

Investing in a new ethics of nature-based wealth

Written by
Roberto Haudry de Soucy
Christoph Baker



We have read this WEF article with interest and want to share with you enthusiasm's, doubts and proposals.

It is a text that is very in line with what the members of the World Forum and impact investors want to hear. With good quantitative data and proposals that show the depletion of stocks of the different forms of natural capital.

The thesis of the article is: **"thanks to the continuous and growing developments of technology, natural capital can be valued"** this is viable and correct.

However, a closer read leaves the feeling that a new stage of exploitation of natural wealth is proposed. The first, up to now, was savage and voracious; but from now on, and with the proper measurement of risks and the neo-technologists, a scientific and profitable exploitation could be realized.

Read the original article here:

Nature tech can play a vital role in tackling nature loss | World Economic Forum

<https://www.weforum.org/agenda/2022/12/nature-tech-what-is-it-and-why-is-it-important-for-climate-and-nature/>



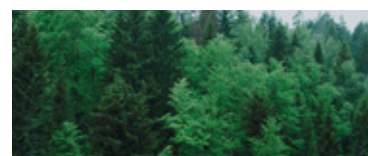


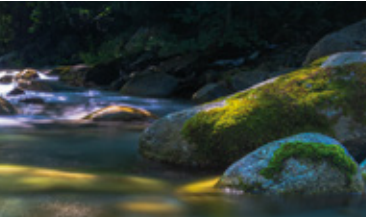
It is very possible that capitalists/shareholders will feel invited to incorporate a few "natural" businesses into their investment portfolio to improve their future returns.

From our point of view, this can be a flight forward to do more of the same, but with more science, technology, profitability calculations and support externalities (costs and prices that calculate and remove negative and positive externalities).

Our diagnosis is that the key is not to produce more profits from what is left of natural resources, and to do so with new business models, on a planet where the systematic extermination of life (biotic and human) is mainly done so that tech shareholders and billionaires earn money. The issue is not to change business models in order to make them greener. In fact, the immutable financial industry, since 40 years, has been shamelessly lying to us with its Green finance. The banks changed discourses, business models, language, but they are still in exactly the same approach, financed by planetary ecocide.

Instead, it should be evidenced that patient investors (they have to wait a few years to get paid) and philanthropists can be mobilized to increase the amount and quality of water, oxygen, biomass and biodiversity. In a word, to maximize the stock of life on the planet.





New investments should not be remunerated by the businesses they do - in extracting natural resources, marketing genomes and new pharmaceutical products -, but for their contribution to the global externalities of life creation: for example, more water of adequate quality and seasonality that regenerate more aquatic life, reduction of the consumption of bottled water, improving human health and defenses, remunerating citizens and companies that contribute positively in that direction, completely prohibiting the looting of the seas by trawling industrial vessels, and establishing a global governance of seas and planetary waters.

In addition, I would add: in order for the quality of the water to improve substantially and quickly, the plastic and toxic substances in them must be destroyed. Technology can do a lot (and is doing it) but a growing tax on plastic or its prohibition (Rwanda has done so for more than 10 years now) seem more appropriate.

According to consumers, governments, entrepreneurs, technologists and investors, we agree on:

- I) rapidly increasing biomass and biodiversity,
- II) reducing all consumption and polluting processes through concerted relative prices that make innovations and new technologies profitable
- III) together, remunerating organic agriculture and other ways of doing business for their contributions to the reconstitution of soil life, water management, oxygen production, reduction of gas emissions, carbon capture, pollination, return of birds and insects, etc.





In a word: it is not about inventing new business models with better technologies. This can be a trap to continue doing more of the same thing. Investors and transnationals who monopolize new technologies will seek only to continue business as usual, to earn more money faster.

Rather, it is about rebuilding biotic ecosystems. That is complex and requires equally complex alliances and solutions, in which the key indicator is not: more business, but more explicit life: biomass, biodiversity, decarbonization and decontamination. First, we have to invest in it and then patiently see how we invent a new system of securities, an ethics, a matrix of relative prices and new businesses that are not doing more of the same.



A new economy for new business models can only be ecosystem-based, with a focus on the regeneration of the natural stock, and not on short-term monetary benefits that satisfy the voracity of shareholders. The objective is to increase / regenerate the heritage of the company planet, a different model - if not the opposite -, by maximizing the extractable cash flow of natural resources with new technologies and creative business models.

Torino, January 2023

