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## UNITED NATIONS COP12 BUSINESS AND BIODIVERSITY CONFERENCE

ALPENSIA RESORT  
PYEONGCHANG, KOREA  
OCTOBER 13, 2014

*“DESIGN AS A TOOL FOR BUILDING A CULTURE OF  
BIODIVERSITY AWARENESS IN THE BUSINESS CONTEXT”*

# CULTURE OF BIODIVERSITY



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# DESIGN



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- Environmental Management Systems
- Training Programs
- Technological Innovations
- Belief Systems

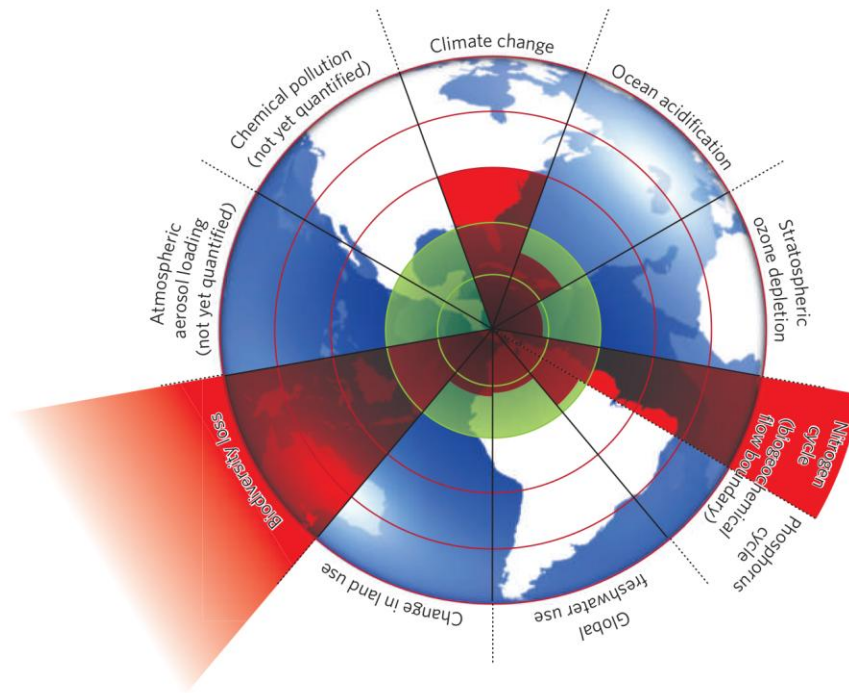


# STATE OF AWARENESS



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- Planetary boundaries as macro framework
- Credible and useful heuristics can be effective
- Climate change receives bulk of attention and there is a need to raise the profile of biodiversity loss and degradation



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Rockstrom et al, 2009



- Biodiversity Impacts often difficult to relate to operations
- Generally receives less air time
- Need to find ‘leverage points’ in each organization where relevance can be established
- Very context dependent



# A PRIORITY



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- Regulatory Obligation
- Improved Efficiency
- Economic Benefits
- Moral or Ethical Priority



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# ENVIRONMENTAL MANAGEMENT



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# MAKE IT REAL



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# ENVIRONMENTAL MANAGEMENT AS A IMPLEMENTATION FRAMEWORK

- EM is a widely accepted and understood management framework
- Environmental Impact Assessment is regulatory in nature and can be used as an entry point for biodiversity
- Both EM and EIA are recognized approaches
- Base actions on real data, rigorous analysis, and truth



United Nations Global Compact



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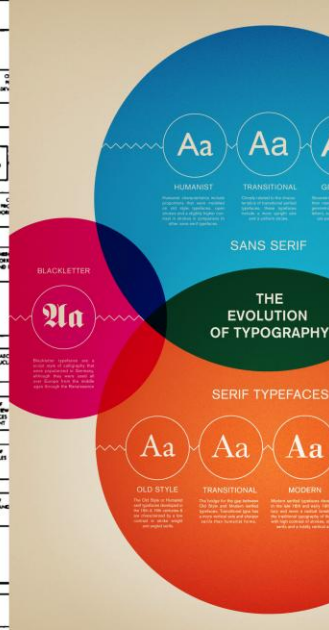
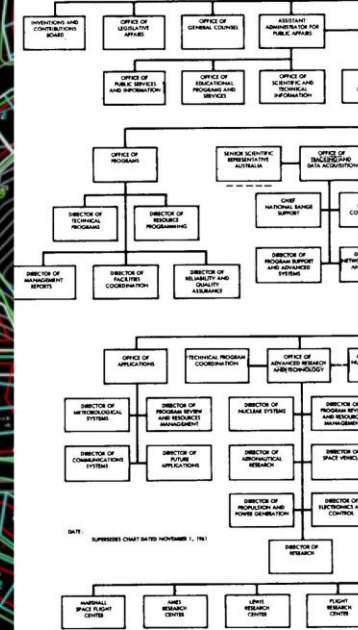
# DESIGN



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# DESIGN AS AN IMPLEMENTATION TOOL

- Professional and engaging communication will connect with a fresh audience
- Aesthetic quality and interactive engagement are two aspects that must not be overlooked
- The quality of design thought will be reflected in the quality and quantity of engagement that is created around biodiversity



# Expo 2000, Hanover, Germany (2000)

- A world expo focused on sustainable development
- One of the first world-class events to put environment at the forefront
- Energy Pavilion – focused on content related to how we can fulfill our energy needs sustainably



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# Sultan bin Abdulaziz Science and Technology Centre Khobar, KSA (2005)

- Largest science and technology center in the Middle East
- 300,000 ft<sup>2</sup> with content ranging from geology, to marine life, to solar system
- A strong emphasis was placed on conservation and the work done by Prince Sultan

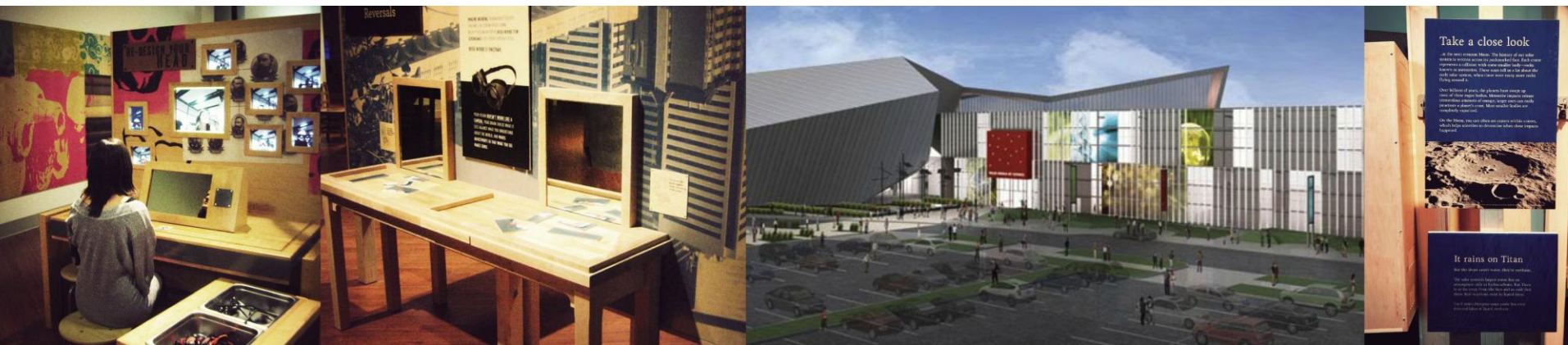


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# Telus Spark 2011

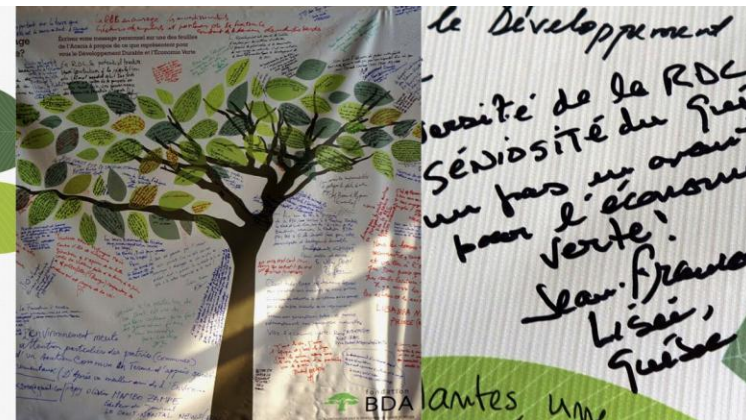
- First purpose built science centre in Canada in the last 20 years
- DE a lead designer
- Took a different approach to foster interaction in the space rather than receiving didactic information
- Environment and a 'sense of place' was paramount in the project



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# BDA Project – Democratic Republic of the Congo

- Training of locals to become ‘ecopreneurs’ who manage plantations which produce high valued botanical products (eg. Meringa)
- DE integrated practices and strategies for climate change mitigation / adaptation and biodiversity conservation into their project
- Currently aligning the BDA project with CSR efforts of corporations – connecting two cultures





# BIODIVERSITY CULTURE



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# CULTURAL SHIFT

- Connecting concrete biodiversity action with communication can result in cultural shift
- This shift is fundamental to how an organization will see biodiversity, climate change and other issues.
- These issues become intrinsic to the DNA of the organization
- A culture of biodiversity and sustainability may be established
- The accepted paradigm of sustainability may result as an organizational norm (accepted practice)



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## ONGOING CHALLENGES

- Difficulty establishing biodiversity as a priority over other issues (climate change, for example)
- Creating the financial motivation or argument for action
- Providing high quality analytics for biodiversity impacts in non-traditional industries (eg. Supply chain impacts in aerospace)



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Thank You!

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## References

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