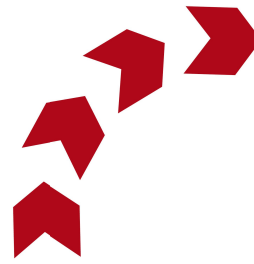


the Swedish Life Cycle Center invites you to the webinar

## Future Proofing Business & Finance - Valuing Natural Capital

JUNE 24, 2015 | 14:00-14:45



### WEBINAR

**WHAT:** A webinar about the role of valuing natural capital in business with Dr. Dorothy Maxwell, Founder and Director at the Sustainable Business Group and the author of the newly published book *Valuing Natural Capital: Future Proofing Business and Finance*.

**WHEN:** June 24, 2015 at 14:00-14:45

**HOW & WHERE:** From your computer or phone. To join the webinar - click [here](#) to register your e-mail address and a link to Lync will be sent before the meeting.

**FOR WHOM:** For Partners in the Swedish Life Cycle Center

### PRESENTATION & CONTENT:

Interest in natural capital and its role in assessing business risks and opportunities is growing. There are many initiatives emerging on this trending topic, but little clarity on the end game for business and finance. Much of what is termed as “natural capital” already exists in the sustainability and financial toolbox, but the connections have not been made. Bridging the gaps across Life Cycle Assessment, ecosystem services assessment and management accounting is providing a renewed focus on metrics. There is also ongoing debate on the ethics of monetary valuation of nature and whether it can really drive sustainability improvements in practice anyway. This webinar provides a succinct overview of the state of play. Views and case examples across business, finance, accounting, government, research and NGO communities illustrate the theory with practice. Case examples showing current techniques used by business to assess and value their natural capital include Dow Chemical Company, The Crown Estate, Patagonia®, United Utilities, Otto Group and Marks & Spencer. The webinar is based on the latest addition to the DōShorts sustainable business collection - *Valuing Natural Capital: Future Proofing Business and Finance* (Dō Sustainability, April 2015).

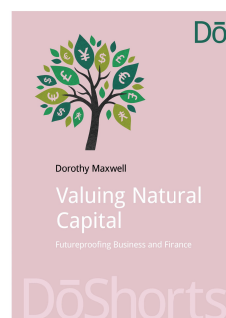
Dr. Dorothy Maxwell has 24 years working experience in sustainability with businesses, government and NGOs in the EU, Asia Pacific and US. She has a PhD in Environmental Science and Masters in Environmental Economics & Law from Imperial College London. She has worked with Accenture, Willis risk management, been an environmental policy maker with the European Commission, Irish government and UNEP. Her core expertise is measuring and managing the sustainability impacts of business.

There will also be time for questions and discussion. Welcome to join this webinar!

**REGISTRATION:** Click [here](#) or link below. Rsvp by June 23.

**QUESTIONS:** [lifecyclecenter@chalmers.se](mailto:lifecyclecenter@chalmers.se)

[Register here »](#)



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