



**Voluntary business contributions to the CBD for
2020 and beyond**
*Support document from the Global Partnership on Business
and Biodiversity*

Global Partnership for Business and Biodiversity Annual Meeting

J. Houdet, Ph.D.

**Fundación Biodiversidad
November 5th, 2019**

Rationale and vision for the Global Partnership for Business and Biodiversity

- The Global Partnership for Business and Biodiversity is comprised of 21 national and regional initiatives working towards greater business engagement on biodiversity-related issues.
- To build a network of networks on B&B; (internal - promote cooperation and exchange lessons among its members, expand knowledge, serve as a coordinated and collaborative entity representing business and biodiversity worldwide).
- To push for greater business contributions towards global biodiversity targets (i.e. - forthcoming post-2020 framework and subsequent implementation).
- To involve business in general, stimulate commitments towards the CBD, inform members and wider business community of the need to take action and hopefully, promote transformation



Rationale and vision for the Global Partnership for Business and Biodiversity

The GPBB can act as facilitator, a catalyst and coordinator of a call for commitments from the business sector.

There is a unique window of opportunity in 2019-2020, to engage the business community in the participatory process set by CBD for the preparation of the post-2020 framework. In this regard, there are several entry points for business participation:

- Concrete commitments to the Action Agenda for Nature and People;
- Open-Ended Working Group meetings for the post-2020 framework;
- Regional consultations;
- Informal Advisory Group on mainstreaming;
- Contribution to the several different documents drafted by the CBD.



Biodiversity target or commitment setting from a business perspective

- Growing business-focused work by NGOs and consulting firms
- Various guidance and frameworks available: e.g., Global Compact, SDGs (Life on land)
- Various mandatory (e.g., France, EU) and voluntary (e.g., CDP, GRI) disclosure mechanisms with some biodiversity components
- Certification systems
- Aligning Biodiversity Measures for Business Initiative
- Natural Capital Coalition - biodiversity supplement
- Biological Diversity Protocol

Best practice - SMART approach :

- Specific – target a specific area for improvement;
- Measurable – quantify or at least suggest an indicator of progress;
- Assignable – specify who will do it;
- Realistic – state what results can realistically be achieved, given available resources;
- Time-related – specify when the result(s) can be achieved.



Current levels of biodiversity disclosures

There is corporate reporting and disclosure on biodiversity, but it is limited (Typology of Action on Business Reporting on Biodiversity, various academic studies)

- Very limited voluntary business contributions to CBD targets have been made public to date;
- No real business understanding on how to frame CBD-relevant targets/contributions;
- Available voluntary biodiversity contributions rarely follow best practice (i.e. SMART indicators) for target setting;
- No quantification of impacts and dependencies.

Some cross-sector initiatives, which attempt to make the link between business and CBD targets, have been identified to date:

- The Cancun Business and Biodiversity Pledge (Mexico, December 2016; see Annex 2) constitutes a high-level, aspirational declaration with no SMART target or indicator. It has over 140 signatories;
- There are 8 national pledges: Canada, France, Germany, India Japan, Korea, Spain and Sri Lanka that come from the Global Partnership;
- The *Act for nature* initiative (2018, France) which list voluntary biodiversity commitments of about 40 companies, with a wide-ranging set of targets (i.e., from mere commitments to develop a biodiversity policy or indicator to more comprehensive SMART targets which could be linked to some Aichi Targets); though only two companies mention Aichi targets within their own commitments.



Supporting the Sharm El-Sheikh to Kunming Action Agenda for Nature and People

Aims to enhance implementation of the Strategic Plan for Biodiversity 2011-2020 and its Aichi Biodiversity Targets, advance on the Sustainable Development Goals and support the post-2020 global biodiversity framework, for adoption at COP15 in China.

To support the Action Agenda, the GPBB calls for businesses to:

- Re-affirm previous commitments, and, when appropriate, make new ones which are credible and support best practice (i.e. avoid being branded as “green washing”), which means promoting the adoption of SMART targets;
- Frame their SMART commitments by attempting to answer the key questions listed in **Table 1**.

- Frame commitments according to the following [CBD targets](#):
 - [Strategic Goal A](#): Address the underlying causes of biodiversity loss by mainstreaming biodiversity across governments and society;
 - [Strategic Goal B](#): Reduce the direct pressures on biodiversity and promote sustainable use;
 - [Strategic Goal C](#): To improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity;
 - [Strategic Goal D](#): Enhance the benefits to all from biodiversity and ecosystem services;
 - [Strategic Goal E](#): Enhance implementation through participatory planning, knowledge management and capacity building;
- Enable companies to frame their contributions according to the SDGs, especially by segregating commitments for SDG 14 (life below water) and SDG 15 (life on land).



Example of corporate biodiversity contributions for the Action Agenda

STRATEGIC GOALS	WHAT IS YOUR CORPORATE POLICY?	WHAT ARE YOUR 2020 AND POST 2020 TARGETS?
STRATEGIC GOAL A		
<p>Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society</p>	<p>Biodiversity recognised as critical for the company => generates both significant opportunities and risks</p>	<p>Value of biodiversity to my business (direct operations) assessed by 2020. Value of biodiversity to my business's value chain and key stakeholders (i.e. suppliers, clients, local communities) assessed by 2022.</p>
STRATEGIC GOAL B		
<p>Reduce the direct pressures on biodiversity and promote sustainable use</p>	<p>To become a biodiversity neutral company in the short term, towards becoming biodiversity positive in the medium to long term</p>	<p>Biodiversity footprint of my business (direct operations) assessed by 2020. Biodiversity footprint of my business's value chain assessed by 2022. No net loss target for direct operations adopted by 2020 and implemented by 2022.</p>
STRATEGIC GOAL C		
<p>To improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity</p>	<p>To sustainability manage biodiversity assets under the company's direct responsibility</p>	<p>All areas under the company's direct control have a biodiversity management plan and site-specific targets by 2020.</p>
STRATEGIC GOAL D		
<p>Enhance the benefits to all from biodiversity and ecosystem services</p>	<p>To sustainability manage ecosystem services delivery to key stakeholders, especially disadvantaged communities, from areas under the company's direct responsibility</p>	<p>All areas with significant ecosystem services and under the company's direct control have a biodiversity management plan and site-specific targets for shared-value creation by 2020.</p>
STRATEGIC GOAL E		
<p>Enhance implementation through participatory planning, knowledge management and capacity building</p>	<p>To collaborate with stakeholders throughout the value chain to implement the impact mitigation hierarchy, share data and learnings and invest in human capital</p>	<p>Partnership agreements throughout the value chain by 2020. X% increase in shared value created through joint activities by 2020</p>

