

Business action to stop global biodiversity loss

CBD Business &
Biodiversity Forum, 11-
12.2015 Helsinki Mikko
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FIBS CR network



- Leading membership –based business sustainability organisation in Finland with 270 corporate and other members
- We promote financially, socially and environmentally sustainable business in Finland
- We encourage companies to embrace sustainability in the strategic planning and day-to-day management – as a key success factor
- We bring together companies, NGOs, decision-makers, public sector and research
- Natural Capital is one of our key strategic themes
- A member of e.g. WBCSD, GRI, CBD Global Partnership & EU Business & Biodiversity Platform

Finnish Business & Biodiversity initiative

- First event already at 2012, but full speed gained in 2014
- **The Finnish B&B initiative** aims at
 - creating public awareness about biodiversity and its importance
 - helping companies to manage their own impacts on environment
 - integrating biodiversity into business practices
- **Main activities**
 - creating a platform for the key stakeholders
 - providing corporate tools for integrating biodiversity and ecosystem services into the environmental CR work
- **Key components**
 - **Open seminars** with international keynote speakers
 - **Master Class Training** series for 10 companies annually
 - **Communication support** with portal and materials
 - **Publications** with case studies

Business & Biodiversity Master Class

- Increase the corporate awareness of biodiversity and links between business operations and ecosystem services
- Target sectors: with material dependency or impact on biodiversity
- **2014:** Energy, electricity, bioenergy, transport, materials and foodstuffs
- **2015:** Forestry, construction, airlines, mining, waste management, beverages
- Programme encouraged the companies to identify the key dependencies and impacts on ecosystem services – and present it and action plans
- **Content:**
 - Workshops by bd experts, field trips, dialogues and collaboration
 - WBCSD Business Ecosystems Training (BET) course materials
 - Ecosystem Service Review (ESR) model
 - Communication workshops to help participants communicate about footprint and action plans internally and externally
 - Visits to the Environmental Committee of Finnish Parliament

Master class 2014

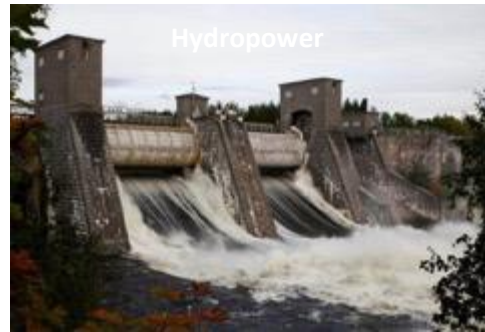
Fazer Fingrid Fortum Ncc Roads
Nokian Tyres Lemminkäinen
Rudus TVO YIT

*Multisectoral
collaboration*

Master Class 2015

Anglo American Lassila & Tikanoja
Skanska Finnair Rakennusteollisuus
SRV Destia Kesko Sinebrychov
Stora Enso

Power and heat production



Ecosystem services

Production services

Regulation and maintenance services

We utilize

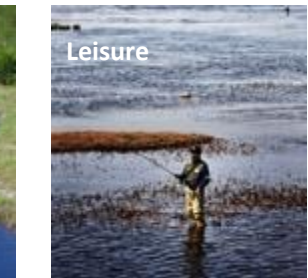
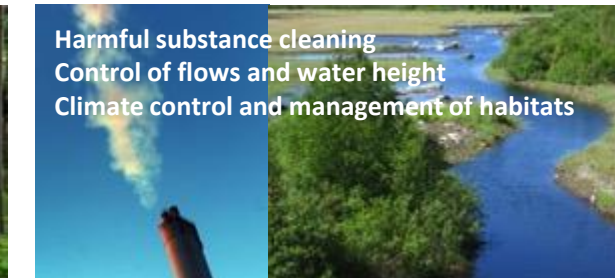


We affect

Production services

Regulation and maintenance services

Cultural services



ADDED VALUE FROM NATURE TO SUSTAINABLE BUSINESS

BIODIVERSITY AND ECOSYSTEM SERVICES AS
A FOUNDATION FOR ENVIRONMENTAL STRATEGY

More
business
cases

FIBS
CORPORATE RESPONSIBILITY
NETWORK

BUSINESS &
BIODIVERSITY

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Available
now

Lessons learned

- **Company level:** is a BD material issue to my company/stakeholders?
 - Signals supporting a thorough B&B analysis are often weak
 - Monetization of opportunities, costs and risks is difficult
 - Scientific research difficult to utilize directly
- **Market rewards:** customers (BtoB, BtoC, Public procurement) sometimes require it
- **Markets:** no need/cost/price for externalities, however ESG investors are awakening
- **Policy:** lots of policy activity on-going in EU and globally
- **Stakeholders:** more interest with pressure from NGO's and research
- **Resources:** scarce resources (Global, EU, national) for capacity building - self-funding B&B networks lie still ahead
- **Tools:** Soon companies own/sectoral good biodiversity commitments

Way ahead to 2020

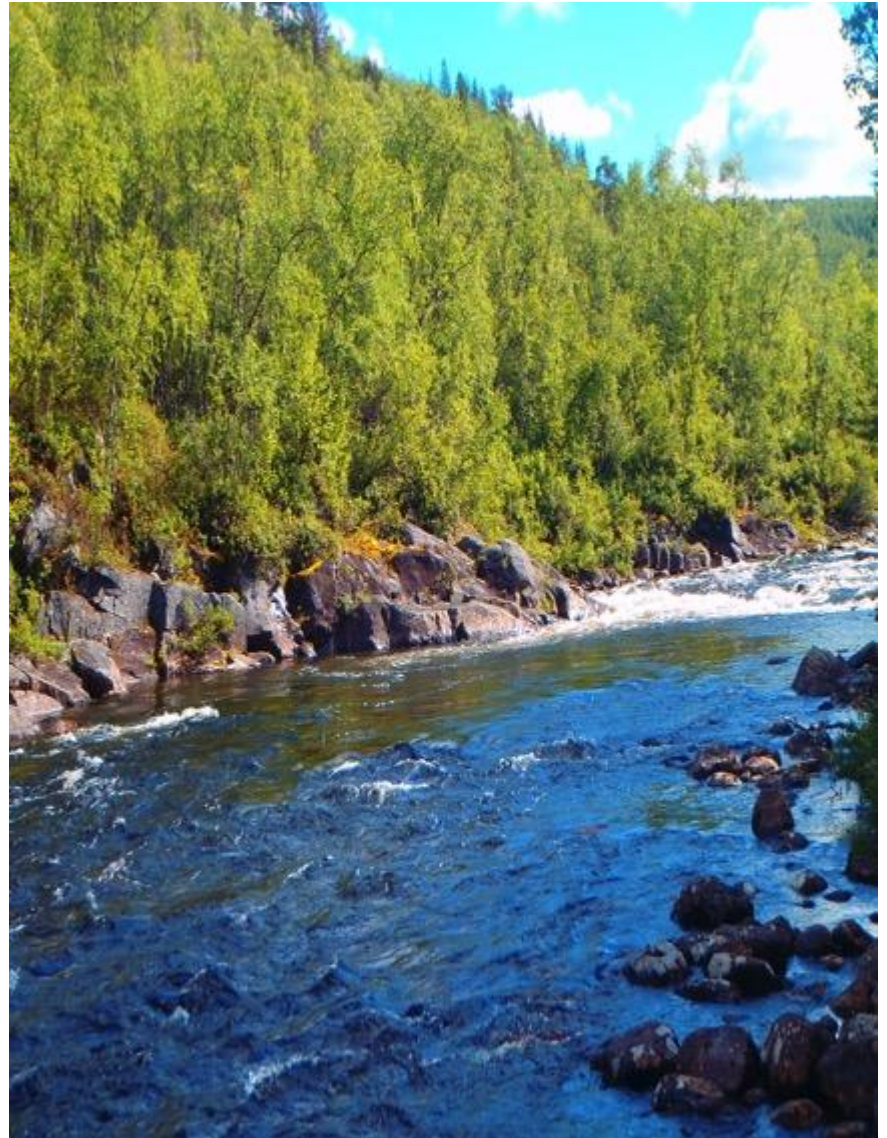
- **Understanding** grows: Planetary Boundaries
- **Support** from global B&B community increases; eg Natural Capital thinking for business case (TEEB, WBCSD tools)
- **Working in synergy** with Climate issues, Species saving and SDG's
- Linking to **global and local positive themes** like green and blue bioeconomy, sustainable forestry, agriculture, bio-innovation, new materials, access to food, circular economy
- **Clear communication**, CEO leadership and success stories

Success stories and opportunities

- Finnish B&B **Master Class** concept with 19 path-openers
- Individual CEO's **personal commitment**
- Industry **sectoral leadership** (forestry, construction/materials)
- **Arctic biodiversity** is very relevant to Finland

Conclusions

- The global biodiversity loss, along with climate change, represents one of the greatest challenges of our time
- Businesses, together with us in the supporting networks, are ready and willing to use their positive action on nature
- Our partners in international organisations and EU level and Finnish policymakers are set to support this action plan
- We in FIBS are going ahead with full speed to stop the biodiversity loss and to maintain our common natural heritage





Thank you and more information
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