



PERU BUSINESS AND BIODIVERSITY INITIATIVE (Iniciativa Peruana Biodiversidad y Empresas – ByE) Progress and Achievements in 2015

The Peru “Business and Biodiversity” Initiative was created to gather business leaders who want to understand and address biodiversity and ecosystem services and turn associated risks and opportunities into long-term competitive advantages, while contributing to the sustainable development of Peru.

The Peruvian Initiative was presented on January 22, 2014 in the "First International Forum on Biodiversity and Business" and gathered more than 100 companies and trade associations interested in developing new businesses and investments in favor of the conservation of biodiversity and ecosystem services in Peru. Since then we have worked on its implementation and collaborated with a group of leading companies and visionaries called the "Driver Group", with whom we have built strategic guidelines which are realized through the group's thematic work. The groups are: (1) public economic instruments for conservation, (2) information management, (3) tools and guidelines of good socio-environmental practices and (4) In situ conservation of biodiversity (Protected Areas).

At present the driver group is made up of 8 companies and 2 associations, another 9 companies have stated their interest in participating in the actions of the Peruvian Initiative and have also made effective strategic alliances. They are presented below:

DRIVER GROUP INITIATIVE



COMPANIES THAT SIGNED THE DECLARATION OF INTEREST



STRATEGIC PARTNERS



Major achievements and developments include:

A digital information exchange platform - this is being carried out through a technical cooperation agreement with CAF-MNAM for the "enhancement of biodiversity." In 2015 the agreement was signed with CAF and the platform concept was established, involving an analysis of supply and demand for services that could be offered, as well as a road map for implementation.

Tax incentives for the conservation of biodiversity and ecosystem services – Four tax incentives proposals have been developed to promote private sector participation in environmental projects. Partnerships have been established with institutions who will administer the incentives and the business group has participated in workshops to discuss the applicability of these incentives.

The incentives include:

- Adoption of the tax incentive for educational programs and / or training in environmental issues.
- Adoption of the tax incentive for research, development and technological innovation in environmental issues.
- Adoption of the tax incentive for tax works on environmental issues.
- Deduction of income tax for donations from private companies for financial environmental projects implemented by non-profit institutions.

In addition to these incentives, six legislative proposals have been developed for creating partnerships with industries to accompany the process and on which the Steering Group of the Initiative is actively involved. The proposals are:

- Credits against income tax of 50% for investment in environmental activities.
- Exemption from IR companies engaged in ecotourism.
- Additional deduction of 20% of expenses for consumption of cleaner fuels made by companies.
- Accelerated depreciation for fixed assets for use in environmental projects.

- Return the GST (general sales tax) paid on imports of capital goods and inputs for use in environmental projects.
- Exemption from customs duties on imported goods that are included in environmental projects.

Since 2015, "**Guidelines for the formulation of public investment projects in biodiversity and ecosystem services**" have been in place. There is also an environmental component to Public Private Partnerships. This will promote greater business investment in biodiversity and ecosystem services, and create opportunities at the national, regional and local levels.

Adaptation of the corporate ecosystem service tool and pilot study: Business strategy to manage risks and opportunities. This project aims to implement a methodology that includes a tool to help companies develop business strategies to address risks and opportunities resulting from ecosystem changes. The project consists of two stages: 1) review, improvement and adaptation of the methodology and guidance (developed by WBCSD and WRI MI); 2) the pilot study will be implemented in la Central Hidroeléctrica El platanal – CELEPSA.

Dissemination of successful conservation and sustainable use of biodiversity from the business sector cases. This publication will identify and systematize the various national experiences that show the involvement of companies in conservation and sustainable use of biodiversity and ecosystem services, and in turn spread the business models for conservation in Peru, and the motivations and lessons learned from these actions to strengthen knowledge on the subject. For this first installment there are case studies for: Compañía Minera Antamina, Inkaterra, PERU LNG, Compañía Eléctrica El Platanal – CELEPSA y Tecnología de Alimentos – TASA.

You can find more information on the Peru Initiative at: <http://www.minam.gob.pe/bye/>

Business Initiatives

Compañía Minera Antamina (mining sector)

Initiatives:

- Conservation project in Polylepis en Conchucos, 450 hectares.
- Afforestation project in Huari, 1,200 hectares.
- Awareness campaigns for the protection of the Humbolt Penguin.
- Monitoring of avifauna of the Conococha lagoon.



Inkaterra (Hotel sector/Ecotourism)

Initiatives:

- Research and conservation of orchids in the National Sanctuary of Machu Picchu.
- Conservation centre for the spectacled bear.
- Monitoring of birds and nesting areas.
- Promotion of *World Birding Rally*.



Compañía Eléctrica El Platanal – CELEPSA (Energy sector)

Initiatives:

- Sustainable Development Program of freshwater shrimp in the basin of the river Cañete.
- Formation of a Board for the *Nor Yauyos Cocha* landscape reserve to improve the management of the area.
- Conservation of agro-biodiversity.
- Contribution to the viability of the population of vicuñas.



PERU LNG (Energy sector)

Initiatives:

- Biodiversity Action Plan (BAP).
- Biodiversity Monitoring Programme (BMAP).
- Conservation of the inter-dry forest.
- Management plan for biorestoration and camels.



Tecnología de Alimentos – TASA (Fisheries sector)

Initiatives:

- Implementation of a program for good sustainable fishing practices.
- Monitoring of the Peruvian marine ecosystem.
- Training for the identification, protection and release of marine top predators.



Rainforest Expeditions (Hotel sector/ecotourism)

Initiatives:

- Management model in partnership with native communities in the region of Madre de Dios.



Repsol Exploración (Oil sector)

Initiatives:

- Implementation of the "Assessment of Ecosystem Services" tool.
- Rescue, relocation and monitoring of orchids and bromeliads.
- Reforestation in native communities.
- Monitoring of biodiversity.



Algarrobos Orgánicos (Agribusiness sector/bio)

Initiatives:

- Management based around the TBL (triple bottom line) strategy



- Measurement and offset of carbon footprint for production lines: flour maca, lucuma and carob.
- Non-GMO.

Maderacre (Forestry sector)

Initiatives:

- Wood is certified through the *Climate Community and Biodiversity Alliance* (CCBA) and *Verified Carbon Standard* (VCS) as part of a project to reduce emissions from deforestation and degradation “Madre de Dios Amazon REDD Project” in partnership with Maderyja and Greenoxx.
- *Forest Stewardship Council*® (FSC®) certification for the timber business



Collaboration with the Global Partnership for Business and Biodiversity

Our approach

The Peruvian Business and Biodiversity Initiative (ByE) promotes the involvement of companies in the development and promotion of projects, programs and additional actions for environmental conservation and sustainable use of biodiversity and ecosystem services in Peru.

Encourage companies to incorporate biodiversity and ecosystem services as part of their operations strategy and business model, recognizing its importance for the sustainability of investments, the long-term viability and generation value beyond corporate social responsibility.

Our partnership is focused on engaging the private sector to drive the process of sharing experiences and information, discussing issues of common interest, and generating innovative proposals to engage entire sectors to contribute to global conservation goals.

Future work and areas of interest

Develop strategies that involve small and medium enterprises regarding social and environmental responsibility, as well as conservation and sustainable use of biodiversity and ecosystem services.

Develop additional case studies on companies’ experiences in implementing actions that contribute to conservation and sustainable use of biodiversity and ecosystem services throughout their supply chains.

Create schemes to determine the contribution of the business sector in achieving the objectives of the Convention and the Aichi Targets and track progress.