

Thank you Madam Chair,

Switzerland believes that GOAL A is an important goal as it aims at mainstreaming biodiversity across sectors and at all levels as well as supporting the resource mobilization strategy of the convention by raising awareness on the value of biodiversity and by engaging different sectors including businesses.

Switzerland is fully committed to address the GOAL A targets.

At the national level, specific measures are being currently elaborated in the Swiss Biodiversity action plan as well as in the Swiss Green Economy action plan.

We are also working on developing models giving a comprehensive picture of the overall environmental impact of Swiss consumption.

At the international level, Switzerland is involved in the TEEB and WAVES initiatives.

Regarding target 2:

We recognize that the implementation of valuation is complex and the message we want to convey must be carefully considered.

Having said that, we think that not all of the existing tools are well suited for **practical implementation** yet and more efforts and coordination need to be done in order to fully integrate the value (monetary and non monetary) of biodiversity, **in particular ecosystem services**, into decision making and national accounting.

We also support the development of concrete cases and methodologies integrating the value of biodiversity and ecosystem services by the private sector.

Regarding target 3:

Regarding elements required for monitoring progress, we note that there is sometimes a difficulty for defining clearly if a subsidy is harmful or positive for biodiversity. Indeed, many subsidies can have both positive and negative impacts. We are interested in learning from other parties and **sharing experience on how incentives can be assessed and reformed in order to decrease the negative impacts on biodiversity.**

Regarding target 4:

We agree that there is a need for development in regard to the link between biodiversity awareness and behavioral change. However, we are not fully persuaded that this can be done by developing further guidance, rather this might be one of the themes that could be requested to IPBES, since little knowhow is available.

We believe that an important point is also **to better take into account the existing research when developing public policies.** In that sense, the OCDE publication on "Environmental policies and household consumption" brings some answer on policies that have a real impact on behavior.

Biodiversity is also still weakly addressed in ecological consumption, for example in life cycle analysis. It is very important to reflect on **how we can better integrate biodiversity and ecosystem services also in existing methodology.**

Finally, we think that there is still a need to better engage the private sector and to develop business **practical** management tools for (a) assessing corporate dependency and impact on biodiversity and ecosystem services and (b) to integrate biodiversity aspects into corporate decision making and reporting as well as to reflect on **potential incentives for the business** to support sustainable consume integrating biodiversity.

We are looking forward to further discussion,

Thank you,