



Convention on
Biological Diversity

BUSINESS AND BIODIVERSITY: Engagement and the Global Partnership

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David Steuerman

Secretariat of the Convention on Biological Diversity





MAKING THE CASE

THE VALUE OF BIODIVERSITY

- Ecosystem Services is a concept used to define the value of an ecosystem/biodiversity to human economics
- The Economics of Ecosystems and Biodiversity (TEEB) defines it as *the direct and indirect contributions of ecosystems to human well-being*
- Overexploitation is resulting in drastic declines in biodiversity and resultant ecosystem services

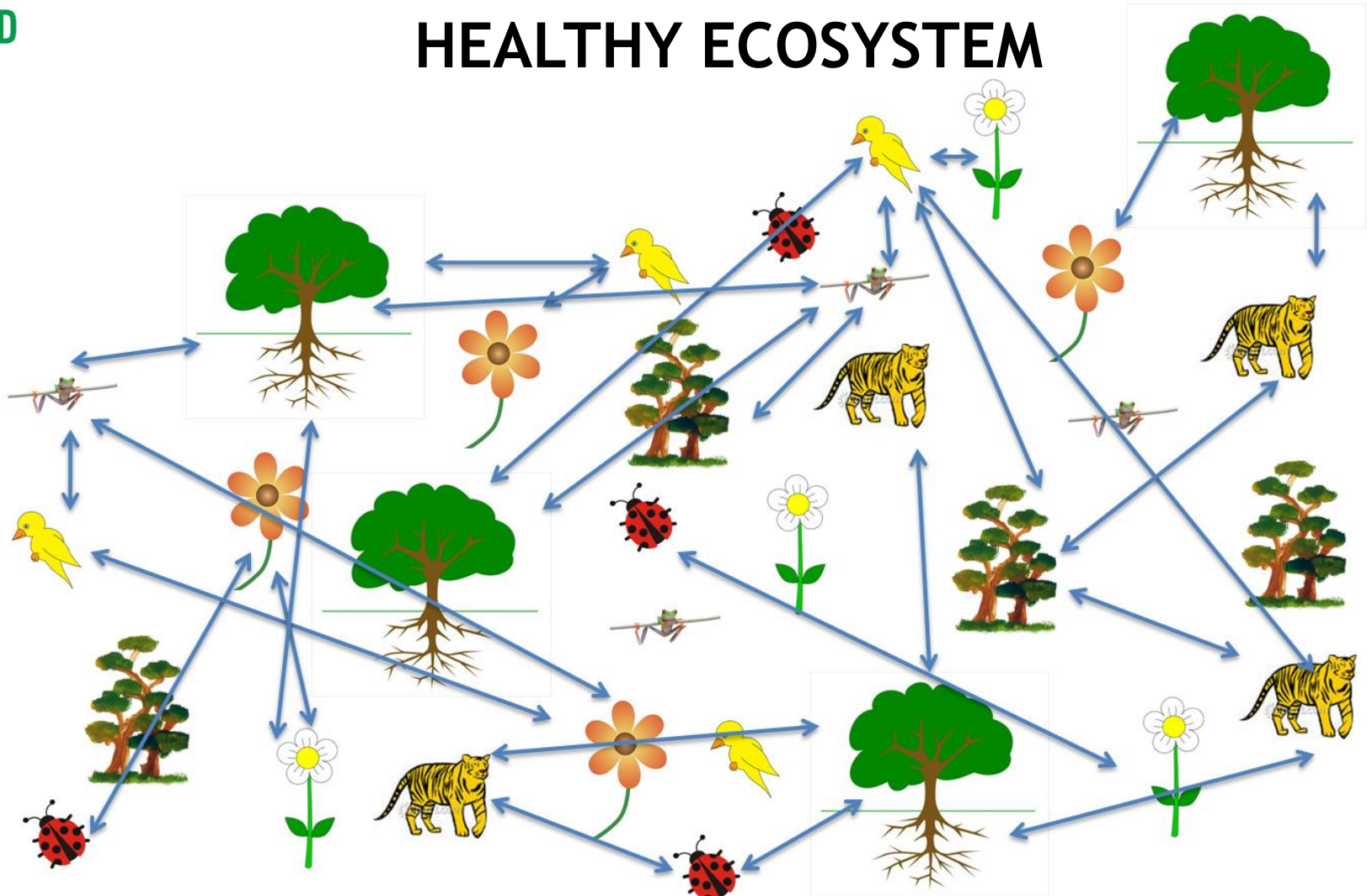


THE VALUE OF BIODIVERSITY

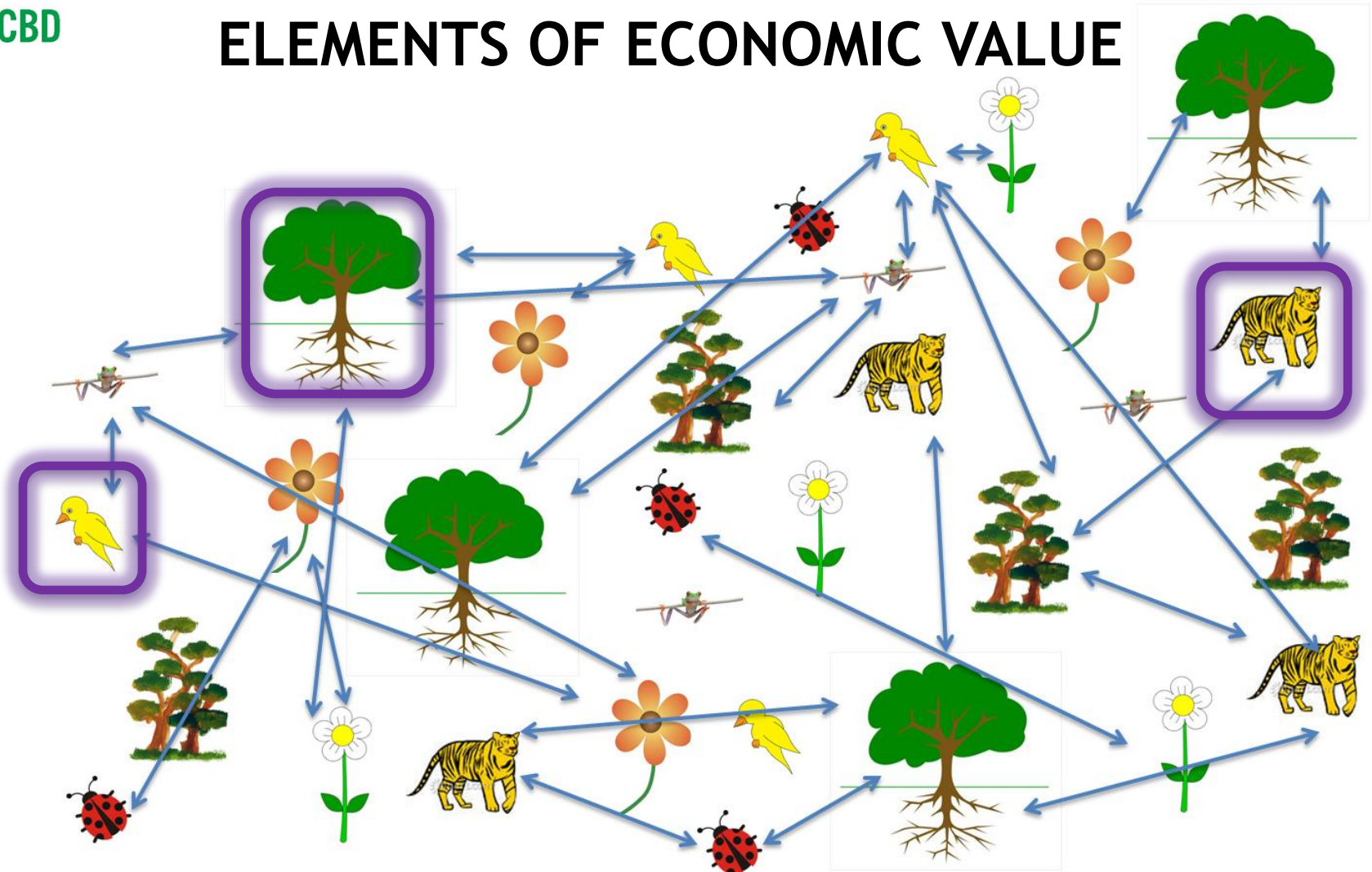
- Ecosystem services are present in all facets of business and life, but often ignored or undervalued

Category of Service	Type of Ecosystem Service	Business Sector Benefits
Provisioning	Food	Agrifood
	Fresh Water	Agrifood/industrial processes
	Medicinal Plants	Pharmaceutical/bioprospecting
Regulatory	Climate Regulation (carbon sequestration)	Carbon offsets
	Purification of air and water	Pollution control
	Flood and erosion control	Construction/Land Management
Ontogenetic	Psycho-social development	Medical Services
	Immune system development	Medical Services
Social/Cultural	Tourism and recreation	Tourism
	Cultural heritage	Tourism
	Inspiration for Bio-mimicry	Bioprospecting

HEALTHY ECOSYSTEM

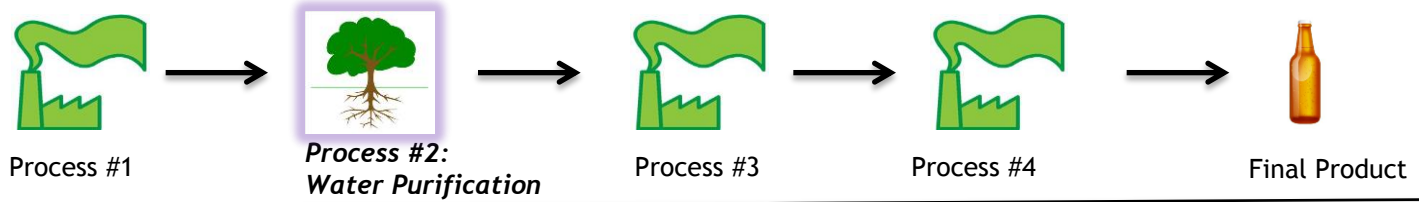


ELEMENTS OF ECONOMIC VALUE



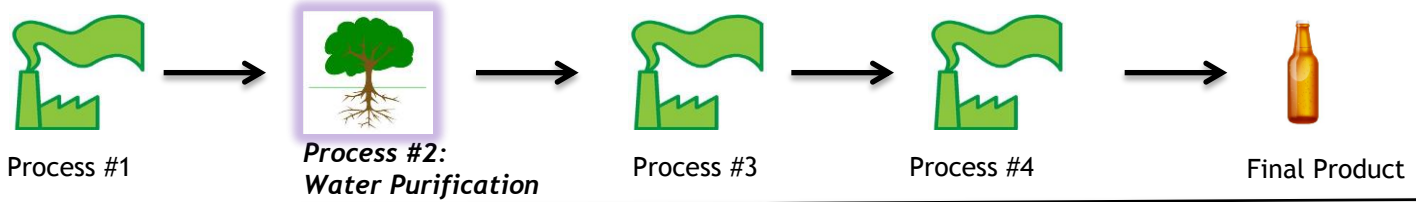
BUSINESSES/SUPPLY CHAINS

Beverage Company Supply Chain

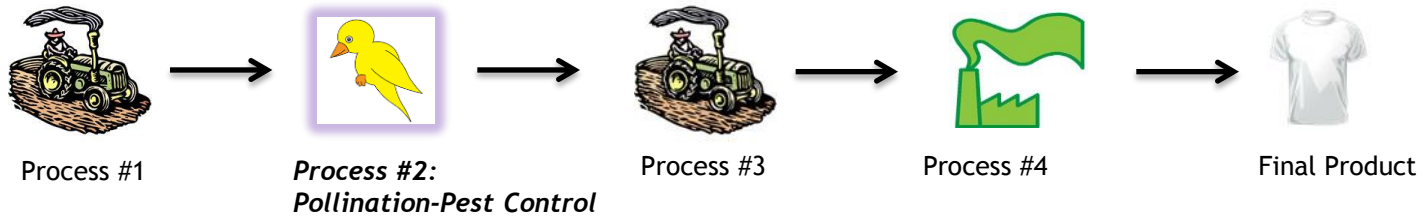


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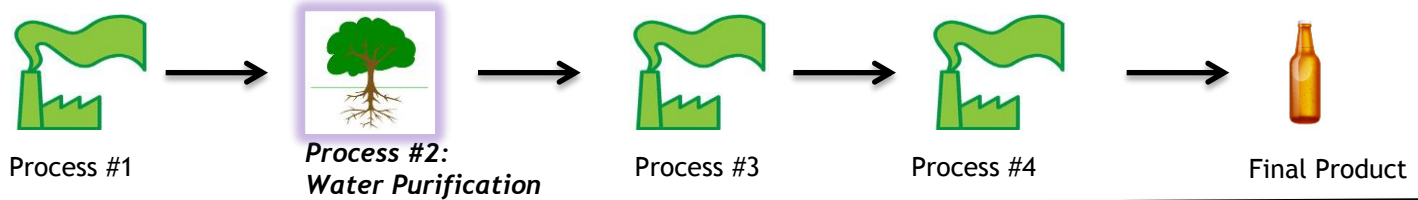


Clothing Manufacturer Supply Chain

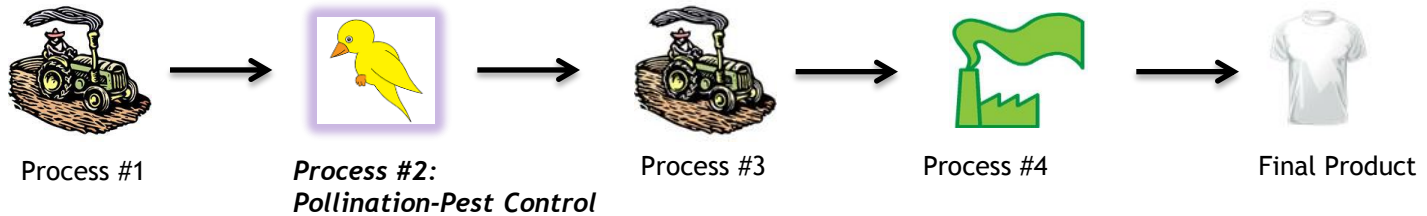


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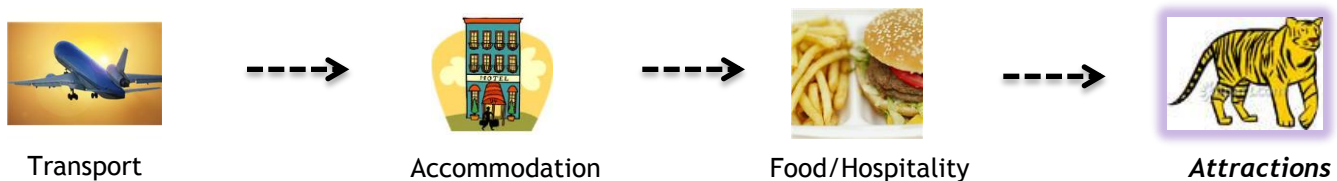
Beverage Company Supply Chain



Clothing Manufacturer Supply Chain



Tourism Company

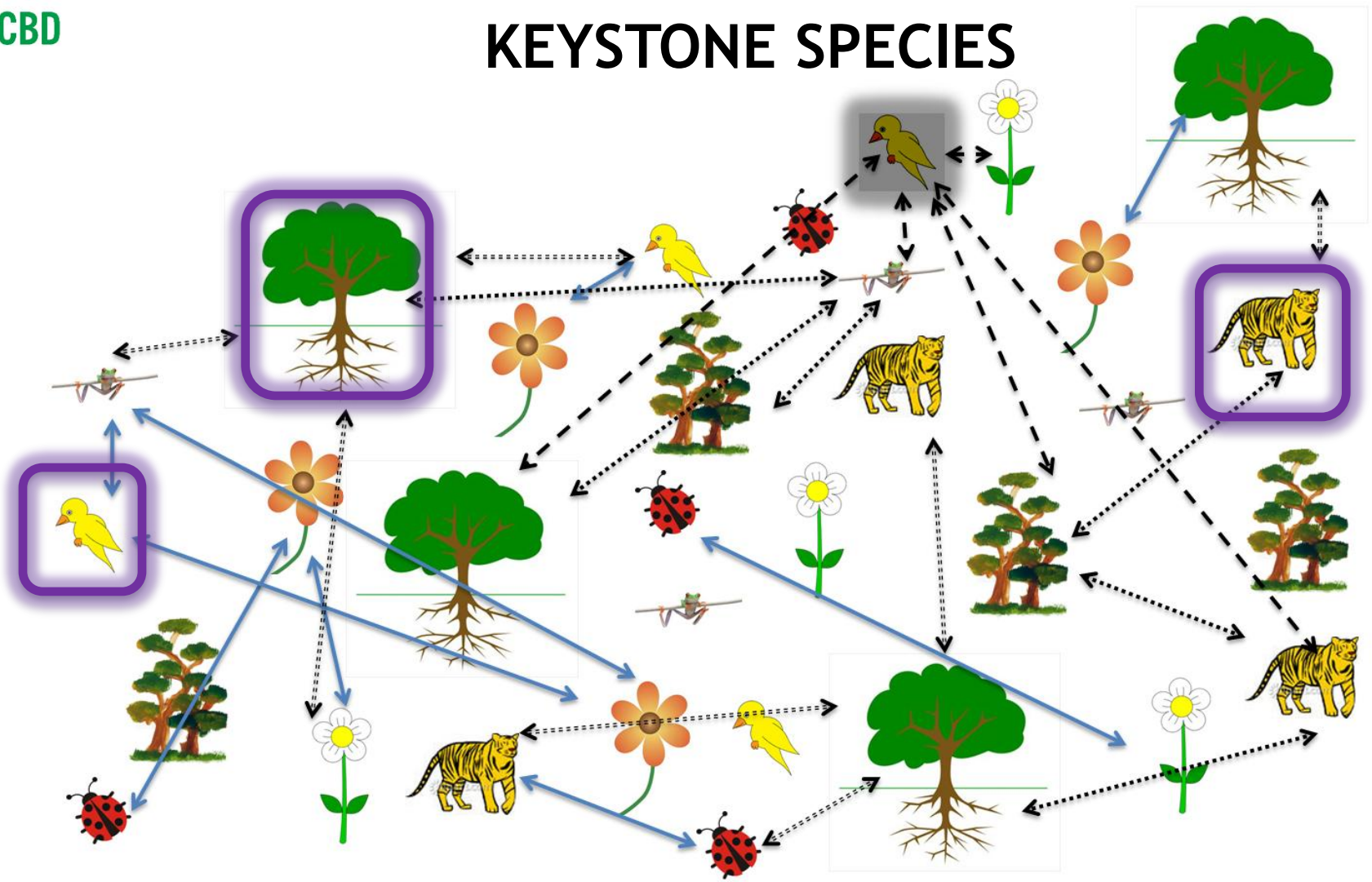


THREATS / LOSS OF RESILIENCE

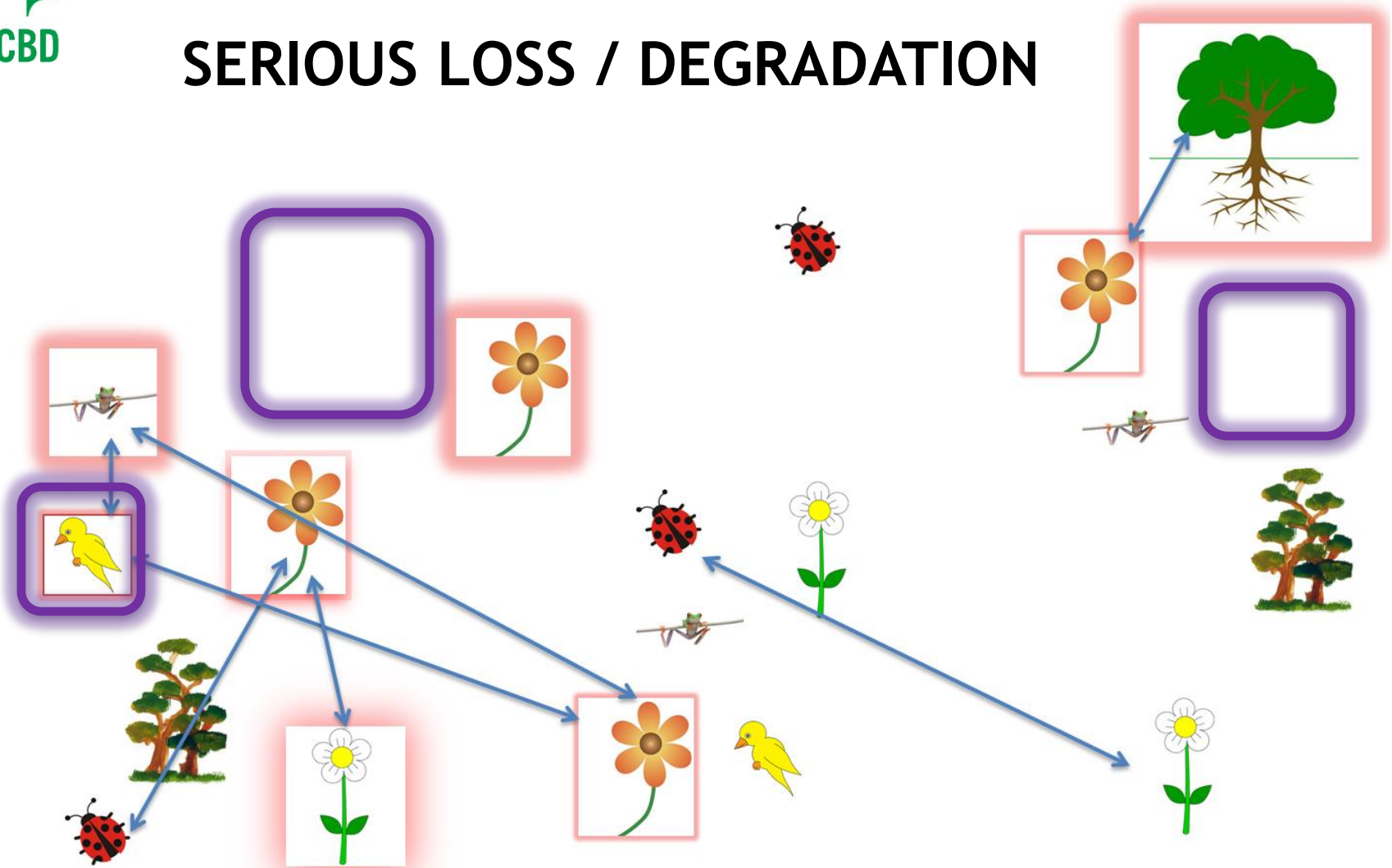


Primary Connection ← - - - - - →
Secondary Connection ← ········· →
Tertiary Connection ← ········· →

KEYSTONE SPECIES

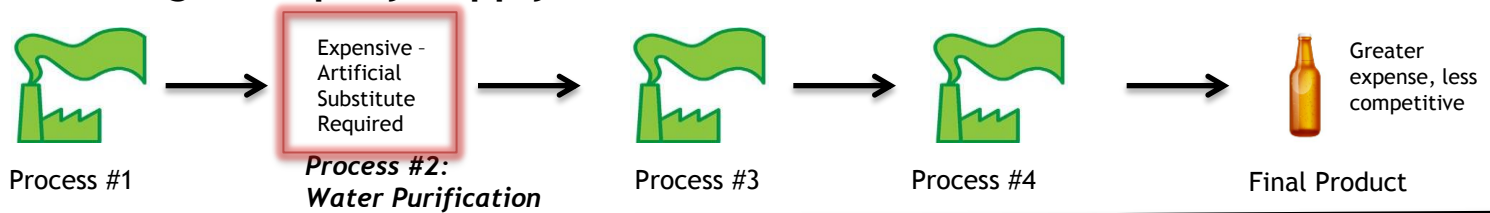


SERIOUS LOSS / DEGRADATION



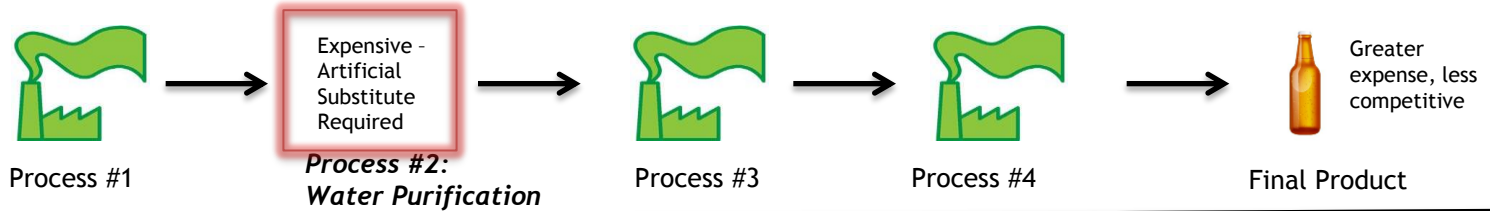
DISRUPTIONS TO BUSINESS PROCESSES

Beverage Company Supply Chain

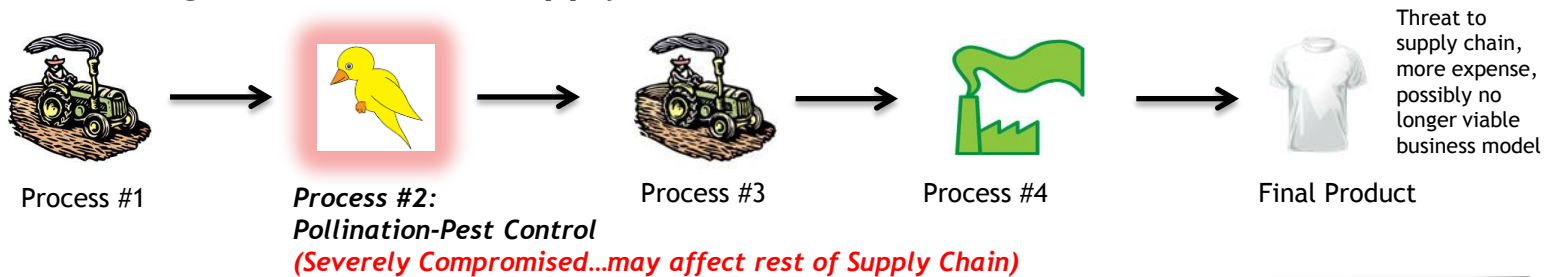


DISRUPTIONS TO BUSINESS PROCESSES

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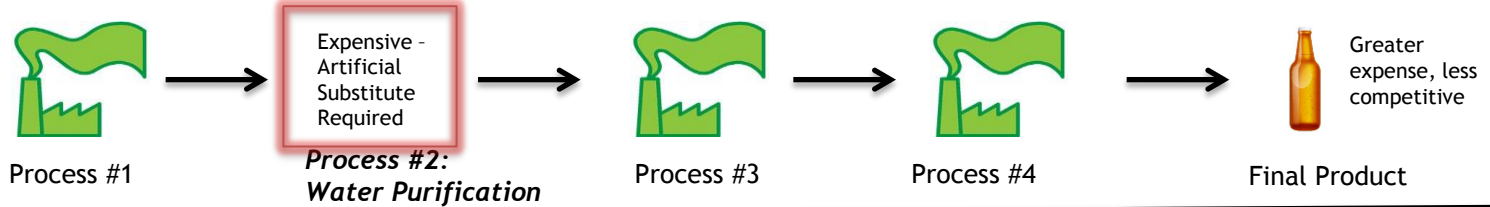


Clothing Manufacturer Supply Chain

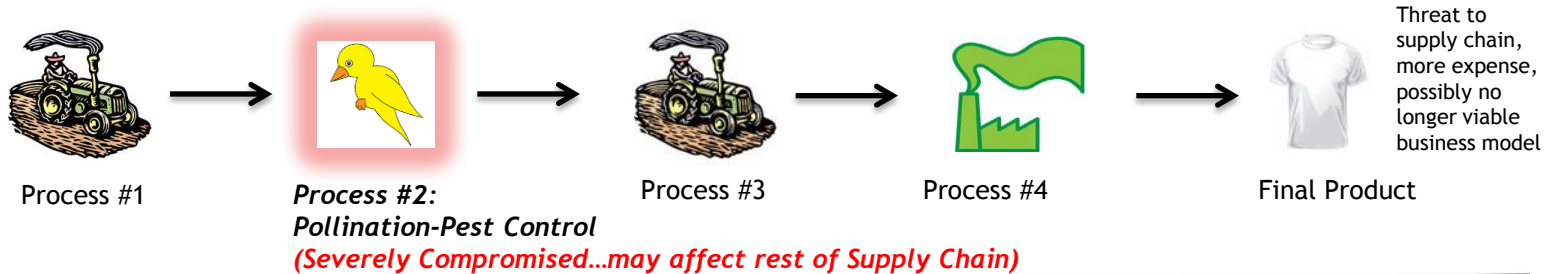


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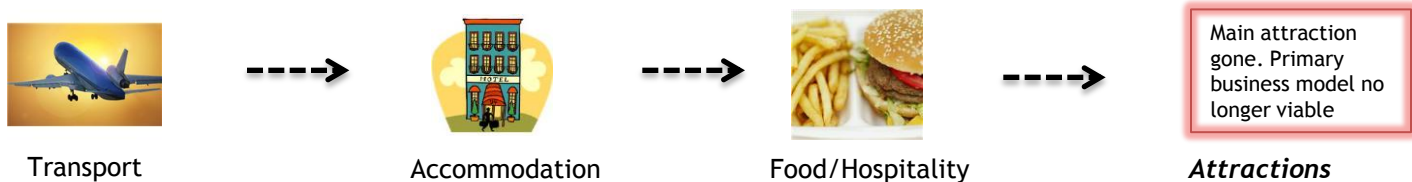
Beverage Company Supply Chain



Clothing Manufacturer Supply Chain



Tourism Company



VALUATION OF ECOSYSTEM SERVICES

- Although there have been efforts made to correctly value (“monetize”) ecological systems, this is difficult and can vary by ecosystem and region



VS



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

Wood and Paper Products = \$



SOME EXAMPLES OF ECOSYSTEM SERVICES

Conserving forests avoids greenhouse gas emissions worth US\$3.7 trillion

- *Halving deforestation rates by 2030 would reduce global greenhouse gas emissions by 1.5 to 2.7 GT CO₂ per year, avoiding damages from climate change estimated at more than US\$ 3.7 trillion*

Global fisheries underperform by US\$50 billion annually

- *Over-exploitation of most commercially valuable fish stocks has reduced the income from global marine fisheries by US\$50 billion annually*

The importance of coral reef ecosystem services

- *Some 30 million people in coastal and island communities are reliant on reef-based resources as their primary means of food production, income and livelihood*

Green products and services represent a new market opportunity

- *Global sales of organic food and drink reached US \$46 billion in 2007*

Bee keeping generates US\$213 million annually in Switzerland

- *On average, Swiss bee colonies ensured a yearly agricultural production worth about US\$213 million by providing pollination*

Tree planting enhances urban life quality in Canberra, Australia

- *Canberra has planted 400,000 trees to regulate microclimate, and to reduce pollution and energy costs. These benefits are expected to amount to US\$20-67 million over the period 2008-2012*



THE BUSINESS CASE FOR BIODIVERSITY

THE BUSINESS CASE

- Beyond the Corporate Social Responsibility (CSR) argument, there are a number of sound business reasons for companies to be concerned about Biological Diversity and overall sustainability
- These factors can be classified as **risks** and **opportunities**
- In many cases, the two are simply 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
- Embracing Changes in Ways of Doing Business
- Lower Overall Supply Management Costs





ENGAGING THE BUSINESS SECTOR

CBD AND BUSINESS ENGAGEMENT



During COP 10, parties requested that the Secretariat of the CBD engage with business to provide support to help mainstream biodiversity/sustainability issues into business plans and actions



BUSINESS ENGAGEMENT: STRATEGY (I)

- **International Policy/Legislative Issues:**
 - Helping to set the international agenda in terms of regulatory issues, such as:
 - the elimination of perverse incentives;
 - the restructuring of tax codes and incentive structures to favour more ecofriendly industries;
 - the enacting of legislation to protect certain key areas or provide for sustainable use;
 - setting of standards
- **Encouragement of Market Pull:**
 - Sustainable public procurement
 - Can be required through legislation
 - Corporate requirements of suppliers
 - Awareness raising campaign (ie: the business case for sustainability) combined with pressure from consumers will help to create the necessary conditions for business to make these demands



BUSINESS ENGAGEMENT: STRATEGY (II)

- **Facilitation of Information Flow:**
 - Encourage companies to share best-practices;
 - Case studies and various tools and mechanisms available to help companies;
 - Problem is not a dearth of information (although there are gaps) but too much information that companies can have trouble navigating;
 - Streamlining the information and ensuring that companies know where to go can help to alleviate this problem and allow for greater uptake
- **Provision of Information and Services to Companies:**
 - Many companies lack knowledge, time and resources to take advantage of the information and tools available
 - Civil society organizations, consultants and/or local authorities may be able to help through direct training, resource augmentation or other services
 - Want to create a level-playing field, but not something that is beyond the means of small business.

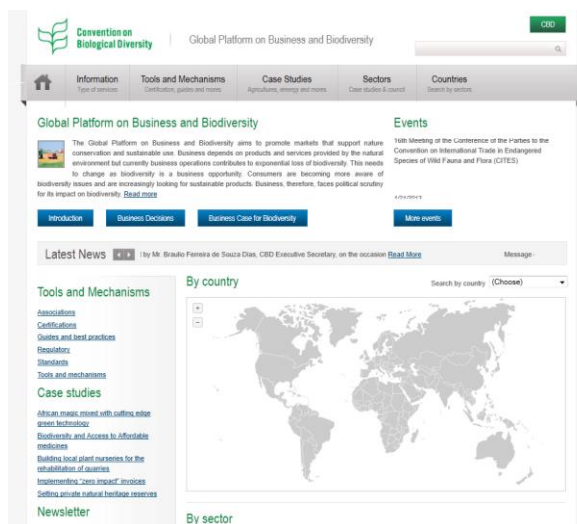


BUSINESS ENGAGEMENT: IMPLEMENTATION

GLOBAL PLATFORM FOR

BUSINESS AND BIODIVERSITY WEBSITE

- Platform for businesses to get information to assist in mainstreaming biodiversity and raise awareness.
 - *Case studies, tools/mechanisms, research, lists of events, etc*
- Platform where businesses can ask questions and exchange ideas
- Capacity to host webinars and “ask the expert” events
- Phase 1 launched in early June 2011 (www.cbd.int/business)
- Phase 2 launched in December 2011





BUSINESS ENGAGEMENT: IMPLEMENTATION

ENHANCED OUTREACH TO BUSINESS

- The Secretariat is contacting key business partners in a wide variety of sectors to encourage them to adopt provisions of the Convention and share their experiences
- Through the website, newsletters, workshops and other events, the Secretariat hopes to reach other businesses (especially SMEs) further down the supply chain
- Will engage leading companies globally to assist in this endeavor
- Related to this, the Secretariat is also looking at the issue of ***Green Public Procurement*** as a way of encouraging further demand for eco-friendly products

BUSINESS ENGAGEMENT: IMPLEMENTATION

NATIONAL WORKSHOPS

- Targeting key economies and major business centres
- Primary target audience is business community
- Structure will include:
 - Presentations (CBD, Government, Business, NGOs, etc)
 - Panel discussions
 - Sector based break-out sessions
 - Networking
 - Site visits





BUSINESS ENGAGEMENT: IMPLEMENTATION

BUSINESS AND BIODIVERSITY INITIATIVES



- Encourages business and government engagement on biodiversity
- Composed of companies, government officials, academia, civil society (as well as sub-national entities)
- Provides tools and advice to businesses
- SCBD aiming to stimulate creation of councils globally
 - *Creation of network to share ideas and best practices, announce events, etc*
- Current initiatives in Brazil, Canada, France, Germany, Japan, the Netherlands and EU
 - *Others under development*



BUSINESS ENGAGEMENT: IMPLEMENTATION

GLOBAL PARTNERSHIP FOR BUSINESS AND

BIODIVERSITY

- Stemming from decision *X/21/1d* and *X/21/3a*
- The Global Partnership links together the national and regional initiatives with CBD Secretariat as the Global Focal point
- Partnership will encourage synergies and sharing of best practices amongst the national and regional initiatives
- Various working groups and virtual meetings of the Partnership
- First Meeting of the Partnership in Tokyo (December 2011)
- Second Meeting scheduled during COP 11 in Hyderabad, India (October 2012)



BUSINESS ENGAGEMENT: IMPLEMENTATION

GLOBAL PARTNERSHIP FOR BUSINESS AND BIODIVERSITY

- **Targeting**
 - Necessary to ensure that we reach a range of companies across all sectors;
 - Large “champions” can help set the example;
 - Important to target SMEs and Supply Chains
- **Leveraging**
 - As Partnership develops, limited number of players and resources;
 - Important to ensure that ideas and best practices shared across Partnership;
 - Encourage engagement in common projects
- **Synergizing**
 - While each country has its own needs, consistent messaging globally is important;
 - Common approaches can allow for greater impact and credibility;
 - Particularly important for multinationals, who will want to ensure supply chain in different countries all on the same page;
 - Work closely with established global NGOs and IGOs to ensure maximum penetration to companies at regional and national levels

BUSINESS ENGAGEMENT: IMPLEMENTATION SYNERGIES WITH OTHER CONVENTIONS



Convention on
Biological Diversity



- Biodiversity issues can sometimes be perceived as “competing” with other environmental concerns
- The Business Unit of the SCBD is working with a variety of partners including the other Rio Conventions
- Rio Conventions Pavilion features business day (*Rio+20—June 18*)
 - Pavilion is now present at all COP meetings
- Positive actions in one area can have positive effects in others

Together we must find a way to live in harmony with nature
Biodiversity is life... biodiversity is our life





THANK YOU

Secretariat of the Convention on Biological Diversity

413 Saint Jacques Street, Suite 800

Montreal, QC, H2Y 1N9, Canada

Tel: +1 514 288 2220

Fax: + 1 514 288 6588

Email: secretariat@cbd.int

www.cbd.int/business