



Press release – for immediate release

Eurosif responds to the launch of the Natural Capital Protocol

Brussels, 13 July 2016 – Today, the Natural Capital Protocol was launched by the Natural Capital Coalition. The protocol is a framework designed to help generate trusted, credible, and actionable information for business managers to inform decisions. It aims to support better decisions by including how businesses interact with nature, or, more specifically, [natural capital](#).

For more details on the protocol, please [click here](#).

In response to the launch, Eurosif's Executive Director, Flavia Micilotta says "It seems a long time ago that pioneering efforts were made by Puma and Trucost to give a value to an 'intangible' like the environment with the first **Environmental Profit and Loss Account**. And more recently, the parent company Kering took that one step forward in giving an even better view of what it means to embed environmental considerations within a business strategy.

The work of the Natural Capital Coalition has galvanised all those efforts in what we hope to be a valuable set of tools for investors to be able to have a more holistic understanding of company performance. Our community of investors continues to lobby for enlarging issuers' reporting to a more inclusive set of data - see ESG criteria - and we hope tools like the Protocol launched today, become increasingly part of a standardised approach."

For further information, please contact:

Sophie Rasbash, Communications & Brand Officer, sophie.rasbash@eurosif.org Tel. +32 2 743 29 47.

Notes to editors:

Eurosif is the leading European association for the promotion and advancement of sustainable and responsible investment across Europe, for the benefit of its members.

Eurosif's Purpose is to:

1. Promote best practice in Sustainable and Responsible Investment (SRI) on behalf of its members
2. Lobby for European regulation and legislation that supports the development of SRI
3. Support its members in developing their sustainable and responsible investment business
4. Promote the development of, and collaboration between SIFs across Europe
5. Provide research and analysis on the development and trends within the SRI market across Europe
6. Raise awareness of and increase demand for SRI throughout the European capital markets