

What Are the Opportunities and Challenges for Initiatives and the Global Partnership -Case Finland

YRITYKSET &
BIODIVERSITEETTI

CBD COP 12 business and biodiversity forum 12.10.2014

Finnish B & BD Initiative, 28th of Jan, 2014

The purpose

- In line with global CBD Aichi targets -> integrates biodiversity into business practices
- Creates the platform for the key stakeholders
- Aims at inventing new ways of doing sustainable business
- Provides tools for integrating biodiversity and ecosystem services into the environmental CR work

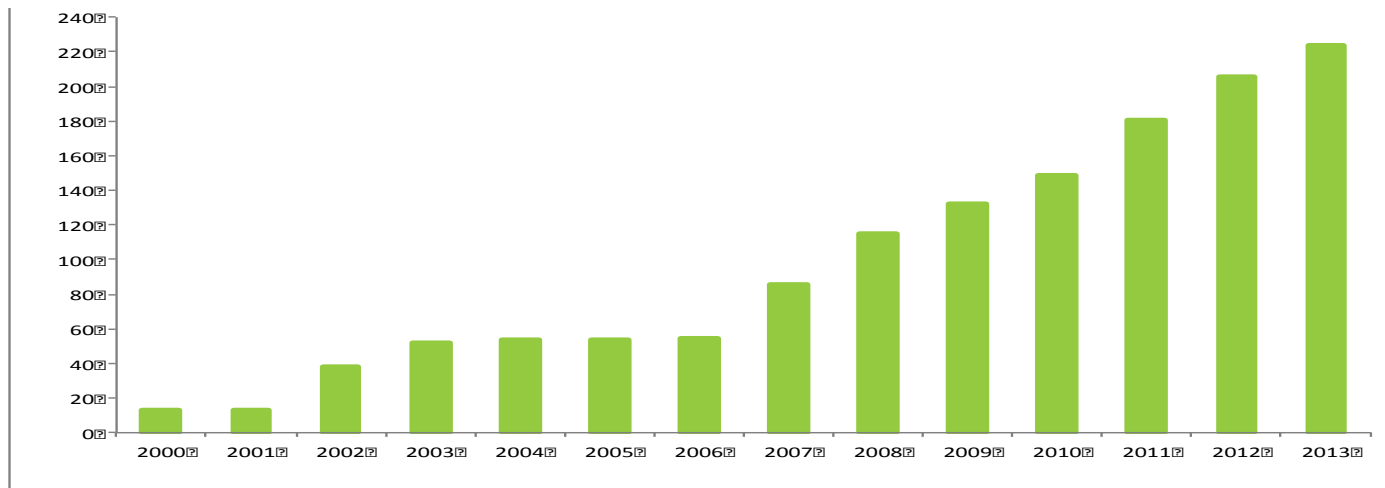
Steering committee of the Initiative

- Consists of members from ministries, other public authorities, NGOs, research, business sector representatives
- FIBS Corporate Responsibility Network and Finnish Environment Institute

FIBS – Runs Finnish B & BD Initiative

- Is the leading network for responsible business in Finland
- Promotes financially, socially and environmentally sustainable business in Finland
- Encourages companies to embrace sustainability in the strategic planning and day-to-day management – as a key success factor
- Conducts the Corporate Sustainability Survey
- Brings together companies, NGOs, decision-makers, public sector and research
- Has recently joined CBD Global Partnership, WBCSD & EU Business & Biodiversity Platform
- Actively participates international forums e.g. CSR 360 and CSR Europe

FIBS has over 240 members



Finnish B & BD Initiative in Practise

- Open seminars and workshops
- Master Class –training
 - Food industry, aggregates, energy, construction
 - Based on BET training model (IUCN/WBCSD)
 - Has inspired deeper dialogue and collaboration e.g. field excursion, communication workshop, visit to parliament (the environment committee)



Finnish B & BD Initiative- Challenges

- The awareness of biodiversity is poor
 - Difficult to attract companies
 - The lack of examples
 - Terms and concepts of biodiversity and ecosystem services are difficult to understand
- The top priority for CR work is to ensure continuity of the business operations*
- The Finnish companies prioritize environmental as CR-work*
 - Most of the development work is targeted to environmental performance
 - Companies are involved with energy efficiency, waste and water management
 - Biodiversity is hardly recognized, although it should be a key component in ensuring the
- Creating new ways of doing sustainable business
- Financing of the Initiative at the starting phase
- How to keep companies involved after Master Class training?
- What is the effectiveness of B & BD Initiative?
- What is the added value of international networking?

*Source: FIBS Corporate Responsibility Survey 2014

Finnish B & BD Initiative- Opportunities

- Raises the awareness and understanding of BD
- Enables to companies to get involved with Aichi targets
- Leads to multisectoral collaboration and arises interest for studies
 - Partnership as a goal, to build win-win cases

From the perspective of the companies:

- Increases BD knowledge and introduces applicable tools
- Inspires companies to assess the critical ecosystem services, provides a new point of view to environmental CR work
- CR reporting compulsory from 2017 on at EU-level
- Enables the continuity of the business in the long run and helps to discover new business opportunities
 - Rudus & gravel pits -> compensational ponds for *Rana arvalis*
 - New nests for *Riparia riparia* from handmade sand cliffs
 - <http://www.rudus.fi/ymparisto/rudus-lumo-ohjelma>



Finnish B & BD Initiative- +2015

- Workbook on B &BD Master Class training to be published 01/2015
 - Cases and experiences for others to share
- Master Class 2014 continues the work with round table sessions
- New Master Class 2015 begins
- Participants interested in international seminar on Biodiversity

Sustainable Finland 2014 -report

- http://www.e-julkaisu.fi/fibs/sustainable_finland_2014



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Thank you!

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