

# Net Impact Approaches 2020 Conference

20<sup>th</sup> May 2020 - 15 Hatfields, London SE1 8DJ



Impact measurement, valuation and target setting for net zero and net positive environmental and social outcomes

THEMES FOR 2020:

- Dealing with trade-offs, prioritising what to focus on, and links between initiatives
- Operationalising 'Regenerative Stakeholder Multi-Capitalism for Good'

## Conference organisers



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Register at: [netimpactapproaches2020.eventbrite.co.uk](https://netimpactapproaches2020.eventbrite.co.uk)

The existential threats posed by the current climate, biodiversity and inequality crises require rapid transformative changes from everyone. Impact measurement and valuation, and setting targets for net zero and positive impacts, are central to the necessary shift to a more circular, regenerative and wellbeing based economy. This conference, now in its fourth year, is the leading event which investigates and highlights the latest initiatives and best practice on this vital and fast evolving topic of 'net impact approaches'.

**Businesses, financial institutions, governments and consumers increasingly recognise that they must dramatically change the way they set targets, make decisions and measure and report on their impacts.**

One of the most exciting and much needed shifts in sustainability thinking to achieve this is the transition from existing practices of 'minimising impacts' to adopting 'net zero/no net loss' and ideally 'net positive impacts'. Linked to this is the concept of valuing the negative and positive environmental and social impacts a business, project, product or investment has. Valuation is especially useful when trying to compare impacts and trade-offs between impact categories – for example in option appraisal and environmental and social profit and loss accounts.



## WHY ATTEND?

- Engage with and learn from 25+ leading experts in impact measurement, valuation and target setting in a business context
- An excellent way to get up to speed with the latest developments in this rapidly evolving topic
- Discover best practice from companies and financial institutions evaluating and demonstrating the value they create for society
- Find out how to make the case for, and go about, measuring and valuing impacts (e.g. Integrated Profit & Loss accounts) and setting net targets
- Gain valuable insights and expand your network of contacts on this growing topic
- It caters for all – from beginners to experienced practitioners pushing the boundaries

## CONFIRMED SPEAKERS TO DATE INCLUDE:



**Clara Barby**  
Chief Executive



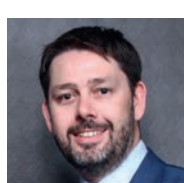
**Phil Clarke**  
Director



**Tjeerd Krumpelman**  
Global Head of  
Advisory, Reporting &  
Engagement



**Ben Carpenter**  
Chief Executive



**Mark Gough**  
Executive Director



**Zoe Le Grand**  
Principal Sustainability  
Strategist



**Adam Crossley**  
Director of  
Environment



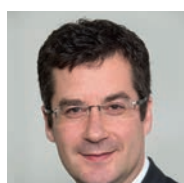
**Vaughan Lindsay**  
CEO



**Dr Jeremy Osborn**  
Director of Business  
and Stakeholder  
Engagement



**Charmian Love**  
Founder & Chair,  
B Lab UK



**Christian Heller**  
CEO, Value Balancing  
Alliance



**James Spurgeon**  
Director



# AGENDA

## 8.15 Registration, coffee and networking

## 9.00 Session 1: Net Impact Approaches: What are they, what's new and where are they going?

This session will outline different strands of Net Impact Approaches, set out the objectives for the day, highlight recent developments and explore plans for the future.

### Net Impact Approaches and 'Regenerative Stakeholder Multi-Capitalism for Good': Setting the scene

An introduction to Net Impact Approaches and their links to 'Regenerative Stakeholder Multi-Capitalism for Good'; key advances on the matter and issues to deal with; and objectives for the day.

*James Spurgeon, Director, Sustain Value & Phil Clarke, Director, Consciam*

## 9.15 What's new in Net Impact Approaches, and how do the initiatives link?

A lively panel discussion of recent updates and launches of relevance to net impact approaches from our conference Affiliates - including a discussion on how they link with each other and with other key sustainability initiatives.

**Session Moderator:** *Charmian Love, B Lab, Chair and Co-Founder*

*Mark Gough, CEO, Capitals Coalition*

*Zoe Le Grand, Principal Sustainability Strategist, Forum for the Future*

*Clara Barby, Chief Executive, Impact Management Project*

*Dr Jeremy Osborn, Director of Business and Stakeholder Engagement, International Integrated Reporting Council*

*Christian Heller, CEO, Value Balancing Alliance*

### Questions and contributions from the floor: What are you up to in this space?

Brief contributions from the floor on key relevant initiatives that delegates are involved in, especially collaborative initiatives.

## 10.15 Coffee & networking

## 10.45 Session 2: Net Impact Approaches in practice

Five diverse best practice case studies describing why and how leading companies and financial institutions are setting net impact targets and valuing impacts. Presentations will include the business case, methodologies used, prioritising what to focus on, dealing with trade-offs, links to other initiatives and lessons-learned.

**Session Moderator:** tbc

**Case studies** (Five x 15 minute presentations plus Q&A)

**Setting net zero carbon emission targets along the value chain, and initial plans for setting a biodiversity target.**

*Adam Crossley, Director of Environment, Skanska*

**Measuring, reporting and steering on impact: ABN Amro's approach including the use of prioritisation, stakeholder values, and impact valuation.**

*Tjeerd Krumpelman, Global Head of Advisory, Reporting & Engagement, ABN Amro*

Three further case studies tbc

We are still considering various options for other case studies. Please do get in touch if you have any good suggestions.

## 12.30 Lunch and networking

## 1.15 Session 3 – Practical workshop sessions

This session involves two sets of 60 minute parallel workshops. Led by expert practitioners with support from leading companies, these enable delegates to delve into the detail of different net impact approaches, share knowledge and learn from others.

SESSION 3A: 1.15 – 2.15	
A	The Value Balancing Alliance: A new accounting scheme for enterprise value <i>Christian Heller, Value Balancing Alliance, plus a member company</i>
B	Getting to net zero carbon. This session will cover: an introduction to offsetting; how can offsetting help tackle climate change; what are the pros and cons of offsetting; effective offsetting; and practical steps to achieve net zero. <i>Vaughan Lindsay, ClimateCare, plus a supporting company</i>
C	Measuring and valuing social and human capital: Details to be determined <i>Ben Carpenter, Social Value International, plus a supporting company</i>
D	Biodiversity and Environmental Net Gain: Setting targets and dealing with trade-offs – UK and international perspectives <i>Presenters to be determined</i>

SESSION 3B: 2.20 – 3.20	
A	Integrated thinking: from theory to practice. An overview of integrated thinking in business. The session includes a practical case study from ABN Amro focusing on creating stakeholder value and prioritising issues and action. <i>Dr. Jeremy Osborn, IIRC, and Tjeerd Krumpelman, ABN Amro</i>
B	Carbon Positive: A practical guide. Best practice case studies on how to explore and deliver carbon positive solutions <i>Zoe Le Grand and James Payne, Forum for the Future, plus a supporting company</i>
C	Impact Management Project: Understanding your social and environmental impacts using the IMP consensus. What is the IMP consensus agreed approach, and how it can be applied to enterprises and investors looking to measure, manage and disclose their impacts on people and the planet? <i>Clara Barby, Impact Management Project, plus a supporting company</i>
D	Integrated capitals: Launch of a new guide on how to aggregate and trade-off within and between capitals <i>Mark Gough, Capitals Coalition, plus a supporting company</i>

## 3.20 Tea and networking

## 3.50 Session 4 – Mainstreaming Net Impact Approaches

This will be a panel session with questions from the floor to explore what sort of economy and capitalism we need, and the role that impact valuation and net zero/positive target setting should play in this.

### Operationalising a transformed economy using net impact approaches

This session will consider i) what sort of economy is necessary for the 'transformation' required? ii) what is the role for impact valuation and net zero/positive target setting in helping to operationalise it? and iii) what actions are needed to make this happen? A starting point for the discussion on the transformed economy needed will be based on 'Regenerative Stakeholder Multi-Capitalism for Good', but will include discussion of no growth, prosperity, circular economy, science based-targets, and a wellbeing economy etc.

There will be a mix of expert panellists, invited contributions from the floor, and open contributions from the floor. We are still working on getting a first class set of panellists and invited contributors, but these are likely to include, amongst others, a top academic, the B Lab, Social Value International, the Wellbeing Economy Alliance, OECD or EU, Defra/UK Gov, Forum for the Future, and a leading multinational company.

## 5.05 Reflections and next steps – bringing the day together

TBD, James Spurgeon, *Sustain Value* & Phil Clarke, *Consciam*

## 5.15 Close

*Networking Drinks Reception*



## WHAT WILL I LEARN?

The conference covers all key aspects relating to impact measurement and valuation, and target setting for net zero and positive impacts. This includes new UK, EU and international legislation and drivers, making the business case, how to prioritise what to focus on, what guidelines and tools to use, what the latest initiatives are, what is best practice, how you deal with trade-offs, and where is it all headed.

A key theme running through the day is what sort of economy is needed in the coming years. The concept of 'regenerative stakeholder multi-capitalism for good' will be proposed. The acceptance of this and the potential for operationalising it through impact valuation and net zero/positive target setting will be discussed.

### The event convenes different communities involved in net impact approaches to:

- Highlight the latest initiatives and approaches
- Share and debate best practice
- Provide case studies from leading organisations on quantifying, valuing and net zero/positive target setting for environmental & social impacts
- Help drive the movement forwards by exploring and dealing with key issues
- Facilitate collaboration and networking between the many groups involved

### Key themes for 2020 include:

- Getting started and making the business case
- Links with other initiatives such as SDGs, Science Based Targets and the Circular Economy etc.
- Prioritising focus and dealing with trade-offs (e.g. social vs environment, biodiversity vs other environment)
- Standardising Integrated P&Ls & Balance Sheets
- The role of net impact approaches in regenerative stakeholder capitalism

## DELEGATE FEEDBACK



**"A world-class gathering of Net Impact leaders and practitioners."**

**"For once, a conference tackling a multi-disciplinary issue that has the right people in the room."**

"Great combination of input, discussion and networking."

**"The Net Impact Approaches conference is at the forefront of the sustainability agenda."**

"Great event. It was highly valuable and insightful and has allowed us to update our knowledge base on Net Positive Approaches"



**The Net Impact Approaches conference is one of the outstanding gatherings on impact measurement and valuation. It addresses the most relevant challenges and brings together the thought leaders and experts from various stakeholder groups. Attending the conference is one of the best investments you can make to be at the forefront of this vital area of development in business sustainability.**



## CONFERENCE SPONSORS

We are very grateful to our sponsors for their continuing support of the Net Impact Approaches conference.



**Seacourt** provides its clients with Planet Positive Printing TM - meaning that their printed materials are benefitting our environment and society.



**ClimateCare** is a leader in the global carbon markets, they fund sustainable development projects that reduce carbon emissions at scale.



# ATTENDEES OF NET IMPACT APPROACHES CONFERENCES INCLUDE:



## DELEGATE FEEDBACK



Attending the conference is one of the best investments you can make to be at the forefront of this vital area of development in business sustainability.



Few events allow such a sophisticated, integrated discussion on sustainability issues. Attending is a hugely valuable investment of your time to attend.



# COSTS AND REGISTRATION

	EARLY BIRD (until 29th February)	ADVANCE (until 21st April)	STANDARD TICKET (from 22nd April)
NGO, Government or charity	£265 (+VAT)	£355 (+VAT)	£399 (+VAT)
In-house, practitioner, business body or financial institution	£299 (+VAT)	£375 (+VAT)	£465 (+VAT)
Consultant or solution provider	£399 (+VAT)	£525 (+VAT)	£635 (+VAT)

Register at: [netimpactapproaches2020.eventbrite.co.uk](https://netimpactapproaches2020.eventbrite.co.uk)

## WHAT IS NET IMPACT?

Businesses and other organisations are increasingly applying Net Impact Approaches – i.e. **measuring, valuing and comparing the positive and/or negative impacts associated with business sustainability, and/or having an associated target.** Many see this as a major step towards improving global sustainability, whereby companies can aim for and demonstrate having at least a neutral or ideally a positive environmental and social impact.

*Net impact is an umbrella term covering a range of approaches and concepts that involve summing positive and negative effects caused by something over a period of time.*

A spectrum of net impact approaches in relation to business sustainability is shown in the figure to the right. This sets out three levels of ambition and outcome, each with their own commonly used related terms.

See Sustain Value's [Briefing Note 1: 'Net Impact: Ten things all businesses should know'](#) for more information (downloadable from Sustain Value's Events webpage).

Further information can also be found via the Forum for the Future led Net Positive Project at [www.netpositiveproject.org](http://www.netpositiveproject.org)

Spectrum of Net Impact Approaches for Business Sustainability

AMBITION	OUTCOME	RELATED TERMS
NET POSITIVE GOAL	NET GAIN	Net positive Net positive gain Net positive impact Total contribution Regenerative
NET NEUTRAL GOAL	NET NEUTRAL	Net zero No net loss Carbon/water neutral Zeronaughts
IMPROVEMENT GOAL	NET LOSS	Science based targets Less bad Incremental reduction Minimizing impacts

## ABOUT THE ORGANISERS

The conference is being organised by Sustain Value and Consciam.

**Sustain Value**, led by James Spurgeon is a UK based consultancy drawing upon an international network of experts to help companies quantify, value and manage natural and social capital impacts. James has undertaken numerous net impact assessments using such approaches for companies, banks and projects over the past 25 years.

**Consciam**, led by Phil Clarke, helps organisations to develop effective strategies to assess and reduce negative, and promote positive environmental and social impacts, including net positive approaches. Phil was a member of the original Forum for the Future led Net Positive Group.

For more information, to receive updates, or to discuss sponsorship opportunities, please contact:

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