



First Meeting of the Global Platform for Business and Biodiversity

Record

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Executive Summary

The 10th Conference of Parties (COP10) held in Nagoya in October 2010 reached a decision to further promote participation from private sector to implement Aichi Biodiversity Targets. This decision X/21/3 requires the Secretariat of Convention on Biological Diversity to:

- Encourage the establishment of national and regional business and biodiversity initiatives;
- Collect and disseminate information on case studies and best practices of mainstreamed ecosystem services;
- Encourage the development and application of tools and mechanisms that can facilitate the engagement of businesses in integrating biodiversity concerns into their work;
- Encourage the monitoring of the implementation of mainstreamed ecosystem services in the private sectors, and evaluate the effects of these tools and mechanisms; and
- Encourage businesses to communicate their biodiversity - relevant activities to their consumers, customers, and other stakeholders.



In addition, the decision called upon the governments and the private sectors to engage in dialogue through the establishment of a global platform. Other elements in the decision called upon them to:

- (X/21/1d) Promote a public policy environment that enables private sector engagement and the mainstreaming of biodiversity into corporate strategies and decision - making;
- (X/21/1f) Develop ongoing dialogue with business communities related to considerations to biodiversity and activities; and
- (X/21/2j) Develop and maintain ongoing dialogue with Governments on to how best to contribute to the achievement of the three objectives of the Convention.

As a way of building on the business decisions at COP 10, the Secretariat of the Convention on Biological Diversity (CBD), along with the Keidanren Committee on Nature Conservation, the Japanese Ministry of the Environment, and the International Union for Conservation of Nature (IUCN) are



organizing the first meeting of the Global Platform for Business and Biodiversity in Tokyo, Japan on 15 - 16 December, 2011.

The purpose of this conference is to support realization of the decisions at COP10 including organizing national and regional business and biodiversity initiatives, developing and applying tools and mechanisms that can facilitate participation of businesses, and

disseminating tools, case studies and best practices that encourage business efforts. To this end, the conference will discuss strategies and resources that may be utilized to strengthen integrated efforts toward business activities of corporations for biodiversity. This will be joined by key stakeholders and the discussion will be reported to the preparation process for COP11 which will be held in Hyderabad in 2012. The primary goals for the first meeting of the Global Platform for Businesses and Biodiversity are to:

- Introduce the national business and biodiversity initiatives that are a part of the Global Platform and discuss the challenges inherent in their mandate and in building the Platform further; and
- Discuss the implementation of the business decisions taken at Nagoya (COP 10), the challenges that businesses still face in mainstreaming biodiversity into their day-to-day activities, and explore initial recommendations for the business decisions for COP 11.

Active discussions are expected to take place between panelists as well as all participants, not just presentations and Q&A sessions.

Dates	Thursday, December 15 to Friday, December 16, 2011
Venue	Keidanren Kaikan 2F “Keidanren Hall” (15 th) “International Conference Hall” (16 th) 1-3-2 Otemachi, Chiyoda-ku, Tokyo
Co-Host	Secretariat of the Convention on Biological Diversity Keidanren Committee on Nature Conservation Ministry of the Environment of Japan IUCN (International Union for Conservation of Nature)

Program

15 Dec 2011 (Day 1)

■ Morning Session-- Opening Session

- **Welcome from Keidanren (Co-Host)**
Naotake Okubo (Chairman of Keidanren Committee on Nature Conservation, Keidanren Committee on Nature Conservation)
- **Representative from the Ministry of Environment (Co-Host)**
Tsunao Watanabe (Director General, Nature Conservation Bureau, Ministry of Environment, Japan)
- **Welcome from Secretariat of the Convention on Biological Diversity (Co-Host)**
Atsuhiko Yoshinaka



■ Explanation of structure of rest of Global Platform Meeting

- *Naoya Furuta* (International Union for Conservation of Nature and Natural Resources)



■ Presentation on Business and Biodiversity (Setting the Stage)

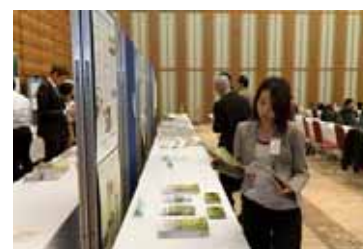
- *David Steuerman* (Secretariat of the Convention on Biological Diversity)



■ Panel Session (#1): Discussion of Existing Business and Biodiversity Initiatives

Panelists National Business and Biodiversity Representatives:

- Canada *Reg Melanson* (Executive Director, Canadian Business and Biodiversity Council)
- France *Ghisaine Hierso* (President, Association Oree)
- Germany *Carolin Bossmeyer* (Managing Director, Biodiversity in Good Company)
- Japan *Sumiko Sawada* (Keidanren Committee on Nature Conservation)
- Brazil *Bianca Brasil* (Communication Analyst, LIFE Instituto)
- India *Hem Pande* (Joint Secretary, Ministry of Environment & Forests, Government of India)
- Korea *Moon Kwanghee* (Senior Researcher, Ministry of Environment)
- Netherlands *Onno Louis* (Embassy of the Netherlands)
- Rwanda *Madeleine Nyiratuza* (Coordinator, Great Ape Trust)



Moderator *David Steuerman* (Secretariat of the Convention on Biological Diversity)



■ Panel Session (#2): Role of the National Initiatives in Addressing Policy Challenges

Panelists Same list as panel #1

Moderator *Edgar Endrukaitis* (GIZ, Member of the Board of the Biodiversity in Good Company Initiative)

■ Information Session on Access and Benefits Sharing (ABS) Implementation Fund

Speaker *Yoko Watanabe* (Program Manager, Senior Biodiversity Specialist, GEF)

Moderator *Seizo Sumida* (Japan Bio-industry Association)

■ Panel discussion (#3): Views and Perspectives about Industry--- Getting the Right Policy Mix

Speaker

- *Satoru Akama* (General Manager, Forestry Management & Environment Fund Dept., Mitsui & Co.)
- *Ichirou Takahashi* (Chief Manager, Environmental Planning & Assessment Sect., Taisei Corporation)
- *Tim Bent* (Director, Bridgestone USA, Bridgestone)
- *Akihiro Inatsugu* (Environmental Strategy Unit Leader, Environmental Strategic Planning Department, Bridgestone Corporation)
- *Ana Paula Ramos de Almeida e Silva* (Biodiversity Coordinator, Petrobras)
- *Hem Pande* (Joint Secretary, Ministry of Environment & Forests, Government of India)

Moderator *Hiroshi Ishihara* (Chair of Planning Working Group and Chair of Policy Working Group, Keidanren Committee on Nature Conservation)

■ Panel Session (#4): Perspectives on Thematic Initiatives and Tools/Mechanisms to Integrate Biodiversity into Business

Panelists *Chloe Strevens* (Programme Officer, UNEP-WCMC)

Moderator *Ravi Sharma* (Principle Officer, Secretariat of the Convention on Biological Diversity)

■ Panel Session (#5): Review of Actions Post-COP 10 and Initial Recommendations for COP 11

Panelists

- *Hiroshi Ishihara* (Chair of Planning Working Group and Chair of Policy Working Group, Keidanren Committee on Nature Conservation)
- *Masaki Ushiba* (Director, Office for Mainstreaming Biodiversity, Ministry of Environment, Government of Japan)
- *Chloe Strevens* (Programme Officer, UNEP-WCMC)
- *Ravi Sharma* (Principle Officer, Secretariat of the Convention on Biological Diversity)

Moderator *Hem Pande* (Joint Secretary, Ministry of Environment & Forests, Government of India)

Close of Day 1



16 Dec 2011 (Day 2)

■ Opening Remarks

- *Mr. Ahmed Djoghla*f (Executive Secretary, Secretariat of the Convention on Biological Diversity)

■ Overview of Day 2 Agenda

- *Naoya Furuta* (International Union for Conservation of Nature and Natural Resources)

■ Panel Session (#6): Discussion of Future Business and Biodiversity National initiatives and Moving the Platform Forward

Panelists

- *Kiruben Naicker* (Department of Environmental Affairs, Government of South Africa, South Africa)
- *Filiberto A. Pollisco Jr.* (Programme Development Specialist, ASEAN Centre for Biodiversity, ASEAN)
- *Ishwar Narayanan* (Programme Coordinator, IUCN India)
- *Thomas Koezt* (Policy Officer in the Biodiversity Unit of DG Environment, European Commission)
- *Paul Holthus* (Executive Director, World Ocean Council)
- *Atsuhiko Yoshinaka* (Secretariat of the Convention on Biological Diversity)

Moderator *Ravi Sharma* (Principle Officer, Secretariat of the Convention on Biological Diversity)

■ Panel Session (#7): Discussion of COP 11 High Level Conference and Other Events

Panelists

- *Ravi Sharma* (Principle Officer, Secretariat of the Convention on Biological Diversity)
- *Hem Pande* (Joint Secretary, Ministry of Environment & Forests, Government of India)
- *Takeshi Takagi* (Sustainability(Environment) Manager Environmental Strategy Office, Hitachi, Ltd.)

Moderator *Nachisa Okuda* (Director, Global Biodiversity Strategy Office, Ministry of Environment, Japan)

■ Closing Remarks

- *Hiroharu Koike* (Regional Councilor, IUCN)
- *Hem Pande* (Joint Secretary, Ministry of Environment & Forests, Government of India)

Close of Meeting



Opening Session

■ Opening Remarks

Naotake Okubo (Chairman of Keidanren Committee on Nature Conservation, KCNC)



More than a year has passed since the 10th meeting of the Conference of Parties (COP10) in October last year in Nagoya. And the Great East Japan Earthquake took place this year. We are grateful to many of you for a huge amount of support from overseas. The earthquake had great impacts on the ecosystems in the affected area but the whole country will strive to restore. In response to the agreement reached among the Parties at COP10 to involve the private sectors in the process for achieving the goals for biodiversity, Keidanren, the Japan Chamber of Commerce and Industry and the Japan Association of Corporate Executives (Doyukai) have established Engagement Initiative on Biodiversity which was officially inaugurated with Japan Business and Biodiversity Partnership at COP10. COP10 also encouraged National and Regional Business and Biodiversity Initiatives to be organized, and this conference was held for that purpose. It is our

honor to host the first meeting in Tokyo. Corporations benefit from and at the same time affect biodiversity. Our role is very important and more importantly, domestic and overseas corporations, NGOs and governments must work together to assume their own role. I hope that this conference will help further the discussion leading to COP11 as well as achievement of Aichi Biodiversity Targets and eventually the realization of the world coexisting with nature.

Tsunao Watanabe (Director-General, Nature Conservation Bureau, Ministry of the Environment)

Aichi Biodiversity Targets adopted at COP10 in October last year prescribe that Governments, business and stakeholders at all levels have implemented plans for sustainable production and consumption. Based on the discussion for private participation at COP10, I am pleased to have this meeting come about. The coming decade from this year to 2020 is defined as the “United Nations Decade on Biodiversity” during which time various efforts must be made to realize the international/public society to be a society coexisting with nature. In Japan we have started revising National Biodiversity Strategy this year, and the Japan Committee for United Nations Decade on Biodiversity was organized in September 2011. The Ministry of the Environment of Japan has developed Guidelines for Private Sector Engagement in Biodiversity that promotes voluntary efforts in the business world. This conference is intended to support establishment of and strengthen coordination with of national and regional private sector engagement initiatives so hopefully as to provide an opportunity to form a global network. Efforts for the private sector engagement, as succeeded from 2006 COP8 in Curitiba, 2008 COP9 in Bonn and 2010 COP10 in Nagoya, are expected to further develop toward COP11 in Hyderabad, India in October next year as a result of this conference.



Atsuhiro Yoshinaka (Secretariat of the Convention on Biological Diversity)



I am pleased to have a strong decision adopted to promote engagement of the private sectors to achieve Aichi Biodiversity Targets at COP10.

It is important to establish particularly regional and national biodiversity initiatives in the business sector and I am grateful to you for your efforts towards dissemination of case studies and best practices. It is important to involve engagement of business for streamlining of biodiversity towards achievement of Aichi Biodiversity Targets and I hope that the discussion will be deepened in preparation for COP11. I wish to make this conference an active and mutually interactive meeting. I hope that all the people work on efforts to achieve Aichi Biodiversity Targets in 10 years.

■ Objectives and Structure of the first meeting of Global Platform for Business and Biodiversity

Naoya Furuta (Senior Project Officer, IUCN Japan Project Office)

The key objectives of today's meeting are 1 to introduce national and regional activities, share challenges and experiences, and have discussion toward a global platform, and 2 to make a review of the progress of the decisions since COP10 and have discussion for COP11 Decisions. Each session is summarized as follows. We welcome your active participation in the hall.

Session 1: Discussion of Existing Business and Biodiversity Initiatives

Session 2: Role of the National Initiatives in Addressing Policy Challenges

Session 3: Views and Perspectives about Industry

Session 4: Perspectives on Thematic Initiatives and Tools/Mechanisms to Integrate Biodiversity into Business

Session 5: Review of Actions Post-COP 10 and Initial Recommendations for COP 11

Session 6: Discussion of Future Business and Biodiversity National initiatives and Moving the Platform Forward

Session 7: Discussion of COP 11 High Level Conference and Other Events



Previous Movement in regard to Business and Convention on Biological Diversity

David Steuerman (Secretariat of the Convention on Biological Diversity)



COP10 requires the Secretariat of Convention on Biological Diversity (SCBD) to promote establishment of national and regional business and biodiversity initiatives, to share case studies and best practices, develop and apply tools and mechanisms and to monitor the progress. The Convention on Biological Diversity has three goals – Biodiversity Conservation, Sustainable Use, and Fair and Equitable Sharing of Benefits arising from Utilization of Genetic Resources. COP10 has set up Multinational Environment Agreement that is legally binding. Efforts must be made not only by the governments but also the private sectors. Biodiversity is being lost through human activities at a speed 1000 times more than the normal speed, and the value of biodiversity is apt to be underestimated. For business biodiversity may have some risks but possesses big opportunities, as well.

The SCBD is working on efforts to achieve the decisions at COP10 and Aichi Biodiversity Targets, all of which are applicable to corporations. Fair and equitable sharing of benefits arising from utilization of genetic resources will require an agreement based on prior information and its clear rationale can be found legally in the ABS Nagoya Protocol. We will also work on various programs to facilitate private-sector engagement through Business and Biodiversity Initiatives, our website, workshops for corporations, etc.

Panel Session 1

Topic: Discussion of Existing Business and Biodiversity Initiatives

Panelists

- Canada *Reg Melanson* (Executive Director, Canadian Business and Biodiversity Council)
- France *Ghisaine Hierso* (President, Association Oree)
- Germany *Carolyn Bossmeyer* (Managing Director, Biodiversity in Good Company)
- Japan *Sumiko Sawada* (Social Cultural Support Manager, Corporate Communication Center, Canon Inc., Keidanren Committee on Nature Conservation)
- Brazil *Bianca Brasil* (Communication Analyst, LIFE Instituto)
- India *Hem Pande* (Joint Secretary, Ministry of Environment & Forests, Government of India)
- Korea *Moon Kwanghee* (Senior Researcher, Ministry of Environment)
- Netherlands *Onno Louis* (Embassy of the Netherlands)
- Rwanda *Madeleine Nyiratuza* (Coordinator, Great Ape Trust)

Moderator

David Steuerman (Secretariat of the Convention on Biological Diversity)

Reg Melanson (Executive Director, Canadian Business and Biodiversity Council)

Canada with its affluent biological resources largely depends on the biological resources for its economy and natural resources provide rich cultural and recreational values. In June 2008 Business and Biodiversity Conference was held in Montreal and participants in this conference played a central role in raising the awareness of the need for a multi-stakeholder organization. Canadian Business and Biodiversity Council (CBBC) secretariat and a business-led steering committee were organized in February and June 2009 respectively and started their operations. Later in February 2011 CBBC was established as a non-profit organization under the Canadian Corporations Act. The vision of CBBC is to encourage corporations to enhance awareness of biodiversity and incorporate it into their business policy and planning to reduce the biodiversity loss both from a domestic and global perspective. Specific activities include a case study survey which was announced in 2010. And a guidebook incorporating a supplementary part for small businesses was created. To achieve the goals of the Biodiversity Convention, we also drafted a business declaration for participating corporations to incorporate biodiversity into their business activities by encouraging corporations from all industries to participate. We will establish Canadian Business and Biodiversity Awards and Workshops and enhance Knowledge sharing.



Ghisaine Hierso (President, Association Oree)

Founded in 1992 Oree is a non-profit organization organized by industrial, government and academic organizations with seven priorities including business and biodiversity, eco-design of products and services, environmental expertise, environmental risks management and others. The information on these various activities is open to public on our website: www.oree.org. Business and Biodiversity goals are to 1. Show that economic activities are not only a source of impact but also deeply dependent on biodiversity and on resources and processes supplied by ecosystems; and 2. Co-build a tool to manage interactions with ecosystems and stakeholders, not as a constraint but as a strategic issue with industry, government, academia and others: the Biodiversity Accountability Framework (BAF). We are preparing for a case study, PhD thesis, publications, disclosure on the website, institutional workshops, sponsorship of various conferences, RIO+20 and others.



Carolyn Bossmeyer (Managing Director, Biodiversity in Good Company)

The organization was established in 2008 by Federal Environment Ministry as an international project on occasion of German CBD presidency with the objective to facilitate the private-sector engagement in achieving the objectives of the convention. It was successfully coordinated by GIZ but after public funding terminated in spring 2011, it is being operated by dedicated and committed member companies as a business-run and company-driven independent association. We are the world first organization

dedicated to conservation and sustainable use of biodiversity as a network of cross-sectoral and small, medium-sized and large companies. Participating corporations assign their dedicated staff internally, make an annual environmental report and share successful examples. We still continue partnership with the Federal Environment Ministry. In 2010 we released a handbook and published a book of case studies in Japanese language. Our challenges include identification of issues common to cross-sectoral companies, acquisition of new member companies and financing.



Sumiko Sawada (Keidanren Committee on Nature Conservation)

Japan Business and Biodiversity Partnership was officially launched at the COP 10 side - event “International Business & Ecosystem Dialogue” organized by WBCSD, IUCN and Keidanren Committee on Nature Conservation. Keidanren Conservation of Nature Conservation serving as the secretariat consisted of 110 member companies of Keidanren has worked on enlightening the nature conservation for the member companies by way of support to projects through Nature Conservation Fund, company-NGO cooperation and publication of “The Declaration of Biodiversity by Keidanren” in March 2009. In order to widen active efforts by companies, Japan Business and Biodiversity Partnership was launched and is dedicated to providing and sharing information on the website, issuing monthly newsletters, conducting questionnaire surveys, dissemination and education activities and collaboration with related businesses. We will promote active participation further from companies to achieve the Aichi Biodiversity Targets.



Bianca Brasil (Communication Analyst, LIFE Instituto)

LIFE Instituto launched an international certification system on business and biodiversity. At the request of SCBC early this year, a workshop was held on 30-31 August 2011 in Rio on business and biodiversity. Of approximately 250 participants 60% were business people and panel discussions and lectures were conducted, where corporations already working on these issues such as PETROBRAS were present. A proposal was made to create a new inclusive network with representatives from major existing organizations. This platform just gets started, but has objectives to provide advice to businesses looking to mainstream biodiversity issues, develop and provide standards, tools, share best practices and work together with similar initiatives worldwide. Businesses already addressing these issues in Brazil include CNI, CEBDS, FUNBIO and MEB. Academia includes FV and FDC. Thousands of organizations have already joined these organizations, and a further effort is being made to provide new organizations to access to these initiatives. This is still in a very immature stage but we are planning to host meetings sponsored by member companies, analyze case studies and mainstream business and biodiversity initiatives in various regions through annual workshop.



Hem Pande (Joint Secretary, Ministry of Environment & Forests, Government of India)

Participation from businesses is important for the Indian Government and Ministry of Environment & Forests. Aichi Biodiversity Target 4 says, “By 2020, at the latest, Governments, business and stakeholders at all levels have taken steps to achieve or have implemented plans for sustainable production and consumption and have kept the impacts of use of natural resources well within safe ecological limits” but few corporations are aware that biodiversity and education are required and being provided. The loss of biodiversity cannot be restored. Like mining, bioprospecting requires participation from venture capitals. The CBD platform is expected to promote these movements. In India a business council for sustainable development, biodiversity and business compact, biodiversity stewardship council, and biodiversity technology initiatives are promoted. The Indian Biodiversity Law is user friendly but is not fully understood by companies. It is the time for companies to work on corporate social responsibility as well as biodiversity responsibility. In India a million hectares of forest have been transformed to something else for the last 30 years, but at the same time USD300 million have spent on forestation. Five topics have been set for High-Level Segment of COP11 which will be held in October 2012 in Hyderabad, four of which are deeply involved with companies. We would like to connect this process to the next COP.



Moon Kwanghee (Senior Researcher, Ministry of Environment, South Korea)

In Korea companies such as Samsung and Hyundai work on biodiversity conservation but specific and systematic planning is still in the process. Universities and industrial world share study objectives and study protection of species which are useful as genetic resources but endangered. The Government and Private Sector work together to start studies for protection and growth of Donguann and Pulsatilla cernua containing effective ingredients in the plant. The objective is to maintain individuals while protecting genetic diversity and establish proliferation methods for extracting effective ingredients, and it is expected to become a model for establishing protection of and growing useful organisms.



Onno Louis (Embassy of the Netherlands)

The Netherlands Government is one of the countries that are most actively involved in business and biodiversity issues of the Convention on Biodiversity. This is based on the understanding that private activities deeply depend on biodiversity. In 2004 IUCN Netherlands Committee has established a network called “Leaders for Nature” and business, government and NGOs have started informal discussion on this issue. In 2009 business, government, academia and NGOs as members launched “Biodiversity and Natural Resources Task Force” and began to look into policy proposals. Details of the proposal submitted to the government this month are still not open to public but the core relates to the importance of economic values of biodiversity. In 2010 the Confederation of Netherlands Industry and Employers (VNO-NCW) has identified the biodiversity as one of the critical issues and established The Biodiversity and Business Platform. Activities of this platform will be based on recommendations from the Task Force. Up to this point, this is the summary of initiatives for the issues in the Netherlands. What drives a company to work on business and biodiversity issues? May be regulations at a national or EU level? In response to these new regulations companies can find good solutions by working with NGOs. Biodiversity issues are the subject of strategic interest for companies and it is also important to grasp a footprint in the entire industries. On the other hand, the government plays a role in encouraging stakeholders to provide long-term commitment and achieve the objectives. It is also important to support business and create fair competitive environment. In order to promote these initiatives, we think it important to create excellent standards for education, mitigation measures, offset and compensation and attract private funds.



Madeleine Nyiratuza (Coordinator, Great Ape Trust)

Rwanda initiatives were born at the Business and Biodiversity Seminar sponsored by the Convention on Biological Diversity and the Ministry of Environment in June 2011. Participants in this seminar agreed to establish the conference on Rwanda business and biodiversity. Up to date the concept note of this conference has been drafted. In 2012 operation will be started in a manner that businesses, NGOs, government and academia will participate. This meeting will be a good opportunity to learn initiatives and experiences in other countries where operation is already in practice, and discuss challenges and opportunities.



Questions to Panel Session 2

Question:

How many members are there and which sectors are involved in Canada? How do you communicate the initiatives? For French initiatives, which sectors are involved? In Rwanda, who participated in the seminar?

Question:

What are the specific perverse subsidies as explained by France? What are the innovation forces as explained by Germany? Do you mean venture business? What specifically is the compensation scheme for forestation as explained by India?

Panel Session 2

Topic: Role of the National Initiatives in Addressing Policy Challenges

Panelists

- Canada *Reg Melanson* (Executive Director, Canadian Business and Biodiversity Council)
- France *Ghisaine Hierso* (President, Association Oree)
- Germany *Carolyn Bossmeyer* (Managing Director, Biodiversity in Good Company)
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- Netherlands *Onno Louis* (Embassy of the Netherlands)
- Rwanda *Madeleine Nyiratuza* (Coordinator, Great Ape Trust)

Moderator

Edgar Endrukaitis (GIZ, Member of the Board of the Biodiversity in Good Company Initiative)

Edgar Endrukaitis (GIZ, Member of the Board of the Biodiversity in Good Company Initiative)

First of all what is the most important challenge?

Reg Melanson (Executive Director, Canadian Business and Biodiversity Council)

There are three. One is reliability or trust meaning who we are and what we are doing. The second is the capacity issue where small and medium-sized companies cannot afford such efforts. The third is where fund is coming from. It is a financially difficult time to launch the initiatives.

Ghisaine Hierso (President, Association Oree)

Members of Association Oree are from various sectors including environmental services, infrastructures, cosmetics, logistics and agriculture with the number amounting to approximately 150. The issue of perverse subsidies for biodiversity is complex as reported by OECD and French Government. Although harmful for biodiversity, some are useful for other issues. We need to approach to this issue from the aspects of enhancement of global performance. And of course, this is a matter requiring a political judgment in the end.

Edgar Endrukaitis (GIZ, Member of the Board of the Biodiversity in Good Company Initiative)

Who are the members?

Reg Melanson (Executive Director, Canadian Business and Biodiversity Council)

In terms of the number of members there is no member. This is because the organization has obtained corporate status as a non-profit organization but liability insurance has not yet been underwritten by an insurer. We have already made ready for the process of admission and a brochure for membership application. Once liability insurance has been purchased, we will go ahead with recruiting members. In terms of business sectors, we are looking into 11 sectors – agriculture, building materials, education, electric power, food and beverage, domestic goods, metal and mining, petroleum/gas, paper/forest products, logistics, printing and publication. At this point in time, the related personnel operate the organization in a form of a steering committee.

Ghisaine Hierso (President, Association Oree)

Our members are from companies, NGOs, associations and academia. The working groups continue discussions both with companies and NGOs.

Edgar Endrukaitis (GIZ, Member of the Board of the Biodiversity in Good Company Initiative)

Would you talk about challenges and initiatives?



Carolyn Bossmeyer (Managing Director, Biodiversity in Good Company)

What is important is that involvement with biodiversity varies greatly in businesses. Few cases can be directly applicable to other companies, and sector-specific initiative may be required. We are currently in the process of transforming from a government-funded operation to an independently-funded operation as each member pays membership fees. During this process the membership dropped from 45 to 25, which are diverse in size and sectors including large companies like

Volkswagen to small-sized companies such as those in the logistics or handling baby food products and financial companies such as KfW and Sumitomo Trust and Banking. Some members have already established best practices or wish to be a pioneer or others are still in the education stage: either party is important members for us.

Sumiko Sawada (Social Cultural Support Manager, Corporate Communication Center, Canon Inc., Keidanren Committee on Nature Conservation)

Nearly 500 member companies enlist and the network, knowledge and experience KCNC has accumulated work fine for the initiatives. It is important to gain participation from as many companies as possible. Development of the Declaration of Biodiversity was intended to raise the awareness. Small-and medium-sized companies understand the importance and a framework has been in place to encourage all members to aim at best practices.

Bianca Brasil (Communication Analyst, LIFE Instituto)

Business initiatives for biodiversity have already been launched in Brazil. Therefore, what is important for us is to bring everyone to the same table. It is important to utilize things already available in the best possible manner instead of creating something new from scratch. Another issue is participation from small-and medium-sized companies. To this end, cross-sectoral companies should find it comfortable to join the network. LIFE Instituto itself has launched a biodiversity certification scheme and supports companies trying to utilize this mechanism. More specifically, we have started applying this certification scheme in cooperation with a company of beauty products, a hydraulic plant, a publisher, an oil company, a law firm, NGOs and other companies/organizations.

Hem Pande (Joint Secretary, Ministry of Environment & Forests, Government of India)

In India the Ministry of Environment & Forests organizes each year a dialogue on sustainability for businesses and government in the form of co-sponsorship. This is intended to raise awareness and provide an opportunity to have a dialogue between the government and businesses. Satisfying two good things of environmental conservation and economic growth is a big challenge. At the Stockholm Conference in 1972 India presented problems of 3Ps (People, Pollution and Poverty) and argued that poverty is the major factor of environmental problems which can be resolved most effectively by growth. Now that the time has come to think of other 3Ps - Profit, Planet and People, and India is ready to realize them. Replying to the previous question about forestation, the Forest Conservation Law was promulgated in India in 1980 that requires companies to obtain prior approval from the government for transformation of a forest into a non-forest. A forest contains natural resources of wood and many poor people live there. Under this law USD300 million was paid to the government from companies as compensation for development of a million hectares of forests transformed since 1980 and this fund is utilized for forestation. As a consequence, forested areas are in the increasing trend in India. The corporate conference on sustainable development will be established under the National Biodiversity Authority organized under the Biodiversity Law in 2002. The Biodiversity Law also handles ABS and has established organizations at state and local levels. In India the bio-industry has recorded annual sales of 4 billion dollars as a gigantic industry at an annual growth rate of 25%. On the other hand, there are many small-and medium-sized companies in the manufacturing industry and it is a big challenge as to how these small-and medium-sized companies will engage in these initiatives. As it is difficult for a single company to work on these issues alone, it is necessary to create a group to work on them.



Moon Kwanghee (Senior Researcher, Ministry of Environment)

In Korea 70% of South Korea have heard a word biodiversity and 20% understand its meaning but the people rarely act on that. Currently, the Government initiates movements as the Nagoya Protocol comes into effect. From 2010 to 2010 Samsung and others work on restoration of mountain forest to nature but have not achieved specific ends. The people have become more aware than before. Water is to be purchased for drinking and the people have a sense of crisis. I think that NGOs and the people are excellent in their movements, not seen as active from outside. They buy what is expensive as long as it is good for environment. Companies, government, governmental agencies, research organizations and schools start together to move toward protection.

Madeleine Nyiratuza (Coordinator, Great Ape Trust)

In Rwanda the Business and Biodiversity Platform is in the process of establishment. What is most difficult is for companies to lack the understanding of the relationship between biodiversity and corporate activities. In Rwanda the Ministry of Environment was established in 2005, and laws are still in the process of enforcement. The success of business depends on how nature and biodiversity can be protected in a long run. Government agencies and NGOs for nature protection work together to conduct workshops, campaigns, etc. for education of companies.

Question:How do you think Brazilian cross-sectoral companies and competing companies work together?

Bianca Brasil (Communication Analyst, LIFE Instituto)

Companies recognize that they must do something to protect biodiversity, and find inter-company competition to be non-problematic. At a workshop sponsored by us various energy-related companies discussed common challenges on the same table. If there is any problem, it depends on how different companies can achieve same goals at the same speed.

Ghisaine Hierso (President, Association Oree)

It is important for small-and medium-sized companies to understand the importance of biodiversity issues. Discussion with local governments and environmental organizations is also important. International initiatives such as Rio+20 and COP11 are also important for Association Oree.

Edgar Doerig (Embassy of Switzerland)

In Switzerland a discussion about this issue was held by multi-stakeholders a few months ago. We think the role of the government is not just financing. We think financing must be provided mostly by the private sector.

Edgar Endrukaitis (GIZ, Member of the Board of the Biodiversity in Good Company Initiative)

Would you tell us about a success story of each initiative?

Bianca Brasil (Communication Analyst, LIFE Instituto)

We are still in the initial stage and do not have many success cases. One of the examples is successful compilation of workshop information published on our website. Good responses were received from business sector, NGOs, and government, and we will be able to report something more to you at the time of Rio+20.

Hem Pande (Ministry of Environment & Forests, Government of India)

The role of the government is facilitation and development of a fair competitive environment. Companies must learn from nature. Ecosystems have no waste. Regarding the previous question about funding and venture capital, the new innovative funding promised at Rio has not been materialized. GEF has spent 3 billion dollars in 20 years on the biodiversity areas, but this is not sufficient enough at all. The slogan of COP11 is Nature protects if she is protected. To protect nature a new innovative funding mechanism and technology are required. The businesses are obliged to play a big role in this respect.

Moon Kwanghee (Senior Researcher, Ministry of Environment)

There are many NGOs in local areas of South Korea and diversified initiatives have been published. They can be funded by large corporations. However, small-and medium-sized companies are not

prepared for or not aware of biodiversity, which poses issues. It is important that both small-and medium-sized and large corporations should work together on the initiatives but the government focuses on large corporations with initiatives that involve small-and medium-sized companies, due to their funding issues. We have not seen any fruits but make step-by-step progress.

Role and Future Initiatives of SCBD

Madeleine Nyiratuza (Coordinator, Great Ape Trust)

We expect the SCBD to provide technical support to Rwanda Initiatives and workshops, sponsorship of conferences and funding.

Sumiko Sawada (Social Cultural Support Manager, Corporate Communication Center, Canon Inc., Keidanren Committee on Nature Conservation)

Japan was the host country of COP10 and the understanding toward biodiversity has risen, but not to the extent of global warming and waste/recycle issues. It needs to be understood comprehensively. It is necessary to show specific examples to businesses and support their activities. We have to translate the Aichi Biodiversity Targets into business activity level. Each company is still in the process of trial and error in each area. Since it is important for companies to share their experience and have a close dialogue with the government, a forum like this event providing opportunities to exchange information is meaningful. We should continue learning together.

Carolin Bossmeyer (Managing Director, Biodiversity in Good Company)

As pointed, these initiatives must be covered financially by the private sector but organizing them just gets started with a slow progress. The current situation is just like the climate change and sustainability reporting 5 to 15 years ago. According to our experience, there are two successful contributors. One is the initial fund and support provided by the government for companies to work on the initiatives long term. The second is creation of a national strategy in 2007 because the government's policy was clarified, followed by backup by the Minister of Environment.

Ghisaine Hierso (President, Association Oree)

Contributors to success include evaluation but non-merchandizing of biodiversity, understanding of ecosystems and collaborative work in the field, respect for the real situation in the field and not to make it Green Wash, and establishment of indicators for society, economy and environment at a global level for the eradication of poverty.

Reg Melanson (Executive Director, Canadian Business and Biodiversity Council)

Successful cases include recent invitation from the Canadian Minister of Environment to a formal meeting with the Minister of Environment. Cooperation is provided within the government and between the government and the private sector to prompt a private-government dialogue.

Information Session

Information Session on Access and Benefit-Sharing (ABS)

Speaker *Yoko Watanabe* (Program Manager, Senior Biodiversity Specialist, GEF)

Moderator *Dr. Seizo Sumida* (Technical Advisor, Institute of Biological Sciences (Former Principal)
Japan Bio-industry Association)

Dr. Seizo Sumida (Technical Advisor, Institute of Biological Sciences (Former Principal), Japan Bio-industry Association)

The Nagoya Protocol Implementation Fund is 1 billion yen voluntarily proposed by the Japanese Government to contribute at COP10. I am proud that the government did not cut the budget and continued the commitment even at the time of a national crisis of East Japan Earthquake. As of November, 68 countries are now signatories. An intergovernmental committee for the Nagoya Protocol was conducted and another will be held in Delhi in April next year. The Nagoya Protocol imposes obligations on provider countries of genetic resources as well as user countries. It is important to work out a system that goes well with the user and regulatory sides in the providing nations and this requires financing. Watanabe-san of GEF is going to talk about adequate distribution of benefits and funds contributing to smooth access to genetic resources.



Yoko Watanabe (Program Manager, Senior Biodiversity Specialist, GEF)

The fund for execution of the Nagoya Protocol is a fund established at the Global Environment Facility of the International Environmental Fund that promotes early entry into force and implementation of the Nagoya Protocol. The support builds a national system, execution of technology transfer, etc., utilization and conservation of knowhow of indigenous people, and education on the Nagoya Protocol, etc. We support projects for sustainable use of genetic resources in the habitat and conservation of the habitat, secure profits for the habitat, and secure access to developed countries. The fund is contributed by Japan as seed money in the amount of 1 billion yen and by Switzerland and others up close to 2 billion yen. The council and secretariat provide governance of the fund. Countries covered under the fund are developing countries scheduled to ratify the Protocol and each amount of assistance is up to 1 million dollars per account, and joint financing from the private sector etc. is recommended.



The first project was in Panama for the amount of 1 million dollars of GEF fund with joint financing amount of 3.42 million dollars, joined by 3 private companies as a joint venture of private sector, government and local institutes exploring natural resource products, transferring technologies, distributing profits and developing a national system.

Panel Session 3

Views and Perspectives about Industry--- Getting the Right Policy Mix

Panelists

- *Satoru Akama* (General Manager, Forestry Management & Environment Fund Dept., Mitsui & Co)
- *Ichirou Takahashi* (Chief Manager, Environmental Planning & Assessment Sect., Taisei Corporation)
- *Tim Bent* (Director, Bridgestone USA, Bridgestone)
- *Akihiro Inatsugu* (Environmental Strategy Unit Leader, Environmental Strategic Planning Department, Bridgestone Corporation)
- *Ana Paula Ramos de Almeida e Silva* (Biodiversity Coordinator, Petrobras)
- *Hem Pande* (Joint Secretary, Ministry of Environment & Forests, Government of India)

Moderator

Hiroshi Ishihara (Chair of Planning Working Group and Chair of Policy Working Group Keidanren Committee on Nature Conservation)
(Councilor, Social Activity Management Office, Sumitomo Trust & Banking)

Satoru Akama (General Manager, Forestry Management & Environment Fund Dept., Mitsui & Co)



I am talking about biodiversity activities in our company forests. Our goal is to have compatibility of environmental conservation with timber business. Mitsui's forests encompass 44,000 ha in 7 locations and ranks 3rd following two paper companies. Hokkaido is the center of timber business management with a history of over 100 years and 80% of our forests are there in Hokkaido. As a private forest owner of more than 10,000 ha, our company is the first certified for FSC in Japan and also has been certified for CoC. At the time of FSC forest certification, our forest zoning was reconsidered from the viewpoint of biodiversity and our forests have been classified into four zones of special conservation forests, environmental conservation forests, water and soil conservation forests and cultural conservation forests to engage in management activities.

Ichiro Takahashi (Chief Manager, Environmental Planning & Assessment Sect., Taisei Corporation)

Deterioration of biodiversity is an imminent global issue and we have worked on construction while developing technologies to prevent natural environment from deteriorating. General construction companies are in a position to be actively committed to biodiversity initiatives. Our examples are as follows:

1. Sapporo Dome where the Japan-Korea World Cup Soccer Tournament was held was the first area that was suitable for a rich ecosystem, so grassland, forest and wetland were created and a 13-year inspection revealed even more creatures than had been planned.
2. In Eco-Factory Mt. Fuji 15,000 trees were planted together with the local people.
3. During construction of a road, animal pathways were created and semi-extinct species have been confirmed to use them.



Other activities include establishment of Environmental Philosophy and announcement of Declaration on Biodiversity.

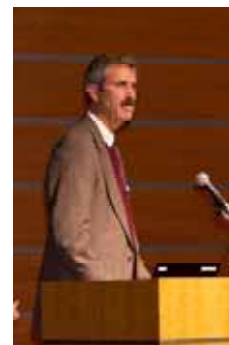


Akihiro Inatsugu (Environmental Strategy Unit Leader, Environmental Strategic Planning Department, Bridgestone Corporation)

Based on the Environmental Statement, our goals have been set to value nature resources and reduce CO2 emissions with the top priority given to harmony with nature in order to recreate the society which is sustainable. We work on environmental conservation through non-pneumatic tires made of 100% recyclable resources and aim to reduce CO2 emissions through fuel-efficient tires, etc. We engage in social contribution activities with an aim to be in harmony with nature while taking consideration to the culture indigenous to each region.

Tim Bent (Director, Bridgestone USA, Bridgestone)

In Bridgestone USA biodiversity has been positioned as the most important key performance indicator (KPI) in the environmental area. We will strive to reduce footprint but at the same time need to improve the environment. It is necessary to make our industry more efficient and work to protect our environment. At 10 sites certified by the Wildlife Habitat Council we plant native species and provide environmental education. Donation is provided to the habitat activities. We won the best award for corporate education activities. What is important here is to do things. As a result of these activities wildlife habitat of more than 12,000 acres has been conserved, 10 sites certified, protection activities for several endangered species supported, more than 6,000 students educated, thousands of employees involved and a lot of money saved.



Ana Paula Ramos de Almeida e Silva (Biodiversity Coordinator, Petrobras)



Petrobras operate in 28 countries including Japan and is committed to sustainable development. Petrobras is currently in the process of expanding its business. Our challenging issue is an increase in the land use area from bio-fuel business. Of the strategic goals of the Convention on Biodiversity over a period of 10 years, Target 4 to take steps for sustainable production and consumption by 2020 is a critical challenge for us. Target 5 degradation and fragmentation of habitats is related to our pipeline business. For Target 11 protected areas, Petrobras supports the government's activities in the marine protected area. We are also concerned with Target 14 ecosystem services. We are greatly involved in Target 19 indigenous people's issues. We support Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES). Our institute is staffed by 3,500 researchers and as a

company dedicated to biodiversity, we are committed to corporate standardization on biodiversity, corporate data systems, biodiversity criteria on the program for HSE Management Evaluation, biodiversity criteria for investment projects and participation in national and international forums. At the same time, we provide support to external projects such as marine biodiversity conservation.

Hem Pande (Joint Secretary, Ministry of Environment & Forests, Government of India)

It is rare for corporations to discuss biodiversity like today and as the host country of COP11 these movements are welcome. A conference was held on biodiversity last month in India by the CII (Confederation of Indian Industries). In India corporations operate their business based on the bottom line of three Ps – Profit, Planet and People. I listened to the presentation on ABS. Once all the corporations participating today promote the Nagoya Protocol, businesses and governments will be a win-win relation on a global scale. India is going to ratify the Protocol no later than COP11 and has already developed national laws in place. I hope corporations will push their governments strongly so as to ratify the Nagoya Protocol. In order to ensure sustainable use and distribution of biodiversity internationally, legislation of the Nagoya Protocol is mandatory, and for this purpose, cooperation is required from many corporations.



From this viewpoint the idea of the Indian government serving as the Presidency of COP11 is to continue to promote the agenda on business and biodiversity. India has a strong and transparent environmental impact assessment system, environmental management system and system for forests. In India there is a mobile phone company communicating the number of tigers in their advertisements. Half of tigers worldwide are in India and the number of tigers is considered to be an indicator indicating the health of forest ecosystems. I hope corporations will study the differences in ecosystem services between natural forest and man-made forest. In addition, we have an example of port development in harmony with nature and Indian biotechnology industry is gigantic. For a developing country like India, biodiversity conservation is not a lifestyle but living itself of the people. We also participate in initiatives such as TEEB, BBOP, GBIF and WBCSD. Especially in GBIF database, data are being incorporated from companies. In this way a win-win relation can be built on business and biodiversity with the government.

Question:

Are there any administrative backdrops? I would like to know more about the Bridgestone case where activities led to cost reduction.



Satoru Akama (General Manager, Forestry Management & Environment Fund Dept., Mitsui & Co)

Our forest reproduction is supported financially by the government. This is very helpful but there should be a way to grant subsidies more efficiently.

Akihiro Inatsugu (Environmental Strategy Unit Leader, Environmental Strategic Planning Department, Bridgestone Corporation)

The reason for cost reduction is that we did not need to improve the environment according to the methodologies under the US Cleanup Act. Additionally, CO2 emissions and other costs were cut down with respect to land maintenance.

Question:

In the economic downturn what kind of biodiversity conservation do you give top priorities in your business activities?

Ana Paula Ramos de Almeida e Silva (Biodiversity Coordinator, Petrobras)

Our industry is simple. As you know, there is a recent BP accident and Petrobras also experienced a major accident in Brazil. Our industry is risky. The best way to reduce the risks is to improve environmental performance, develop and monitor good criteria. In our company considerations to environment are checked every three years, first confirming compliance with legal requirements. Sometimes, we have to do more than the legal requirements. Environmental management is budgeted in a new project. This is not easy but we have learned from failures and provided education and thus earned performance.

Ichiro Takahashi (Chief Manager, Environmental Planning & Assessment Sect., Taisei Corporation)

The construction industry is required to provide considerations to biodiversity when constructing a building today. I feel we will need the recognition of how to increase the quality of green. In discussion with respective owners, we show our corporation policy to public as a driver and will proceed with our policy even if not profitable.

Hem Pande (Joint Secretary, Ministry of Environment & Forests, Government of India)

Water and food demand is increasing while ecosystem services are being lost. Project location and investment efficiency need to be reconsidered. Economic return is necessary but ecosystem rate of return must also be taken into consideration. Agriculture, fisheries and forestry, paper, tourism, mining, petroleum and gas and electric power businesses are looked as high-risk businesses that consume nature resources. In the lack of nature resources, wise decisions must be made.



Panel Session 4

Perspectives on Thematic Initiatives and Tools/Mechanisms to Integrate Biodiversity into Business

Panelists *Chloe Strevens* (Programme Officer, UNEP-WCMC)

Moderator *Ravi Sharma* (Principle Officer, Secretariat of the Convention on Biological Diversity)

Ravi Sharma (Principle Officer, Secretariat of the Convention on Biological Diversity)



Initiatives of various countries and corporations have so far been discussed. This session will focus on how various standards for business activities and biodiversity can be standardized, what tools and indicators should be used to assess corporate activities, and how a corporation itself assesses its corporate impact. This challenge was one of the challenges given to the Secretariat by COP10. In this session, following the UNEP-WCMC presentation on this theme, the website on business and biodiversity the SCBD has worked for the last year will be introduced.

Chloe Strevens (Programme Officer, UNEP-WCMC)

Today, I would like to introduce some studies on corporate standards on biodiversity we are conducting. Currently there are various certification systems and standards for biodiversity conservation worldwide. The consumer demand for eco-labeled products is increasing. The goal of these studies is to compile recommendations for strengthening these standards. For this study 36 environmental standards are selected across 8 business sectors. We studied the standards as to how elements of biodiversity, protected areas, threats to biodiversity and responses to threats are included, defined and managed. As a result, trends and issues of these standards have been clarified and recommendations on this basis are being worked out. We will further discuss recommendations on the occasion of a workshop and I hope results of the study will be submitted in the form of information paper at next COP.



David Steuerman (Introduction of a website for which SCBD is making preparation)

A new website will be more user-friendly. You can search tools and case studies by nation or business sector. We will add case studies as well.

Question:

In your study on tools did you find any radical difference in value among tools, for example, more weight on biodiversity or on ecosystem services?

Chloe Strevens (Programme Officer, UNEP-WCMC)

Certainly, yes, there is such a difference in the perspective. Compared to ecosystem services, the concept of biodiversity includes invisible values. It is difficult to measure invisible values. As a consequence only measurable ecosystem services are apt to be included. Therefore, we recommend a wider approach rather than a pure approach to ecosystem services. On the other hand, a pure approach to biodiversity has a backdrop that aspects of service distribution are missed. Critical elements of biodiversity vary in different industrial sectors and this makes it difficult to review recommendations.

Question:

There are numerous tools for corporations out in the world. How should we choose these tools?

Chloe Strevens (Programme Officer, UNEP-WCMC)

Assessment methods are still in the process of discussion in our organization. Assessment methods developed by various types of organizations are being reviewed for respective advantages and disadvantages.



Panel Session 5

Review of Actions Post-COP 10 and Initial Recommendations for COP 11

Panelists

- *Hiroshi Ishihara* (Chair of Planning Working Group and Chair of Policy Working Group, Keidanren Committee on Nature Conservation)
(Councilor, Social Activity Management Office, Sumitomo Trust & Banking)
- *Masaki Ushiba* (Director, Office for Mainstreaming Biodiversity, Ministry of Environment, Government of Japan)
- *Chloe Strevens* (Programme Officer, UNEP-WCMC)
- *Ravi Sharma* (Principle Officer, Secretariat of the Convention on Biological Diversity)

Moderator

Hem Pande (Joint Secretary, Ministry of Environment & Forests, Government of India)

Hiroshi Ishihara (Chair of Planning Working Group and Chair of Policy Working Group, Keidanren Committee on Nature Conservation)

I am talking about the Japan Business and Biodiversity Partnership and post-COP10 progress and plans for COP11. Major activities after COP10 include providing and sharing information through the website, issuing monthly newsletters, questionnaire survey for members, revision of “Declaration of Biodiversity by Keidanren , Guide to Action Policy” and collaboration with other initiatives. Most of responders are large companies and involvement of small and medium companies still needs to be improved. Biodiversity has been penetrated into major companies in Japan. I sincerely hope more companies will plan and implement Aichi Targets more specifically. The objectives of the questionnaire survey are 1. To have Aichi Targets known by responding to the questionnaire, 2. To give them hints for specific activities, 3. To conduct periodic monitoring and assist the companies and Partnership in their future activities, and 4. To serve as recommendations for mainstreaming business involvement if conducted in other countries as well.



Masaki Ushiba (Director, Office for Mainstreaming Biodiversity, Ministry of Environment, Government of Japan)

Office for Mainstreaming Biodiversity was newly established in MoE to promote mainstreaming biodiversity after COP10. Basic Act on Biodiversity was enacted in 2008, which stipulate the Responsibility of Businesses. MoE, MAFF and MLIT being the proponents carry out planting trees (the Green Wave) on the International Day for Biological Diversity (May 22). MoE released Guidelines for Private Sector Engagement in Biodiversity in 2009 for the purpose of provision of policies and information for conservation and sustainable use of biodiversity applicable to business entities. During COP10, Japan Business and Biodiversity Partnership was officially launched by Keidanren with support provided by MoE. National Biodiversity Strategy and Action Plan 2010 was developed and the National Strategy is being reviewed based on COP10 outcomes toward COP11. In 2010 the Japan Committee for United Nations Decade on Biodiversity was organized to promote mainstreaming of biodiversity as national movement. National Meeting on Biodiversity was held to strengthen cross-sectoral cooperation and stimulate community activities for biodiversity, and Local Government Network on Biodiversity was established comprising local governments which address actively conservation and sustainable use of biodiversity in communities.



Chloe Strevens (Programme Officer, UNEP-WCMC)

UNEP-WCMC's Business, Biodiversity and Ecosystem Services Programme has a mission to evaluate and highlight the many values of biodiversity and put authoritative biodiversity knowledge at the centre of decision-making. It supports CBD COP decisions for business engagement, providing assistance in the areas of standards and certification scheme, development of tools, providing information to businesses, and providing training and technical assistance. More recently, UNEP-WCMC co-sponsored with SCBD a discussion of biodiversity valuation for



businesses. More specific examples include release of a report called “Are you a green leader?” and conduct of Proteus project with the extractive industry. We have developed a GIS database called IBAT, established partnership with GRI and CREM and worked with individual entities. A study report on certification schemes as mentioned earlier will be released as a technical series by SCBD soon.

Ravi Sharma (Principle Officer, Secretariat of the Convention on Biological Diversity)

We have seen a huge progress in biodiversity and business since COP10. Especially, Keidanren made great contributions. Keidanren’s questionnaire survey indicates the progress of efforts made by companies and a global survey conducted last year shows that companies find climate change more threats to them than biodiversity issues while they think biodiversity issues are easy to work on. This might be good news. The fundamental factors of the loss of biodiversity lie in increasing population and a big gap in productivity of food between intensive agriculture and natural forests. 50% of the nutrients necessary for Amazonian forest come from the Sahara. The ecosystems have global aspects like this and to address this kind of international issues, an international convention must play its role. Issues concerning business and biodiversity started from Brazil at COP8 and continued on to Bonn and Nagoya. At COP11 additional new decisions must be made as indicated in the Background Document. For example, governments are expected to take a role in changing incentives harmful to biodiversity and to improve procurement systems. Businesses are required to work out how to incorporate biodiversity effectively into a sustainability report. Dialogue between government and business needs to continue. SCBD should continue providing information through the current website. I invite your comment and opinion about proposed COP11 decisions like these.



Questions/Comments

1. One of the proposed decisions for COP11 addresses “creation of markets”, and Japanese business community is very concerned if this creation of markets refers to off-set market.
2. Indicators for certification criteria would be controversial as each sector has a different viewpoint. Although it states, “the government’s certification criteria must be accepted in any country,” do you require developing countries and sectors to accept forcedly what they do not understand or agree? This is my concern. The concept of biodiversity itself is complex and its criteria and indicators could be complex.
3. When biodiversity is conserved, business diversity must be respected.



Question

If biodiversity has been lost or recovered in forests, do you have in mind that loss or recovery should be incorporated into a company’s or a nation’s accounting practices?

Question

What kinds of new strategies and plans do you have in mind to realize no-net loss of biodiversity?

Question

I represent the World Marine Council. Thinking of proposed COP11 decisions, the relationship between ocean, especially high seas and business must be taken into consideration. The business community is important stakeholder for marine biodiversity and influential, but businesses do not engage fully in the discussion of marine biodiversity. COP11 decisions must link these two issues.

Chloe Strevens (Programme Officer, UNEP-WCMC)

A protected area has a management plan at least and is therefore important. We intend to incorporate net positive impacts into accounting. I assume there are various controversial issues involved with respect to markets. However, we need a new approach with responsibility imposed on the private sector instead of the conventional conservation dependent on ODA and charity. Bear in mind, however, that what is traded in a market is not just offset but should be something more.

Ravi Sharma (Principle Officer, Secretariat of the Convention on Biological Diversity)

We would like to modify the wordings to address the concerns expressed. We DO NOT intend to highlight biodiversity offset. As it is clear from IFC Criterion 6, the loss of biodiversity must first be avoided, minimized and recovered, and only the balance will be for offset. Unlike CO2, biodiversity cannot be diverted and such an off-set market of biodiversity will not function to the best of my knowledge. I will modify the wordings that give you an impression that a market of something unclear will be created.

Hiroshi Ishihara (Chair of Planning Working Group and Chair of Policy Working Group, Keidanren Committee on Nature Conservation)

Biodiversity has various values and its mechanism is complicated. If you think biodiversity is offset, you cannot verify that the offset is really good for biodiversity. A uniformed system/action is risky because value and mechanism vary in regions.

Masaki Ushiba (Director, Office for Mainstreaming Biodiversity, Ministry of Environment, Government of Japan)

It is difficult to evaluate ecosystem services, and in order to incorporate them into national accounting, they must be translated into economic values. The hurdles are high but I am aware that an Aichi targets states "biodiversity values are being incorporated into national accounting, as appropriate." MoE will first think of how ecosystem services should be evaluated.

Chloe Strevens (Programme Officer, UNEP-WCMC)

Regarding harmonization of various standards, we are involved in independent international standards, not national standards. We have just started working on baselines and criteria. A gap between small and medium companies and large companies is a big problem with this subject, and we have just started working on criteria and baselines for small and medium sized companies. Would you please give us your feedback if you have any good idea?

Question

I have a question about the future process. WWF has concerns over government involvement in certification procedure and certification criteria and would like to provide our inputs. Will you please tell me about the future process as to how you are going to develop proposed COP11 decisions?

Ravi Sharma (Principle Officer, Secretariat of the Convention on Biological Diversity)

Outcomes of discussions at this conference will be incorporated into SCBD recommendations. A report of this conference and related documents will be posted on the SCBD website. WGR1 will be held in Montreal in May 2012 and the conference documents will be open to public on the web. You can express your opinion on the occasion of WGR1 from your organization or through the government.

Chloe Strevens (Programme Officer, UNEP-WCMC)

Outcomes of the studies introduced at this conference will be released as a report of technical series by the SCBD. An international workshop will be conducted next year to further the discussion in preparation for COP11.



David Steuerman (Introduction of a website for which SCBD is making preparation)

Many small and medium sized companies lack the knowledge of biodiversity and ecosystems and have not yet started working on them. Development of tools, guidance and criteria will help them take steps. It is our goal to establish optimum guidelines so that each company may find a way to do on its own with partners.

Ghisaine Hierso (President, Association Oree)

A local approach is necessary for biodiversity. Biodiversity is, unlike CO2 market, more complex and interdependent. CO2 market had various problems. We have to be cautious about the direction toward commercialization of biodiversity and/or biodiversity products.

Hem Pande (Joint Secretary, Ministry of Environment & Forests, Government of India)

Biodiversity issues must be addressed by the government in the first place. Unless the government launches its initiatives, companies will not follow. You can only talk about markets later on after this is realized. Large companies have already engaged in these issues to protect their brand image and values in the form of CSR. Places rich in biodiversity are not just protected areas but many more. These days, words like landscape and seascape are often uttered. You cannot reevaluate all of these things. Issues are very complicated and can never be resolved by markets. Just think of photosynthesis. You will know nothing can supersede ecosystem services. To resolve issues, we all have to work together.



Day 2 Speech

Ahmed Djoghlaif (Executive Secretary, Secretariat of the Convention on Biological Diversity)

It is my honor to join this conference. I also express my sincere appreciation to KCNC and Chairman Okubo for the Japan Business and Biodiversity Partnership by an organization having more than 400 member companies. Mr. Okubo said, “A company cannot survive unless it works on environmental problems properly,” but it is also true that “you cannot address environmental problems properly without companies.” The Convention on Biological Diversity conducted a breakfast meeting with company CEOs and Ministers of Environment at COP8 held in Brazil 2006 for the first time, and the first related decision has been adopted. Later in Brazil, a certification body LIFE was developed and is fully supported by the SCBD. At COP9 Biodiversity in Good Company was launched in Germany and the Leadership Declaration was signed off by many companies. At COP10 the Declaration of Biodiversity by Keidanren, Partnership and Guidelines by MoE were released. At COP11 in India we would like to do a similar thing to the high-level dialogue held at Nagoya Messe on the occasion of COP10. 2012 is the 20th anniversary of the Convention in addition to Rio+20. I am also looking forward to the ABS Protocol adopted at Nagoya coming into effect. At Rio+20, Three Rio Conventions will work together and host an ecosystem/climate change pavilion. One of the days will be allocated to the Day of Business and Biodiversity. I hope as many companies as possible will participate. The Rio Conference is remembered because of full participation by NGOs while one of the themes of Rio+20 is Green Economy. I hope this conference will be remembered as the conference of full partnership with businesses. We would also like to continue the dialogue for business and biodiversity at COP11. I hope today’s discussion will be fruitful for you all.



Panel Session 6

Discussion of Future Business and Biodiversity National initiatives and Moving the Platform Forward

Panelists

- *Kiruben Naicker* (Department of Environmental Affairs, Government of South Africa, South Africa)
- *Filiberto A. Pollisco Jr.* (Programme Development Specialist, ASEAN Centre for Biodiversity, ASEAN)
- *Ishwar Narayanan* (Programme Coordinator, IUCN India, Asia)
- *Thomas Koezt* (Policy Officer in the Biodiversity Unit of DG Environment, European Commission)
- *Paul Holthus* (Executive Director, World Ocean Council)
- *Atsuhiko Yoshinaka* (Secretariat of the Convention on Biological Diversity)

Moderator

Ravi Sharma (Principle Officer, Secretariat of the Convention on Biological Diversity)

***Kiruben Naicker* (Department of Environmental Affairs, Government of South Africa)**

South Africa is the third largest country in terms of biodiversity and has various legal and strategic tools for biodiversity conservation. South Africa's White Paper on the Conservation and Sustainable Use of South Africa's Biological Diversity was developed in 1998, on which business engagement is based. In South Africa, not only good laws and policies but also various tools to help implementation have been in place. Policy tools for trade are CITES and Cartagena Protocol on Biosafety and National Access and Benefit Sharing Regulations. Drylands Fund is operated in cooperation with the Development Bank of South Africa to combat desertification. Expansion of the Protected Areas is also important and the methods of a system of concessions and leases, and private natural protected areas are used and co-managed with businesses. Marine and coastal biodiversity is promoted in collaboration with fishing people and recreational industry. The Biodiversity Stewardship Program provides the private sector with a tool to mitigate and offset. The Biodiversity Fiscal Reform utilizes taxation. In 2005 South African Mining & Biodiversity Forum was established in an effort to mainstream biodiversity in the mining sector. The GEF funds the Grasslands Program. Marketing and communication strategy for business is recently being reviewed and many businesses engage in the process of revising national strategies. In this way, the biodiversity issues are addressed in combination with many policy tools in South Africa.



***Filiberto A. Pollisco Jr.* (Programme Development Specialist, ASEAN Centre for Biodiversity)**

ASEAN Centre for Biodiversity (ACB) is an intergovernmental regional centre of excellence that facilitates regional and global cooperation on the conservation and sustainable use of biodiversity, facilitating sharing and learning of lessons among ASEAN Member States. ACB provides workshops, capacity-building, awareness building, publications, website operation and exhibitions. Business & Biodiversity is one of the themes ACB addresses. Asia Forum on Business & Biodiversity was held in Thailand in November 2011 and the Cha-am Declaration on Biodiversity was adopted. 2nd ASEAN Champions of Biodiversity and ASEAN 2nd Conference on Biodiversity will be held in 2013.



***Ishwar Narayanan* (Programme Coordinator, IUCN India)**

Asia is a place where over 60% of the world population resides, over half of global biodiversity is present, species and habitats are being lost and disaster prone. IUCN conducts activities in 11 Asian countries, helps companies reduce their environment footprint, and refines tools and guidelines. Principles of engagement are relevant to the IUCN mission and policy and ensure transparency and participatory in the mechanism with business. In India IUCN engages in an initiative to integrate olive ridley turtle conservation measures at a port being developed by TATA in Orissa. With experts and NGOs, we have developed an environment management plan and improvement measures. This advanced initiative is expected to spread the entire



region by being reflected on port development projects at other locations and government policy. In addition, we are working with the private sector in Mangroves for the Future, and are working to find an ecological solution to abandoned shrimp farms, and also working with tourism. This way, large companies have relatively fewer problems but the question is small and medium enterprises. The Leaders for Nature will be launched in India toward COP11 jointly with IUCN Netherlands Committee. We also want to form an initiative like the Partnership in Japan. Some related side events will be held at the IUCN World Conservation Congress to be held in South Korea.

Thomas Koezt (Policy Officer in the Biodiversity Unit of DG Environment, European Commission)

European Commission started programming Business and Biodiversity Platform 2 years ago. So far we have assisted 60 members in 6 sectors of agriculture, forestry, extractive industries, financial sector and tourism in including biodiversity concerns in their core business. Major methods are sharing best practices and workshops as well as giving awards This platform also serves as a mechanism to encourage businesses to engage in EU new biodiversity strategies. All of this information is posted on our website. Future plans are that this platform being operated by IUCN will be operated by the European Commission. The European Biodiversity Summit is scheduled in April next year. We also intend to expand sectors to energy and chemicals. As pointed out yesterday, small and medium sized enterprises have an important role even in Europe and the challenge is to include these small and medium companies. EU could look at how to value biodiversity in our economies and finance biodiversity actions.



innovative ways to

Paul Holthus (Executive Director, World Ocean Council)

Oceans cover 72% of earth's surface area and produce economic value of 6-21 trillion dollars each year. Business engagement is vital to protect biodiversity of ocean environment. Oceans provide stage for amazingly various economic activities. Not only direct ocean users such as fisheries, but also ocean transport and manufacturing that transport materials or products by sea, financial, insurance and legal services related to these businesses are involved. Respective sectors give impacts on the ocean biodiversity in different manners, and consolidating such impacts has begun. The best efforts by a single company are not enough but cooperation is required. To this end, the World Ocean Council was established. This is an organization purely for business by business. One of the critical themes of the World Ocean Council is the Convention on Biological Diversity (CBD). CBD has promoted strong programs on the ocean but unfortunately business had nothing to do with these discussions. Governments must play a role in the areas of technology development, sciences and risk assessment. We will carry out activities strongly looking toward Rio+20.



to do with these

sciences and risk

Atsuhiko Yoshinaka (Secretariat of the Convention on Biological Diversity)

At COP10 Aichi Biodiversity Targets were agreed as new strategic plans. All targets are related to the private sector. Especially, the individual targets stated in Strategic Goals A are strongly related. The Parties are required to develop national targets by COP11 in 2012 and update the National Biodiversity Strategy and Action Plans (NBSAPs) by COP12. NBSAP is the principle instrument for the implementation of the Convention at the national level. In revising the NBSAPs, initiatives must be mainstreamed through participation of all related stakeholders and cross-sectorally. The Japanese Government established the Japan Biodiversity Fund in the SCBD and held regional workshops on updating the NBSAP. In 2012 a global follow-up workshop is scheduled and businesses are invited to participate in the workshop.



Question

Shrimp farms were mentioned. Do we have to feel guilty as consumer eating shrimp?

Question

Does the Indian Leaders for Nature look into Indian companies alone?

Ishwar Narayanan (Programme Coordinator, IUCN India)

The Mangroves for the Future is intended to regenerate mangroves at abandoned shrimp farms while implementing production of shrimp at a higher environment standard. So, we are not trying to reduce the consumption of shrimp but to promote production in a better way. The Leaders for the Nature is only for India at this point in time.

Paul Holthus (Executive Director, World Ocean Council)

Choice of consumer is certainly an important factor. Smart companies are already moving. Various initiatives have started with marine products.



Panel Session 7

Discussion of COP 11 High Level Conference and Other Events

Panelists

- *Ravi Sharma* (Secretariat of the Convention on Biological Diversity)
- *Hem Pande* (Joint Secretary, Ministry of Environment & Forests, Government of India)
- *Takeshi Takagi* (Sustainability(Environment) Manager Environmental Strategy Office, Hitachi, Ltd.)

Moderator

Naohisa Okuda (Director, Global Biodiversity Strategy Office, Ministry of the Environment, Japan)

Ravi Sharma (Secretariat of the Convention on Biological Diversity)



Toward COP11 I would like to talk about three activities. The first is Rio Pavilion at Rio+20, Three Rio Conventions will work together to operate Rio+20 and we would like to allocate at least one of the days to topics on Business and Biodiversity. The second is to have an opportunity to announce various awards in the second week of COP11. The third is high-level events in which corporate CEOs, heads of states and ministers will participate. The past host countries Brazil, Japan and Germany have involved the business community. This is an opportunity for Indian business community to get involved, but at the same time to learn from overseas initiatives. As I explained yesterday, COP11 proposed decisions will be posted on the website for your comments.

Hem Pande (Joint Secretary, Ministry of Environment & Forests, Government of India)

Some 80% of people in developing countries rely on traditional medicines, 1.6 billion people worldwide rely on forests for their livelihoods. The loss of biodiversity is accelerating and its economic value has reached annual 3 trillion dollars. UN has defined 2011-2020 as UN Decade on Biodiversity.

COP11 is important for India. MOP6 will be held 1-5 October and COP11 8-1 October. COP11 logo features tiger, woman and dolphin with the slogan: "Nature Protects if She is Protected." Important agenda COP11 include setting national targets and updating National Biodiversity Strategy and Action Plans (NBSAPs), status of Nagoya Protocol and Strategy for Resource Mobilisation, There are many other agenda items including business and biodiversity. For the High-Level Segment the host country can set agenda, and India has selected five themes. The venue of COP11 is in Hyderabad which is the 6th largest city in India as the centre for IT and biotechnology industries. Various preparatory meetings for COP11 were and will be held. Biodiversity issues include both risk and opportunities for business. In India toward Rio+20 and COP11 four programs of Corporate Conference for Sustainable Development, Biodiversity Business Compact, Biodiversity Stewardship Conference, Biodiversity Technology Initiatives are on-going. We are looking forward to seeing you in Hyderabad.



Takeshi Takagi (Sustainability(Environment) Manager Environmental Strategy Office, Hitachi, Ltd.)



WBCSD stands for World Business Council for Sustainable Development and is operated under guidance of 200 member companies' CEOs, and member companies take voluntary steps. It has approximately 60 regional partner organizations and two-thirds reside in developing countries. WBCSD identifies three focus areas, one of which is ecosystems area. WBCSD has been working on Ecosystems for 15 years in collaboration with IUCN and others. These activities include Millennium Ecosystem Assessment, IUCN Barcelona World Conservation Congress, and One-day Business

Day at COP10. In 2012, various activities are planned for Rio+20 and IUCN World Nature Conservation Congress in South Korea and COP11. We will focus on three activities - more specifically: Capacity Building, Implementation, and submission of comments regarding Public Policy. The Business Community is committed to supporting ecosystem conservation, sustainable use, and benefit-sharing. This is because business cannot exist in an unsustainable society. We will make contributions on the

basis of the concept that sustainable earth is necessary for existence of the business community.

Question:

At COP10 a decision on an innovative financial mechanism was not adopted. How should we think of the role of the private sector in the resource mobilization strategy to be discussed at COP11?

Hem Pande (Joint Secretary, Ministry of Environment & Forests, Government of India)

First of all, awareness and education toward businesses are necessary. This is not the question of the government alone. SCBD has asked all Parties to submit their opinion about innovative financial mechanism and the Indian Government has submitted its opinion. On the other hand, the government has several questions to ask. One is how much investment has spent on biodiversity? Does it generate return efficiently? What is the best cost effective method? Do you mean resources are fund only, or does the word include capacity and technical knowhow? How much do you need? The World Bank estimates annual cost of USD 500 million to 50 billion. IUCN estimates annual cost of USD 30 to 40 billion. However, in fact annual cost of USD10 billion is actually invested. What do you do with this gap? It is also important whether the government has really political willingness. If not, the market does not move. All power must be united together to think what biodiversity and ecosystem services mean to us. The third bottom-line of Triple Bottom-lines of a company is environment. That is a clue for companies to address this issue. I am very much encouraged by listening to sincere discussions of this point at this platform. The innovative financial mechanism must truly be an innovative and new fund.

Ravi Sharma (Secretariat of the Convention on Biological Diversity)

Currently 2.8% of the ODA fund or USD 10.4 billion is spent on biodiversity projects. On the other hand, the markets for organic agricultural products amount to USD30 to 40 billion and are estimated to expand to USD200 billion by 2020. In other words, private investment is vital without question. These activities have been taken in various regions and I think the term Innovative Financial Mechanism should be modified. It is important to recognize these facts. SCBD will have formal and informal discussion forums about this issue. An informal meeting is planned in Ecuador in March next year to explore the common understanding of the innovative financial mechanism. For a formal opportunity WGRI will be held in Montreal in May. We will conduct assessment as to how much money will be required to achieve Aichi Biodiversity Targets. In addition, the UK and Indian governments are going to establish a high-level panel on resource mobilization. This will be something like Stern Report, and a report is scheduled to be ready for COP11. Through these initiatives, having a more comprehensive understanding of what the current ODA and government funds are now and how the private fund can contribute is necessary to derive good decisions at COP11.



Closing Remarks

Hiroharu Koike (Regional Councilor, IUCN (co-host))

Representatives of 10 countries and many participants were active in discussion and the discussion has deepened for COP11. To achieve Aichi Biodiversity Targets, we all share the awareness that business engagement is essential. Sharing initiatives in various parts of the world was fruitful. IUCN has been involved in drafting the Convention on Biological Diversity and provided support to various initiatives in terms of national/regional platform building, tools, mechanisms and best practices. CBD COP11 is the first COP after Aichi targets were set, and will be very important. We will continue to support the initiatives so that businesses may incorporate biodiversity conservation even more. We would like to release important messages toward Rio+20. I will relay this momentum to the 5th World Conservation Congress in Jeju, Korea in September 2012 and COP11 in Hyderabad in October. Thank you very much to MoE, KCNC, SCBD and all of you participating here.



Hem Pande (Joint Secretary, Ministry of Environment & Forests, Government of India)

Thank you very much, members of KCNC and Japan Business and Biodiversity Partnership. COP11 is a big challenge for India. Discussions yesterday and today are very much encouraging. With your cooperation I would like to relay this platform to COP11 next year. As I already mentioned, the high-level segment will have a dialogue between CEOs and government tops. Please do let us know your good ideas. ABS Nagoya Protocol is another important issue. Members of corporations are requested to work on your government to ratify this protocol. For our partners, thank you very much for your participation one day and a half.



For further information, please contact:

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