



# Meeting of The Global Platform For Business and Biodiversity

WBCSD  
World Business Council for Sustainable Development

**WBCSD / Ecosystems FACT**  
***Takeshi Takagi, Co-chair, Hitachi***  
**December 16<sup>th</sup> , 2011**

# What is the WBCSD?

business solutions for a sustainable world

A **global CEO-led organization** of forward-thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment.

Membership comprises **200 companies** from **35 countries** and **22 sectors**, collectively representing an estimated:

- **15 million** employees
- **7 USD trillion** annual revenues
- **6 USD trillion** market capitalization



# Who are the members?



# Regional Network partners

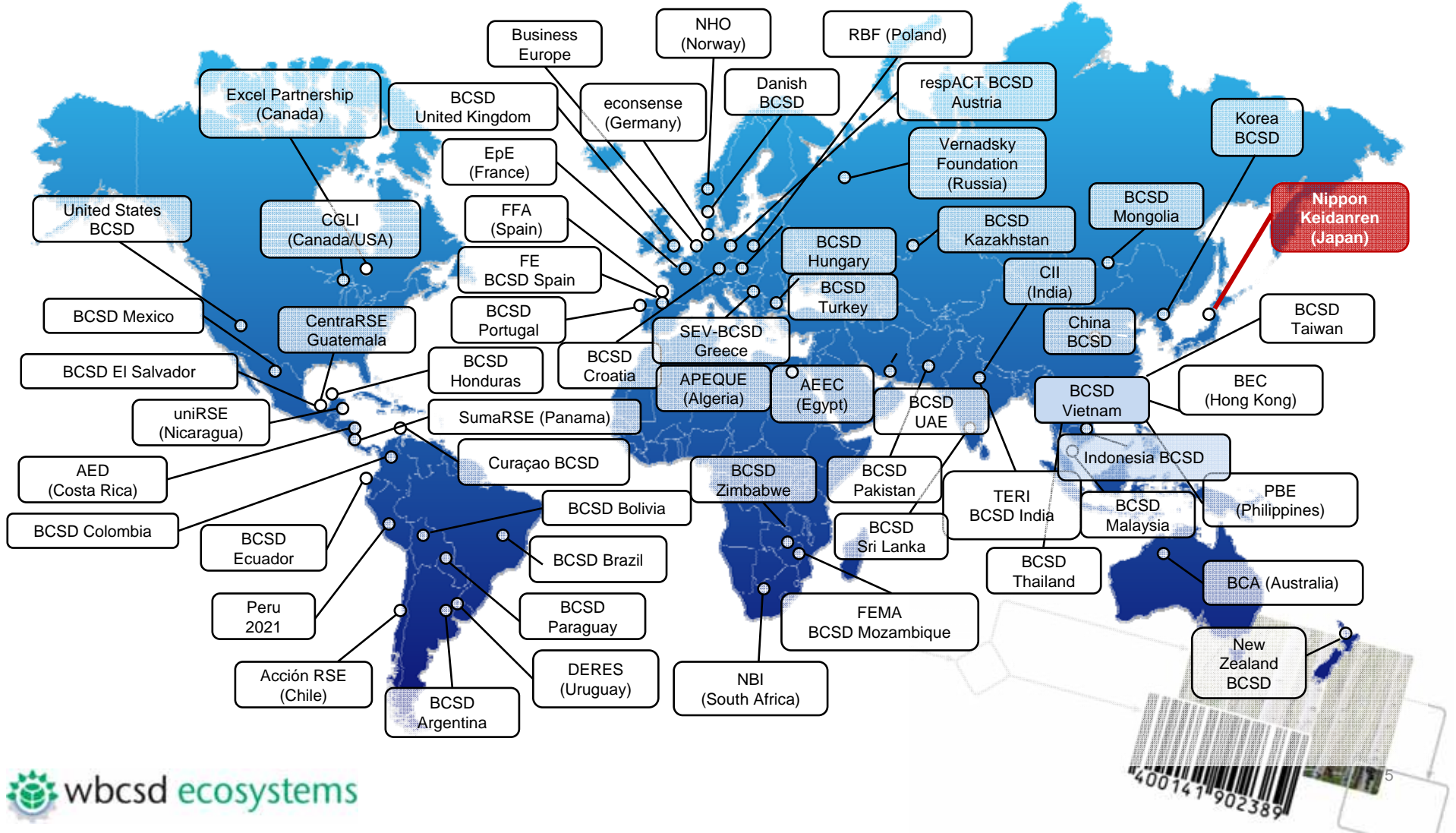


We also benefit from a **Regional Network**:

- **60** independent national and regional partner organizations
- involving thousands of business leaders
- **two-thirds** in developing countries and emerging economies.

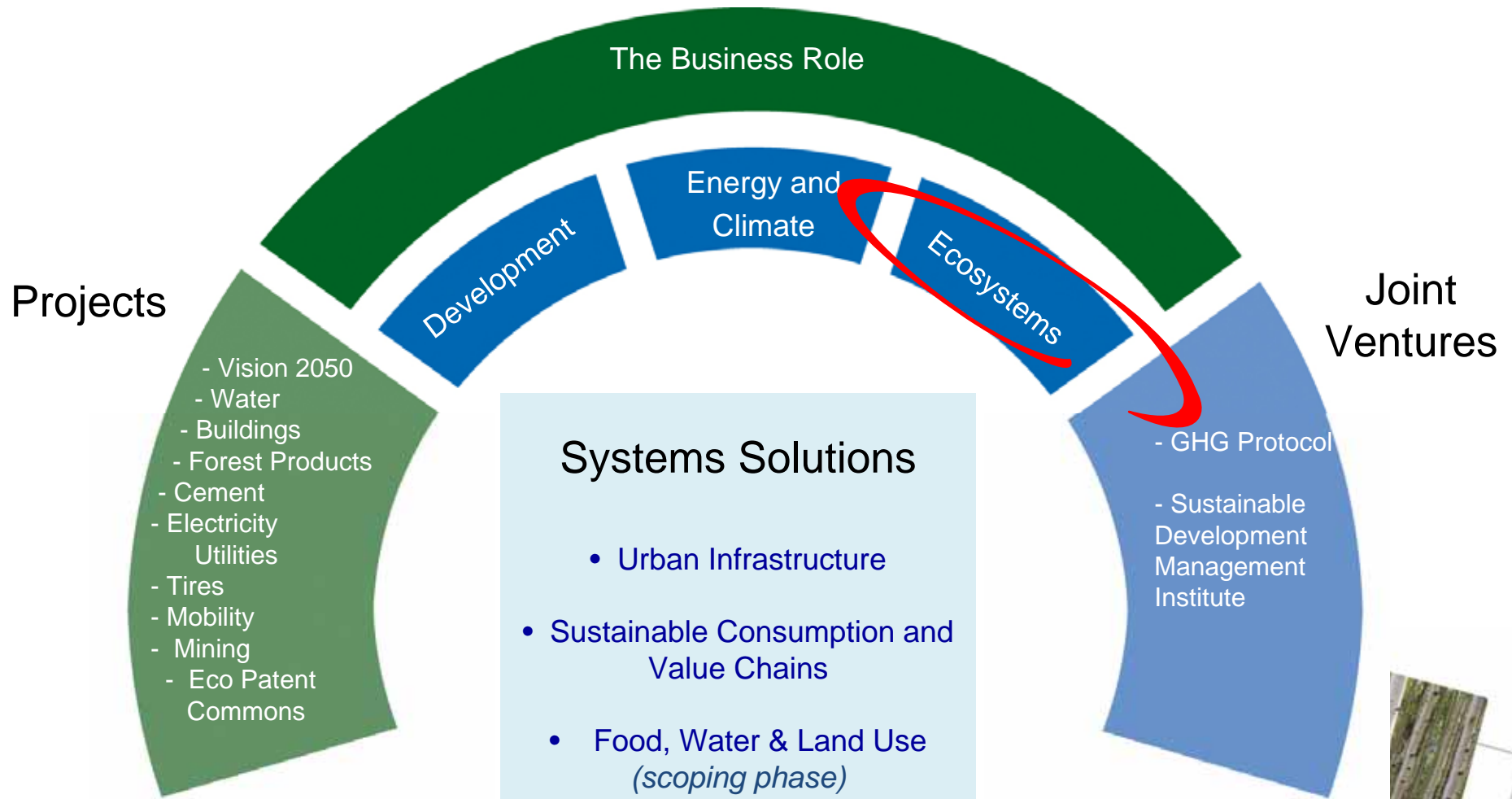


# Regional Network partners



# What do we work on?

## Focus Areas



# WBCSD has been working on Ecosystems for 15 years: THE business voice on ecosystems



IUCN collaboration

Input to **Millennium Ecosystem Assessment**

**World Conservation Congress**  
E.g. Barcelona (2008): organized, supported or provided presentations at over **100 Forum events**

**CBD COP 10**  
Organized a **day long dialogue** with IUCN and Keidanren Committee on Nature Conservation + 2 side events



# 2012 a busy year for ecosystems

## **WBCSD: global business voice at CBD COP11**

Objectives:

- Feature business-solutions
- Advocate for SMART public policy

Cooperation essential:

- CBD secretariat
- Indian host Government
- Indian business sector/CII
- Other business and biodiversity groups e.g. ICM

**CBD COP11**

(Hyderabad 8-19 Oct 2012)

**World  
Conservation  
Congress**

(Jeju, 6-11 Sep 2012)

**Rio+20**

(Rio, 4-6 Jun 2012)

**We are here now**

**Global Platform for  
Business and  
Biodiversity Conference**  
(Tokyo 15-16 Dec 2011)

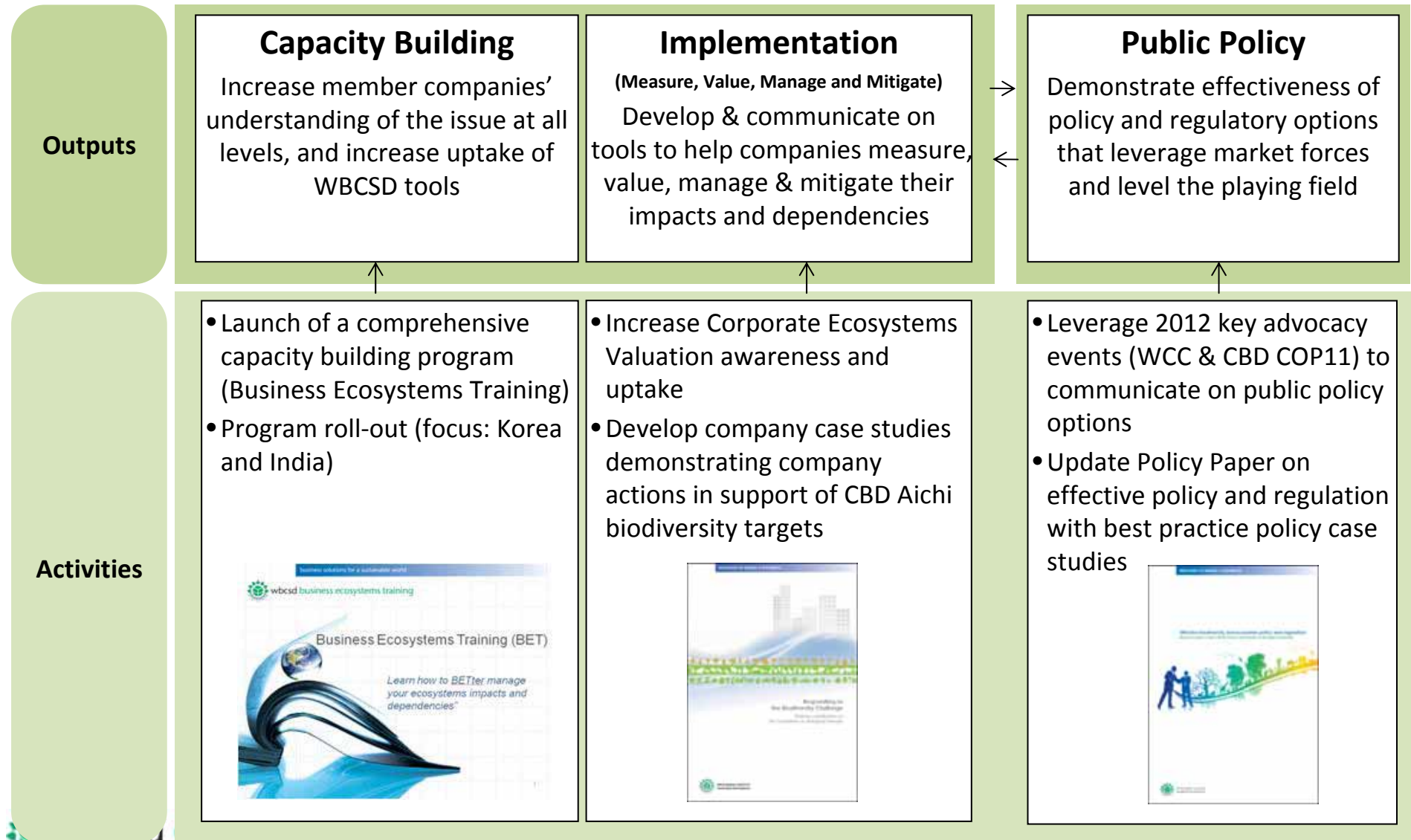
## **WBCSD: the major business sponsor organization**

Among other activities planned:

- 1-day WBCSD/ IUCN Biz & Eco Dialogue “Business & Ecosystems Think Tank”
- 4 event submissions
- WBCSD member sessions

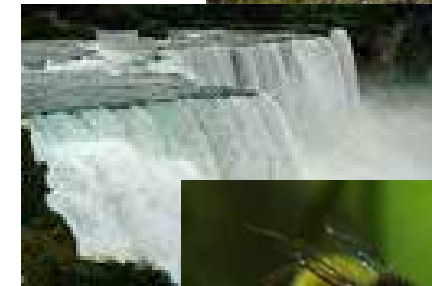


# WBCSD 2012 Action Plan



# Biodiversity & ecosystem business impacts & dependence

Business impacts on ecosystems and ecosystem services



Ecosystem change creates business **risks** and **opportunities**

Business depends on ecosystems and ecosystem services



# Biodiversity & ecosystem risks & opportunities

- **Operational** (e.g. increased scarcity and cost of raw materials)
- **Regulatory and legal** (e.g. public policies like taxes and moratoria on extractive activities)
- **Reputational** (e.g. relationships and image from media and NGOs)
- **Market and product** (e.g. consumer preferences)
- **Financing** (e.g. availability of capital)



# How can business respond to their ecosystem-related issues?

1. Measure, manage and mitigate **risks and impacts**
2. Improve **decision-making** by undertaking *corporate ecosystem valuation* to quantify business risks and opportunities
3. Innovate and help develop **new markets** for ecosystem services and eco-efficient goods, services & technologies
4. Encourage suppliers & purchasers to adopt **best practices**
5. Enter into **local partnerships** to address on-the-ground issues
6. Promote “**smart**” ecosystem regulation that leverages market forces and business solutions that halt degradation and “levels the playing field” for all



# Business Commitment

**Business commits to support biodiversity conservation, sustainable use and sharing of benefits**

**Because**

**WBCSD believes business cannot operate where society fails**



# Thank you very much



Welcome questions, but not difficult ones ! !

