



WORLD
RESOURCES
INSTITUTE

Corporate Engagement

RESOURCE GUIDE



Table of Contents



Introduction

1



Climate & Energy

4



EMBARQ

16



Governance

18



Market & Enterprise

22



People & Ecosystems

29

This guide provides an overview of WRI projects that are relevant to the private sector and some specific opportunities for becoming involved. It will be annually updated to reflect our current activities, which evolve with the agendas that we influence.

WRI will engage companies of all sizes, globally and in every sector, as part of our mission driven strategy. We are proud of our partnerships with corporate supporters, and the substantive and philanthropic value they provide. Types of corporate partnerships available are:

Strategic Relationships consist of multi-year plans to work together on a number of shared issues. These partnerships include a minimum financial commitment of \$300,000 per year.

Corporate Consultative Group Members benefit from efficient and tailored two-way engagement between company staff globally and WRI experts.

Program / Project Partners participate in and provide funding support for specific WRI projects and programs (e.g. Green Power Market Development Group, GHG Protocol Initiative, Business & Ecosystems Leadership Group).

Supporters invest in WRI in other ways, such as through WRI's Global Impact Fund, in-kind contributions, or cause-related marketing.

If you would like to learn more about how you can become a WRI corporate partner, please contact Chris Perceval, Corporate Relations Manager, at 202.729.7874 or cperceval@wri.org

WRI's Corporate Supporters

Listed partners provided funding to WRI during fiscal year 2008

Strategic Relationships

Caterpillar Foundation
Shell Foundation
BP and BP Foundation
Alcoa Foundation
Citigroup Foundation
Goldman Sachs
SC Johnson

Program/Project Partners

United Technologies Corporation
Rabobank
PricewaterhouseCoopers
Kimberly-Clark Corporation
Interface, Inc.
Johnson & Johnson
Michelin North America
EKO Asset Management Partners
Google.org
The Dow Chemical Company
Tetra Pak International
Nike, Inc
Alcoa
DuPont Company
General Motors
Georgia-Pacific
Staples, Inc.
Starbucks Coffee Company
Unilever
Advanced Micro Devices (AMD)
Alticor
Bristol Myers Squibb Company
BT Americas, Inc.
eBay
Hewlett-Packard Company
Intel Corporation
Intuit
Levi-Strauss & Company
News America Inc.
News Corporation
Pactiv Corporation
United Parcel Service (UPS)
Volvo Group North America
Wal-Mart Stores, Inc.
Novartis Corporation
San Juan Ventures

Newry Corporation
Environmental Management and Law Association

Supporters

Angeleno Group
General Electric Company
Universal Studios
Capital Group Companies
Sempra Energy
Panasonic Corporation of North America
Edison International
Hydrogen Energy International
Firsthand Capital Management
Wellington Management Company
Arete Corporation
Bambu

This list does not include supporters of WRI's 2007 'Courage To Lead' dinner

Corporate Consultative Group Founding Members

Akzo Nobel
Alcoa
BP
Caterpillar
Citigroup
Constellation Energy Group
DuPont Company
Eastman Kodak Company
FedEx
Goldman Sachs
Johnson & Johnson
JPMorgan Chase & Company
Kimberly-Clark Corporation
Monsanto Company
News Corporation
NewPage Corporation
Pfizer Inc.
SC Johnson
Shell International
Wal-Mart Stores
Weyerhaeuser Company
Wheels, Inc.

Climate & Energy



The goal of the Climate and Energy Program is to protect the global climate system from further harm due to emissions of greenhouse gases and help humanity and the natural world adapt to unavoidable climate change. To achieve this goal, WRI provides policymakers, NGOs, and businesses with information, analysis, and tools to support the development of strong, effective climate policy. Drawing on WRI's analytical expertise in policy and science, the Climate and Energy Program will help shape U.S. and international policies, related to reducing emissions from deforestation, clean energy technologies, adaptation, and development strategies. EMBARQ, WRI's Center for Sustainable Transport, works with cities in the developing world to implement solutions to problems of urban mobility.

How to Get Involved

Companies can play a critical role in climate protection. Positive actions include: supporting workable and effective government policies, investing in low carbon technologies, and anticipating how to adapt to the inevitable consequences of climate change. We encourage every company to establish a climate change policy, targets, and strategies.

WRI develops practical solutions, turning ideas into action. In partnership with companies, we have created tools like the GHG Protocol to measure and manage emissions and stimulated market demand for renewable sources of energy by convening the Green Power Market Development Group. We have promoted progressive state, federal, and international climate policies. We have collaborated with companies in a range of sectors to identify smart policy and business strategies for a carbon-constrained economy. Listening to the private sector has helped us in our research and analysis of the potential to deploy technology solutions at scale.

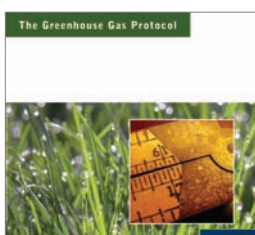
There are many opportunities for companies to become involved with WRI's Climate & Energy Program. Key opportunities exist for funding and engaging with a new international GHG Protocol Initiative Supply Chain standard; supporting expanded work on international Carbon Capture and Sequestration guidelines development; and building market demand for renewable energy in China. ■

THE GREENHOUSE GAS PROTOCOL INITIATIVE

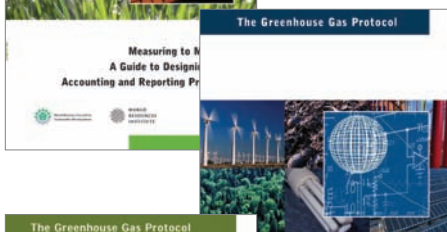
Convened by WRI and the World Business Council for Sustainable Development, the Greenhouse Gas (GHG) Protocol Initiative is a partnership of businesses, NGOs, governments, and academic institutions. The GHG Protocol Corporate Standard has emerged as the pre-eminent international standard for preparing a corporate-wide GHG inventory. Utilized by hundreds of companies worldwide and a majority of corporate climate programs in the U.S. and abroad, the GHG Protocol has gained international recognition and legitimacy. ■

www.ghgprotocol.org

Publications



Measuring to Manage: A Guide to Designing GHG Accounting and Reporting Programs (2007)



The Greenhouse Gas Protocol: The GHG Protocol for Project Accounting (2005)



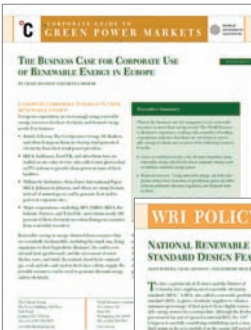
The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (2004)

GREEN POWER MARKET DEVELOPMENT GROUP

The Green Power Market Development Group (GPMDG) is a unique commercial and industrial partnership of large energy consumers dedicated to building commercial and industrial markets for renewable energy. Group members explore opportunities to install renewable energy generation systems such as solar, wind, and biomass at their corporate facilities and to purchase green electricity from their utilities. The GPMDG has a presence in both the U.S. and Europe, and in 2007 established a California Affiliates project. Currently, the GPMDG is evaluating the possibility of engaging corporations and governments to deploy renewable energy in China. ■

www.thegreenpowergroup.org

Publications



The Business Case for Corporate Use of Renewable Energy In Europe (2007)



National Renewable Electricity Standard Design Features (2007)

U.S. CLIMATE BUSINESS GROUP

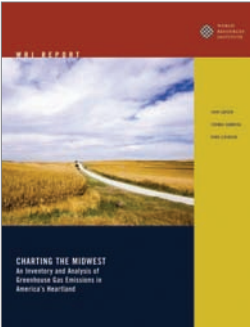
WRI's U.S. Climate Business Group helps companies build strategies to thrive in a carbon-constrained economy. Partners develop greenhouse gas (GHG) management systems, share energy management practices, and invest in clean energy. By implementing corporate GHG strategies, companies manage risks, improve responses to climate change, serve as role models for the broader business community, and demonstrate that emissions reductions are feasible and economically sound. There are three regional groups that provide participants with an opportunity to develop strategies that are tailored to specific regional challenges. ■

Northeast: www.climatenortheast.org

Midwest: www.climatemidwest.org

Southeast: www.climate-southeast.org

Publications



**Charting the Midwest:
An Inventory and Analysis of
Greenhouse Gas Emissions in
America's Heartland (2007)**

U.S. CLIMATE POLICY DESIGN

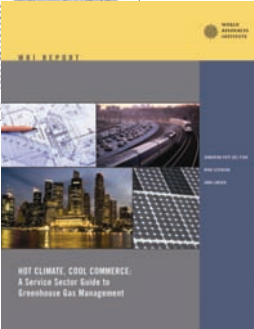
WRI is a founding member of the U.S. Climate Action Partnership (USCAP), a group of 27 leading businesses and six national environmental organizations that have come together to call on the federal government to quickly enact strong mandatory U.S. legislation that will reduce U.S. GHG emissions 60-80% by 2050. USCAP supports cap and trade as the most environmentally effective and economically efficient domestic climate policy option. ■

www.us-cap.org

Publications



Weighing U.S. Energy Options: The WRI Bubble Chart (2007)



Hot Climate, Cool Commerce: A Service Sector Guide to Greenhouse Gas Management (2006)

EMISSIONS CAP AND TRADE

Emissions trading is an essential component of an effective global climate protection regime. Implemented at a global level, emissions trading could cut the costs for reducing greenhouse gas emissions by a factor of ten or more. To achieve these economies, however, local and regional trading systems must be designed in a consistent manner that ultimately allows for their interconnection. WRI supports the development of local emissions trading systems and linkages between these systems to promote a coordinated, cost-effective institutional mechanism for reducing global GHG emissions.

In addition to laying the groundwork for domestic markets, U.S. voluntary and regional efforts offer a path for broader engagement by the U.S. in international emissions markets. To ensure that lessons are widely shared and that emissions markets around the world develop consistently, WRI participates in international policy discussions such as the Kyoto Protocol and European Union Emissions Trading System. ■

CLIMATE ANALYSIS AND INDICATORS

CAIT is the Climate Analysis Indicators Tool – a free, web-based resource that provides comprehensive and comparable greenhouse gas emissions inventories and other climate-relevant indicators for the U.S. and over 185 countries worldwide. CAIT features powerful charting and graphing functionality to enable the presentation of climate data in a way that is accessible and informative to policymakers and the public. Since its launch in 2003, CAIT has supported thousands of users, including policymakers, environmental ministers, educators, and journalists. ■

www.cait.wri.org

CARBON CAPTURE AND SEQUESTRATION

There is a growing belief that while energy efficiency and renewable energy are the preferred solutions to climate change, they will not in themselves replace fossil fuel electricity generation in the near term. Carbon Capture and Sequestration is therefore essential technology to reduce emissions from burning coal as we transition to a clean energy infrastructure. Under WRI project oversight and management, a group of industry, government, and academic stakeholders is developing guidance that identifies, analyzes, and advances a framework under which this technology can be more widely deployed. ■

Publications



Building Public Acceptability for Carbon Capture and Sequestration (2007)

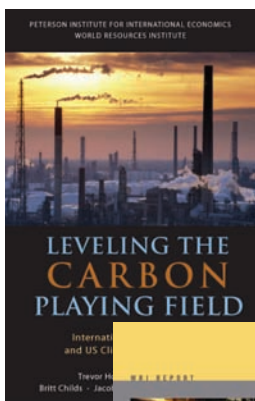


Opportunities and Challenges for Carbon Capture and Sequestration (2007)

ARCHITECTURE OF CLIMATE AGREEMENTS

WRI works with partners to propose specific architecture solutions to structure international agreements and to build government and non-governmental constituencies for policy and action. WRI leverages its research by engaging in key processes, including the United Nations, Group of Eight, and the Asia Pacific Partnership, and by working on the ground in developing countries such as China, India, South Africa, Indonesia, and Brazil. WRI will build upon current work to frame a space for policy actions for mitigation and adaptation by developing and developed countries. This involves looking at metrics for climate actions, investigating the potential for international sectoral agreements (based on detailed analysis of trade flows and competitiveness issues), and research into technology options. ■

Publications



Leveling the Carbon Playing Field: International Competition and U.S. Climate Policy Design (2008)



Slicing the Pie: Sector-Based Approaches to International Climate Agreements (2007)

ENERGY SECURITY AND CLIMATE CHANGE

In both electricity and transportation sectors, energy options have both security and climate benefits, but others carry heavy carbon penalties. In partnership with the Center for Strategic and International Studies, WRI works to identify areas where policy priorities compete and assess options to promote solutions that integrate and address climate change and energy security concerns. ■

Publications



Managing the Transition to a Secure, Low-Carbon Energy Future (2008)

CHINA AND THE CLIMATE CHANGE CHALLENGE

This project supports WRI's collaboration with Chinese partners to accelerate climate change mitigation and, in doing so, will address one barrier to U.S. re-engagement in international climate action. Project elements include:

- Reframing China's energy security challenge as inseparable from the challenge of climate change;
- Building a strong and influential network in China to provide analysis, information, tools and partnerships necessary to effectively address economic development and climate change; and
- Engaging and working with bilateral and multilateral collaborators, particularly in the U.S., to better inform ways of engaging on climate issues related to China. ■

DEVELOPING COUNTRY ACTIONS

The Developing Country Actions initiative helps developing countries engage positively and directly in international climate change policy, while promoting their own development. The focus of this project will be current negotiations around the Bali Action Plan under the auspices of the U.N. Framework Convention on Climate Change. WRI's work aims to create a policy action framework for mitigation by developing countries, including a registry, a review process, and metrics to compare efforts. This work is informed by research into international financial flows, including private sector investment, to support developing countries. ■

Publications



**Growing in the Greenhouse:
Protecting the Climate by
Putting Development First
(2005)**

VULNERABILITY AND ADAPTATION TO CLIMATE CHANGE

Already there are worrying signs of how climate change will harm human livelihood and well-being by reducing water and food availability, increasing water and vector-borne diseases, and raising the frequency and intensity of fires. While in some places climate change will bring new opportunities, the impacts are projected to be more adverse than beneficial. Poor people – and poor countries – are likely to be the worst affected as the earth warms. WRI, working with in-country partners and international donor networks, will help developing countries integrate climate change impacts and adaptation approaches into national development planning. These efforts will support the design of adaptation elements for a post-2012 international agreement. ■

Publications



**Weathering the Storm:
Options for Framing Adaptation
and Development (2007)**



Bus Rapid Transit: EMBARQ's Metrobus in Mexico City has reduced CO2 emissions by 57,000 tons.

Against the backdrop of global challenges like climate change and energy insecurity, how can cities attract business and create jobs while also improving health and mobility for their residents?

This is the question

at the heart of EMBARQ's work. By working with cities around the world to improve their transportation systems – which affect everything from economic growth to the air that we breathe – EMBARQ's objective is to make cities clean, livable, and prosperous places to live.

By working with EMBARQ – The WRI Center for Sustainable Transport, cities can reduce the cost, risk, time, and complexity of diagnosing transport problems and designing and implementing sustainable solutions. EMBARQ has also proven that sustainable transport in developing countries can translate into economic opportunities for the forward-thinking business.

EMBARQ strives to:

- Reduce fuel use, air pollution, and greenhouse gas emissions;
- Improve quality and cost-effectiveness of urban mobility systems;
- Improve public health;
- Enhance accessibility, traffic safety, and public security;

- Enhance the quality of urban public spaces and access to benefits of the city for all income classes, especially the poor;
- Increase competitiveness of cities by reducing the cost of doing business and the cost of getting to work; and
- Increase the opportunities for sustainable mobility businesses.

Since 2002, EMBARQ has established Centers for Sustainable Transport in Mexico, Brazil, India, Turkey, and the Andes. Together, EMBARQ and its centers comprise the EMBARQ Network. The expertise distributed throughout this global network is one of EMBARQ's greatest assets and allows EMBARQ to apply experiences and knowledge gained in one region to solve similar problems in cities around the world.

EMBARQ's scale-up strategy is to go deeper in the countries where it is currently present. This includes partnering with new cities in these countries, continuing to achieve our goals in cities with which EMBARQ already has partnerships, and ensuring that every center in the EMBARQ Network has the expertise and capacity to deliver its mission. ■

www.embarq.org



Finding a Way: EMBARQ's Center for Sustainable Transport in Turkey was the first to measure the total emissions for all of the vehicles in Istanbul and is working with the city to evaluate and implement solutions.

Governance



WRI's Governance Program works to empower people and strengthen institutions in order to foster environmentally-sound and socially equitable decision-making. We achieve this goal by promoting the transparency, inclusiveness, and accountability of institutions entrusted with environmental protection and natural resource management.

Through its global network of partners, WRI encourages governments, businesses and international organizations to increase investment in environmental monitoring, data collection, and information dissemination. The Governance Program develops and shares tools and methodologies to assess the openness and effectiveness of environmental decision-making and the impacts of these decisions on the health and prosperity of local communities. In the process, WRI builds and supports networks of civil society groups, companies, and government officials with a shared commitment to high environmental standards and good governance.

How to get involved

Companies can play a key role in fostering environmentally-sound and socially-equitable decision-making. We encourage companies to increase their transparency and accountability, as well as to encourage national governments (and other institutions) to promote the availability of accurate social and environmental data.

WRI's International Financial Flows and Environment Project works with banks and interested private companies to develop comprehensive policies for environmental sustainability – particularly on issues related to energy, climate change, and ecosystem services. Building on past analysis that makes the business case for community consent, we are deepening our engagement with companies and banks that can provide insights on best practice for establishing and maintaining a social license to operate. We also serve as a source of expert guidance on the challenges of meaningful engagement of communities affected by investments in sensitive sectors, providing expertise on experiences and innovations that can address the challenges that such efforts often present in practice.

We would like to explore opportunities to develop joint programs with companies whose strategic focus on access to information and transparency would be in line with the program's activities. ■

INTERNATIONAL FINANCIAL FLOWS

The International Financial Flows and the Environment (IFFE) Project works to align public and private investment with environmentally sustainable development and poverty reduction. We focus our efforts on banks that shape international environmental and social policies and norms for finance, trade, and investment, because these institutions set the conditions for public and private sector investment.

Current IFFE strategies target a subset of international financial institutions, including Multilateral Development Banks, private “Equator Principle Financial Institutions” that have agreed to apply environmental and social safeguards, and Export Credit and Guarantee Agencies. IFFE gains a better understanding of how these policies and principles play out on the ground by engaging with client companies, civil society institutions, affected communities, and government agencies in countries where foreign investment is driving dramatic transformations in their natural resource sectors. Our most recent focus is on the hydrocarbon sector in Peru. ■

Publications



Correcting the World's Greatest Market Failure: Climate Change and the Multilateral Development Banks (2008)



Development without Conflict: The Business Case for Community Consent (2007)



Diverging Paths: What future for export credit agencies in development finance? (2005)

ELECTRICITY GOVERNANCE INITIATIVE

The Electricity Governance Initiative (EGI) is a collaborative undertaking to promote better governance in the electricity sector. Transparent, accountable, and participatory decision-making processes are necessary to facilitate more sustainable outcomes in the electricity sector. EGI works with civil society and sector actors – including regulators, policymakers, sector officials, and donors – to develop a common understanding of good governance in the technically complex electricity sector.

EGI works to create the enabling conditions for policy and regulatory frameworks that will align investment with social, environmental, and economic objectives. We seek to empower a range of stakeholders, particularly civil society, to demand improved policy and regulation of electricity. We are leading new efforts to explore innovations in regulation of the sector that can incentivize energy efficiency and the deployment of renewable energy technologies at scale. Since 2003, we have been active in India, Indonesia, Thailand, and the Philippines. We plan to expand our efforts to South Africa and Brazil in 2008. ■

www.electricitygovernance.wri.org

Publications



Empowering People: A Governance Analysis of Electricity (2007)

Clean Energy and Regulation: The Importance of Good Governance (*Working title*)

Sustainable Energy and Climate Change in Latin America: Meeting the Challenge (*Working title*)

Markets & Enterprise



WRI's Markets & Enterprise Program works to harness markets and enterprise to expand economic opportunity and protect the environment. To achieve this goal, companies need profitable ways to integrate sustainability and strategies that deliver environmental and social benefits. Policies and regulations need to be in place that factor in environmental costs of resource consumption and polluting activities, and place a value on services provided by ecosystems. Stronger market demand needs to be created for products that protect Earth's climate and ecosystems. Investors need to demonstrate a preference for companies that have superior environmental performance and strategies, and penalize those that do not. Mechanisms need to be in place that enable the public and governments to hold companies accountable for their environmental and social performance.

How to get involved

Companies can play a pivotal role in directing capital towards sustainable strategies and promoting profitable solutions to environmental challenges. We encourage companies to review the business case for sustainable development in their particular circumstances and to invest in research and strategies that deliver environmental and social benefits.

For our capital markets research, called ENVEST, we collaborate with financial institutions to improve understanding of climate change and water scarcity issues and how these environmental risks and opportunities will affect different sectors in regions across the globe.

The ENVEST team is looking to establish partnerships with local investment banks (or branches of international investment banks) in order to publish co-branded research for Phase III of our current work in emerging Asian equities. As a key emerging market that impacts environmental trends in the region, China will be an increasingly important focus country for this research. We plan to expand to other emerging markets in the future, including Brazil. For these future projects we will need local partners.

We are also recruiting appropriate companies to become involved with developing two analytical tracks that assess the business case for green supply chain initiatives. The first track involves the development of sustainability scenarios; a forecast of trends involving natural resources consumption, policy trends, and green product demand, and how these trends are creating significant risks with respect to the cost structures of products and businesses. The second analytical track is an examination of the relationship between buyers and suppliers; how buyers can influence their suppliers to achieve better environmental performance, and why these actions are in their mutual financial interests. By proving the business case for green supply chain initiatives, WRI will use a powerful set of analyses that will convince corporate CFOs and other business leaders to take action. ■

CAPITAL MARKETS RESEARCH

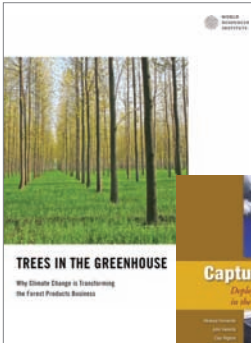
Financial markets are seeking appropriate tools to properly discount the cash flow implications of future environmental liabilities, most notably climate change and water issues. Currently, investors possess insufficient information on environmental risks and opportunities that can have material impacts on a company's financial risk and return. ENVEST seeks to provide research, methodologies, and tools to financial institutions, investors, and corporations, which can help these groups accurately embed environmental risks and opportunities into their investment decisions. ■

www.wri.org/project/climate-wedges
www.capitalmarkets.wri.org

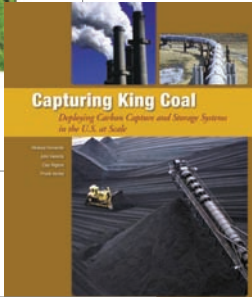
GREEN SUPPLY CHAIN

The Green Supply Chain Project promotes corporate supply chain initiatives that are based on sustainability criteria and lead to improved sustainability performance by large companies and their suppliers. These initiatives have great potential to drive beneficial environmental practices throughout the business community by leveraging the market power of large buyers of products and materials. In this way, the environmental goals and standards set by large companies can be the leading edge of a broader business transformation that extends to the middle market and small enterprises globally, especially in China. Also, green supply chain initiatives can drive the redesign of products that are more environmentally-friendly. ■

Publications



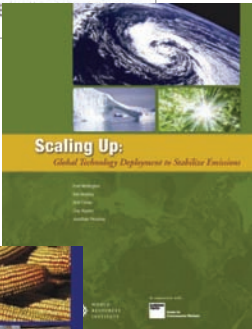
Trees in the Greenhouse:
Why Climate Change is
Transforming the Forest
Products Business (2008)



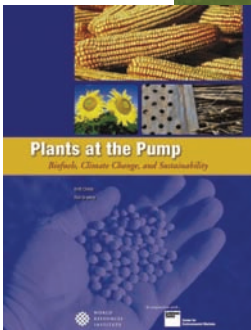
Capturing King Coal:
Deploying Carbon
Capture and Storage
Systems in the U.S.
at Scale (2008)



Watching Water:
A Guide to Evaluating
Corporate Risks in a
Thirsty World (2008)



Scaling Up:
Global Technology
Deployment to
Stabilize Emissions
(2007)



Plants at the Pump:
Biofuels, Climate Change,
and Sustainability (2007)

EMERGING MARKETS EQUITIES

Through our Emerging Markets Equities work, WRI is providing analysis on how environmental and social issues affect shareholder value and financial performance of listed equities in select Asian markets. Our current research focuses on the potential impact of key environmental trends in Asia, such as climate change, water scarcity, and food security, on corporate value of companies in sectors such as energy, auto, and pulp and paper. Focus countries include Malaysia, Indonesia, Vietnam, Philippines, India, and Thailand. ■

Publications

Valuing Sustainability in Emerging Asia (*Working title*)

NEW VENTURES

New Ventures promotes sustainable growth in emerging markets by accelerating the transfer of capital to businesses that deliver social and environmental benefits. We promote business solutions that align the need for sound financial returns with environmental and social goals. We also use our convening power and communication tools to conduct workshops and conferences and to build online communities of practice for serving base-of-the-pyramid (BoP) communities.

We have chosen small and medium enterprises (SMEs) as our target group, as they are the engines of durable, equitable, economic growth in emerging markets. Accounting for an average of 50% of the GDP and employing 60% of the labor force, these SMEs are great sources of innovation and often provide strong linkages to poor communities. They have the capacity to transform the economic development paradigm by delivering business models that are pro-poor and pro-environment. Our current work is focused in five key emerging economies: Brazil, China, India, Indonesia, and Mexico. ■

www.new-ventures.org

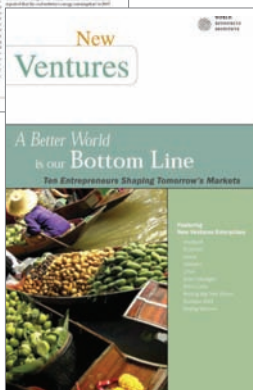
In addition to our headquarters in Washington, DC, we have offices in each of our five target countries:

- Brazil www.new-ventures.org.br
- Mexico www.nvm.org.mx
- China www.new-ventures.org.cn
- Indonesia www.new-ventures.org.id
- India www.newventuresindia.org

Publications



China's Booming Energy Efficiency Industry (2008)



**New Ventures:
A Better World is Our Bottom Line (2006)**

On the Frontiers of Finance: Investing in Sustainable Small and Medium Enterprises in Developing Countries
(Working title)

BASE OF THE PYRAMID MARKETS

NextBillion.net

NextBillion.net, an initiative of New Ventures, is a website and blog about how business drives positive social and environmental change in low-income communities. We serve as a discussion forum, networking space, and knowledge base for individuals and organizations interested in the “next billion” – the next billion people to rise from the base of the economic pyramid (BoP), and the next billion in profits for businesses that strive to fill market gaps by integrating the BoP into healthy economies. Our goal is to promote the development and implementation of business strategies that open opportunities and improve quality of life for the world’s four billion low-income producers and consumers.

We have recently entered into a partnership agreement with the Acumen Fund (AF), in which WRI and AF will be co-creators of the site. ■

Publications



**The Next 4 Billion:
Market Size and Business
Strategy at the Base of the
Pyramid (2007)**

People & Ecosystems



The goal of WRI's People & Ecosystems Program is to reverse rapid degradation of ecosystems and assure their capacity to provide people and economies with needed goods and services. The Program focuses on two areas:

- **Mainstreaming Ecosystem Services:** WRI is working to reduce ecosystem degradation by helping governments, businesses, and development agencies integrate the value of ecosystem services into their decision-making.
- **Forest Landscapes:** WRI is working to increase the capacity of governments, businesses, and civil society to protect primary forests, manage working forests more effectively, and restore deforested and degraded lands.

How to Get Involved

Current opportunities to get involved with projects in this program include the Business and Ecosystem Leadership Group, an innovative partnership between WRI and leading companies dedicated to advancing business strategies, markets, and policies that align corporate performance and ecosystem stewardship.

There are opportunities to collaborate and engage in our biofuels work, which we would like to expand to explore international forest vulnerability assessments, carbon accounting protocols for biofuels production that accommodate land use change, and the role of sustainable certification programs in voluntary and regulatory policy frameworks. We also work on economic valuation of coral reefs, which aims to catalyze protection and restoration of those threatened ecosystems. The project is relevant to companies that benefit from the recreational services and shoreline protection coral reefs provide. ■

BUSINESS & ECOSYSTEM SERVICES

Forests, wetlands, and other ecosystems provide businesses with numerous benefits, or *ecosystem services*, such as freshwater, wood, genetic resources, flood mitigation, shoreline protection, and carbon sequestration. However, a recent assessment by nearly 1400 scientists found that 15 of the 24 ecosystem services evaluated had degraded globally since 1950. This decline jeopardizes economic well-being and will create new winners and losers within the business community. WRI is providing information, management tools, and collaborative engagement to help companies prepare for this new landscape and contribute to ecosystem restoration.

WRI's *Corporate Ecosystem Services Review* (ESR) is a structured methodology that helps managers proactively develop strategies to manage business risks and opportunities arising from their company's dependence and impact on ecosystems. Business managers can work directly with WRI for assistance in conducting a review for their company or download the ESR. ■

www.wri.org/ecosystems/esr

Publications



**Restoring Nature's Capital:
An Action Agenda to Sustain
Ecosystem Services (2007)**



**The Corporate
Ecosystem Services
Review: Guidelines
for Identifying
Business Risks and
Opportunities Arising
from Ecosystem
Change (2008)**



**Ecosystem Services:
A Guide for Decision Makers
(2008)**

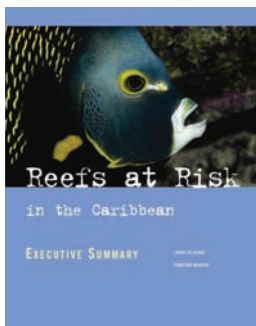
BUSINESS & ECOSYSTEMS LEADERSHIP GROUP

The Business & Ecosystems Leadership Group (BEL Group) is an innovative partnership between WRI and leading companies dedicated to advancing business strategies, markets, and policies that align corporate performance and ecosystem stewardship. The BEL Group provides a platform for companies to engage peers and manage business risks arising from ecosystem degradation. Additional objectives include developing new products and services to meet emerging customer needs, engaging policymakers, and participating in new markets for ecosystem services, such as carbon, biodiversity, and water. ■

ECONOMIC VALUATION OF CORAL REEFS

Coral reefs are a major source of income for the tourism and fishing industries and play a crucial role in protecting coastlines from erosion, flooding, and storm damage. Despite their importance, many coral reefs are at risk of degradation. In the Caribbean, nearly two-thirds of coral reefs are threatened by human activities – including overfishing, dredging, sewage discharge, runoff from agricultural activities, and coastal development. WRI is working to influence coastal resource management by providing new, consistent, and credible information on the value of the goods and services associated with coral reefs, as well as building local capacity to use this information. ■

Publications



**Reefs at Risk in the Caribbean
(2004)**

PERFORMANCE-BASED INCENTIVES FOR IMPROVING WATER QUALITY

Nutrient pollution, or eutrophication, is a growing problem affecting coastal and freshwater regions. WRI is working to improve water quality by developing performance-based incentives and engaging policymakers to adopt these mechanisms such as nutrient trading, reverse auctions, and performance-based payments. Current work focuses primarily on the Chesapeake Bay. ■

www.nutrientnet.org

BIOFUELS PRODUCTION & POLICY: IMPLICATIONS FOR CLIMATE CHANGE, WATER QUALITY, AND AGRICULTURE

Biofuels have huge potential for renewable energy development. This project assesses the impact of biofuel production on domestic environmental indicators and agricultural structure, and explores how policy influences feedstock production, technology change, and the environment.

Recent WRI Policy Notes include:

- *Beyond the RFS*: Explores the economic and environmental implications of expanding the Renewable Fuel Standard.
- *Thirst for Corn*: Investigates economic and environmental impacts of expanding the 2007 corn crop to satisfy ethanol demand.
- *Biofuels, Carbon, and Land-Use Change*: Explores the conceptual complexities of integrating indirect land use impacts into carbon accounting systems for biofuels.
- *Breaking the Bank*: Assesses environmental impacts of corn stover harvest for ethanol production and the potential for cover crops to mitigate some of those impacts. ■

FOREST MANAGEMENT

Forests are a vital source of goods and services but continue to be degraded and fragmented at astounding rates. Forest management can only be improved if decision-making is transparent, and decision-makers are held accountable for their choices. WRI works to improve forest management by ensuring that reliable and accurate information on forest use, conditions and threats is publicly available and routinely used in decision-making by both the public and private sectors.

Our activities include:

- Monitoring and mapping forests to support national efforts to create spatial information;
- Supporting responsible procurement of forest products by providing purchasers with reliable, impartial, and easy-to-understand advice on forest product procurement policies;
- Assessing the oil and gas industry's environmental footprint and exploring its impact on forest landscapes;
- Investigating the potential of forests to sequester carbon dioxide and contribute to global climate change commitments; and
- Examining how revenue from forest exploitation is distributed among local communities. ■

SUSTAINABLE PROCUREMENT OF WOOD AND PAPER-BASED PRODUCTS

Decisions regarding the purchase and use of wood and paper-based products can have far-reaching, long-term impacts for forests where they are harvested, communities supported by wood-processing industries, and places where those products are purchased and used. WRI, along with the World Business Council for Sustainable Development, collaborated to produce a guide and resource kit that is useful when developing an effective procurement policy for wood and paper products. ■

Publications



Sustainable Procurement of Wood and Paper-based Products (2008)

EQUITY, POVERTY AND THE ENVIRONMENT

Distribution of national revenue from natural resources, such as timber and oil, favor more affluent regions and people, enriching powerful political and economic elites while passing disproportionately large social and environmental costs on to the poor and disenfranchised. In many countries, current policies determining the division of environmentally rooted profits contradict poverty reduction, environmental management, and other national objectives.

Three projects support WRI's work on Equity, Poverty and the Environment:

- **Funnel the Money: Allocating Resources to Reduce Poverty** provides information about the distribution of resources via maps and scenarios and seeks to ensure that resources are distributed equitably.
www.funnelthemoney.org
- **Market Access and Institutional Choice: Distributional Equity under Natural Resource Decentralization** promotes market access and representative local government as a means of improving environmental justice.
- **Poverty, Environment and Distributional Equity** promotes government allocation policies for public revenue derived from ecosystem goods and services in a manner that increases benefits to poor people and encourages sound natural resource management and environmental justice. ■

Earth Trends

ENVIRONMENTAL INFORMATION
FOR BETTER DECISIONS



EarthTrends is an online collection of information regarding the environmental, social, and economic trends that shape our world. Much of the environmental

information on the internet is fragmented, buried, or only available at a price. EarthTrends gathers data from the world's leading statistical agencies, along with WRI-generated maps and analyses, into a single database for rapid searching and retrieving. To facilitate the comparison of data from different sources, EarthTrends supplements its content with detailed metadata that reports on research methodologies and evaluates the information's reliability. All of these resources are made available to the public at no charge.

EarthTrends' monthly updates reach more than 40,000 registered users.

In the coming year, we are planning to extend EarthTrends' reach through availability in multiple languages, with more localized information maintained by a network of partners in the developing world, starting with China. In-country partners would create and manage language-appropriate, regional portals containing the EarthTrends data library, sub-national and regional data collected by partner organizations, and regional graphics and analysis. These new activities will support a core element of WRI's strategy to engage more proactively and deeply in influential emerging countries. ■

www.earthtrends.org



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