu/digital-media-library) link
* Persona Action Cards – to be downloaded via [this](https://wevaluenature.eu/digital-media-library) link
* Network Analysis: Food & Beverage Networks & Natural Capital – to be downloaded via [this](https://wevaluenature.eu/digital-media-library) link
* Infographic on the relationships between natural capital and other concepts – to be downloaded via [this](https://wevaluenature.eu/training-resources/module-1) link

**Materials to provide to participants after the training:**

* Please share the training slides, together with some of the materials in this document that you consider most useful for your target audience, with the training participants as a follow-up of the training.

**Agenda**

* On the next pages, you will find a draft facilitator agenda to help you plan a full day training session. Please feel free to adapt this to the timing and length of your choice.

### Agenda

|  |  |  |  |
| --- | --- | --- | --- |
| **Time** | **Session** | **Content** | **Speaker / Facilitator** |
|  | **Training prep.**  **45’** | * *Final run through the training & respective roles* * *Check that audio, video & Mentimeter working properly* | **ALL** |
|  | **Welcoming & opening**  **20’** | * **Welcome all participants** * **Before kicking off, brief presentation of We Value Nature** * **Briefly go through the house rules** * **Present ourselves** * **Learning objectives, agenda & material** * **Introductions**   Using the **chat function**, ask participants to introduce themselves based on Qs. from slide | **SPK** |
|  | **Setting the scene and a brief re-cap on natural capital**  **10’** | * **Momentum COVID-19 (1’)** * **Choose a video:** * Pitch for nature **2’24** * WBCSD **1’31** * GSFA 2019 **2’47** * **Menti Qs (5’)** | **SPK**  **FAC** - to manage & launch Menti Qs. |
|  | **A brief recap on natural capital**  **15’** | * **Natural Capital definition (2’)** * **Ecosystem services (2’)** * **Business depends on & impacts NC (1’)** * **Integrating approaches (1’)** * **Menti Q. (5’)** * **Nat Cap Protocol (4’)** | **SPK**  **FAC** - to manage & launch Menti Q. |
|  | **The business case for assessing natural capital & common assessments**  **15’** | * **The global risk landscape has changed (1’)** * **Risks & Opportunities for business (4’)** * **Reflections, risks and opportunities (5’)** * **Business case (1’)** * **Business applications (1’)** * **Few stats (1’)** | **SPK** |
|  | **Engaging the supply chain on natural capital**  **50’** | *Link this part with key elements that came out from brief recap.*   * **Engaging farmers and consumers (2’)** * **Why engaging with farmers? (2’)** * **Play video 3’39** * **Sustainable production landscape (2’)** * **How to organize change at farm level (2’)** * **Cooperation and partnerships (2’)** * **Certification & standards (2’)** * **Sustainability standards (2’)** * **How to engage with farmers (2’)** * **Menti Qs (4’)** * **Engaging consumers (2’)** * **Trends (2’)** * **Third party certification (2’)** * **Storytelling (2’)** * **Play video 3’06** * **Blockchain technology (2’)** * **True Cost Accounting (2’)** * **Play video 1’58** * **Creating an inducive company environment for integrating natural capital (2’)** * **Menti Qs (4’)** * **Concrete steps to undertaking a 1st natural capital assessment (1’)** * **Acknowledge where we are at with learning objectives (1’)** | **SPK**  **FAC** **-** to manage chat &  to prepare in background the breakout rooms |
|  | **Identifying impacts & dependencies**  **5’** | * **Natural capital impacts, impact drivers & pathways, dependencies** **(3’)** * **Menti Q (2’)** | **SPK**  **FAC** to manage chat, Menti Q &  to prepare in background the breakout rooms |
|  | **Group discussion – impacts & dependencies**  **25’** | *Link this part with key elements that came out from previous part.*   * **Group discussion in breakout rooms (25’)** * Present the hypothetical example to work through – 2’ * Explain **breakout groups & live Google doc.** – 1’ * **Breakout room discussion** – 10-15’ * Ask participants to share very briefly some of the **key outcomes from the discussions in plenary** by asking them to unmute – 5’ * **Results from case study exercise** **(1’)** * **Los Fiordos’ VAS (1’)** * **Your business’ natural capital impacts & dependencies (2’)** * **Acknowledge where we are at with learning objectives (1’)**   **Link to live Google doc** | **SPK**  **FAC -** to share link to live Google doc in chat & to inform participants of time left by sending a group message to all breakout groups  **FAC –** help engage with participants when sharing key outcomes from discussions |
|  | *Coffee break* – ***15’*** | | |
|  | **Scoping an assessment**  **25’** | *Link this part by reiterating key lessons from intro.*   * **Concrete steps** **(1’)** * **Scoping an assessment (1’)** * **Ways of describing value (2’)** * **Identifying stakeholders & target audience (2’)** * **Recap Business example – Los Fiordos (5’)** * **Coca Cola case study (5’)** * **Reflections, scoping your assessment (5’)** * **Natural Capital Stories (2’)** * **Acknowledge where we are at with learning objectives (1’)** | **SPK**  **FAC -** manage any interactions & Qs coming in chat. |
|  | **Practical considerations**  **15’** | * **Planning an assessment (2’)** * **Other considerations (2’)** * **Practical tips (2’)** * **Useful tools & data sources (1’)** * **Natural Capital Toolkit (1’)** * **Tools to determine impacts & dependencies (2’)** * **Companies experimenting (1’)** * **Acknowledge where we are at with learning objectives (1’)** | **SPK**  **FAC -** manage any interactions & Qs coming in chat. |
|  | **Materiality**  **20’** | * **Definitions (3’)** * **How to measure (3’)** * **Example: Dutch Seafood Company (10’)** * **Acknowledge where we are at with learning objectives (1’)** | **SPK**  **FAC -** manage any interactions & Qs coming in |
|  | **Introduction to monetary valuation for scoping an assessment**  **25’** | * **Measure & Value (3’)** * **Measure & Value in practice (5’)** * **Useful & contentious (2’)** * **Total Economic Value (1’)** * **Reflections, TEV (2’)** * **Overview of valuation techniques (1’)** * **Hypothetical Case Study examples (5’)** * **Ecosystem Quantitative Valuation: data sources (1’)** * **Ecosystem (Monetary) Valuation Tools (1’)** * **Tips for valuation (1’)** * **Acknowledge where we are at with learning objectives (1’)** | **SPK**  **FAC -** manage any interactions & Qs coming in |
|  | **Case Study presentations**  **60’** | * **Welcome & very briefly introduce company and guest speaker** * **Presentation case study 1 (10’)** * **Q&A with participants (10’)** * **Presentation case study 2 (10’)** * **Q&A with participants (10’)** * **Presentation case study 3 (10’)** * **Q&A with participants (10’)** | **SPK**  **FAC -** manage any interactions & Qs coming in chat. |
|  | **Wrap up & Lessons learned**  **10’** | * **Menti Qs (4’)** * **Eager to get started (1’)** * **Next steps (1’)** * **Thank everyone for their participation and special thanks to guest speakers for the presentation (1’)** | **SPK**  **FAC –** manage any interactions & Qs coming in chat + Menti Qs + to post the link to the feedback survey in chat**!** |
|  | **End of training** |  |  |