



Convention on  
Biological Diversity

# BUSINESS AND BIODIVERSITY: The International Context

9 May 2014

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Secretariat of the Convention on Biological Diversity





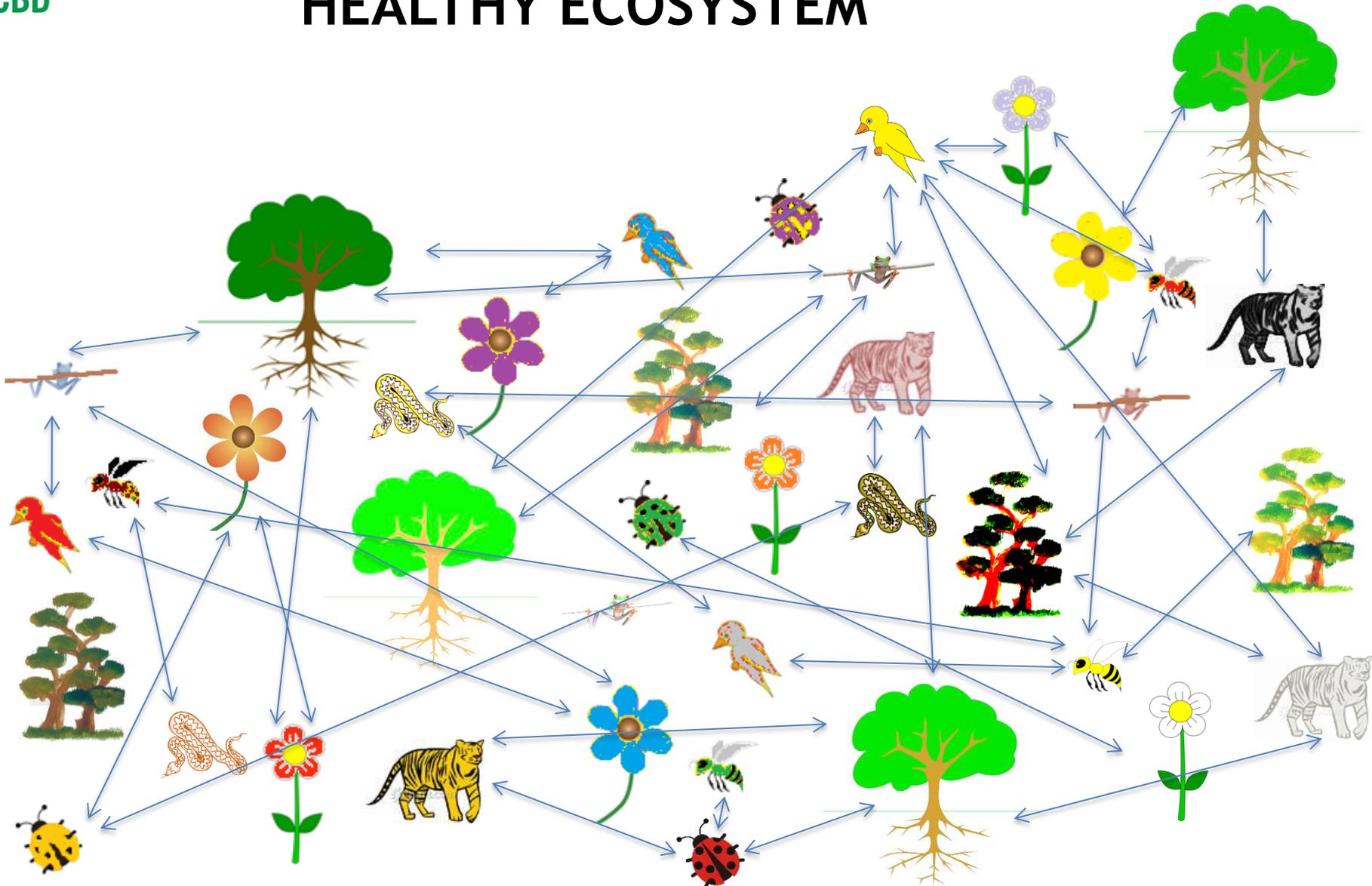
# PRESENTATION OUTLINE

- The Business Case for Biodiversity
  - Ecosystems and Supply Chains
  - Risks and Opportunities
  - Case Studies
- CBD and Business Engagement
  - COP Decisions
  - Engagement Strategy
  - Global Partnership
  - Next Steps

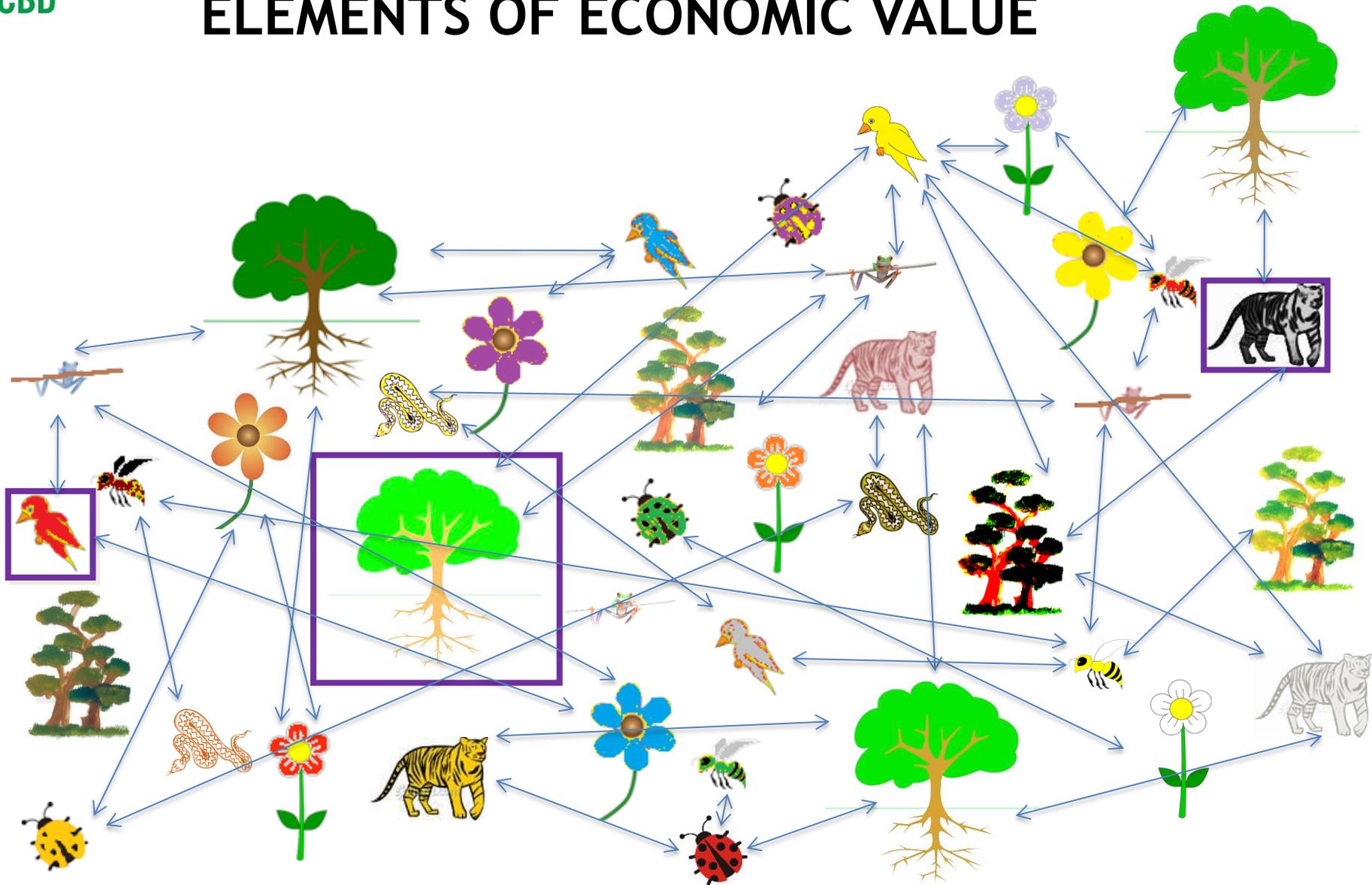


# THE BUSINESS CASE FOR BIODIVERSITY

# HEALTHY ECOSYSTEM



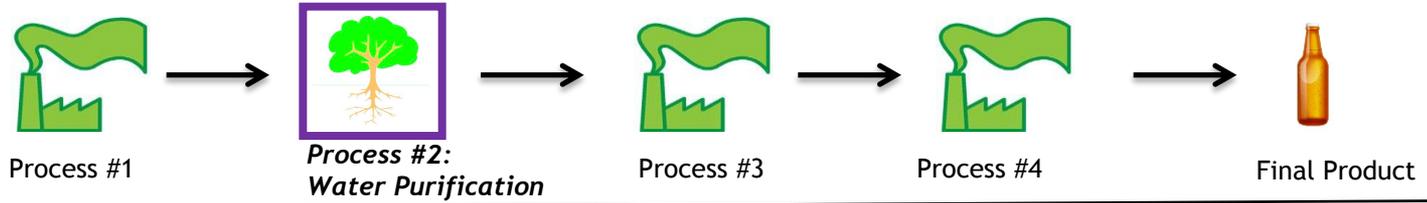
# ELEMENTS OF ECONOMIC VALUE





# BUSINESSES/SUPPLY CHAINS

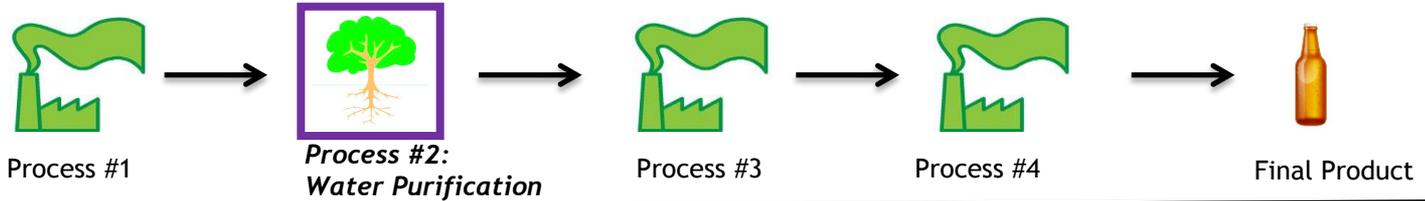
## Beverage Company Supply Chain



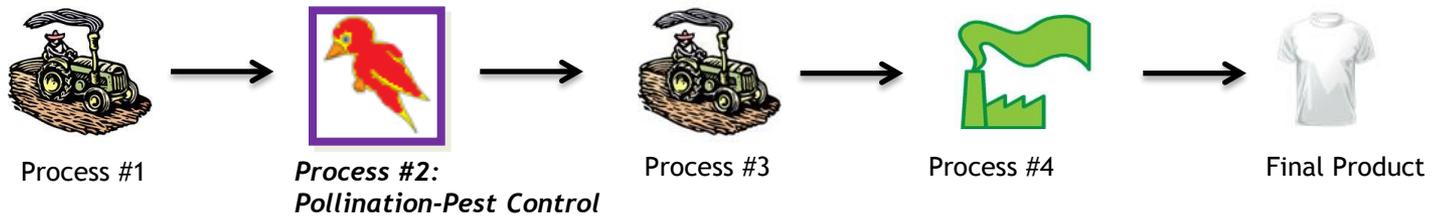


# BUSINESSES/SUPPLY CHAINS

## Beverage Company Supply Chain

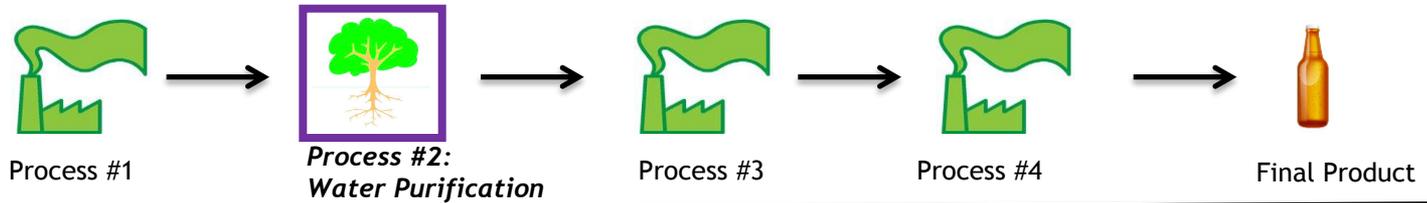


## Clothing Manufacturer Supply Chain

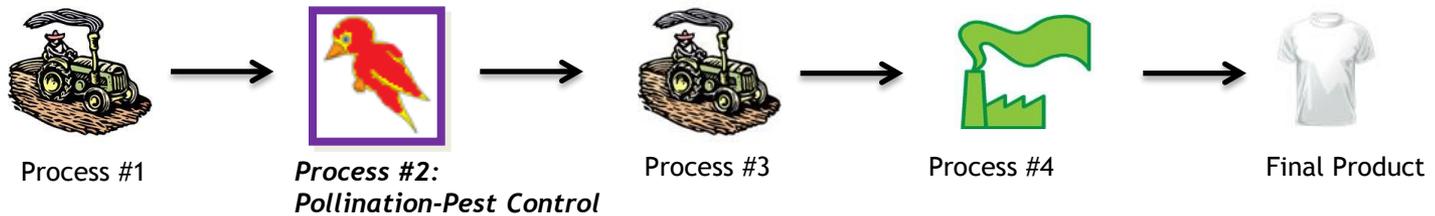


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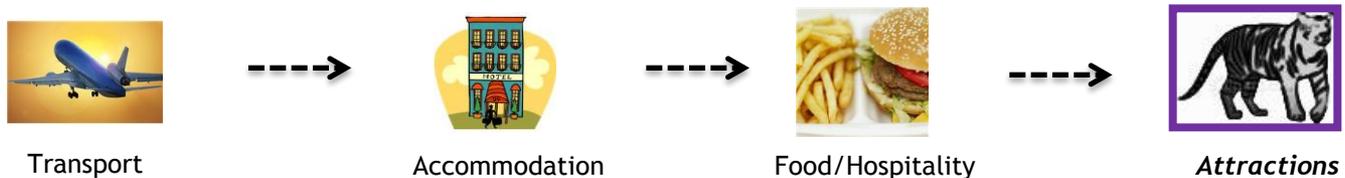
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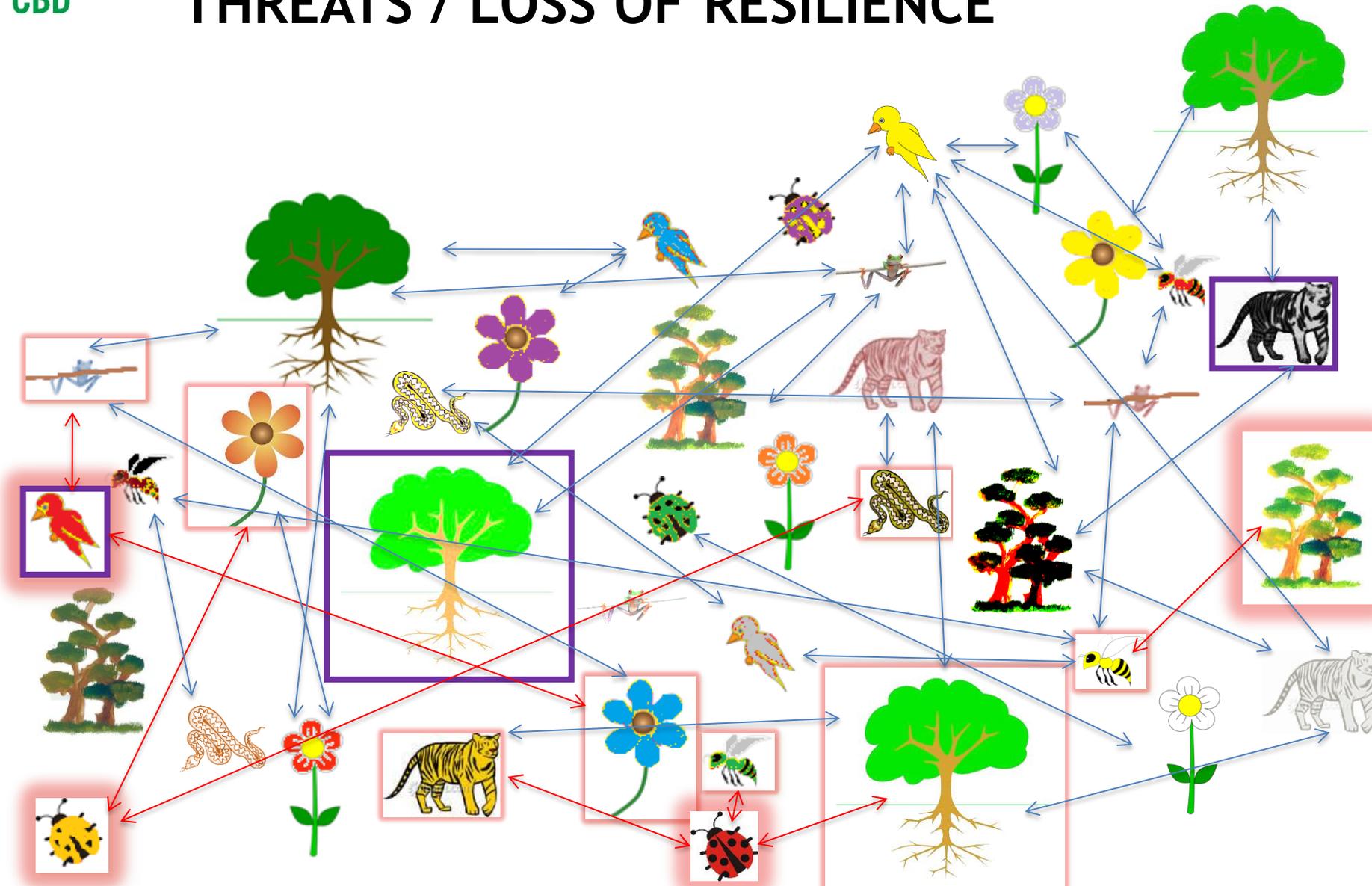
## Clothing Manufacturer Supply Chain



## Tourism Company

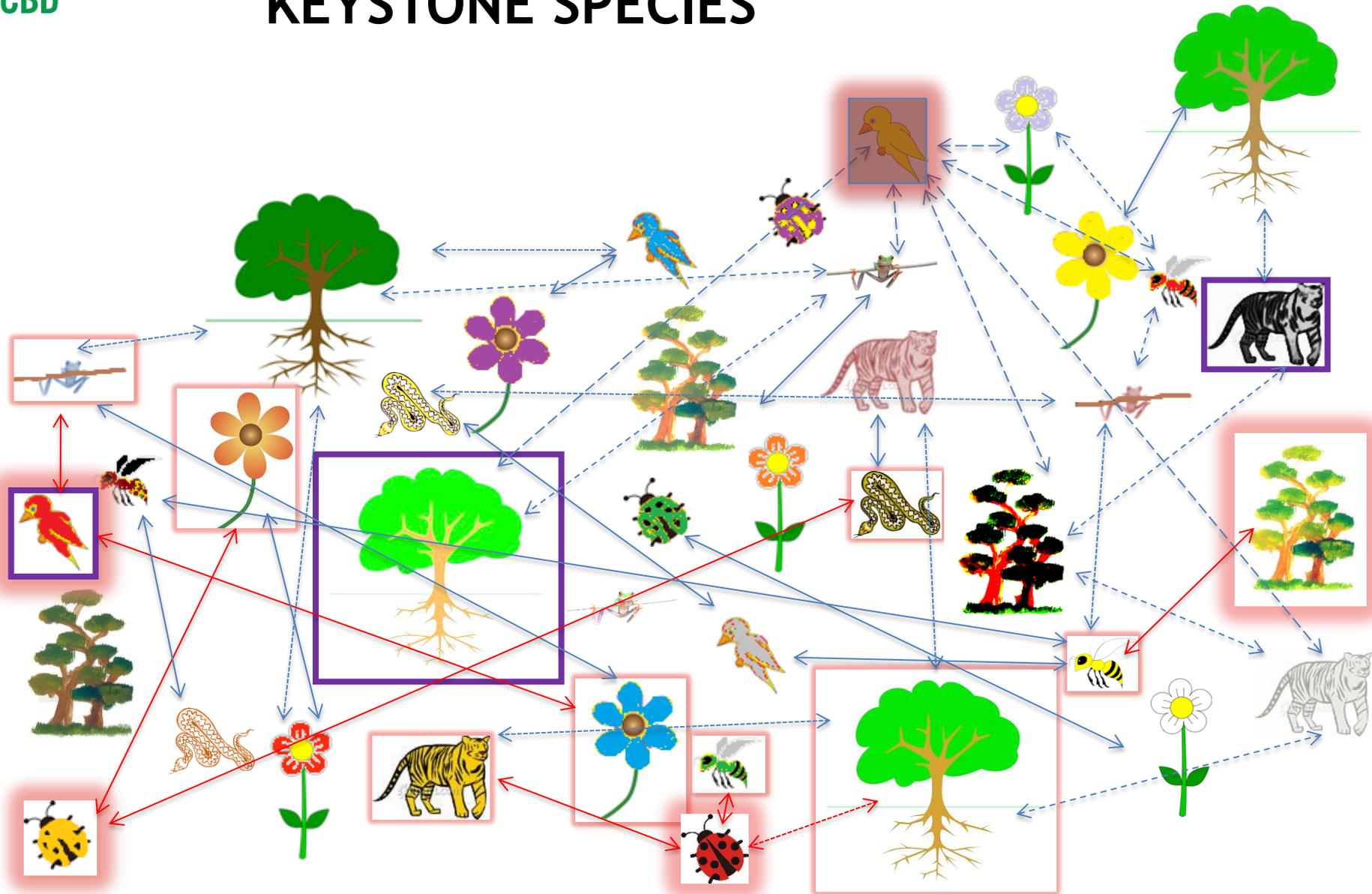


# THREATS / LOSS OF RESILIENCE

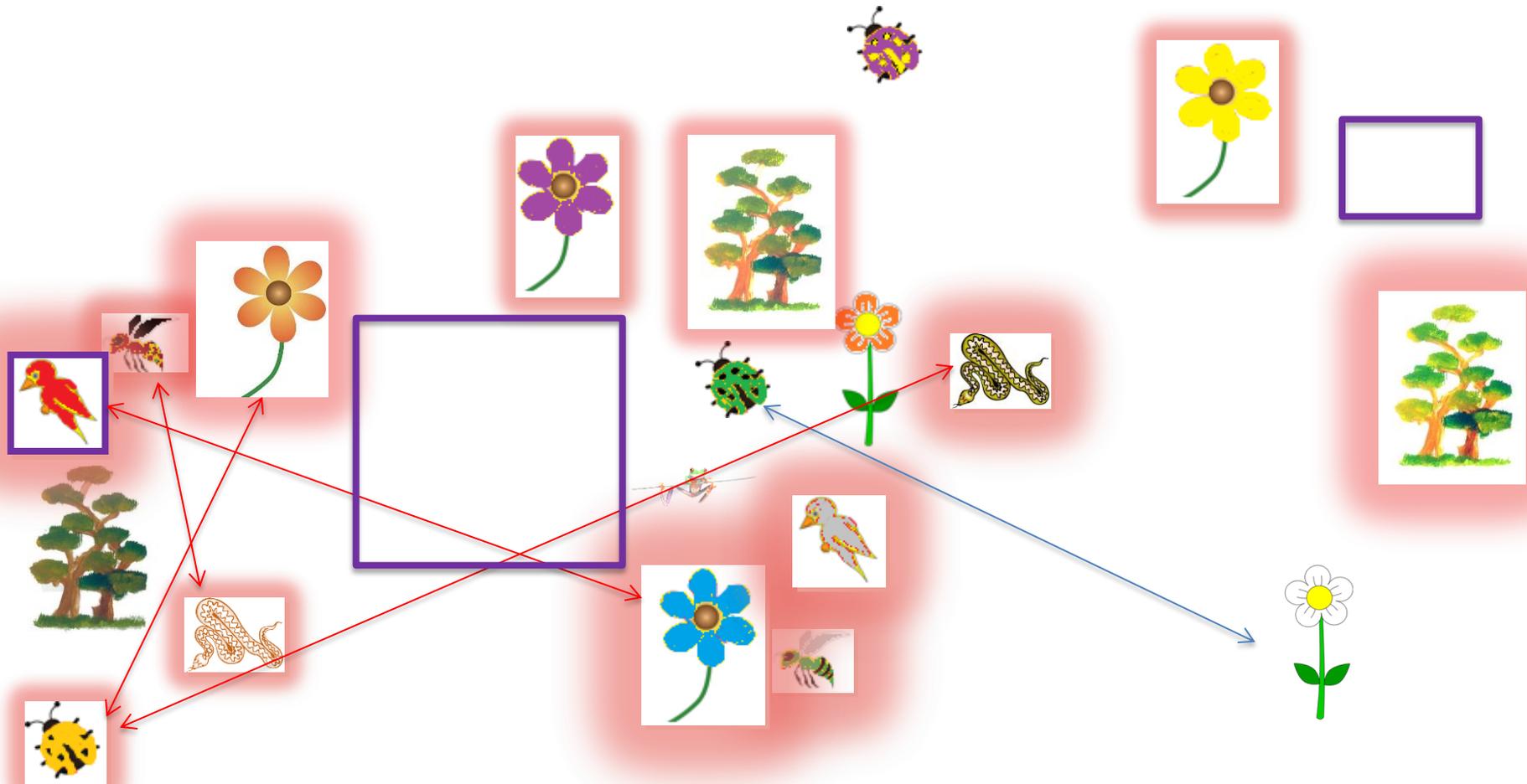


Primary Connection   
Secondary Connection   
Tertiary Connection 

# KEYSTONE SPECIES



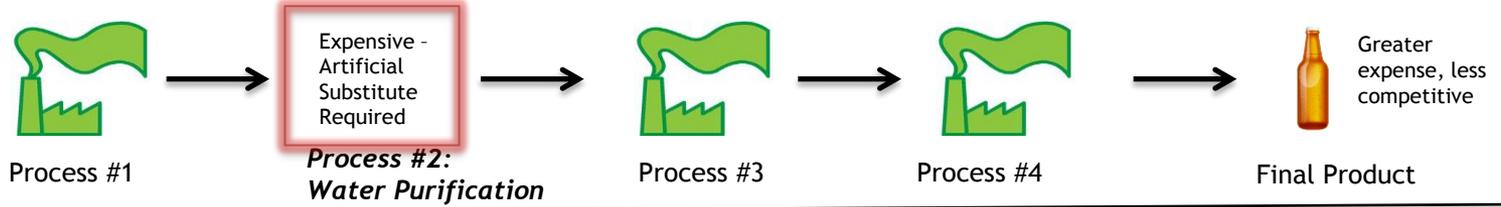
# SERIOUS LOSS / DEGRADATION





# DISRUPTIONS TO BUSINESS PROCESSES

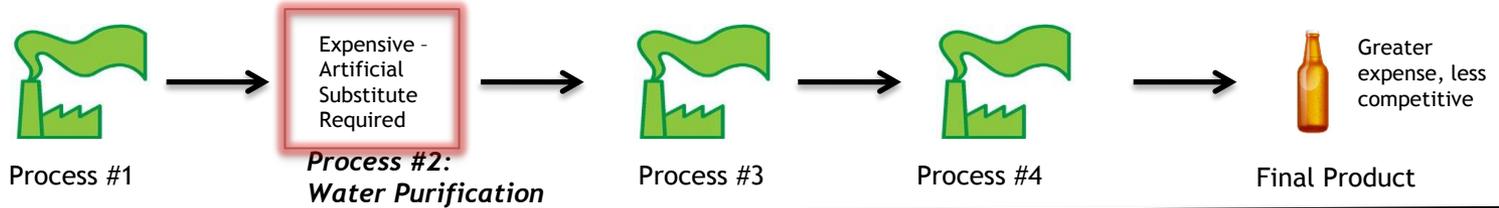
## Beverage Company Supply Chain



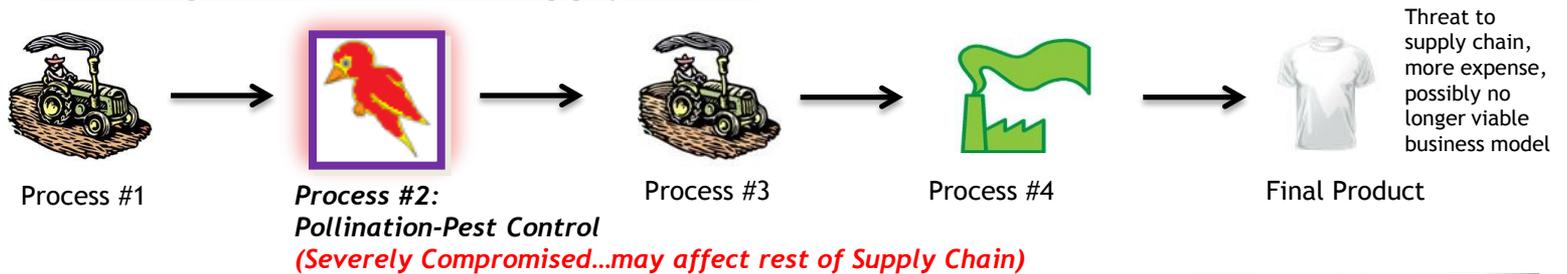


# DISRUPTIONS TO BUSINESS PROCESSES

## Beverage Company Supply Chain



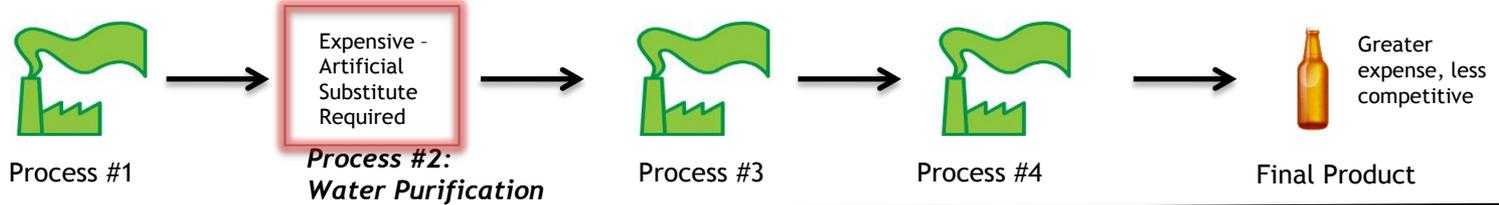
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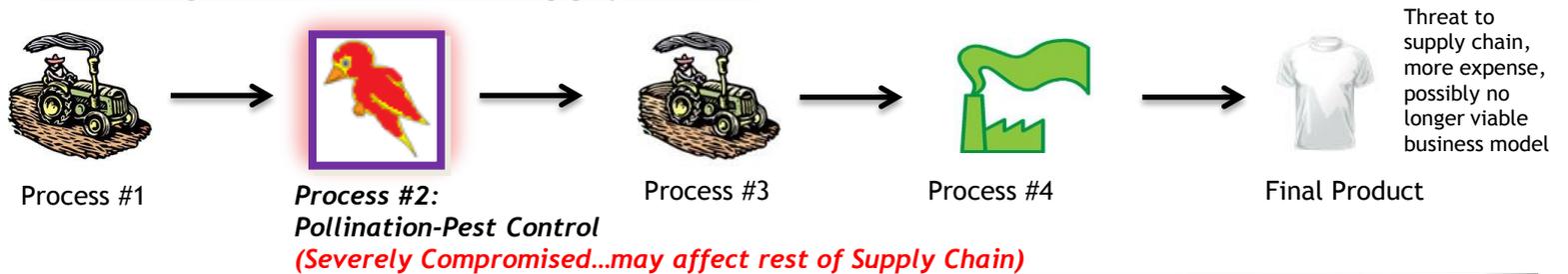


# DISRUPTIONS TO BUSINESS PROCESSES

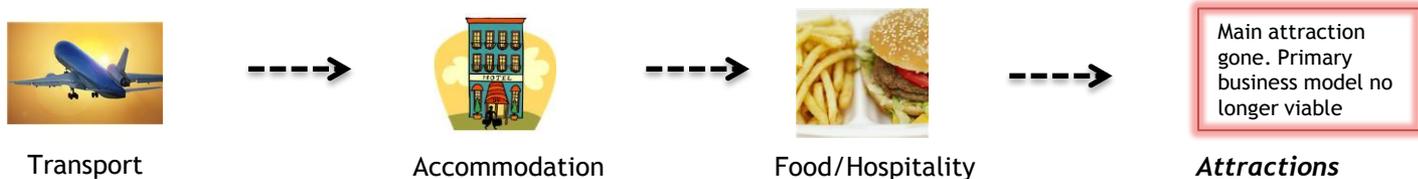
## Beverage Company Supply Chain



## Clothing Manufacturer Supply Chain



## Tourism Company



# VALUATION OF ECOSYSTEM SERVICES

- Efforts to correctly value ecological systems are difficult and can vary by ecosystem and region



VS



Flood/erosion control = \$  
Forest products = \$  
Carbon sequestration = \$  
Recreation/Tourism = \$

Wood and Paper Products = \$

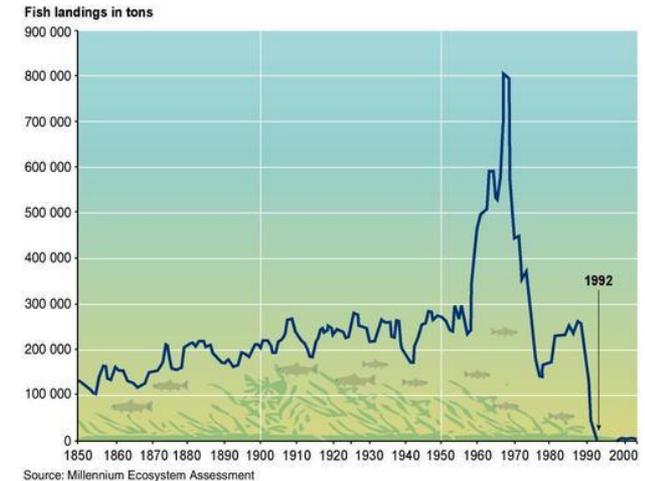
# THE BUSINESS CASE

- There are many sound business reasons for companies to be concerned about Biological Diversity and overall sustainability
- These can be classified as **risks** and **opportunities**
- The two are often the flipside of the same issue



# RISKS

- Negative Corporate Images/Boycotts
- Government Legislation
- Poor Relations with Other Stakeholders
- Clean-up/Compensation Costs
- Higher Insurance Premiums
- Scarcity of Resources



# OPPORTUNITIES

- Market Leadership/Enhanced Reputation
- Good Relations with Regulators and Other Stakeholders
- Lower Insurance Premiums
- Access to New Eco-Conscious/Ethical Funds
- Long-Term Stability of Supply and Viability
- Enhanced Employee Loyalty
- Bio-prospecting/Bio-mimicry
- Lower Overall Supply Management Costs
- Embracing Changes in Ways of Doing Business



# CHANGES IN PERCEPTION CAN LEAD CHANGE IN PRACTICE

- Thirty years ago, had the IT revolution would have seemed impossible
- Tremendous costs, job losses, disruption of existing industries
- But results have been vast opportunities and creation of wealth
- Analogy to sustainability, there are costs, but huge potential for growth



## BUSINESS CASE STUDY: COSMETICS (YVES ROCHER)

- YR harvests organically grown plants and manufactures products from them
- In Madagascar, villagers harvest Saro leaves to produce an essential oil for YR
- Yves Rocher pays for distillation process and helped with commercialisation
- This allows local producers to become economically and technically self-sufficient
- YR brand markets over 300 million products annually in 80 countries



# BUSINESS CASE STUDY: MINING (HOLCIM)

- Quarry rehabilitation as a part of operational planning is a way to reduce environmental impact and demonstrate corporate responsibility to stakeholders
- Holcim cement plant in Altkirch, France operates an 83-hectare quarry
- Progressive rehabilitation is integrated into the quarry plan
- Plant rehabilitates parts of the quarry every year to construct natural habitats
- Nearly half of the exploited parts of the quarry have been rehabilitated
- Biodiversity has expanded on the site, active extraction operations still occurring



# BUSINESS CASE STUDY: AGRI-FOOD (ASAHI)

- In 2010 the Asahi Group drafted its Environmental Vision 2020
- Also issued its “Statement on Biodiversity”  
*“using products and services to highlight the importance of the bounty nature provides...”*
- Asahi introduced Organic Premium Beer, manufactured with low biodiversity impacts
- Initial test run was well received by consumers and was completely sold out
- Asahi continuing sales of the beer and moving forward with other sustainable products





# WHAT THE CBD IS DOING

# CBD AND BUSINESS ENGAGEMENT



- During COP 10 (Nagoya 2010), parties drafted a business decision calling on Governments and Business to engage on mainstreaming biodiversity concerns into the private sector
- Parties reaffirmed and strengthened this decision at COP 11 (Hyderabad, 2012)

# COP BUSINESS DECISIONS

## REQUESTS TO THE EXECUTIVE SECRETARY

### COP 10:

- Encourage establishment of national and regional business and biodiversity initiatives
- Compile and disseminate information on best available practices
- Encourage the development and application of tools and mechanisms
- Monitor implementation of private sector progress in mainstreaming ecosystem services
- Encourage businesses in communicating their biodiversity-relevant activities



### COP 11:

- Reaffirmed importance of national and regional initiatives using Global Partnership as framework
- Continue amassing and disseminating of best practices and tools
- Facilitate engagement in CBD process by businesses and other stakeholders
- Work with partners to analyze tools and mechanisms and help businesses to assess and adopt solution for managing biodiversity
- Help raise awareness of drivers of biodiversity loss and sustainable use of components





# BUSINESS ENGAGEMENT: STRATEGY

- **International Policy/Legislative Issues:**
  - Helping to set the international agenda in terms of regulatory issues
- **Encouragement of Market Pull (Procurement): (*Top-Down*)**
  - Sustainable public procurement
  - Corporate requirements of suppliers
- **Provision of Information to Companies in Supply Chain: (*Bottom-Up*)**
  - Direct training, resource augmentation or other services through Global Partnership and other organizations
  - Ensuring mainstreaming of biodiversity by producers, SMEs, etc
- **Harmonization of Criteria and Guidelines:**
  - Best-practices, case studies, tools and mechanisms
  - Streamlining information and providing “one-stop” shopping
  - Work on standards, indicators for commodities, etc



# BUSINESS ENGAGEMENT

## Global Platform for Business and Biodiversity Website

- Platform for businesses to obtain and share information  
--- [WWW.CBD.INT/BUSINESS](http://WWW.CBD.INT/BUSINESS) ---

## Enhanced Outreach to Business

- Key businesses encouraged to mainstream Convention goals and share experiences
- Use of website, newsletters, workshops and other events

## National Workshops

- Targeting key economies and major business centers
- Primary target audience is business community

## Green Procurement

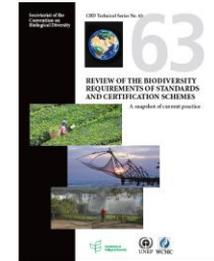
- Working with Governments and other organizations to assess biodiversity friendly public procurement options



# BUSINESS ENGAGEMENT ANALYSIS AND DISSEMINATION OF INFORMATION

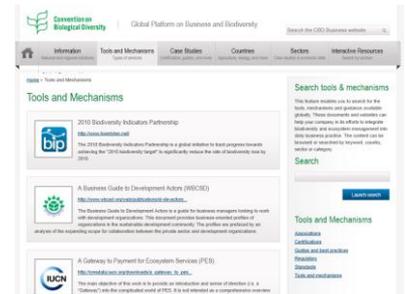
- Working with partners to *analyze* standards and certification
  - CBD Technical Series 63 first publication, next stage due out shortly

<http://www.cbd.int/doc/publications/cbd-ts-63-en.pdf>



- Global Platform website: *dissemination* of case studies, tools and mechanisms, and best practices

<http://www.cbd.int/en/business/tools-and-mechanisms>  
<http://www.cbd.int/en/business/case-studies>



- Various partners have developed extensive toolkits for businesses
- Helping partners map out various players in this area, determining who does what

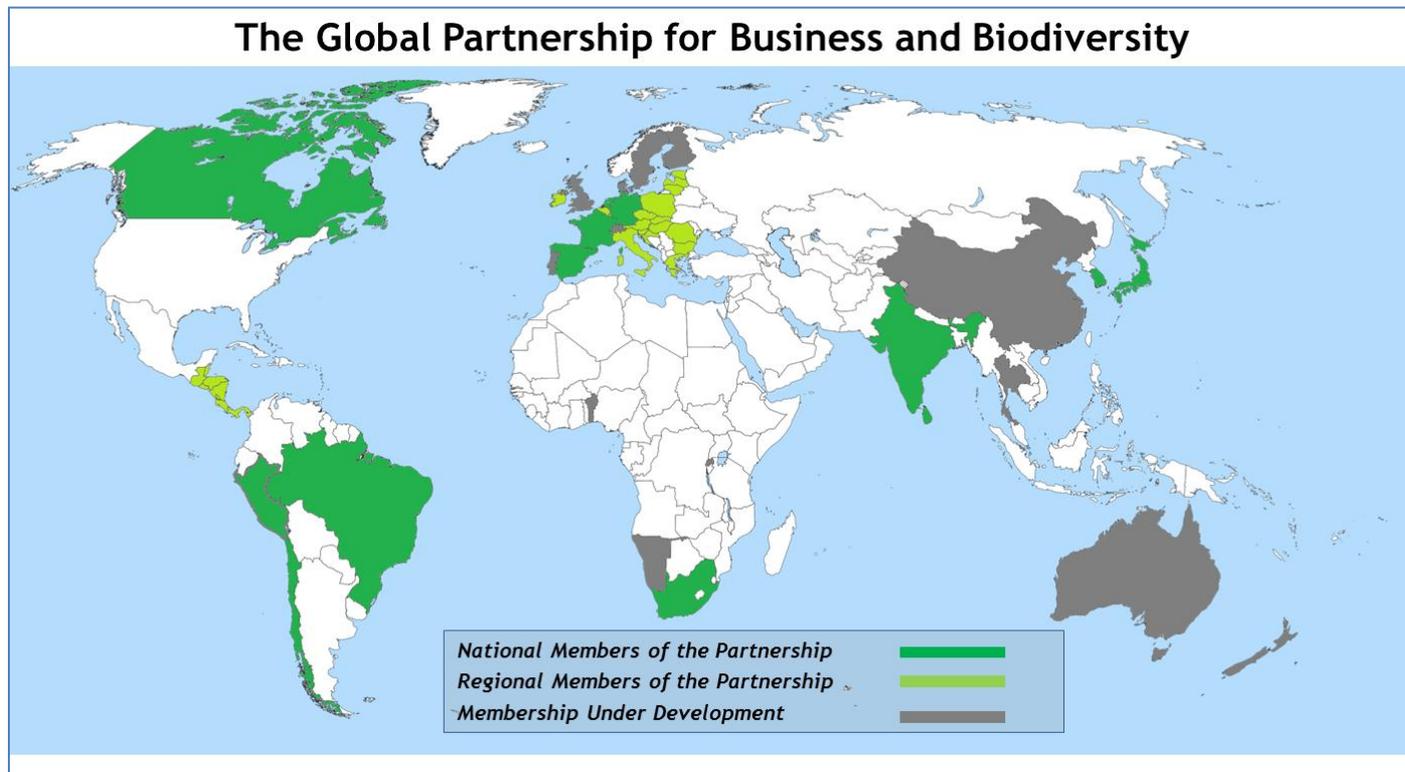




# BUSINESS ENGAGEMENT: IMPLEMENTATION

## GLOBAL PARTNERSHIP FOR BUSINESS AND BIODIVERSITY

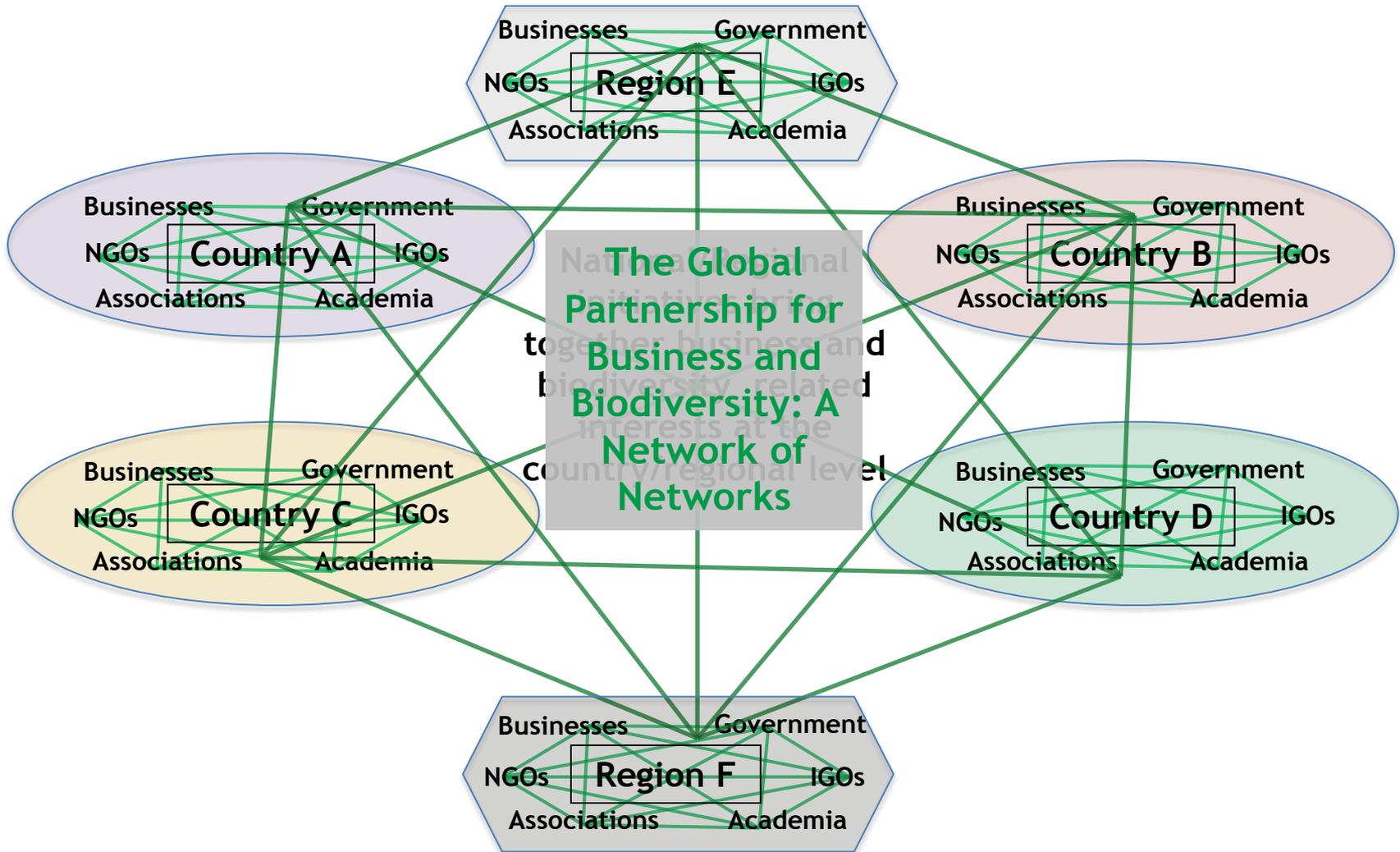
- From decisions *X/21 (COP 10) and XI/7 (COP 11)*
- The Global Partnership links national and regional initiatives
- Advantages include Targeting, Synergies, Leveraging
- Various working groups and virtual meetings of the Partnership





# BUSINESS ENGAGEMENT: IMPLEMENTATION

## GLOBAL PARTNERSHIP FOR BUSINESS AND BIODIVERSITY





# **BUSINESS ENGAGEMENT: IMPLEMENTATION**

## **INITIAL RESULTS OF GLOBAL PARTNERSHIP MEETING**

- **GLOBAL PARTNERSHIP (GP) GOVERNANCE DOCUMENT**
  - Key points included membership, role of government and role of Secretariat
- **STRUCTURE AND MEMBERS OF THE EXECUTIVE COMMITTEE**
  - Creation of an interim committee, will be revisited early in 2014
  - Annual GP meeting's focus:
    - COP year: segment and implement decisions
    - Off-year: opportunities to provide input to draft recommendations
    - Annual closed sessions will address GP admin/technical issues
  - Funding: Host country pays, but CBD can provide some core funding
- **FUTURE DIRECTION OF THE GLOBAL PARTNERSHIP**
  - Continue expansion of the GP
  - Communication and Marketing
  - Revamping of Global Platform website
  - Creation of GP Wikipedia page
  - Design of the GP's logo in Montreal
- **POTENTIAL JOINT ACTIVITIES**
  - Create a Global Award for business and biodiversity
  - Criteria for consultants





# BUSINESS ENGAGEMENT: IMPLEMENTATION

## INITIAL KEY RECOMMENDATIONS TO COP 12

### ***Reporting:***

- Parties to promote, support and incentive all businesses to assess and report on their biodiversity impacts, dependencies and activities in relation to the Aichi Targets;
- Reporting should take into account natural capital accounting and environmental and social safeguards
- Reporting should be incorporated into National Biodiversity Strategies and Action Plans (NBSAP);
- Parties need to outline general guidelines for reporting;
- Ensure that there is a good link between this reporting framework and existing key concepts;
- Parties need to encourage transparency, traceability and clarity in reporting criteria.

### ***Accounting and Resource Mobilization:***

- Parties should provide for/or encourage criteria for the valuation of ecosystem services;
- Parties should seek to foster public and private partnerships to help strengthen community-level capacity building;
- Parties to facilitate the development of tools and mechanisms in collaboration with the private sector.

### ***Standards and Engagement:***

- Parties should create an enabling environment such that standards can be more effectively implemented;
- Businesses need to consider best practices with regard to mainstreaming biodiversity in business operations;
- Parties should encourage landscape planning using a multi-sectoral approach;
- Parties to ensure that biodiversity issues are discussed in other multilateral fora;
- Businesses need to engage their senior levels of management, and supply chains, with regard to green procurement policy and encourage cooperative “green” procurement on a wide scale.

# BUSINESS ENGAGEMENT: NEXT STEPS

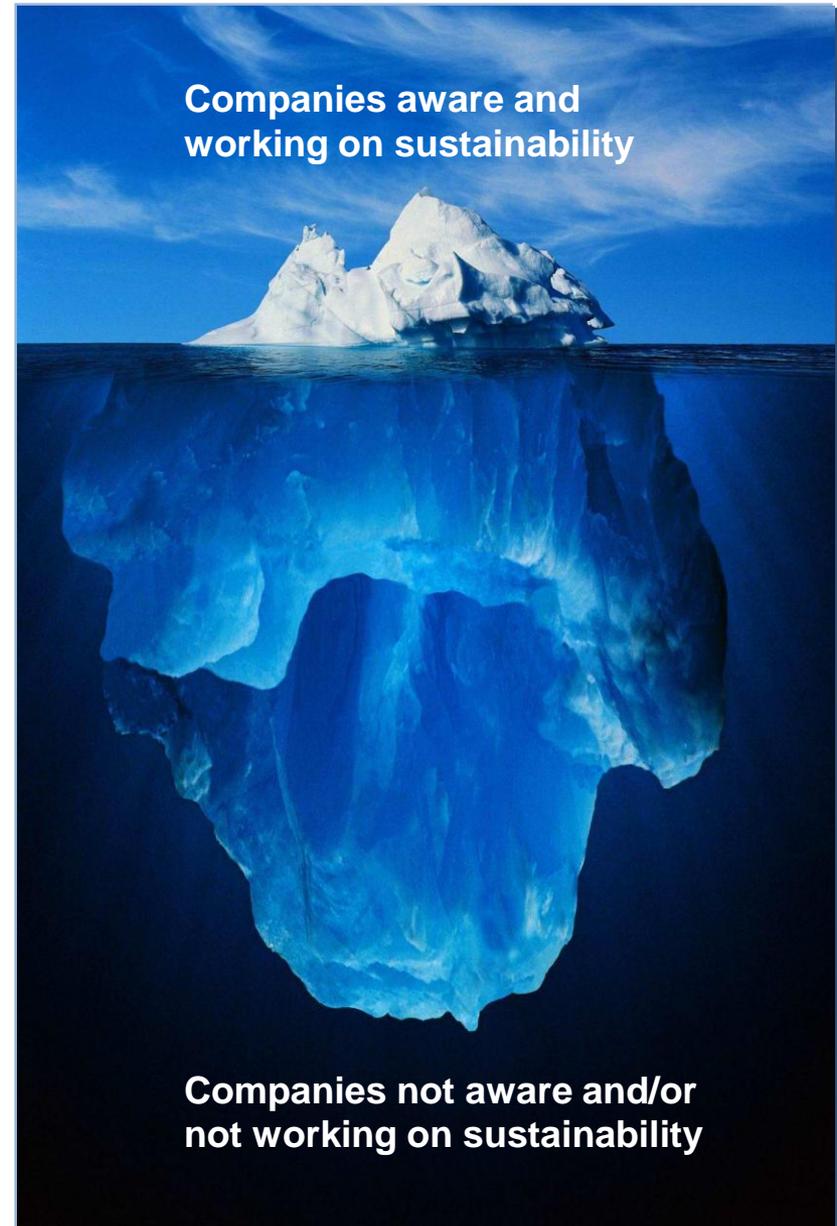
- Continue work on Global Partnership for Business and Biodiversity
- Further work on best practices (i.e. for standards)
- Ongoing work on other issues (i.e. ABS and business)
- Ongoing dissemination of case studies and information
- Including biodiversity considerations into various fora
- Creation of process for development of “umbrella standard” for commodities indicators
- Work on Sustainable Public Procurement
- Engaging SMEs particularly in Supply Chains
- COP 12: extensive business programme planned (Oct 2014, Korea)





# BUSINESS ENGAGEMENT

- Working with partners Globally and Nationally
- Essential to target SMEs and businesses not yet convinced
- Message has to get out to different fora as widely as possible
- There has been progress, but there is still a lot left to do





# THANK YOU

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