



Irish Forum on Natural Capital

2015 Progress Report

The Irish Forum on Natural Capital was launched on March 1st 2015

The Irish Forum on Natural Capital was launched online on March 1st 2015. A registration facility was added to the website and, to date, 240 individuals have signed up as members. The launch was accompanied by a targeted PR strategy that directed traffic to the website and achieved 1200 homepage hits on the first day alone. An infographic ['How much nature is in your pint?'](#) was created to coincide with St Patrick's Day and this generated over 2000 web hits over three days.

Our first Members' Event was a great success

In June 2015, members came together for the first time to start the conversation on natural capital in Ireland. We had presentations from Mark Gough, Executive Director of the Natural Capital Coalition; Ed Wright, Sustainability Director at Business in the Community Northern Ireland; Professor Jane Stout, Trinity College Dublin; Micheál O'Cinnéide, Environmental Protection Agency; and Gemma Weir, National Parks and Wildlife Service. The Terms of Reference were discussed and debated, Working Groups were formed and an [Event Report](#) was produced which introduces natural capital, summarises the speakers' presentations, outlines the new terms of reference, and details the preliminary objectives of the Working Groups.

New pages on the website

In response to a communications survey, we put together a blog programme covering a variety of natural capital-related topics and are aiming to publish one per month. So far, we've had blogs from Coillte's Ciarán Fallon on [the EU's new Natural Capital Financing Facility](#), The Sustainable Business Group's Dorothy Maxwell on [the business case for natural capital](#), Green IFSC's Paul Harris on [natural capital finance](#), and the National Biodiversity Data Centre's Tomás Murray on [the challenges of applying natural capital concepts for policy-making and examples of how it's being done in Finland](#).

We've added a new [Videos](#) page with a selection of talks and presentations from international thought leaders and we've compiled a selection of summaries and in-depth reports on key aspects of natural capital, including valuation and accounting, on the [Links](#) page. Lastly, we've put together a [calendar of events](#) to highlight conferences, seminars, workshops, funding calls and calls for papers. If you'd like to add something to any of these pages, please email naturalcapitalireland@gmail.com.

We joined the Natural Capital Coalition

Following the June event, the IFNC was invited to become a member of the [Natural Capital Coalition](#). We are now part of this international and multi-sectoral initiative that aims to support business to conserve and enhance natural capital. Fellow members include the International Union for the Conservation of Nature (IUCN), World Wildlife Fund (WWF), the World Business Council for Sustainable Development (WBCSD), the United Nations Environment Programme World Conservation Monitoring Centre (UNEP-WCMC), The World Bank, The Nature Conservancy, Dow, Coca Cola, H&M, Kingfisher, KPMG, Shell, Nestle and Lafarge Holcim.

New stakeholders joined the Steering Committee

We welcomed new Steering Committee members from the Marine Institute, Northern Ireland Environment Link, Irish Water, Teagasc and the National Economic and Social Council.

We were covered in national media

The Forum was featured in the Irish Times twice in 2015: first in June in the business section (in [this piece](#) by Dick Ahlstrom), and again in the weekend magazine in August (in [this piece](#) by Fionnuala Fallon).

We engaged with Irish ENGOS

In January, we were invited by the Environmental Pillar to make a presentation on the concept of natural capital and the Forum's work to Irish environmental NGOs.