



A natural capital roadmap

Understanding and using natural capital accounting

Independent guidance to customise a 3-to-5-year natural capital plan for your organisation

The role of natural resource management

Natural resource management (NRM) enables the sustainable management and conservation of natural resources, such as land, water, soil, plants and animals. This management role is crucial in ensuring the long-term health and viability of ecosystems while balancing the needs of human populations.

Here are some key aspects of natural resource management:

- regional NRM planning
- sustainable agricultural practices
- habitat restoration
- stakeholder engagement
- monitoring.

Australia has a strong infrastructure of regional natural resource management (NRM) organisations that cover the entire country. Each NRM region has a unique Regional NRM Plan that prioritises local issues and actions.

IDEAA Group has created a natural capital roadmap process to suit the needs of both individual organisations and those that want to work together as a collective.

The process is clear and easy to follow so that organisations (or a collective) can produce a customised natural capital plan for the next 3 to 5 years.



The challenge

A key challenge for natural resource managers is systematically describing and reporting the contributions they are making to the sustainable management of natural capital.

Adopting a natural capital approach underpinned by natural capital accounting can help. It helps to explain – through data and data visualisation – what has been achieved through restoration, regeneration and sustainable land management.

The challenge to using a natural capital approach, is getting started. [The market is flooded with frameworks, methods, applications, initiatives and tools.](#) Which do you choose? How do they fit together? And how do you know if they'll work for your unique set of circumstances?

The solution

A natural capital roadmap can help navigate the options and make informed decisions about your approach to implementing a natural capital approach. As natural capital experts IDEEA Group can help you to:

- clarify and socialise natural capital concepts with your team/s
- determine your priority information needs and applications
- evaluate the measurement methods that best meet your needs
- identify your data requirements and data gaps
- structure your investments in natural capital capacity building
- ensure your natural capital journey is well aligned with others across Australia and around the world.

The roadmap is a customised natural capital plan for your organisation for the next 3 to 5 years.

The starting point

The details of a natural capital roadmap developed in one part of Australia can be quite different to those that apply in another. The size of your organisation, the environmental challenges you are facing, your socio-economic context, and your position on the natural capital journey all add up differently. While there are guiding principles and guardrails, there is no one-size-fits-all approach.

Let's look at the key natural capital positions and see where you may fit.



Green shoot

You're just starting out. Perhaps you've been gathering data, reporting and managing funding for some time, but you're not across the ways that this can be combined with a natural capital approach – yet. You could benefit from broad, agnostic advice to help you see the landscape clearly and understand the relationship between the choices on offer and your unique context.



New growth

You've been introduced to the concepts of natural capital accounting. You might have had the opportunity to work on a natural capital project, or you've been looking at all the options and you're looking for a way to get started. You will appreciate some targeted, independent guidance and a better understanding of the risks and opportunities that apply to your organisation.



Old growth

You know this stuff. Perhaps you've worked on a few natural capital projects already. Or perhaps you've been involved in preparing accounts for a while now. However, you're not quite sure how the natural capital space is developing more widely in terms of applications, new standards, improved data sources and best practice technology. You will appreciate a review of your work to date and advice on alignment with best practice.

What does the journey involve?

This journey will look slightly different for each organisation, depending on the starting point. It can take anywhere from one week to three months, depending on your level of urgency and the complexity of your situation.

The journey involves:

- working out where you are on your natural capital journey and where you would like to be
- helping your team/s understand what a natural capital approach is including natural capital accounting
- assessing your natural capital reporting requirements
- understanding the data that you already have and what you may need to gather
- helping you select the tools and methods that best suit your needs.

IDEEA Group are here to guide you through the journey, looking carefully at your unique context with you and then tailoring a solution to suit. We'll work through all the available frameworks, methods, tools and data platforms, initiatives and applications that exist in the natural capital landscape. Then we'll help you identify the solution that's right for you.



What does the roadmap deliver for you?

IDEEA Group provides an independent, fully customised natural capital road-mapping service.

Our advice is tailored to each organisation's business and sustainability goals.

This is what we'll do for you:



What will we do?	What will you receive?
1. Assess your starting point	A summary of your organisation's nature-related goals and objectives and your position on the natural capital journey.
2. We'll get to know your organisation	<ul style="list-style-type: none"> • Tailored workshop/s with your teams, covering (at minimum): <ul style="list-style-type: none"> – what a natural capital approach involves – current natural capital state of play including global and national initiatives – stakeholder engagement (external and internal) • Assessment of your organisation's: <ul style="list-style-type: none"> – connection to nature – business drivers, policy drivers and priority use cases – level of natural capital readiness – unique circumstances – strategies, plans, tools, data and systems already in place.
3. We'll collate and summarise your position	<ul style="list-style-type: none"> • How ready are you? • What use cases will we focus on? • Which resources are already in use? • Which tools, data and systems will be helpful to meet your nature-related goals and objective?
4. We'll deliver the roadmap	At the end of the process, you'll receive a concise roadmap outlining your natural capital journey so far and the steps you need to take toward a full set of accounts. You'll have a clear plan to work with for the next 3 to 5 years.



Once you have your roadmap, you will be able to:

- gather the right data
- build capacity within your team/s
- choose the right technology to store, compile and publish natural capital data
- tell a clear and consistent story about the benefits you are achieving for nature.



Want to know more?

Book a free 30-minute discussion to start your natural capital journey with us.

Call our Director, Mark Eigenraam on **0412 239 492** or email mark.eigenraam@ideeagroup.com

IDEEA Group is a specialist provider of services in natural capital accounting with expertise in the design and implementation of measurement frameworks to support decision making and reporting at local and regional levels. IDEEA Group is at the leading edge of conceptual and practical advances in natural capital accounting as described in the United Nations' System of Environmental Economic Accounting (SEEA). This global perspective gives us a unique understanding of the frameworks, methods, tools and applications that NRM organisations have to choose from at this important stage of natural capital thinking in Australia.

support@ideeagroup.com

www.ideeagroup.com

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