

WHY BIODIVERSITY MATTERS FOR BUSINESS



DATE AND PLACE:

Thursday 19 March, 2015 // 8.30am - 10.00am

Palais des Congres de Montreal, Canada

This session will make the business case for biodiversity and explore why biodiversity matters for businesses. Businesses are both affected by, and rely on, biodiversity and ecosystem services. There are some industries whose profitability depends directly on the health of ecosystems, for example forestry, fishing, agriculture and ecotourism. Other sectors have a direct impact on ecosystems and biodiversity through their operations, such as mining, construction and energy. Some industries, such as cosmetics and pharmaceuticals, also depend on biological material and genetic resources in the creation and manufacture of their products. Degradation of biodiversity and ecosystems can have severe impacts upon businesses and their supply chains.

Businesses, however, can take action to address these dependencies and risks. There are many economic benefits associated with integrating biodiversity into business decisions, most importantly long-term economic survival if natural resources are harvested and extracted sustainably. These opportunities will be explored here.

The Secretariat of the Convention for Biological Diversity (SCBD) is pursuing a comprehensive strategy to engage with the business community. In October 2014, the Conference of the Parties to the Convention adopted a decision on business engagement that goes further than before. Among the many activities aimed at helping business to integrate biodiversity into their decisions, the SCBD will be developing a reporting framework for business to report on their biodiversity related activities.

The session will introduce the business engagement strategy of the **SCBD** and its various program aspects as the Global Partnership for Business and Biodiversity and the Initiative for Biodiversity Impact Indicators for Commodity Production. The business case for biodiversity will be further highlighted by the Canadian Business and Biodiversity Council - which assists Canadian businesses in biodiversity conservation, and a business to demonstrate first-hand practices on biodiversity considerations in business practices. Finally, capacity-building within businesses for biodiversity mainstreaming, with a focus on a risk management approach, will be highlighted by **DESIGN AND ENVIRONMENT**, an environmental consultancy.





PANELIST: AMY FRAENKEL - MPO DIRECTOR,
SECRETARIAT OF THE CONVENTION ON BIOLOGICAL DIVERSITY

Amy Fraenkel has more than 25 years of experience in international environmental law and policy. She has worked in inter-governmental organizations, the executive and legislative branches of the United States government, and the private sector. Amy joined the Secretariat of the Convention on Biological Diversity (CBD) in October 2013 as Principal Officer for Mainstreaming, Partnerships and Outreach, a new Division in the CBD Secretariat. She came to the CBD Secretariat from the United Nations Environment Programme (UNEP), where she served as Regional Director for North America. Amy previously worked with the U.S. Senate Committee on Commerce, Science and Transportation where she served as Senior Counsel of the Oceans, Atmosphere, Fisheries and Coast Guard Subcommittee and as a senior policy advisor in the Office of International Affairs within the U.S. Environmental Protection Agency (EPA).



PANELIST: DAVID N. OSWALD - PRESIDENT,
DE DESIGN + ENVIRONMENT INC.

David Oswald is a Designer and Environmental Scientist with a career that has been built on design, innovation, and science. He has worked internationally and nationally as an environmental consultant, and producer and director on several cross-media design projects, including the Sultan bin Abdulaziz Science and Technology Center, Expo 2000, Telus Spark in Calgary, and the Rio Conventions Pavilion at Rio+20. Trained as an ecosystem ecologist and earth observation, he brings a 'systems approach' to environmental analysis and design. As the founder and President of DE Design and Environment, he pursues the company mission to "solve problems using design and environmental science".

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PANELIST: REG MELANSON, EXECUTIVE DIRECTOR,
CANADIAN BUSINESS AND BIODIVERSITY COUNCIL

Reg has over 30 years' experience in natural-resource management ranging from ground- level project delivery to international issues resolution and partnership development. He has developed corporate programs that promote the sustainable use and conservation of biodiversity on corporate lands and developed and implemented Best Management Practices for the agriculture and forestry sectors. He has conducted and participated in biodiversity conservation workshops throughout North America and in Business and Biodiversity initiatives globally. Reg is formally educated in biological sciences, wildlife as well as forest resources, worked in government (Federal and Provincial), industry (forestry, mining and agricultural sectors) and as a private consultant.



PANELIST: JILL WHEELER, HEAD,
SUSTAINABLE PRODUCTIVITY FOR NORTH AMERICA, SYNGENTA

In 2013, Syngenta launched a global sustainability initiative which included a commitment to enhance biodiversity on 5 million hectares worldwide. Jill Wheeler, head of sustainable productivity for Syngenta in North America, provides an overview of the challenges Syngenta has faced in honoring this commitment, along with lessons learned and advice for others considering a similar journey.

BIOGRAPHY: Jill Wheeler has managed marketing and communications campaigns for a range of leading agricultural and animal health companies. She also has experience in crop protection, seed traits and seed care. Her work launching Rave® herbicide at Syngenta earned an EFFIE Award, the nation's highest honor in marketing effectiveness. Most recently, Wheeler was product lead for commercial traits in the corn product management group.

