

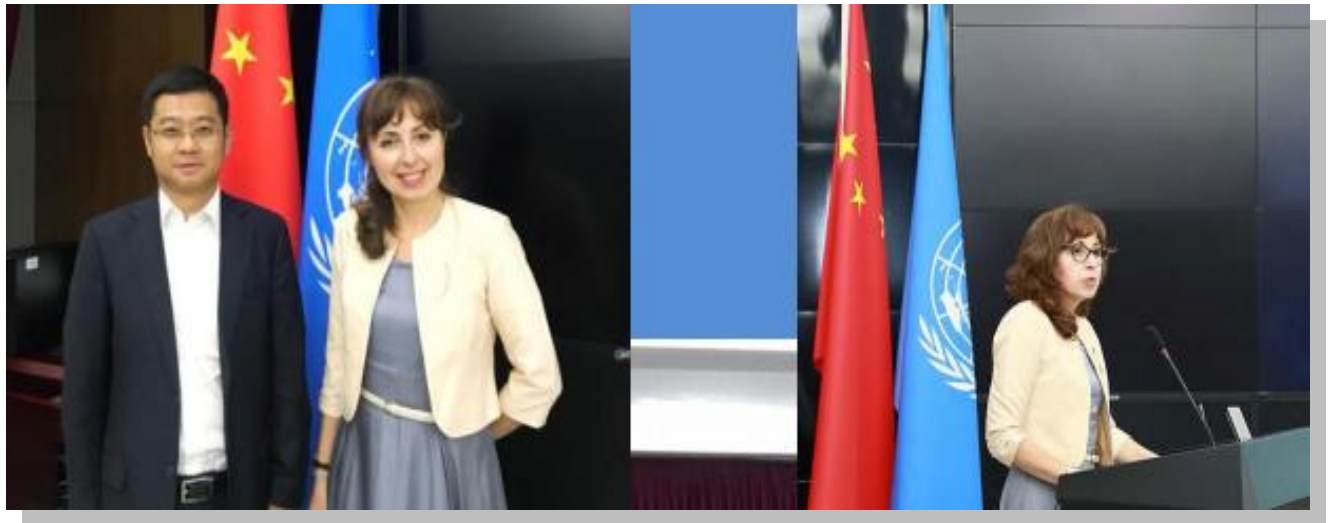


## The Global Partnership for Business and Biodiversity

### Activities report by member initiatives

#### **Name: China Business & Biodiversity Partnership (CBBP)**

Country: China



Madam Cristiana Paşca Palmer meeting with President of Yili Group and giving a speech during her stay in China

#### 1. Activity/project

➤ Short description:

Madam Cristiana Paşca Palmer, during her official visit to Beijing kindly meeting with and listening to the reporting of business representatives arranged by CBBP on Sept. 7

➤ Partners:

Three company members on CBBP: Yili, Baidu and Novozymes

➤ Outcomes:

Madam Cristiana Paşca Palmer got acquainted with progress of CBBP development in member enrollment and activities carried out by companies in biodiversity related fields

➤ Further steps:

Affiliated to Ministry of Environmental Protection (MEP), Foreign Economic Cooperation Office (FECO) is authorized to operationalize the CBBP and will further efforts to bridge communication between CBD council and Chinese counterparts in formalizing the mechanism

of business engaging in biodiversity

## 2. Activity/project

### ➤ Short description:

Chinese delegation participating in Seventh Meeting of the Global Partnership for Business and Biodiversity, CBD in France, Nov. 22-23

### ➤ Partners:

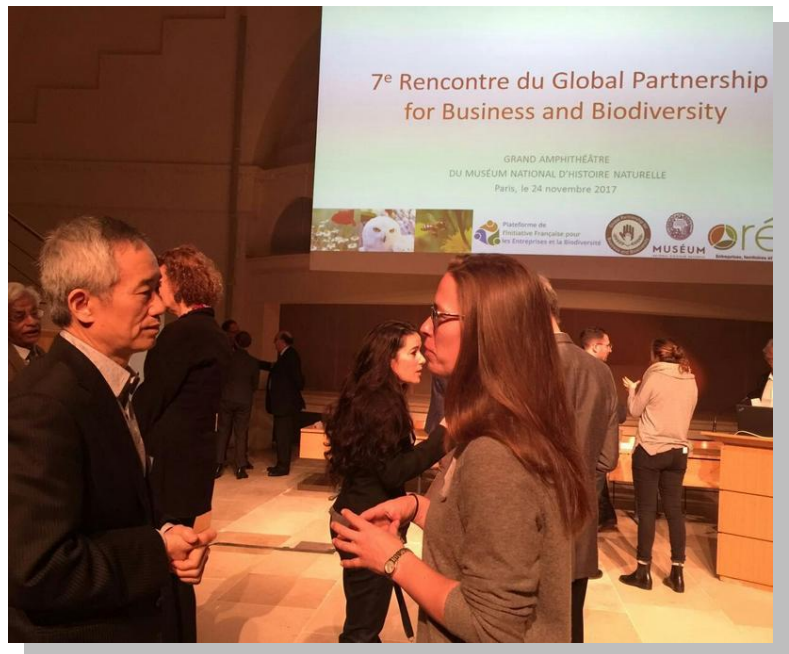
CBBP core team

### ➤ Outcomes:

Having exchanged with CBD Council and other national initiatives within the GP framework, with communication of progress in China and borrowing experience from other peers

### ➤ Further steps:

FECO will continue participating in and contributing to the event in the future



## 3. Activity/project

### ➤ Short description:

CBBP Supporting International Day for Biological Diversity Commemoration Event in China (2017)

May 22, 2017 is the 24th International Day for Biological Diversity, which is under the theme of Sustainable Tourism for Development. Ministry of Environmental Protection has organized a special communication activity in Beijing, aimed at further promoting China's biodiversity conservation, and engaging the whole society in this effort. During the activity, Mr. Huang Runqiu, Vice Minister of MEP, said that currently and in the near future, China will apply the concept of innovative, coordinated, green, open and shared development, prioritize conservation and natural restoration, focus on eco-environment improvement and intensify our efforts in protecting typical ecosystem, diverse species, genes and landscapes, to better achieve the coordinated effect of biodiversity conservation and sustainable tourism. He stressed that China will further strengthen the supervision of biodiversity conservation, strive to incorporate key ecological function zones, environmentally sensitive areas and vulnerable areas with

biodiversity maintenance function into the red line in local areas. China will also strengthen the overall conservation of ecological systems, based on the central government's deployment of overall protection of mountains, waters, forests, farmlands and lakes, to enhance their stability and ecological service functions of forests, rivers and lakes, grasslands, wetlands, oceans natural ecosystem. We will fully implement important biodiversity conservation projects, carry out national biodiversity investigation and evaluation at the national level, establish biodiversity monitoring system, construct biodiversity conservation network and strengthen communication and information-sharing, so as to make tourism an access to better understand bio-diversity, and an opportunity to raise public awareness. Some representatives from companies and industry associations were also present at the event. Baidu, Internet tycoon, took the opportunity to announce launching of its Biodiversity Conservation Program.

- Partners:
  - Ministry of Environmental Protection
  - Baidu company
  - Yili group
  - Novozymes
- Outcomes:

The event strengthens institutional partner and enterprise enrolling into CBBP

- Further steps:

International Day for Biological Diversity Commemoration Event will involve more company and institution members from CBBP next year

#### 4. Activity/project

- Short description:

China Beijing Environmental Exchange (CBEE) joining the CBBP and entering into agreement with FECO to collaboratively develop market based Payment for Eco system Services (PES) financial derivatives

- Partners:

China Beijing Environmental Exchange (CBEE)

- Outcome:

Voluntary standard for biodiversity friendly forestry carbon sink was already developed to have taken into account biodiversity adapting to climate change, community development, livelihood of indigenous people and other issues such as ABS. The Standard is being applied to China Certified Emission Reduction (CCER) framework and will be coupled by accredited logo.

- Further steps:

To further research into needs and develop more biodiversity and eco system service based financing services for companies to trade, in support of their offset efforts, as part of service portfolio development of CBBP.

## 5. Activity/project

### ➤ Short description:

CBBP has paid visits to a score of potentials institutional partners and companies including UNEP-WCMC, CBCSD, Global Compact (China) under CEC, CHINA CHAMBER OF COMMERCE OF METALS, MINERALS & CHEMICALS IMPORTERS & EXPORTERS, China Standardization Administration, Golden BEE Business Initiative, etc., with introduction of CBBP services and offering of collaborative ideas.

### ➤ Partners:

Potential institutional and business partners to join CBBP

### ➤ Outcomes:

Having outreached many potential partners and businesses members, and tremendously increased their understanding about biodiversity issues

### ➤ Further steps:

Will continue reaching out to more enterprise and institutions in the year to come

## 6. Activity/project

### ➤ Short description:

“CBBP Charter”, together with “Work Plan” developed and currently being reviewed for ratification by FECO

### ➤ Partners:

FECO

### ➤ Outcomes:

Activities will be undertaken by CBBP effectively after official approval is obtained.

### ➤ Further steps:

More resources and support will be applied to the CBBP in support of activities targeting businesses.

## 7. Activity/project

### ➤ Short description:

Training provided to Baidu company staff to raise awareness in biodiversity conservation and CBD in May

### ➤ Partners:

Baidu Company as CBBP member

### ➤ Outcomes:

Baidu staff's understanding about biodiversity greatly increased

### ➤ Further steps:

More capacity building activities directly targeting business will be arranged next year

**Activities and projects CBBP is planning for the coming year:**

1. CBBP Business & Biodiversity Forum to be organized for current and potential members and partners
2. On behalf of FECO, CBBP will enter into agreement with Natural Capital Coalition in translation and introduction of “Natural Capital Protocol” officially into China, and undertake implementation in demonstration industries and pilot companies
3. CBBP will work with UNEP-WCMC to have the research in business and biodiversity partnership across countries and regions under the CBD’s Global Partnership updated and formally published internationally and in China respectively
4. CBBP will commission an in-depth research into how companies in four relevant industries in China practice Access and Benefit Sharing (ABS)

Next page are texts provided by CBBP business members illustrating their respective and relevant progress

**Yili Group (<http://www.yili.com/cms/index>) as member on CBBP, Signatory to “Business & Biodiversity Pledge” announced in Cancun, Mexico 2017**

8. Activity/project



➤ Short description:

According to a 2010 report issued by SGS, an authoritative third-party carbon verification agency, Yili became the first company in the industry to complete the carbon emissions inspection. Later, Yili has conducted the SGS carbon emissions inspection for 7 consecutive years. The Group seeks every chance to reduce carbon emissions in its plants nationwide, and all its sewage has met the discharge standards.

➤ Partners:

Yili Group as a member on CBBP

➤ Outcomes:

The “Yili green industry chain strategy” is being promoted to guarantee the implementation of the concept of biodiversity conservation.

➤ Further steps:

Will continue understanding, measuring and valuing.

9. Activity/project

➤ Short description:

Cooperate with Tetra Pak and SIG Combibloc, top suppliers of packaging materials, to apply FSC packaging comprehensively starting from the Satine product line; Satine continues its efforts in the development of organic agriculture and develops a new eco-cycle mode of agriculture and animal husbandry that integrates pasture planting and animal waste utilization to achieve resource recycling and zero discharge; Oceania Dairy, the South Canterbury-based dairy

company owned by Yili Group, is dedicated to the protection of wild salmon in the Waitaki River Basin.

➤ Partners:

Yili Group

➤ Outcomes:

Take action to minimize negative impacts

➤ Further steps:

#### 10. Activity/project

➤ Short description:

- Satine (a higher brand within Yili Group) cooperates with WWF to carry out the “wetland conservation and sustainable agricultural development project” in northeast China. The project protects the surrounding grassland wetland ecosystem by regulating local agricultural activities, and prioritizes the procurement of corn produced in the project as Satine’s husbandry feed, making Yili’s production chain more eco-friendly.
- Present biodiversity-related information on the packaging of Satine products, and actively promote the aware-ness of biodiversity among mass consumers; Cooperate with Ximalaya FM, the well-known e-commerce platform Alibaba, and renowned photographers and others to raise public aware-ness of biodiversity.
- Organize a number of activities with specific themes, and actively promote and popularize the Satine and WWF wetland conservation project; Conduct internal staff training programs, actively communicate with external third parties, and regularly disclose biodiversity information.
- The achievements of the “wetland conservation and sustainable agricultural development project” in northeast China will be released regularly to the public. The information released includes the number of trainees, training effects, target population and use of funds, etc.

➤ Partners:

Yili Group

➤ Outcomes:

Having explored practicing biodiversity conservation and sustainable use

➤ Further steps:

Will continue meeting those requirements on the “Cancun Pledge” as Signatory

**Novozymes (China) Co. Ltd (<https://www.novozymes.com>), as member on CBBP**



#### 11. Activity/project

- Short description:

Arranged by CBBP, Novozymes participated in the meeting with presence of Executive Secretary of CBD, Ms. Parmer, and share Novozymes' practice of protecting Chinese biodiversity in the previous years and discuss how to better comply with CBD and ABS with participants in Sep. 2017.

- Partners:
- Outcomes:

Get deep understanding of the value of biodiversity and significance of ecological protection; inspire and be inspired to better comply with CBD and ABS in future research and development activities.

- Further steps:

Join in China Partnership for Business and Biodiversity and call for more enterprises in biotech industry fulfilling corporate social responsibilities and promoting sustainable utilization and development of biological resources.

#### 12. Activity/project

- Short description:

Collaboration in education and training In 2017, Novozymes continued sponsoring scholarships and academic conferences to Tsinghua University, Jiangnan University, University of Chinese Academy of Sciences, South China University of Technology etc., and started another 6-year scholarship donation project with Education Foundation of University of Chinese Academy of Sciences and a 3-year sponsorship of National Ph.d Students Academic Conference with Tsinghua University; Initiated cooperation with Tsinghua University on waste water treatment technology development;

- Partners:

Tsinghua University, Jiangnan University, University of Chinese Academy of Sciences, South China University of Technology etc.

- Outcomes:



Talent cultivation and technology development in microbiology and environment protection

➤ Further steps:

Continue talent cultivation promotion and technology development with partners.

➤ activities and projects planned for the coming year:

- Join in China Partnership for Business and Biodiversity, and proactively participate in national and international meetings related to biodiversity protection, contributing enterprises technology and expertise to Chinese biodiversity protection.
- Apply for joining in Pilot Demonstration Project of Developing and Implementing the National Framework on ABS which is driven by MEPFECO and UNDP.
- Initiate Biodiversity Awareness Raising Project, such as design and distribute biodiversity protection brochure, organize trainings to local community residence, etc.

## Baidu ([www.baidu.com](http://www.baidu.com)) as member on CBBP

### 13. Activity/project

➤ Short description:

- Optimized search engine featuring “reminder”, alerting users of biodiversity issues

As the world's largest Chinese search engine, Baidu is an Internet tycoon in China and throughout the world. It provides the most important entry for users to access data, therefore is obligated to guide public opinions when disseminating information. In recent years, Baidu has been concerned about protecting endangered species and conserving biological diversity, and hence constantly optimizing search result for keywords, in order to provide positive exposure to users in great number and create righteous social values

contributing to Ecological Civilization in China. Baidu search engine is capable of forecasting intentions behind search behaviors of users based on its amassed mega data over decades, and providing corresponding warning or reminder. For example, when users' inputs into Baidu search engine contain key words such as "ivory", "tiger bone" and other relevant wording pertinent to endangered species or products, there will be a reminder automatically appearing, alerting users of biodiversity conservation and shunning from illegal sales. A hyperlink that bounds to dedicated webpages promoting biodiversity related information and knowledge is also included in the reminder.



The screenshot shows the Baidu search engine interface. The search bar contains the Chinese characters for 'ivory' (象牙). A red box highlights the search bar and the navigation menu below it. A blue callout bubble points to the search bar with the text: "when someone inputs 'ivory' into the Baidu search engine". Below the search bar, the search results are displayed, showing "百度为您找到相关结果约16,400,000个" and a "搜索工具" button. A red box highlights a "百度提示您:" (Baidu reminds you) section. The reminder text reads: "购买=杀戮，对象牙制品说NO！（保护生物多样性，请关注《百度安全上网指南》）" (Buying = killing, say NO to ivory products! (Protect biodiversity, please pay attention to 'Baidu Safe Browsing Guide')). Below the reminder, there is a link to "象牙\_百度百科" (Ivory - Baidu Encyclopedia) and a small image of an elephant's tusk. A blue callout bubble points to the reminder with the text: "There automatically appears a remainder which says: 'Baidu reminds you buying=killing, say NO to ivory products! (For biodiversity conservation, Please click 'Guidance on Baidu Safe Browsing' for more information and knowledge on biodiversity conservation)'"

- development of Reminder features on Mobile Phone to alert biodiversity issues



- Fight illegal trade of wild animals products through internet  
Determined to safeguard biodiversity and especially those endanger animals, Baidu pays consistent attention to oversee those harmful information pertinent to illegal trade of wild animals products at post bars (in China known as "Tie Ba"(贴吧) where internet users are free to exchange information. As a result since the campaign started, 155 thousand pieces of posts illuminated, 22 post bars have been shut down and 41 users have been closed permanently.
- promote ecologically dedicated NGO and NPO online  
Baidu also provides a strong network platform to support environmental nonprofit organizations and NGOs including those dedicated to biodiversity conservation. In this way, concepts and messages are conveyed to millions of internet users through the Public Welfare Platform online which now also working for mobile phones <https://m.gongyi.baidu.com/activity/duva2017/index.html>
  - Outcomes:  
Having promoted biodiversity conservation on the Internet through PC and mobile phone
  - Further steps:  
Baidu will enter into agreement with FECO, as a member on and contributor to the CBBP
  - activities and projects planned for the coming year:
- BAT (Baidu, Alibaba and Tencent) as three business tycoons in Internet industry in China jointly establish a cyber coalition involving other eight Internet companies to combat illegal trade on

wildlife. Baidu will continue strengthening supervising the information on wild animal, plant and related products that are posted online, deleting illicit data, monitoring suspicious user, preventing dissemination of illicit information through internet, supporting law enforcement department, and assisting formulation of operational guideline to combat Illegal Trade of Wild Fauna and Flora and their Products.

- With support of CBBP and FECO, Baidu will make the best of its technological strengths such as cloud computing, mega data and artificial intelligence for innovating features of online products to distribute biodiversity knowledge to the public, for instance, add entries into the online encyclopedia to illustrate about CBD and pertinent information; invite famous experts to record voice transcriptions and enrich online vocabulary on biodiversity; Meanwhile, Baidu index monitoring will provide data and analytical insights on how people pay attention to biodiversity conservation to support decision making processes of governments.

**Golden Bee (<http://www.goldenbeechina.com>) as member on CBBP Signatory to “Business & Biodiversity Pledge” announced in Cancun, Mexico 2017**



14. Activity/project

➤ Short description:

• **Research on Biodiversity Information Disclosure in Chinese Enterprises**

Golden Bee has constructed a dynamic database of China’s social responsibility reports. According to indicators of GoldenBee CSR Report Assessment System, and collected data ranging from 2010 to 2016 in the China CSR report database related to the four biodiversity indicators, namely legal protection of rare species of fauna and flora, ecological protection fund, ecosystem protection system and advocacy for the public to take actions to restore the ecosystem, and conducted statistical analysis correspondingly. According to the results of the analysis, the Research Report on Biodiversity Information Disclosure in Chinese Enterprises has been compiled.

• **China Three Gorges Corporation Annual Report of Environmental Protection (2017-2019)**  
From 2017 to 2019, we assist the compilation of *China Three Gorges Corporation Annual Report of Environmental Protection* with main tasks covering but not limited to comparing related standards and policies, comparing excellent corporate reports, setting up the reporting structure, collecting materials, conducting interviews and surveys, writing reports, etc. We are also responsible for collecting, summarizing and disclosing information about the management and practices of biodiversity protection of Three Gorges Corporation.

➤ activities and projects planned for the coming year:

1. Compile and release the Guidance on Biodiversity Information Disclosure in Chinese Enterprises in cooperation with related enterprises and organizations

2. Include enterprises' participation in biodiversity in considerations of industrial standards while formulating national CSR standards for enterprises of industries related to dairy, food, etc.

3. In June 2018, the 13th International CSR Forum: many domestic and overseas biodiversity experts with Chinese enterprises participating in biodiversity will be brought together. On the biodiversity sub-forum, the latest dynamics and trends of biodiversity and excellent biodiversity practices of domestic and foreign enterprises will be shared.