



Stanford eCorner

Factor Nature into Accounting and Operations

Jennifer Morris, *Conservation International*

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Video URL: <http://ecorner.stanford.edu/videos/2696/Factor-Nature-into-Accounting-and-Operations>

Due to the global development trajectory, an enormous amount of effort is needed to create a sustainable future, according to Jennifer Morris, Executive VP of Conservation International. However, rather than just raising money to pour into projects, Morris believes the key is to create fundamental change in the business model of development, by convincing business and political leaders to incorporate natural capital "externalities" into their accounting systems and operational plans.



Transcript

What we want is a complete change in the business model of development. So it's not just about raising money and putting it to projects. It's about getting government and businesses to incorporate these externalities or these things that are not currently in their business model into their business model. So whether it's a president of country or a CEO of a company, to start thinking about "What is the footprint of my business or my country on the world?" and bring those different externalities into whether their accounting systems. Or then if you can finally get to the accounting systems, then ultimately into how they do business on a daily basis.