

MEDIA RELEASE

17 April 2018, 09:00 CET

Launching the Social and Human Capital Coalition: Helping companies recognize the value of people and communities living well

17 April 2018, Montreux Switzerland: Today, marks the launch of the Social and Human Capital Coalition, designed to help companies recognize, measure and value the importance of people and communities. As part of the launch, the Coalition is also opening the Social and Human Capital Protocol for public consultation until 16 June 2018.

Government policy, investor requests and consumer sentiment are all driving companies to better manage their social impacts and dependencies while integrating sustainability into core business principles. Today's launch is a significant step forward.

"Developing a credible, comparable and broadly accepted approach on social and human capital is essential in the transition to a more sustainable world," said Peter Bakker, President and CEO of WBCSD. "The new Social and Human Capital Coalition will help demonstrate true corporate performance to key stakeholders, while ensuring a continuous movement towards universally just employment and community practices." Bakker will serve as the Coalition's chair in 2018-2019.

In the future, organizations will aim to integrate natural, social and human capital into measurement and valuation. The Social and Human Capital Coalition will leverage the precedent set by the Natural Capital Coalition to ensure efficient alignment.

"The creation of the Social and Human Capital Coalition represents the next step towards our common vision of an integrated approach to measurement and valuation across all the capitals. This initiative will engage a new audience with the concept of capitals thinking and build towards a unified and collaborative approach to decision-making," said Mark Gough, Executive Director, The Natural Capital Coalition.

In its start-up phase, Mike Wallace and Mark Graham will lead the Coalition as Executive and Technical Director, respectively. WBCSD will host the Coalition during its first year.

"I am proud to represent the Coalition and its vital role in supporting business decision making. The Coalition strives to ensure that complete and comparable information will be readily available to all stakeholders, and that this information communicates the true value of people and their communities, both inside and around the workplace," said Wallace.

Join the Social and Human Capital Coalition to show your support: see www.social-capital.org for more information, or register your interest at: info@social-capital.org.

Help shape this agenda by participating in the Public Consultation on the Social and Human Capital Protocol at: www.collaborase.com/social_human_capital

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About the Social & Human Capital Coalition

The Social & Human Capital Coalition is a global multi-stakeholder collaboration that brings together leading global initiatives and organizations to harmonize decision making processes around social and human capital. The Coalition works to achieve a vision of a world that values, conserves and enhances social & human capital. The Coalition's strength comes from this diversity, and from a shared belief that more can be achieved together than alone.

About the World Business Council for Sustainable Development (WBCSD)

WBCSD is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world. We help make our member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. WBCSD is uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability: united by our vision of a world where more than 9 billion people are all living well and within the boundaries of our planet, by 2050. <http://www.wbcsd.org>

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