



Global Partnership

for Business and Biodiversity

Information Newsletter – Volume 3, Issue II – July 2015

Welcome to the summer edition of the *Global Partnership for Business and Biodiversity* newsletter. As you can see from the top of this edition, we have finally developed and inaugurated a new logo for the Partnership. A description of the logo and some guidelines for its use will be provided below.

Although the summer is generally quiet, there are a lot of activities being prepared, including several regional meetings, as described in the section on Initiatives, as well as the upcoming global meeting in Finland. These events, combined with the conclusion of the negotiations of the Sustainable Development Goals, the World Forum on Natural Capital and the Conference of the Parties to the United Nations Framework Convention on Climate Change (“Paris 2015”), amongst other forums, means that the fall will be incredibly busy and could represent a major turning point in the discussions and activities regarding sustainability. We are pleased that the Global Partnership for Business and Biodiversity and the National and Regional Initiatives are becoming increasingly recognized and active participants in this discussion. We look forward to an interesting series of joint projects in the near future.

As before, we would like to draw your attention to the various newsletters produced by the initiatives that go into greater depth in describing their interactions with their membership. These include:

- *European Union:* http://ec.europa.eu/environment/biodiversity/business/news-and-events/newsletters/index_en.htm
- *Germany (Biodiversity in Good Company):* www.business-and-biodiversity.de/en/newsarchive/
- *India:* <http://eepurl.com/brLTB5>
- *South Africa:* www.ewt.org.za/BUSINESSDEVELOPMENT/news.html
- *Sri Lanka:* <http://business-biodiversity.lk/category/newsletter/>

We look forward to receiving your submissions for the next edition of this newsletter, to be released in October 2015.

In this edition:

- Executive Committee Corner
- Update on the 2015 CBD Business Forum
- Information on the Global Partnership for Business and Biodiversity Logo
- Updates from National/Regional Initiatives (*Africa/Ghana, Brazil, Canada, Chile, France, Germany, India, Japan, Netherlands, Peru, Poland, Spain and Sri Lanka*).

Executive Committee Corner

Message from the Chair

As we all know, the struggle to preserve biodiversity and have businesses act in a sustainable manner is a long one. The Global Biodiversity Outlook 4 (GBO4) states that Parties are making progress, but, with the added stresses from climate change, increasing populations and land use changes, our current actions

are not enough to stop the overall decline of biodiversity. To reverse this trend, all segments of society, not just governments and selected companies, need to be aware of biodiversity and its importance to a healthy planet.

Numerous surveys over the past 10 years looking at people's knowledge and understanding of biodiversity have shown an increase in the recognition of the term biodiversity, and that the majority of people, especially in Latin America and Asia, are aware of this concept. However, overall, the meaning of biodiversity and how their lives depend on it are not well understood. As a result, most people look to governments, industry and NGO's to tackle this issue, and as we all know, without a mandate for action or strong market pressures, none of these groups will be able or willing to move as far as is necessary to actually create the required changes.

What does all this mean for the Global Partnership?

One of the main issues of concern identified by the Partnership is communicating the importance of biodiversity and maintaining healthy ecosystems with reference to business and economic concerns. To do this we need to accomplish several important goals. These include: enhancing communication between various stakeholders to create a common basis of understanding and trust; helping both the public and private sectors to understand biodiversity and how it affects them; translating the concepts of biodiversity conservation and sustainable use into practical business principles ensuring that the information that different stakeholders receive is useful and understandable; and, finding a balance whereby businesses can report on their progress without being attacked by anti-corporate interests, while at the same time holding companies accountable for their actions and activities.

The Global Partnership, both through the work of the initiatives as well as the various joint projects (especially those being proposed in conjunction with the CBD Secretariat) can play a major role in moving these items forward. We have seen in the last year to 18 months a significant uptick in interest in the Partnership, and I am convinced that we will see even greater expansion in the lead-up to COP 13 next year. It is up to all of us to see that the Partnership fulfills its promise.

In reading this and previous newsletters, I am continuously impressed by the work I see being done around the world. If we continue this momentum and work together, I believe that we can truly help to change the world.

Enjoy the summer.

Update on the 2015 CBD Business and Biodiversity Forum



Date:

11-12 November 2015

Location:

Finlandia Hall, Mannerheimintie 13e, 00100, Helsinki, Finland

Work is continuing on the Business Forum, with the programme and speakers list close to being finalized. We will be contacting a number of initiatives in the coming weeks with regards to acting as rapporteurs for the various sessions. In the meantime, for more information, please see either the CBD page for the forum: www.cbd.int/business/bc/2015forum.shtml or the host government site (Finland): www.lyyti.fi/BBDF2015.

We will also be sending out information in the early fall on the 5th Meeting of the Global Partnership for Business and Biodiversity which takes place on 12 November 2015 immediately after the Forum.

Please also be sure to register for this event. Registration forms can be accessed here: www.lyyti.fi/group/CBD_Business_Biodiversity_Forum_2015_5713.

We look forward to seeing you all in Helsinki.

Global Partnership for Business and Biodiversity Logo

In designing the logo, various elements have been incorporated that showcase the ideals of the Partnership. The two hand prints represent business activities, with an emphasis on interconnection (i.e. supply chains) and cooperation. The larger hand-print indicates multi-national and large companies, and the smaller hand denotes SMEs and very small businesses. These sit immediately above greenery which evokes the importance of the natural world, but also indicates that our activities are fundamentally dependent upon natural capital. Finally, the circle, which captures the colours of the 2011-2020 United Nations Decade on Biodiversity, represents the fact that we live and work on a finite planet, with finite resources, and that we must use these resources in a wise and sustainable manner.

Members of the Global Partnership for Business and Biodiversity may use the logo on various Global Partnership related publications, as well as part of the advertising/branding for your initiative. There are, however, a few guidelines for usage:

- While the size of the logo can be adjusted to suit your needs, we would ask that the logo not be distorted (i.e. the height/width ratio changed) and that neither the colours nor the image itself be altered (although using in greyscale or black and white is fine).
- There is also a word-mark version available and we request that the positioning and font of the text not be altered.
- The logo can be used by all full members of the Global Partnership for Business and Biodiversity. The logo should not be used by organizations or individuals other than the member initiatives without the permission of the relevant initiative and/or the Global Partnership for Business and Biodiversity Executive Committee.
- Use of the logo for commercial endorsement purposes is not permitted.
- Use of the logo by an organization that has obtained permission does not entail endorsement for its activities or products by the Global Partnership or the Executive Committee.
- Use of the logo is not connected to the Secretariat of the Convention on Biological Diversity or to the Convention itself. Use of the Global Partnership logo should not be construed as endorsement by either of these bodies.



For questions regarding use of the logo, please contact gpbbs@cbd.int.

Updates from Initiatives

(We invite submissions from all members and those developing national initiatives)

Africa/Ghana



Pan-African Business and Biodiversity Forum

Natural capital (biodiversity and ecosystem services) underpins all life forms and business operations worldwide. Africa is uniquely endowed with vast and varied natural capital, perhaps capable of resourcing twice its current human population. However, the economic realities of most African countries, characterized by increasing poverty and degradation of the natural



capital, suggests otherwise. The sustainability of businesses is equally threatened by poor consideration of natural capital in policy processes and development planning.

To advance an inclusive development that values natural capital in Africa and for Africans, the Pan-African Business and Biodiversity Forum (**9-10 October 2015: Accra, Ghana**) will initiate constructive dialogue in four thematic areas: extractive industries, sustainable agriculture, energy-nature nexus, natural capital accounting. Furthermore, the Forum will promote much needed intra and inter sectoral collaborations among key stakeholders, such as companies, government, civil society, the financial sector and development institutions, towards enhanced regional integration for Africa's development. A road map for the establishment of National and Sub-regional Business and Biodiversity Networks will be launched at the Forum. These Networks will inform frameworks for multi-sectoral collaborations, building on existing partnerships at national, regional and international level.

The Forum is being organized by BirdLife International in conjunction with the CBD Secretariat, AGRA, the Biodiversity Consultancy, the World Bank, Flora and Fauna International, WWF, IUCN, WBCSD, UNEP-WCMC, PROFOR, Endangered Wildlife Trust, the African Development Fund, the Pan-African Chamber of Commerce and Industry, the Ghana Wildlife Society, and the African Centre for Technology Studies (ACTS), amongst others.

More information can be found on the forum website at: www.panbbf.org/.

Brazil



The VIII Brazilian Congress on Protected Areas will take place in Curitiba from 21-25 September 2015. The event, considered one of the major events focusing on Protected Areas in Latin America, should include some 1000 participants from Brazil and other countries. The program consists of three Panels, four Conferences and four Symposiums, with 47 confirmed speakers from different parts of the world, as well as the V Nature Conservation Exhibit. The full program is available at: <http://eventos.fundacaogrupoboticario.org.br/CBUC/Paginas?idPagina=35>



VIII CBUC
CONGRESSO BRASILEIRO DE
UNIDADES DE CONSERVAÇÃO

IV Simpósio Internacional
de Conservação da Natureza
V Mostra de Conservação
da Natureza

Perfection which inspires,
mobilizes and transforms.

21st to 25th September 2015
Curitiba | Paraná | Brasil



Main speakers include:

- George Schaller – Panthera Corporation
- Albert Appleton – The Cooper Union
- Ryan Hreljac – Ryan's Well Foundation
- Sue Gardner – Golden Gate National Park Conservancy
- Fernando Meirelles – Film director, producer and screenwriter
- Russell Mittermeier – Conservation International

In conjunction with this event, the CBD Secretariat will co-host some business and biodiversity related events with Brazilian companies, as well as with regional members of the Global Partnership. The event website can be found at: www.fundacaogrupoboticario.org.br/cbuc.

Canada



Ontario Biodiversity Summit

On 19-22 May the Ontario Biodiversity Council hosted the 2015 Ontario Biodiversity Summit. This two-day conference focused on the state of biodiversity in Ontario and what is being done to protect it. Main themes covered over the conference included:

- How to engage people
- Reduce threats
- Enhance resilience
- Improve knowledge.

Speakers ranged from local to global, discussing issues such as climate change, law and policy, biodiversity knowledge, citizen science and biological controls to name a few. Under the Engage People theme there was a panel on Business and Biodiversity attended by the Canadian Business and Biodiversity Council. Topics discussed included:

- Engaging corporations through market mechanisms
- Mainstreaming biodiversity at the site operational level
- Earning and sustaining your social license to operate – what works, what doesn't
- Helping to meet business needs through conservation and education
- The business case for mainstreaming biodiversity, international drivers, where it is headed and are we ready.

Americana 2015

Americana is North America's largest multi-sector environmental technology trade show and a forum for the exchange of knowledge and practical experience, providing environmental and economic solutions. Held in Montreal, Canada, from 17-19 March 2015, Americana celebrated its 20th anniversary with 350 exhibitors, 200 speakers and approximately 10,000 attendees from over 50 countries, who gathered to discuss the theme "Sharing Innovation". The Canadian Business and Biodiversity Council, in partnership with the Convention on Biological Diversity, participated in a morning workshop designed to raise awareness of the importance of biodiversity considerations to the business community. Other speakers at this breakfast event included DE Design and Environment and Syngenta. The workshop was fairly well attended with active participation by audience members.

Chile



Pilot study for the identification and valuation of ecosystem services in Fundo Monte Aranda

This study constitutes a comprehensive and adaptable methodological reference in the semi-arid ecosystems in the north of Chile, which links the perceptions of the community with the valuation of the ecosystem services. The study area corresponds to Fundo Monte Aranda, which is a conservation area of Minera Los Pelambres, located in a biodiversity hotspot of central Chile. The research objective is to enhance the value of the private area by quantifying the importance of the natural capital of the ecosystem services, as this will give relevant information to compare, communicate and incorporate into business decisions, generating benefits for the company and the communities. In order to identify the services that are of priority to the local community, semi-structured interviews were conducted with the people possessing the knowledge of the uses given to nature in the region. The approach to the interviewees was based on the chain method, which allows establishing a relationship of trust and identifying individuals with a specific knowledge.

The interviews conducted revealed that the Caimanes people give essential uses to 46 plant species of the region, which are used as food, medicine, for spiritual purposes, as well as construction and fuel. They

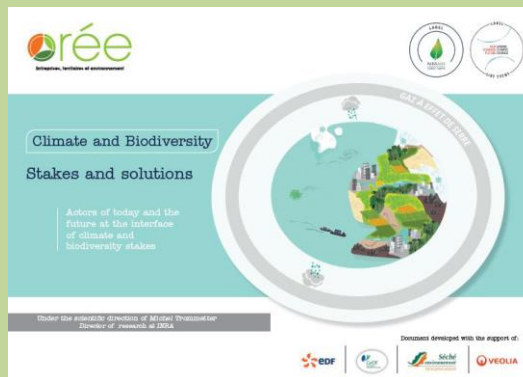
still collect dry branches for firewood, and collect fruits and seeds (for food, tincture, liqueur and jam). Other traditions have been lost, such as the collection of coconuts from *Jubaea chilensis* (chilean palm) and the use of *Quillaja saponaria* (quillay) as shampoo. For the quantification of some of these services, it was necessary to estimate abundance for each tree species and their physical metrics. Because the study area covers 5.7 hectares, sample plots were performed with an intensity every 83 hectares. The valuations were made with different methods; market price, substitute products, replacement cost and information from other studies. The valuation obtained for ecosystem services in Fundo Monte Aranda was US\$800 thousands per year, of which 20 per cent corresponds to provision and supply, 70 per cent to regulation and 10 per cent to tourism and recreation. The higher value was for erosion control and soil formation, which was estimated by the replacement method. Contrary to expectations, the annual carbon sequestration in the forest received one of the lowest valuations due to the mature state of the native forest.

The recommendations aim to enhance the value of protected areas; the replication of the study in other private areas of the company and to determine a community conservation area in Fundo Monte Aranda with the hope of creating a co-benefit project. The latter will allow the engagement of the local community by involving them in opportunities and benefits, taking into account their aspirations, needs and traditional knowledge, in addition to considering the tourism potential of the area and therefore for the whole community.

France



The International Scientific Conference “Our Common Future under Climate Change” took place at UNESCO and UPMC (Paris) in July 2015. ORÉE, the focal point for the French Initiative in the Global Partnership, organized a side-event with the Foundation for Research on Biodiversity about ecological feedback to climate change in order to explain the links between climate and biodiversity. It was also the occasion to publish a new bilingual document: “Climate and Biodiversity: Stakes and Solutions”, which highlights the link between climate and biodiversity and helps develop the interdependencies which govern both systems. Thanks to feedback received from various fields and the contextual elements described by climate, biodiversity and economy experts, the document suggests that solutions for biodiversity preservation can also help in the fight against climate change.



Germany



‘Biodiversity in Good Company’ would like to share its latest newsletter with the Global Partnership, available at: www.business-and-biodiversity.de/index.php?id=1162

- In July, the automobile manufacturer AUDI AG signed the Initiative's Leadership Declaration and became a member, thus underlining that biodiversity and intact ecosystems are material topics in today's corporate sustainability strategies. Around 80,000 employees work for AUDI and the company generated revenue of approximately EUR 54 billion in 2014. This company will soon be featured on Biodiversity In Good Company’s website.
- Biodiversity In Good Company’s purpose as a company platform is to join forces by bringing together and showcasing the commitment and competencies of companies from various business

sectors. The group is very pleased that this has just recently been acknowledged by the German United Nations Decade on Biological Diversity that awarded the initiative for its ongoing efforts.

- In their July newsletter they are giving the floor to a company that helped significantly to launch 'Biodiversity in Good Company' ahead of CBD-COP 9 in Bonn in 2008: GIZ. In accordance with its corporate purpose, the federal enterprise is engaged in many projects targeting biodiversity. But GIZ also explores what it can do to promote biodiversity in the context of its own environmental and sustainability management.

India



Capacity Building of IBBI Member Companies

In mid-2014 a capacity building programme was initiated to support signatory companies with their commitments made on the India Business and Biodiversity Initiative (IBBI) Declaration. Six pilot



companies – Ambuja Cements, Godrej & Boyce Mfg. Co., Hindustan Zinc, JSW Steel, Mahindra Lifespace Developers and Tata Chemicals – are being supported by IBBI to

conceptualise, design and implement capacity development measures over a period of two years. In this context, a needs assessment workshop was organised in October in Delhi,

with two online webinars conducted in November and December, respectively.

An IBBI Baseline Assessment site visit took place in February, where the

Natural Capital Profile (NCP) of the company was discussed. Following this, a Natural Capital Action Plan (NCAP) was developed and discussed with pilot projects in April. A workshop on the IBBI Baseline Assessment was held for all signatory companies in April 2015 in Mumbai. The Baseline Assessment serves to assess the extent to which companies already manage their relations with natural capital throughout the value chain. In this program, the scope of the assessment was limited to the companies' relations with biodiversity and ecosystem services (e.g. no focus on a company's dependency on minerals and metals, but only on the impact on biodiversity when sourcing these).



Release of “Bridging Business and Biodiversity: Innovative Approaches” on the International Day for Biological Diversity

On the occasion of the International Day for Biological Diversity and its first-year anniversary, IBBI, together with the Ministry of Environment, Forests and Climate Change, released a publication titled *Bridging Business and Biodiversity: Innovative Approaches* on 22 May 2015 in Srinagar. The publication highlights the concept of natural capital and its relation with biodiversity and ecosystem services. It also speaks about the global platforms for natural capital, of which IBBI is part. Further, it highlights the best practices of IBBI signatories that have used IBBI tools for quick scan and baseline assessment.



Launch of IBBI Western Regional Chapter

IBBI launched the first regional chapter in Mumbai on the occasion of World Environment Day, 5 June 2015. The IBBI Western Region (WR) Chapter is set to promote awareness and knowledge on integrating biodiversity into companies' policies, operations and across value chain among business in the Western region. Mr. Anup Mathew, Business Head - Godrej Construction, Godrej & Boyce Mfg. Co. is the convener of the IBBI Western Region Chapter.

Expert Group on Biodiversity Policy (EGBP)

Consistent with IBBI's objective on policy advocacy, the Expert Group on Biodiversity Policy (EGBP) was constituted in early 2015. The EGBP supports IBBI in its dialogue on public policy by engaging with governments and other key stakeholders. It consists of industry members (companies or sectorial associations) in different sectors that are affected by biodiversity-related policies and upcoming regulations. The Indo-German Biodiversity Programme is in the process of starting a new project on ABS within the overall framework of the ongoing programme being implemented in partnership of the Ministry of Environment, Forests and Climate Change and GIZ. The objective of the new ABS project is to increase awareness and strengthen the capacities of National Biodiversity Authority, selected State Biodiversity Boards, and the Biodiversity Management Committee as well as other stakeholders such as research and businesses. This will allow for effective implementation of ABS mechanisms under the Biodiversity Act in keeping with India's commitments under the Nagoya Protocol. Along these lines, a project planning workshop on Access and Benefit-Sharing with IBBI was organised in July in New Delhi.



Newsletter

Please also note that IBBI has a monthly newsletter. The latest issue can be accessed online at: <http://eepurl.com/brLTB5>. Earlier issues are available by accessing the top bar of the page.

Japan



ABINC Certification of Conformity to JBIB Guidelines

The Association for Business Innovation in harmony with Nature and Community (ABINC) has established a certification system for the sustainable land use of facilities. ABINC was established in December 2013 to reverse the direction of corporate actions, which tend to externalize negative impacts on the natural environment and communities. Its board comprises authoritative figures in the fields of ecology, landscape and business and biodiversity and is actively involved in the certification process. In January 2014 and January 2015, ABINC issued certifications to 10 office buildings, three shopping centers, five factories and seven apartments, as facilities engaged in conservation of biodiversity. They include not only facilities under development, but also existing ones. These green spaces can improve the quality of the regional ecosystems and contribute to the construction of ecological networks. ABINC validates the conformity of the documents regarding the facilities' landscape to "Guidelines for sustainable business sites". These guidelines were developed and issued by the Japan Business Initiative for Biodiversity (JBIB), which spun off the ABINC organization. ABINC also undertakes various activities, such as helping developers understand challenges facing projects and establish solutions to these challenges through the implementation of advanced practices.



Netherlands



Dutch Agro-Water Climate Alliance (DAWCA)

The Dutch Agro-Water Climate Alliance (DAWCA) unites companies, NGOs, and governments to support business cases that counter the causes and impacts of climate change. DAWCA identifies options

and finds resources for business opportunities that help companies to reduce climate change related risks in their value chains. DAWCA prioritizes those options that also help reduce underlying causes of climate change and that contribute to adaptation outcomes outside company fence lines. DAWCA creates competitive advantages with reputations rewards. Every quarter, DAWCA's e-newsletter brings highlights and the latest news from the climate change work being done in the agro and water sectors around the world, together with upcoming DAWCA events and climate finance reports. For more information, please visit: www.iucn.nl/en/themes/greening_companies/dawca/.

Green Finance Academy

Green finances are moving beyond donor funding, towards an investor-driven approach. Alterra research institute, IUCN NL and Nyenrode Business University initiated a consortium to train and coach NGOs and banks how to identify, analyze and implement investment mechanisms that activate one or more cash flows generated by the sustainable management of an ecosystem. These investment mechanisms remain within the ecosystem to enable its conservation and in part are returned to investors. The launch of the Academy will take place during the Climate Seminar on 16 October 2015 in The Hague, The Netherlands.

Peru



New companies are added to the Peruvian Initiative “Business and Biodiversity” in the closing of “The Second International Forum Biodiversity and Business”

The Peruvian Initiative “Business and Biodiversity” has the support of a CATRITA project under the framework of the Peru-Canada Free-Trade Agreement. In this framework, the third activity of this project, “The Second International Forum Biodiversity and Business”, was held 14 to 15 July in Lima, Peru. More than 180 people participated in the Forum, mostly representatives of the business sector. The



Peruvian Initiative has taken the challenge of reconciling conservation and the sustainable use of biodiversity with investment promotion in the production sectors. As a result it has become a place of trust and credibility; where private businesses and public objectives are constructively integrated.

Peru's Minister of State for Environment, Mr. Manuel Pulgar-Vidal, who participated in a high-level roundtable, explained that *"the work of the State with this Initiative is generate strategic alliances to facilitate the research and*

ensure that biodiversity issues and climate change will be increasingly close to the private sector, in order to generate a truly sustainable development."

A principal result was that eight new companies signed a statement of purpose to join to the Peruvian Initiative's activities. These business were Repsol, Algarrobos Orgánicos, Río Tinto, Candela Perú, BioAzul – Ecom Peru, Tecnológica de Alimentos (TASA), ElectroPerú, and Reforesta Perú. The Deputy Minister of Strategic Development of Natural Resources of the Ministry of Environment in Peru, Mr. Gabriel Quijandría, said: *"We have always had a waiting position in our history with respect to natural resources for example, from the guano of Islands to the anchovy, the country has not demonstrated a responsible management of natural resources. It is time to*



apply an eco-sustainable logic to achieve a real productive development. Therefore, it is positive that the Peruvian Initiative continues adding more responsible companies of this paradigm shift."

Finally, in addition to the new signatories, the Peruvian Initiative "Business and Biodiversity" gave their original partner companies an opportunity to reaffirm their commitment to the initiative. The group includes eight companies and two associations: Inkaterra, Peru LNG, Hunt Oil, Pluspetrol, Rainforest Expeditions, Compañía Minera Antamina, Perenco, Compañía Eléctrica El Platanal –CELEPSA, and Sociedad Peruana de Hidrocarburos y Sociedad Nacional de Pesquería.

Poland

First Polish Business and Biodiversity Forum

The First Polish Business and Biodiversity Forum, "Ecological Intelligence in Business", took place on 16 June 2015, in Warsaw, Poland. The Forum brought together representatives of the public institutions, high level managers of the largest Polish companies and multinational corporations, representatives of Polish and European financial institutions and inaugurated the activities of the Polish Business and Biodiversity Platform. Guests of honour at the Forum included Mr. Maciej Grabowski, Minister for the Environment, Mr Piotr Otawski, Deputy State Secretary, Chief Nature Conservator and Ms. Laure Ledoux, a representative of the European Commission, Deputy Head of Biodiversity Unit, DG Environment.

Representatives of Polish and international companies' management boards of various sectors and branches presented the best sustainable cases implemented by their companies. Among them there were



Jim Rushworth, Vice President Environment & Public Affairs Quarries, Aggregates & Concrete, Lafarge; and, Christoph Sikora, General Manager Central Europe Dow Austria GmbH. Robert Adamczyk, Senior Environmental Advisor of EBRD spoke on the implementation of biodiversity aspects and ecosystem services into business strategies from the perspective of financial institutions. Professor Mike Rosenberg, Assistant Professor of Strategic Management and Analysis of Business Problems, IESE

Business School, University of Navarra – this year's leader in the Financial Times ranking of executive education in the world – discussed why biodiversity is now the key driver of the economy.

The Forum provided a unique opportunity to present the best accomplishments using biodiversity as a business partner. The panel closing the Forum with representatives of the largest corporations: Wiesław Pilat, VP Operation and General Manager of Polmos Belvedere Vodka Distillery, Environmental Department LVHM; Piotr Kania, MD of UTC Building & Industrial Systems Poland UTC, Mat Roberts, Director of Sustainability Strategy Interserve PLC, Maciej Nowakowski, Director, Division of Geology and Exploitation, PGNiG SA and Robert Adamczyk Senior Environmental Advisor of EBRD confirmed that biodiversity is a business case that gives a real competitive advantage. The Forum has also started a legal and economic discussion on the effective use of



biodiversity in business operations. Thereby, Polish business joins the global discussion on this topic, not only in the traditional context of nature preservation compliance but as a potential revenue earner and a significant cost-cutting operation.

Partners of the First Polish Business and Biodiversity Forum were Polski System Recyklingu Organizacja Odzysku Opakowań S.A., Polskie Górnictwo Naftowe i Gazownictwo S.A., as well as Centrum Wina. The media partner of the event was Grupa PTWP S.A. – an organizer of the European Economic Congress and the publisher of Nowy Przemysł. A short video of the forum is available at: www.youtube.com/watch?v=qnb9ggXpYdI.

Spain



Baleària and OHL: New Members of the Spanish Business and Biodiversity Initiative

The companies Baleària and OHL have joined the Spanish Business and Biodiversity Initiative, a project that already includes 21 Spanish companies. This initiative seeks to encourage an economic development compatible with the conservation of biodiversity. These two companies have joined the initiative by signing the Biodiversity Pact, a document that incorporates the principles of the Convention on Biological Diversity and visualizes the company commitment.

Baleària, a shipping company that carries out its operations at sea, implements environmental protection actions and works on R+D+ I projects to reducing the polluting emissions of their ships into the atmosphere. Its objectives are based on its commitment to caring for the environment, under the principle: "The world in which we live is not an inheritance from our parents; we borrow it from our children". The company is committed to cleaning beaches in the coastal area of Las Marinas, in Denia to raise awareness of the importance of keeping these beaches clean.

The construction company OHL demonstrates its commitment to biodiversity conservation in its sustainability policy which states: "To reduce the impact on ecosystems through planning and developing conservation practices and ecological restoration to minimize or increase the net loss of ecosystem services". The 2014 OHL sustainability report indicates that "the low carbon economy, the water footprint and ecosystem conservation are the main areas of action of its Environment and Energy Plan 2011-2015". The rehabilitation of Machado Lake in California, the conservation of several dams in Madrid or the restoration of the Esera and the Garonne river basins are some of the main biodiversity actions that OHL has undertaken.

Sri Lanka



Tourism and Sustainability: Achieving Common Goals

In Sri Lanka, tourist arrivals have been increasing at a steady pace since early 2009 and the national target is to achieve 2.5 million tourist arrivals by the end of 2016. As a consequence, a large number of properties providing various services in the tourism industry, ranging from small to large scale, were opened and new investments are continuing to be made in this sector. The Sri Lanka Business and Biodiversity (SL B&B) Platform together with UNDP, the Sri Lanka Tourism Promotion Bureau and the Sri Lanka Tourist Hotels Association, recently concluded a well-attended learning event, targeting an audience comprising owners, developers, operators, consultants and other professionals in the industry, especially those who represent new small and medium scale enterprises, with the objective of building awareness and capacity on measures to incorporate sustainability concepts.

A number of observations and outcomes were recorded from this event and action is being taken to address these gaps. Chief among these are a general lack mechanisms for tourism plans, policies and strategies to integrate biodiversity; a need for an institutional framework that brings together all relevant

ministries and government agencies (tourism promotion/marketing boards, park agencies, investment promotion offices, etc.) in governing/implementing the plans and strategies; and the non-existence of sustainable biodiversity-based tourism destination site plans for the development of a sustainable tourism industry.

The Sri Lanka B&B Platform is taking steps to work out a local certification system or eco-label for sustainable tourism compatible with the country's policies and plans on biodiversity together with Guidelines for tourism operators in protected areas and other sensitive ecosystems. A Visitor Impact Management System for selected protected areas or destinations is also being worked out on a pilot basis.
