



## **The Global Partnership for Business and Biodiversity**

### **Activities report by member initiatives**

Name: Spanish Business and Biodiversity Initiative (SBBI)

Country: Spain (Europe)

Year: 2017

Please describe the activities and projects that your initiative has been undertaking in the previous year:

#### **1. Practical Guide on Ecological Restoration**

- Short description: developing of a Practical Guide of Ecological Restoration to provide guidelines to all stakeholders in the field in order to promote a restoration based on ecological functions.
- Partners: Endesa, Ferrovial, Gas Natural Fenosa, Iberdrola, LafargeHolcim and OHL.
- Outcomes: At present there is a draft version. A participatory approach has been followed involving private companies, the academia, several administrations and experts in the field.
- Further steps: Publication of the guide in 2018.

#### **2. First results report of the SBBI**

- Short description: Preparation and publication of the first results report of the SBBI by its member companies in the 2013-2015 period.
- Partners: Reporting companies (Altran, Balearia, BSH, Cemex, CEPSA, Decathlon, Endesa, Ferrovial, FCC, Gas Natural Fenosa, Mahou San Miguel, Heineken, Iberdrola, LafargeHolcim, Mapfre, OHL, Red Eléctrica de España and Yves Rocher) and 4 project partners (Forética, Club de Excelencia en Sostenibilidad, Fundación Global Nature and Biodiversity in Good Company).

- Outcomes: First results report, indicating activities done by the SBBI and biodiversity performance by its member companies. [Read more](#).

### 3. 'Responsible Companies Leaders in Biodiversity' Conference

- Short description: This event took place in Madrid the 11<sup>th</sup> of July of 2017. The conference had two main objectives: (1) to bring innovative experiences from companies and business platforms which are leading the integration of biodiversity in their business models and (2) to present the first results report of the Spanish Business and Biodiversity Initiative (SBBI).
- Partners: 22 SBBI member companies (Altran, ABB, Balearia, BSH, Cemex, CEPSA, Decathlon, Endesa, Ferrovial, FCC, Gas Natural Fenosa, Mahou San Miguel, Heineken, Iberdrola, LafargeHolcim, Mapfre, OHL, Red Eléctrica de España, Suez, Unilever, Yves Rocher and Zeltia) and 4 project partners (Forética, Club de Excelencia en Sostenibilidad, Fundación Global Nature and Biodiversity in Good Company).
- Outcomes: International event. [Read more](#).

### 4. 'Playas Limpias' Project (Clean Beaches)

- Short description: this project intends to raise environmental awareness in beaches, trying to offer relevant biodiversity information and improve the relation of beach users with the maritime environment. Unilever carries out this initiative with Responsible Beach Bars, organizing different workshops and activities and producing relevant materials that help in this objective. The idea is to make people aware of the richness of their beaches and to spread values such as sustainability, recycling and respect for the environment.
- Partners: Unilever and Responsible Beach Bars
- Outcomes: Unilever trained 53 environmental agents in collaboration with Fundación Biodiversidad. Activities were organized at 16 beaches in 7 provinces within Spain. 104 workshops were carried out getting the direct involvement of more than 2000 beach users. [Read more](#) (only ES)

### 5. 'Decathlon Volunteering' Program

- Short description: One single day event (24 September 2017) with environmental activities done with the participation of people all around Spain. Decathlon seeks with this initiative to promote a healthy and clean environment with the involvement of customers and workers. Fundación Biodiversidad ensures the implementation by highly professional environmental entities and promotes volunteering in environmental causes.

- Partners: Decathlon and non-profit organizations
- Outcomes: participation of 44 non-profit entities, realization of 93 volunteering actions with around 155 stores and 6 Decathlon warehouses, mobilization of 4,142 volunteers, withdrawal of more than 12,045 kilograms of waste. [Read more](#) (only ES)

## 6. INTEMARES

- Short description: LIFE IP PAF INTEMARES “Integrated, innovative and participatory management of the Natura 2000 network in the Spanish marine environment” is the largest marine conservation project in Europe. It is the first initiative in Spain that combines different European funds for the management of an entire network of protected areas at sea. [Read more](#) + [Video](#)
- Partners: Spanish Ministry of Agriculture and Fisheries, Food and Environment, IEO, CEPESCA, SEO Birdlife, WWF.
- Outcomes: SBBI collaborates with activities done to promote the sustainable use of the sea by businesses. This action is at an early stage identifying best practices.
- Further steps: activity will be developed until 2020. Regarding company related actions, the aim is to identify best practices and to implement pilot projects that demonstrate the benefits and opportunities of a blue economy.