

# Business and Biodiversity: - an NGO Perspective



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3<sup>rd</sup> Meeting of Global Partnership for Business and Biodiversity  
Montreal, Canada -2nd October, 2013

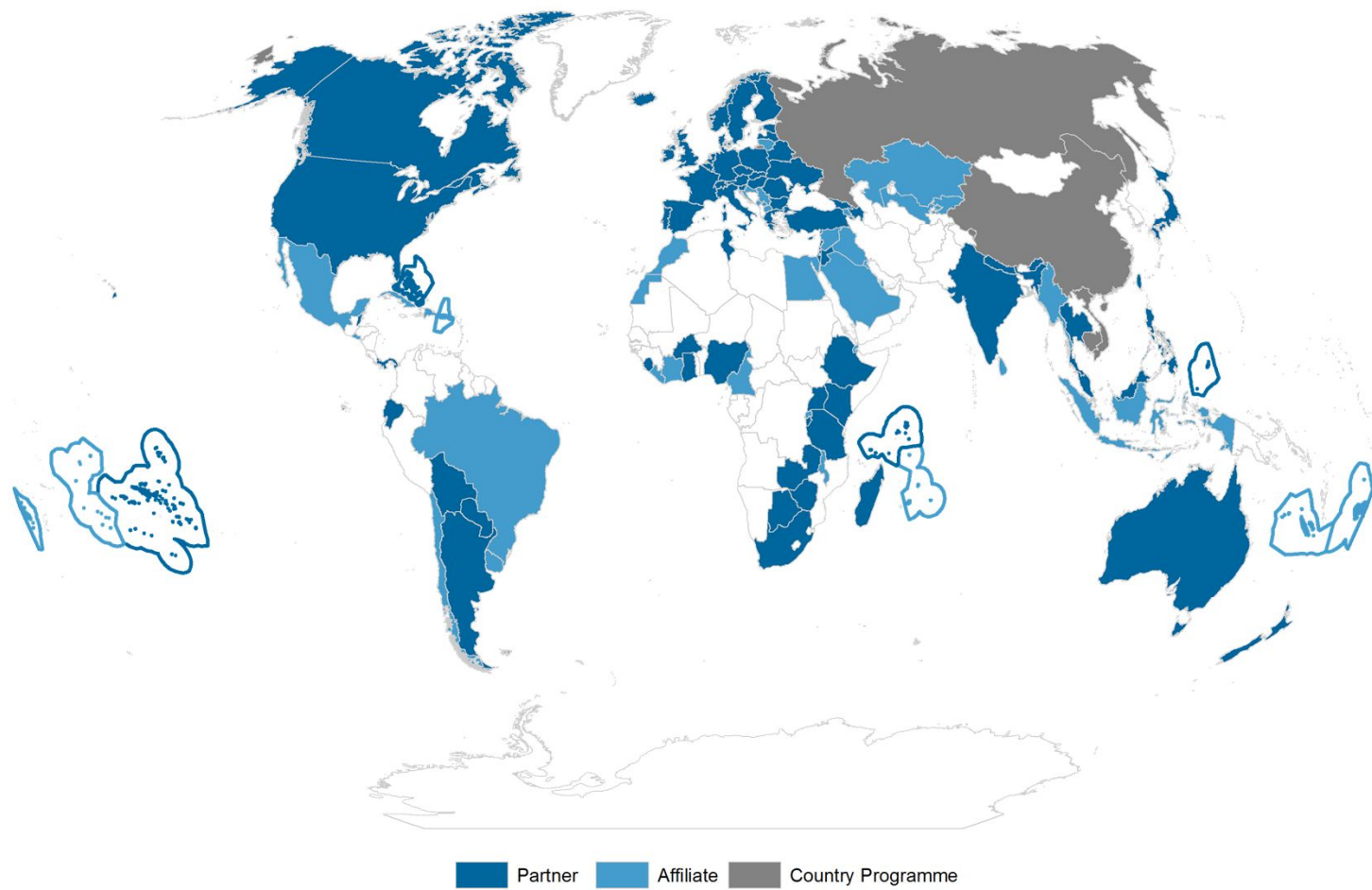
Partnership for nature and people

# Together we are BirdLife International



The global Partnership for **nature** and **people**

## The BirdLife Partnership – July 2013



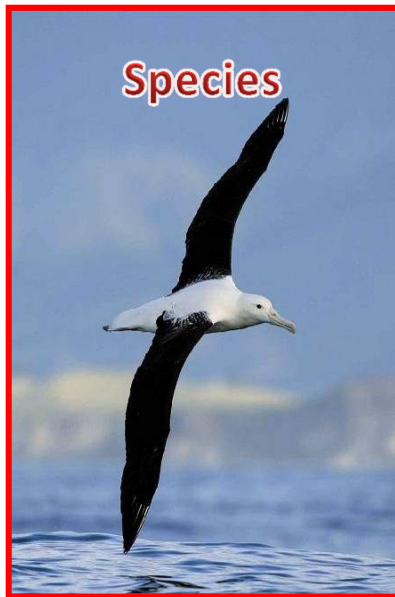
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# Many Partners, One BirdLife

## Development of a shared strategy

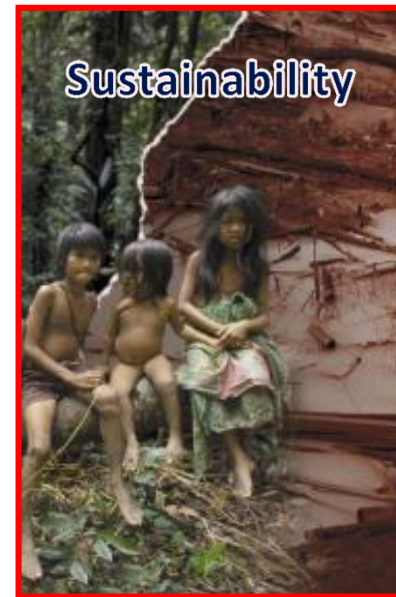
### Strategic pillars of the Strategy 2020



**Save Species**



**Conserve Sites &  
Habitats**



**Promote Ecological  
Sustainability**

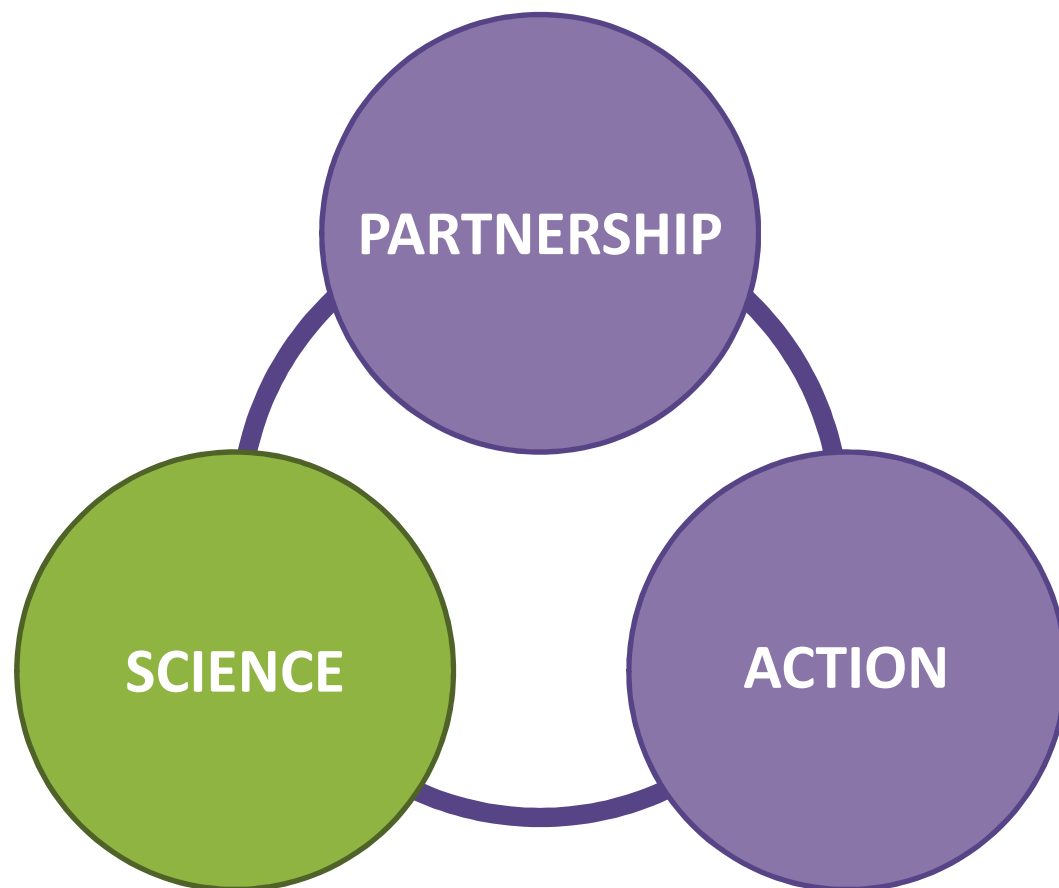


**Empower People**

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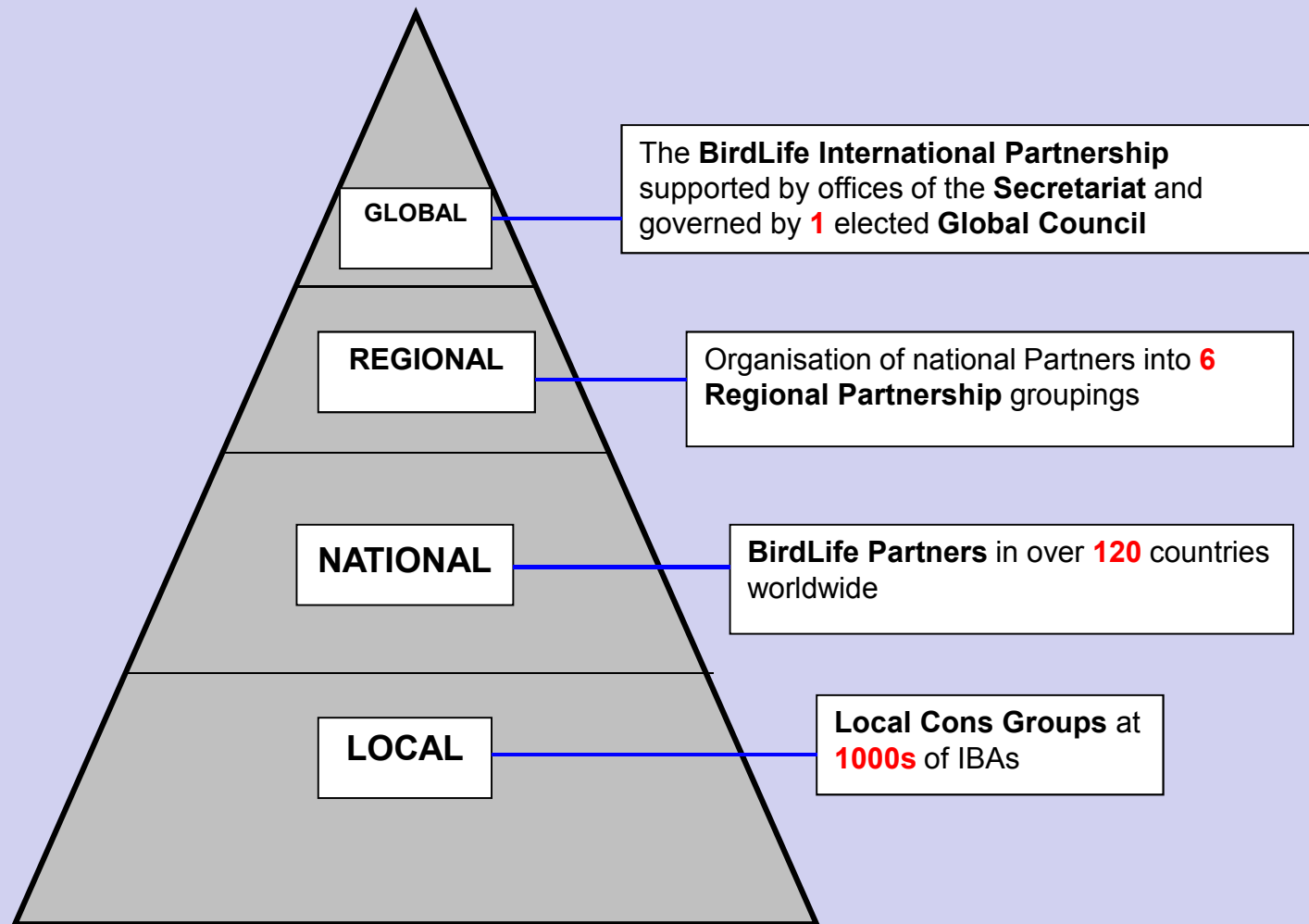


## Science is a key strand in BirdLife's work



**BirdLife is the world leader in  
bird conservation science**

# BirdLife Governance – connecting Global and Local



The unique structure of BirdLife provides a mechanism for connecting the local to the global

*Conservation Programmes*

*Strategic Objectives*

Partners plans

Regional priority plans

(Africa, Americas, Asia, Europe, Middle East, Pacific)

Preventing Extinctions

Important Bird &  
Biodiversity Areas

Migratory birds & Flyways

Marine & Seabirds

Invasive Alien Species

Forests of Hope

Climate Change

Local Empowerment

Capacity development

Regional-specific programs

Save Species

Conserve Sites  
and Habitats

Promote  
Ecological  
Sustainability

Empower People  
for Change

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# BirdLife and Business - Why Engage?



# BirdLife and Sustainable Development



Many of these companies impact on the natural resources that underpin a biodiverse world

*Why work with business?*

Of the 100 largest economies in the world, 51 are corporations not countries



# BirdLife and Sustainable Development



- Potential sources of conservation finance
- Opportunities to influence business practice in how companies impact biodiversity and the environment

*Why work with business?*

The private sector and the market forces that underpin it are by far the largest constituency and sector in most countries where BirdLife has an interest in biodiversity

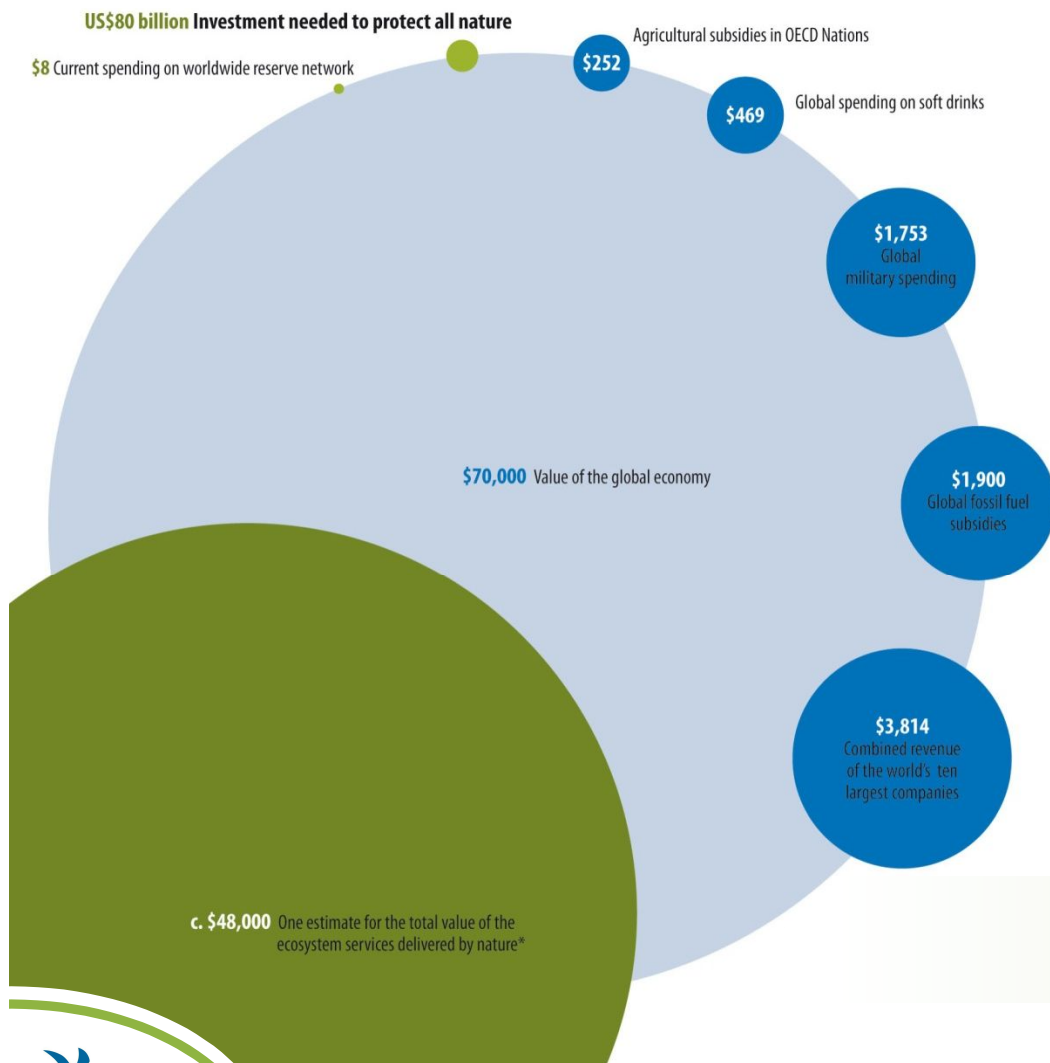


## Biodiversity underpins our lives



**Sustainable development relies on biodiversity conservation**

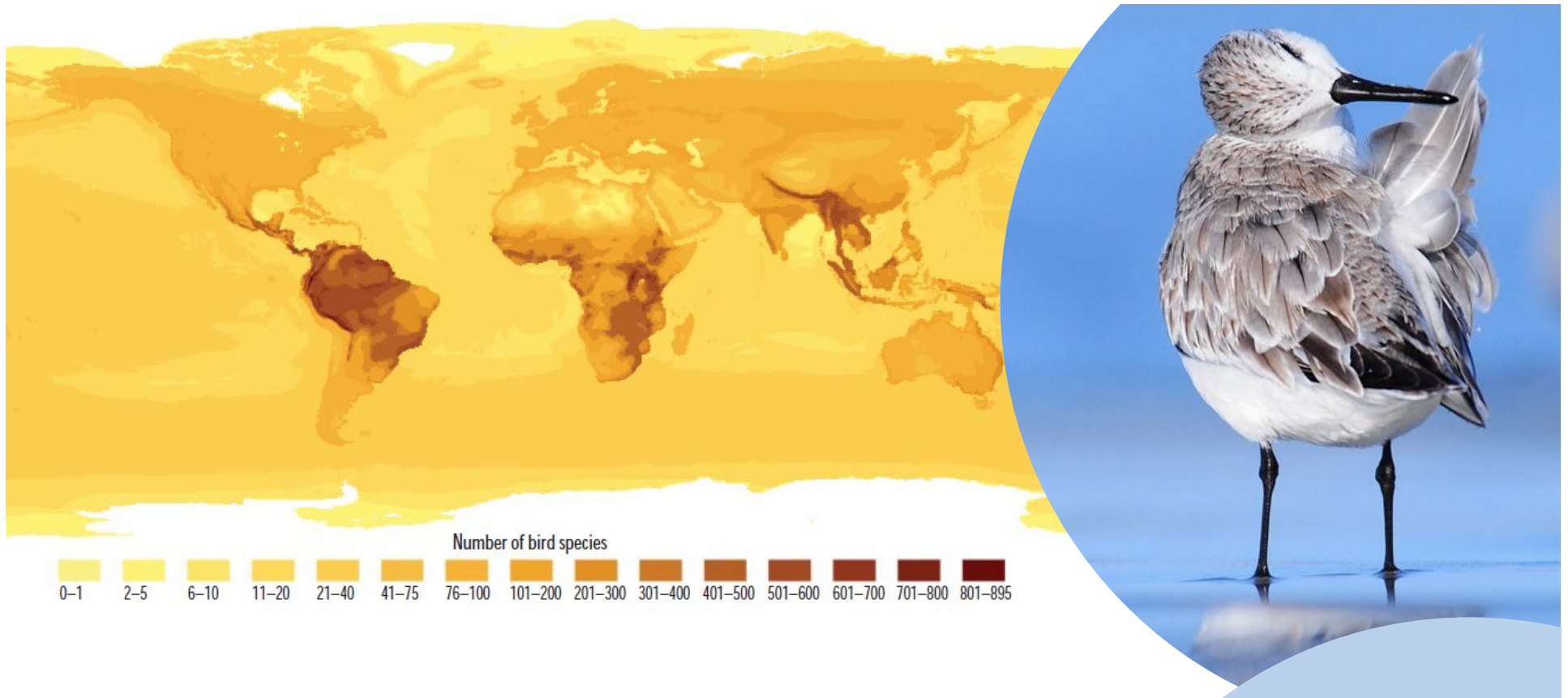
# Investing in conservation



**BirdLife data show that US\$80 billion per year is needed for global nature protection**



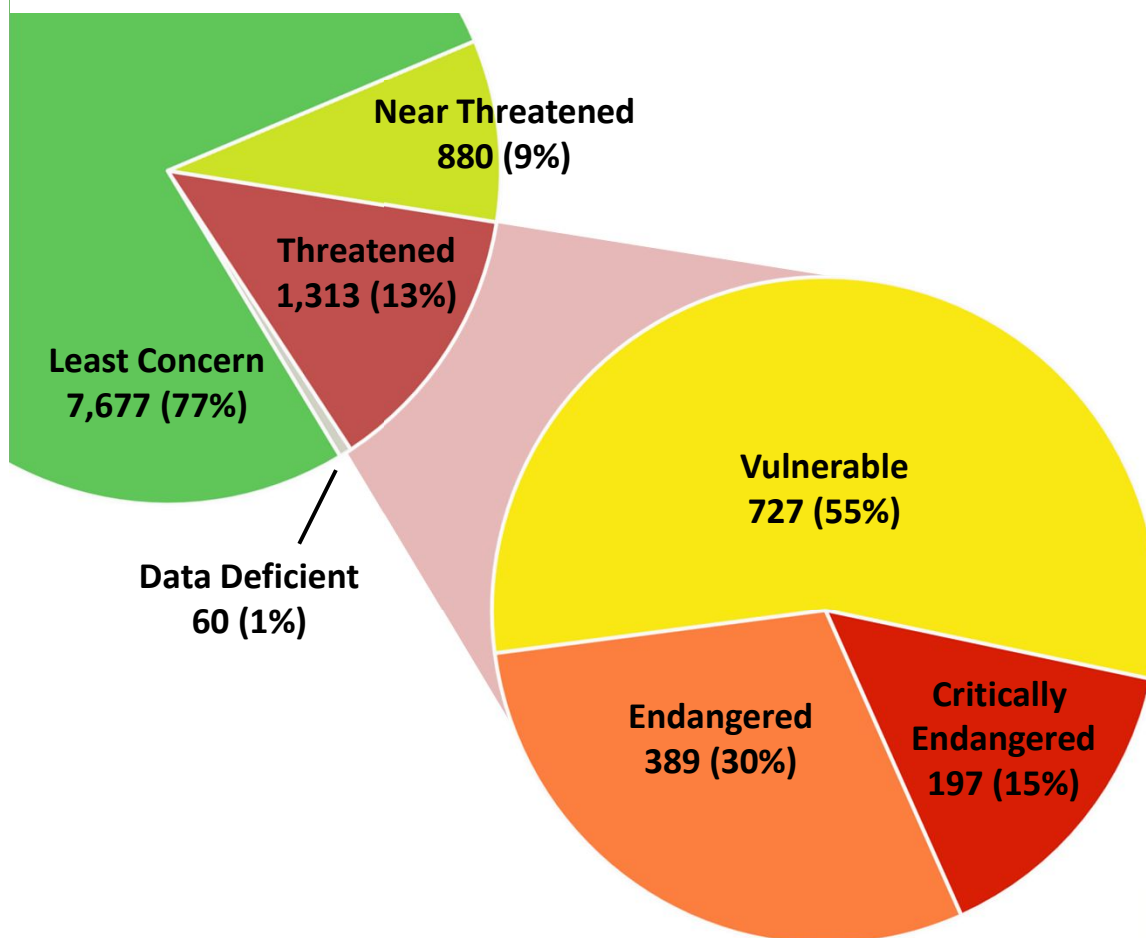
## Birds help us understand the natural world



**Birds are good indicators of the distribution, status and trends of other wildlife groups**

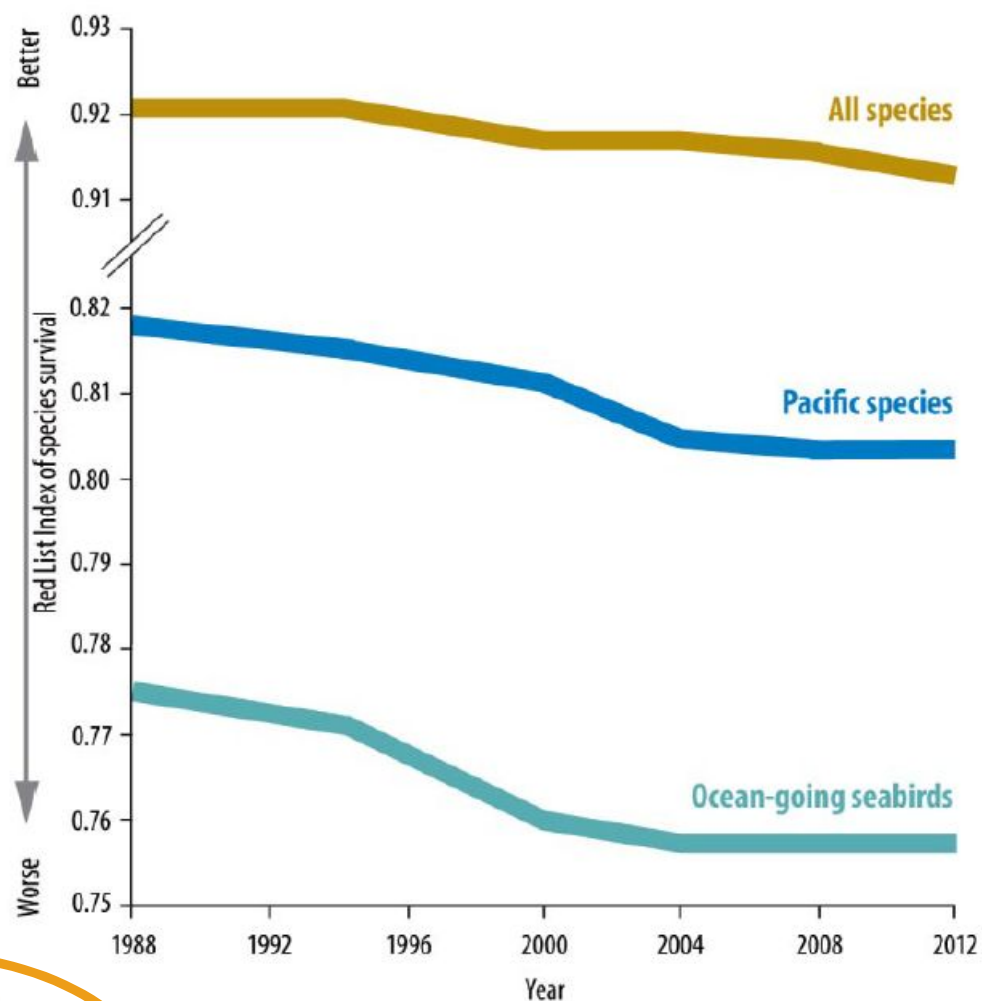


## Many bird species are at risk of extinction



One in eight bird species is threatened with extinction

## The status of the world's birds is deteriorating

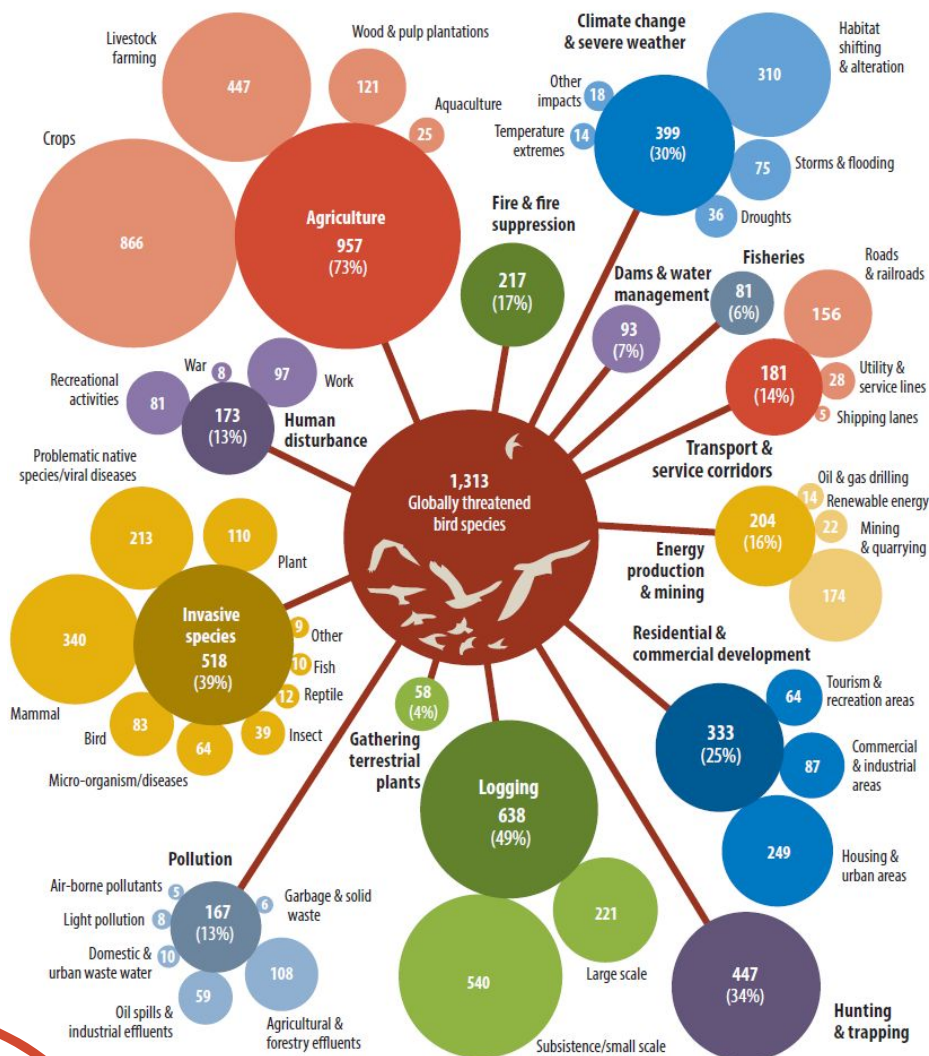


The UN uses the Red List Index to monitor sustainability



# Human actions are putting pressure on species, sites and habitats

**PRESSURE**



**Unsustainable agricultural practices are the greatest threat to bird species**

# 12,000

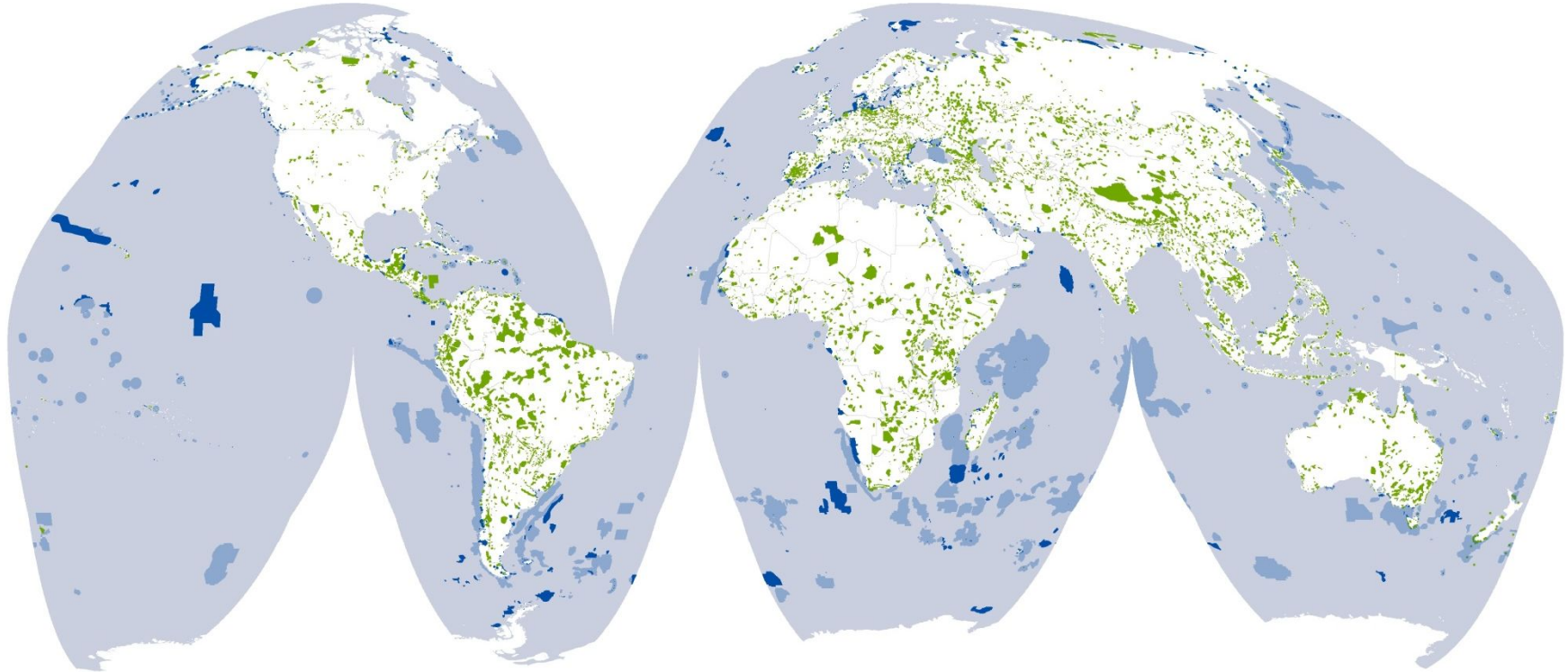
Important Bird and Biodiversity Areas (IBAs)



**BirdLife International  
Partnership for Nature and People**

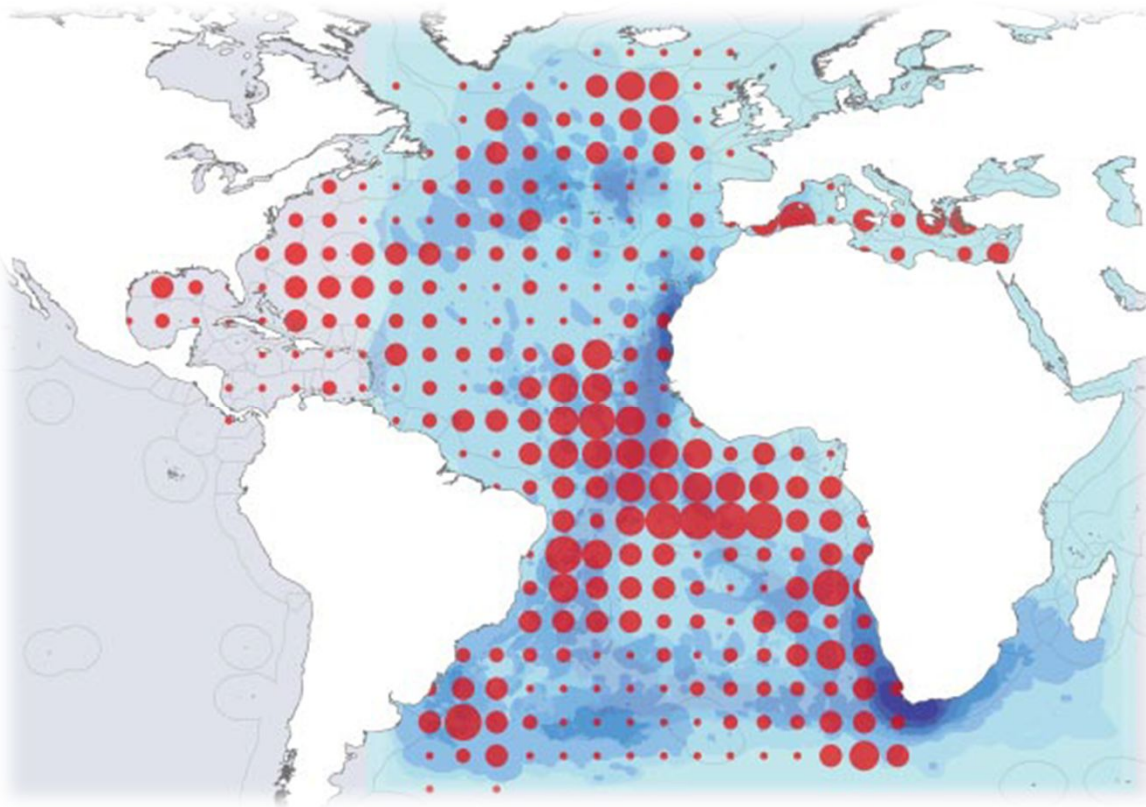


## Some sites are particularly important for birds and biodiversity (1)



BirdLife has identified more than  
12,000 IBAs on land and at sea

## Seabirds are in serious danger from fisheries bycatch



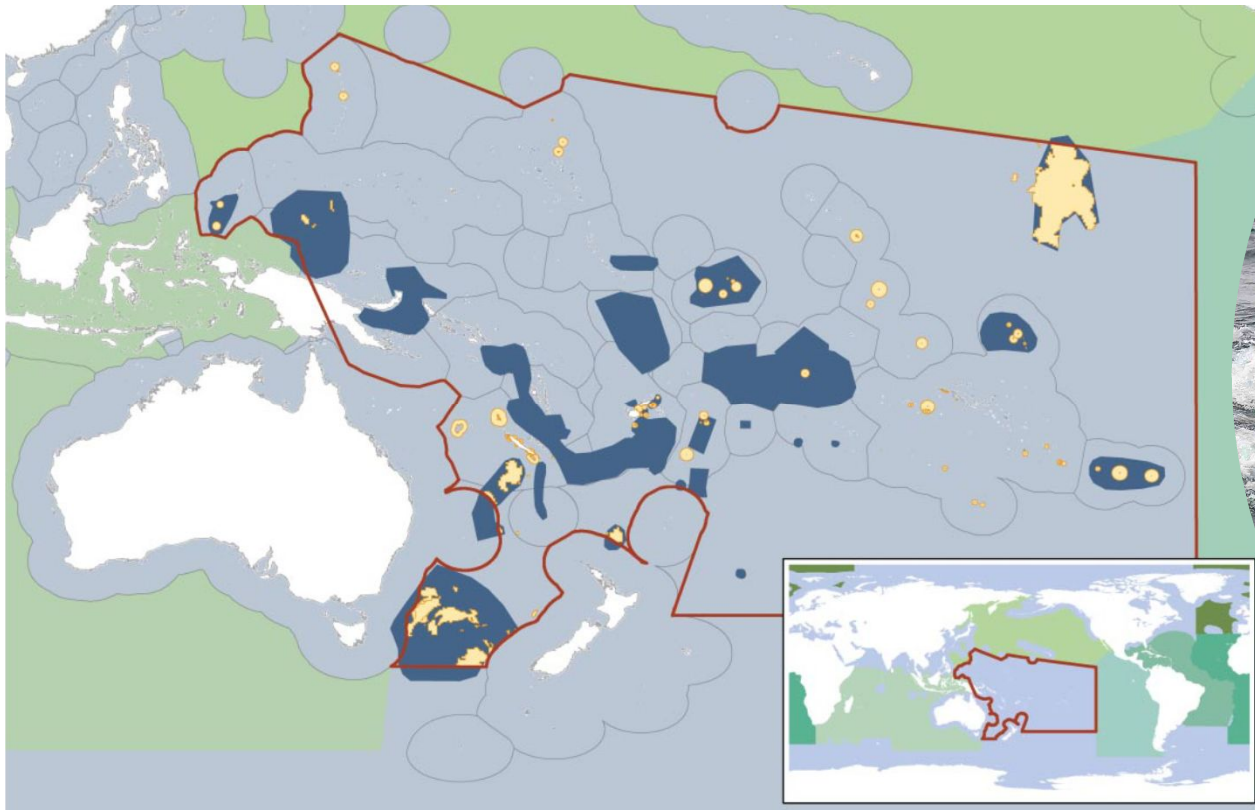
- Longline fishing intensity
- Cory's Shearwater distribution



Each year fisheries cause the deaths of hundreds of thousands of seabirds

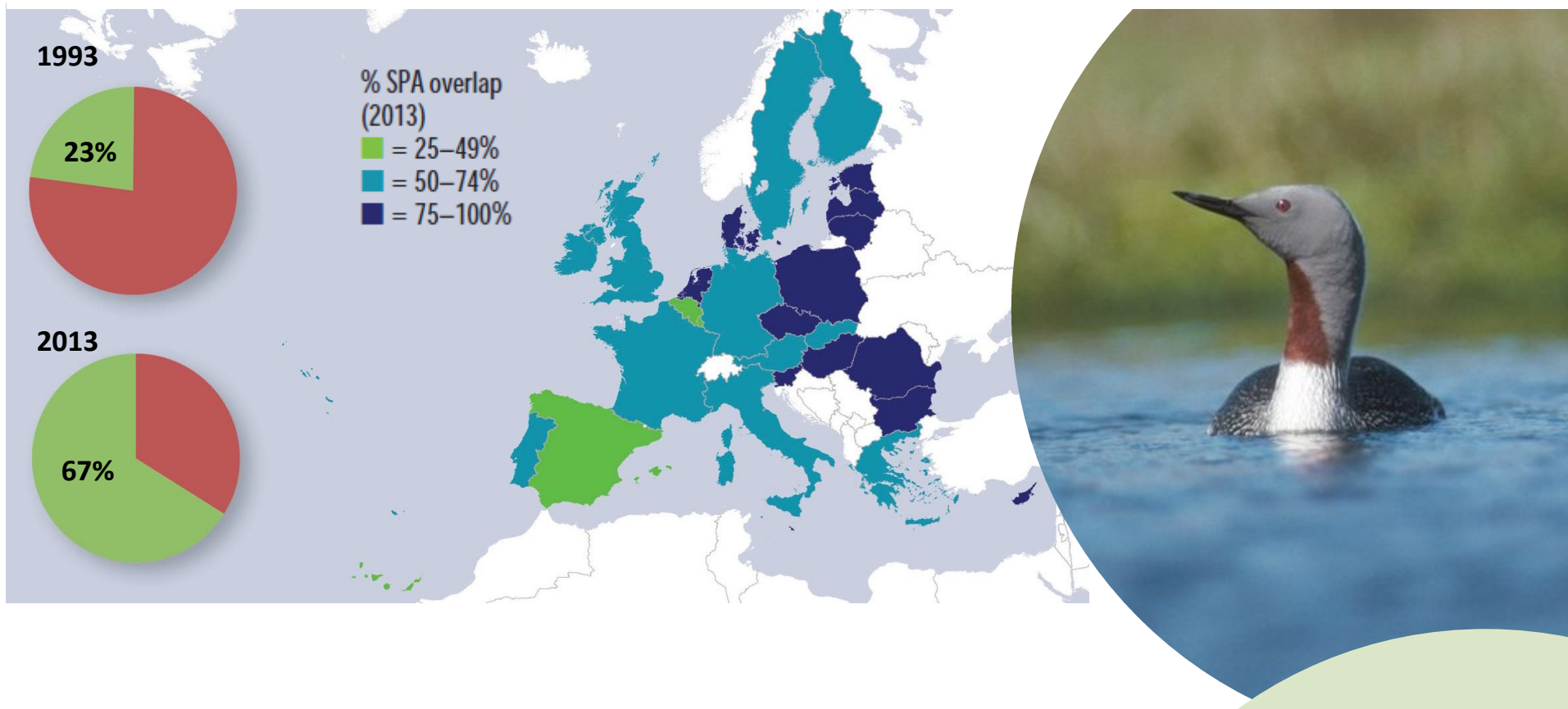


## Conserving IBAs and the wider seascape (2)



Marine IBAs have been instrumental in identifying  
Protected Areas in the oceans

## Conserving IBAs and the wider landscape (1)



**47 million hectares of IBAs have been designated as Special Protection Areas in Europe**

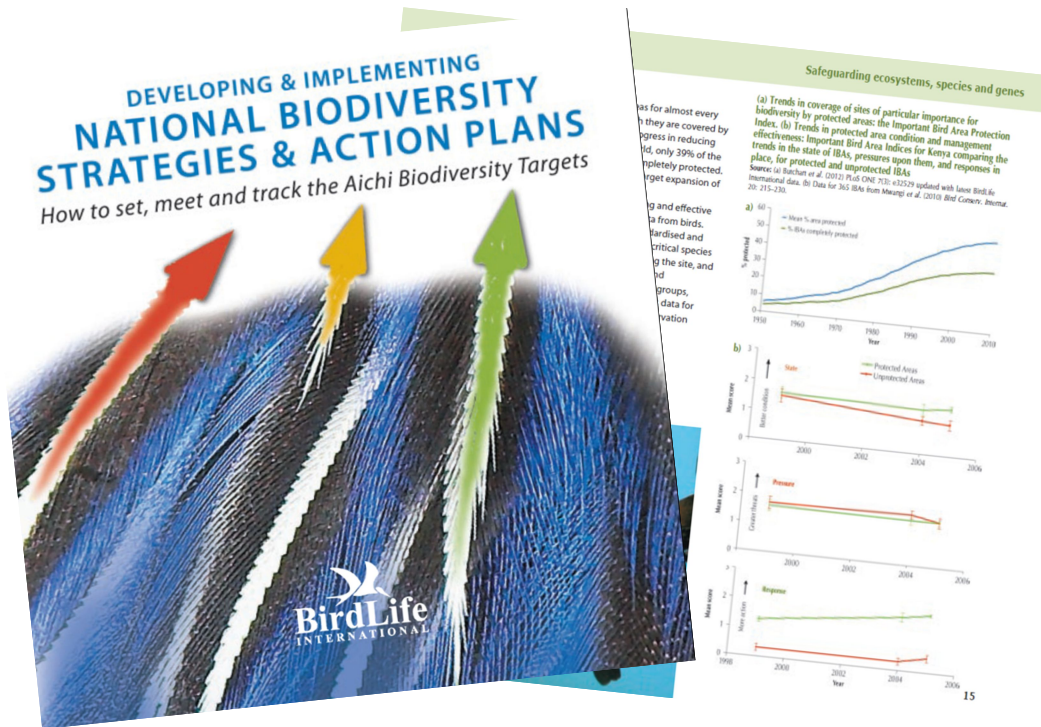




## Aichi Targets (Nagoya 2010)

- BirdLife recognises that it can contribute to 18/20 of the Aichi Targets
- Political view: shared responsibilities, business sector as the major user of resources –
  - CBD Decisions - Aichi Targets that would benefit from business contribution (2, 3, 4, 6, 7, 8)
- Strategic view: cooperation/arrangements/processes that may work well NGOs-business engagement
- Technical view: the role of NGOs as key partners for businesses where we have the knowledge/tools/guidance for prioritising, assessing impacts, strategic planning for and restoration of biodiversity.

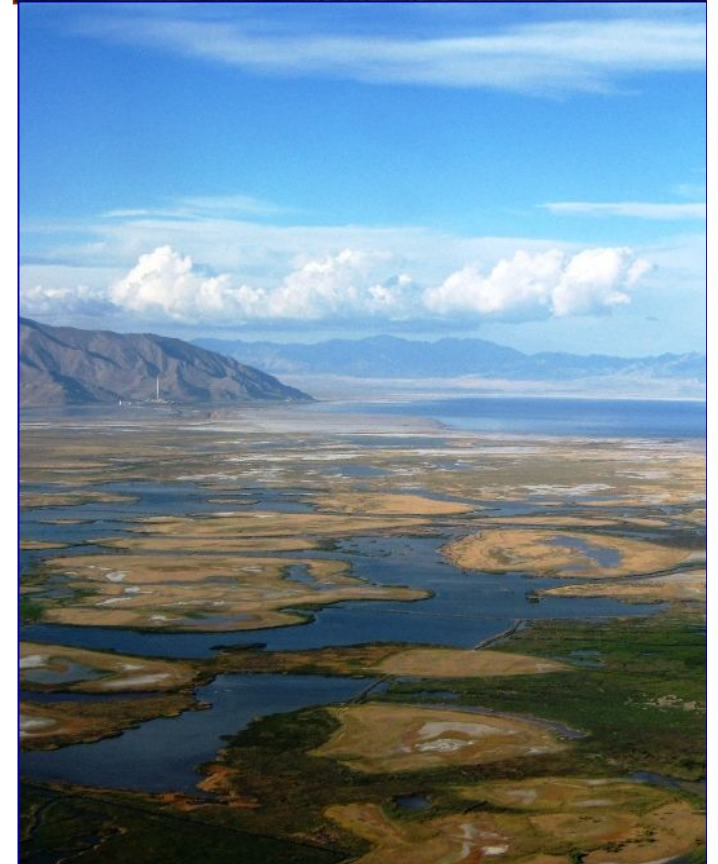
# Shaping and tracking the biodiversity agenda



Bird data can help set, meet and track 18 of the 20 Aichi Biodiversity Targets

# Different kinds of relationship

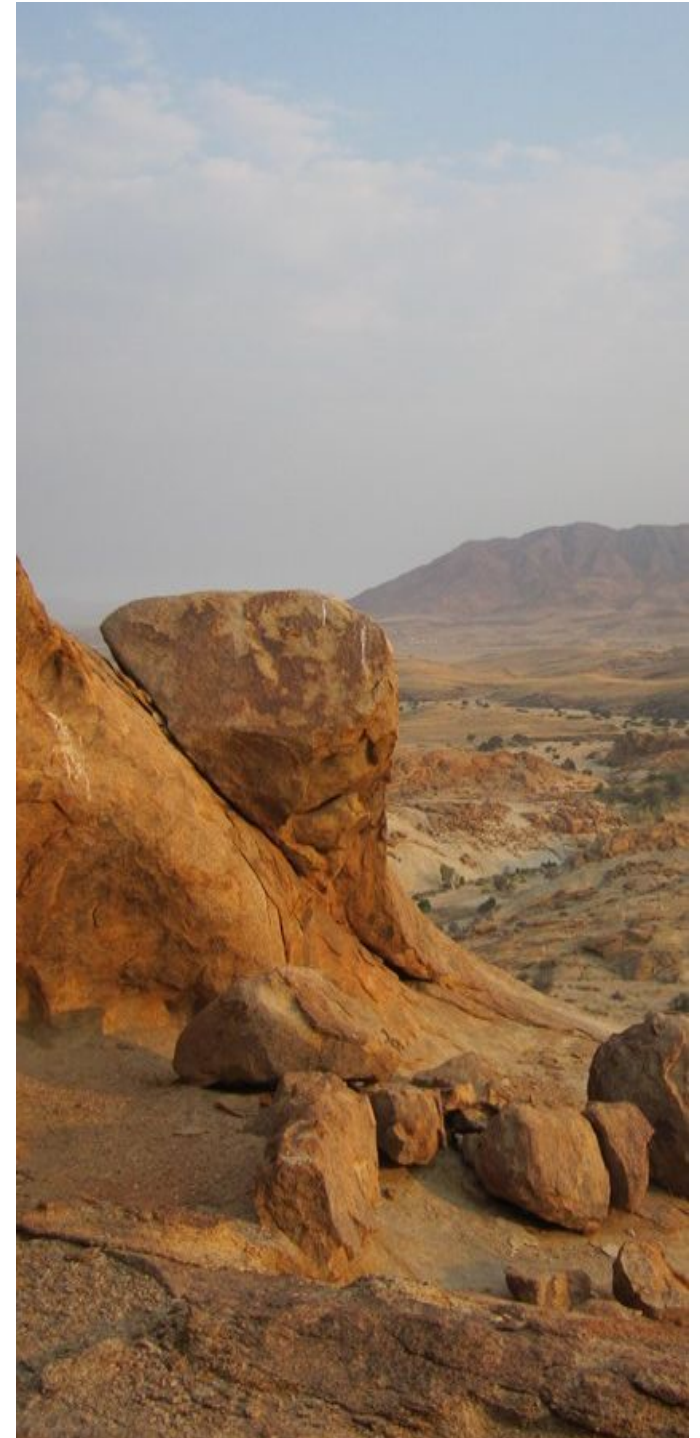
- BirdLife engages with business in many different ways
- For each relationship there are different:
  - Objectives (from BirdLife's and company's perspective)
  - Capacity needs
  - Risks





# 1. We aim to change corporate policy or provide critical information/services

- Influence/Policy-advocacy
  - Safeguard policies (e.g. IFC, Equator Banks)
  - Commodities Roundtables
  - Business and Biodiversity Offsets Programme (BBOP)
- Client / Contracts / Information provision
  - IBAT
  - Strategic Environmental Assessment (SEA) - to date linked to public sector banks and government e.g. Mongolia, Namibia)
- Carbon
  - Forests of Hope - Carbon trading/offsetting



## 2. We confront and challenge companies causing damage

- Casework
  - Sugar companies in Uganda, Kenya
  - Mindo, Ecuador - oil pipeline
- Campaigns
  - Tata Chemicals/ 'Think Pink'



3. We seek funding from corporates  
(without any intention or attempt to  
influence them)

## Donor relationships or Sponsorship

Preventing Extinctions  
Programme (PEP)  
Corporate-related trusts and  
foundations? – Toyota,  
Mitsubishi, Disney  
BP-Conservation Leadership  
Programme (CLP)  
Credit cards (e.g. RSPB and  
Visa?)  
Advertising (Website)



Já pensou em  
um refrigerador que  
enquanto você dorme,  
economiza energia?

**[re]pense**

O novo Refrigerador  
Ecotecnológico Panasonic  
é super inteligente.  
Com a Tecnologia Exclusiva  
Econavi, ele economiza energia  
de acordo com o uso.  
Além disso é produzido  
na mais nova e ecológica  
fábrica do Brasil.  
É a tecnologia japonesa  
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Tecnologia Exclusiva  
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de economia  
de energia.



**Panasonic** eco  
Ideas for life ideas

\*Resultado em relação ao consumo necessário para a climatização a 24h. Programa Nacional de Conservação de Energia Elétrica (Procel).



4. We work together to improve corporate (environmental) practice

- **Strategic Partnership**

- Rio Tinto
- CEMEX
- HeidelbergCement

- **Certification**

- Marine Stewardship Council
- FSC
- Coffee/Chocolate (Brazil / El Salvador)
- Commodities round tables



# Strategic Partnership: principles

- Opportunities: scoping
- Common objectives (symbiosis/mutualism)
- Risk identification & management
- Institutional capacity
- Biodiversity strategy
- Trust
- Long-term commitment to *integrating* biodiversity values and planning
- Best practice
- Sectoral leadership

# BirdLife: potential for strategic partnership

- **BirdLife International's tools**
  - Important Bird Areas (IBAs)
  - Globally Threatened Species
  - Proximity Analysis (local/global)
  - Biodiversity Action Planning
  - Biodiversity Offsetting
  - Geographic scope: BirdLife's global Partnership for local and national engagement
  - Other thematic opportunities with BirdLife's Forests of Hope, Preventing Extinctions and Flyways Programmes

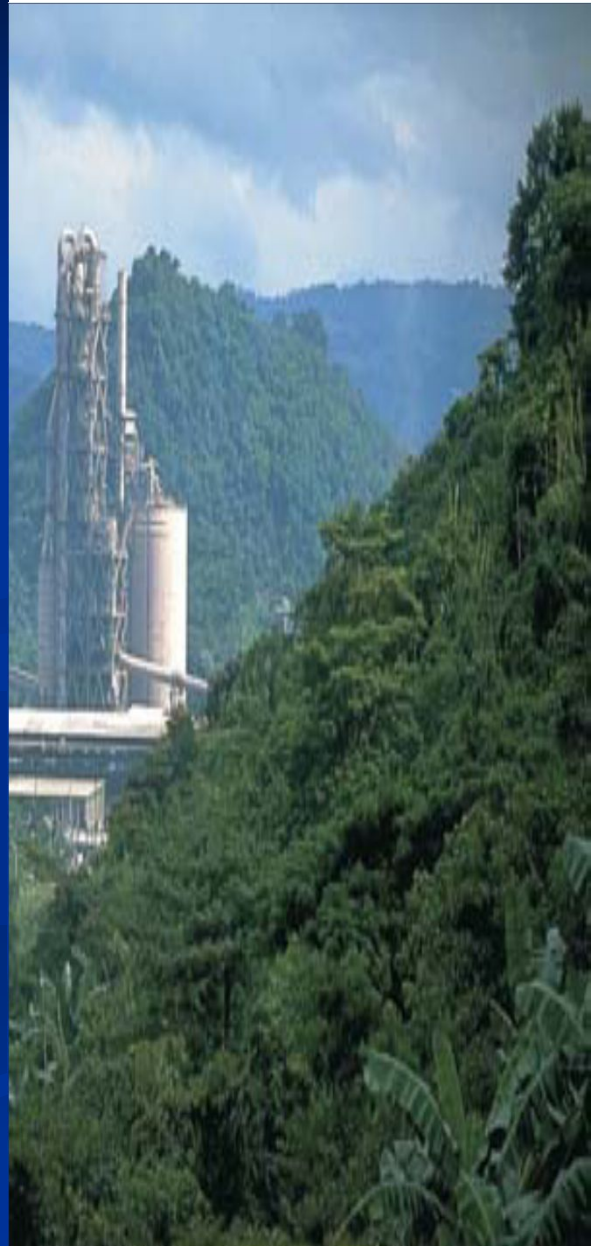


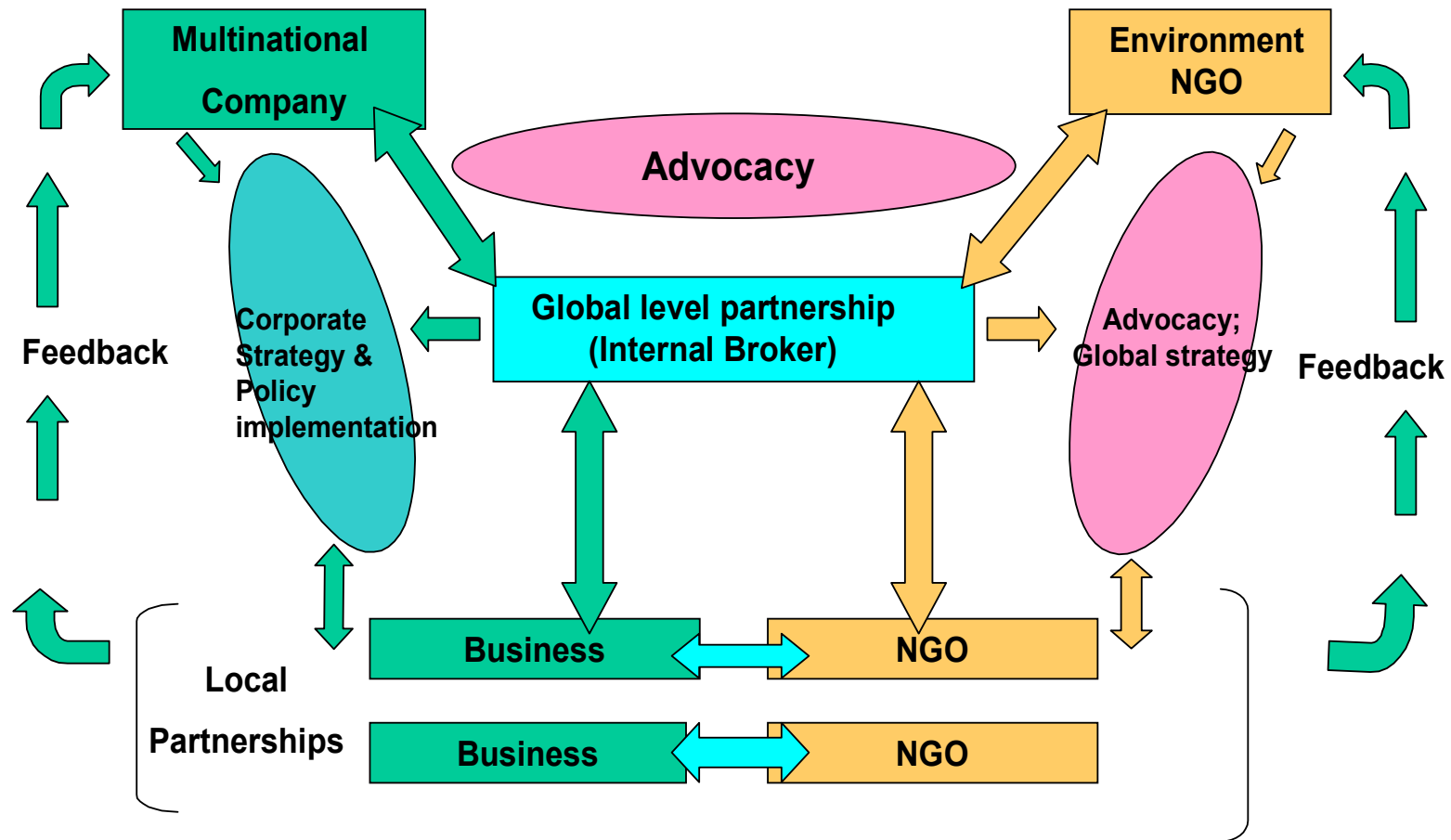
# RioTinto

- Strategic partnership initiated in 2000, now entering into its third 4 year phase (2013-2016)
- Assisting Rio Tinto address a range of issues with respect to their business case: access to capital (e.g., revised IFC PS6); environmental and social licences to operate; alignment with national legislations
- To date, globally, **20 collaborative projects** with operations focused on identifying key areas of biodiversity risk across the group and supporting development of biodiversity strategy
- Through BirdLife partners, collaborative actions to help support and deliver Net Positive Impact (NPI)
- Third phase of partnership focused on key thematic areas:
  - Biodiversity awareness at operations
  - IBAs (Important Bird and Biodiversity Areas)
  - Flyways
  - Forests of Hope



- 10 year agreement for strategic partnership (2007-2017)
- Global proximity analysis for 540+ operations
- Biodiversity Action Plan Guidance – a global standard
- BAP pilots for CEMEX regions globally, followed by implementation through:
- BAP collaboration with BirdLife Partners at priority operations overlapping with IBAs: Malaysia, Mexico, UK, Dominican Republic and now Colombia and others
- Assisting CEMEX define and develop biodiversity strategy with Key Performance Indicators (KPIs)
- BAP Training Programme to help CEMEX meet its 2015 target





**Figure 1: Partnership learnings emerging from concurrent global and local level engagement and respective Strategy and Policy development**



# Threats and Weaknesses

- Multinational corporates are always changing: investment in projects subject to unforeseen change.
  - Divestments, such as in the Pantanal, South Africa
  - Acquisitions, leading to major organisational changes
  - Hostile takeover or mergers
- Subject to shifts in corporate priorities and policy change
- Long term programme development can be influenced by significant personnel changes
- Long term relationship and wide geographic scope can expose BirdLife to a killer issue - sometime, somewhere
- Power inequity – an everyday reality in the relationship; very different perspectives
- Potential resource dependency (on partnership)

## RESPONSE

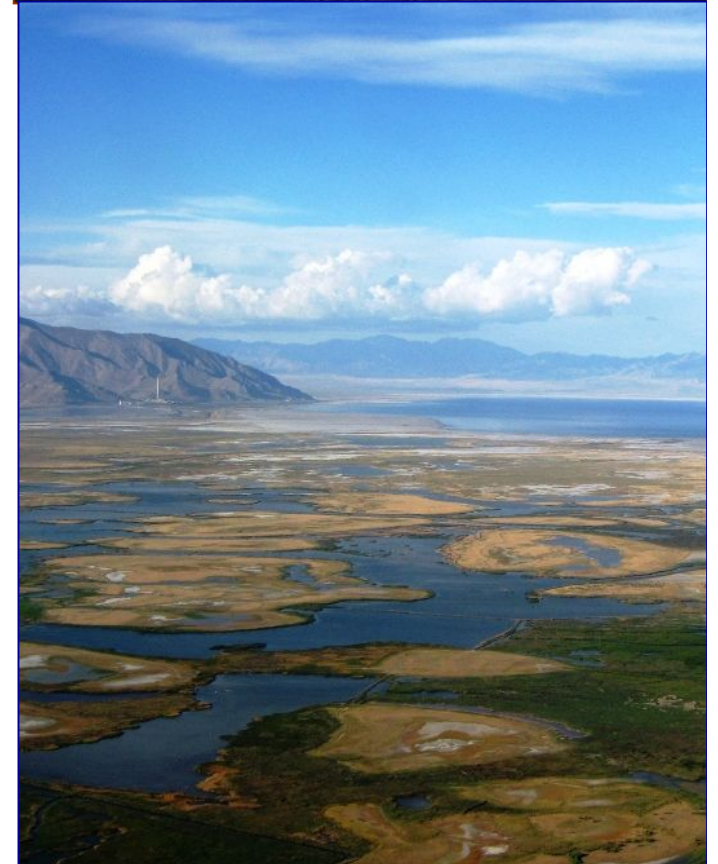


**State of the world's birds**  
[www.birdlife.org/datazone/sowb](http://www.birdlife.org/datazone/sowb)

# BirdLife Secretariat: WwC Guidance

## Working with Corporates Guidance (2011)

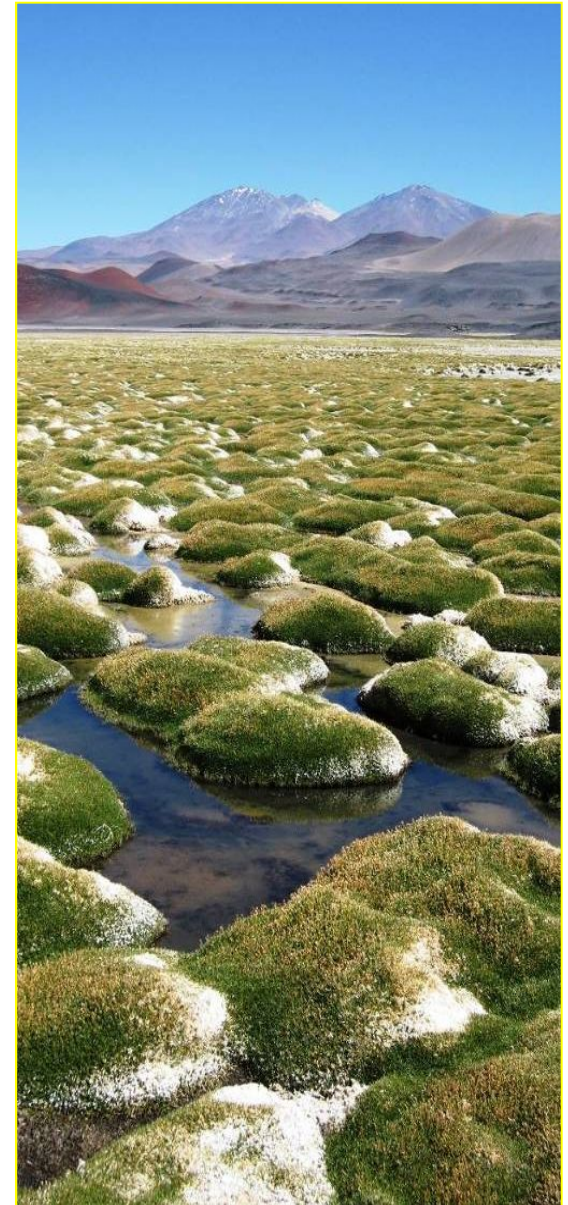
- Categorisation of business activities in terms of risk
- Informs an approach to Due Diligence and a consultation process for the BirdLife Secretariat
- Available to BirdLife Partners as required





# The BirdLife approach and future corporate engagement

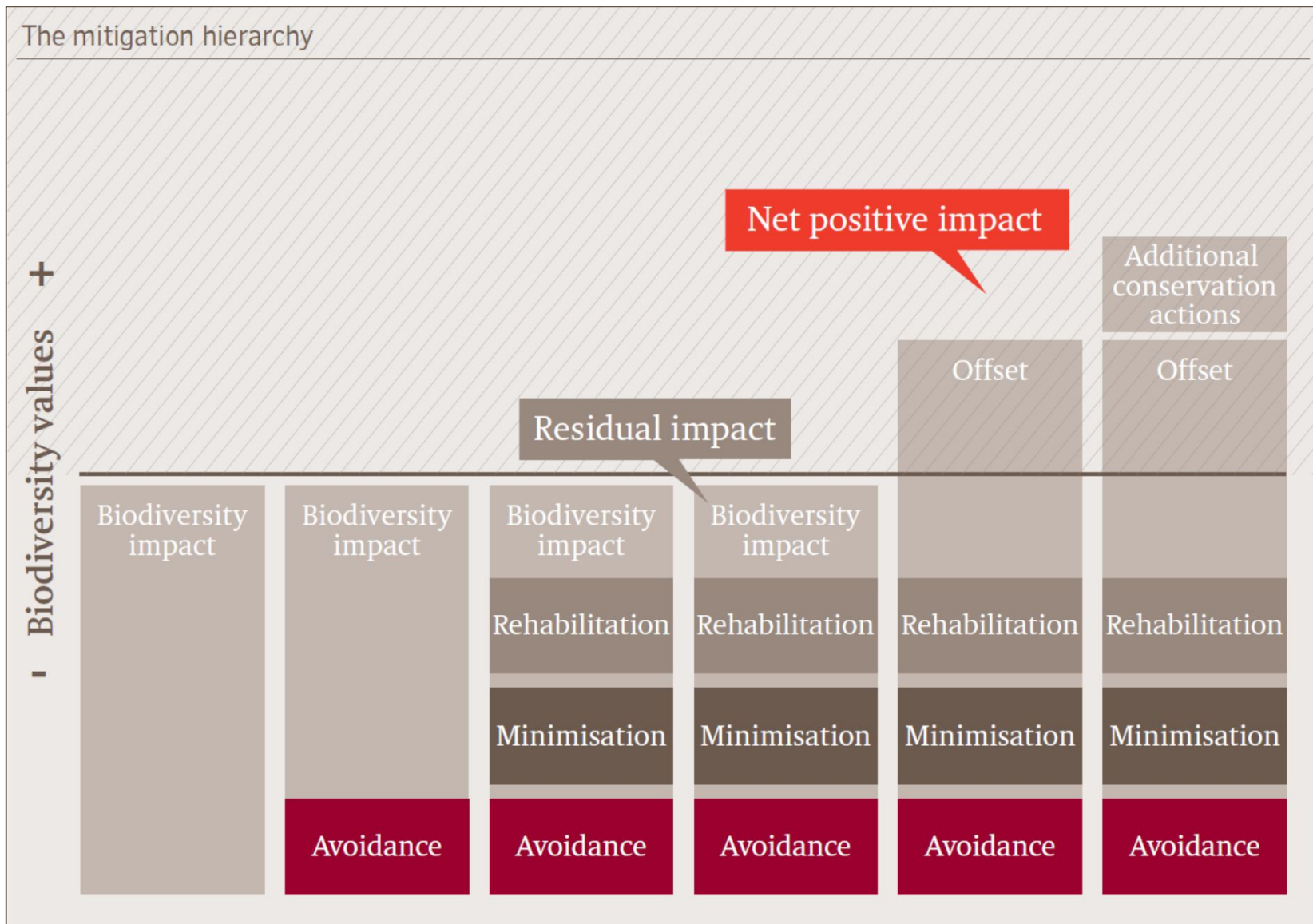
- Balancing opportunistic approaches with a more targeted approach
- Developing a strategy
- Scoping Potential Relationships
  - Which sectors do we want to work with?
  - Who is impacting biodiversity?
  - How do these companies relate to our mission and our programmes?
  - Who are the sectoral leaders?
  - Which are the companies to avoid?
  - Which companies should we approach?
  - Proactive due diligence



# Mitigation hierarchy

- Critical part of the process
- Goal should be No Net Loss (**NNL**), or Net Positive Impact (**NPI**)
- Commitment to **impact avoidance** crucial, both at landscape and project planning levels
- **Metrics** important for accountability but **ACAs** can be valuable to engage with stakeholders: build positive relationships

# The Mitigation Hierarchy Framework





# Biodiversity Offsets

- 10 BBOP Principles
  - BirdLife International an Advisory Group member since establishment
- Principles strengthened by BirdLife - through consultation with Partners - a global position
- Support the BBOP Standard
- Trend toward habitat/mitigation banking and aggregated offsets can provide real opportunities for well-financed, strategic conservation but there is...
- concern because they have potential to dilute principles and miss wider indirect impacts



ibat

FOR BUSINESS

Integrated Biodiversity Assessment Tool

# Vision

**Decisions affecting  
critical natural habitats  
are informed by the best  
scientific information  
and in turn that decision  
makers support the  
generation and  
maintenance of that  
scientific information**



UNEP



WCMC

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# Performance Standards:

## IFC PS6

International Finance Corporation (IFC) Performance Standard 6 (PS6), revised in 2012, is now perhaps the **largest single driver of corporate biodiversity management**. With broad uptake and support from financial institutions, industry, governments and civil society, it is rapidly gaining recognition as global best practice guidance.

- IFC
- Development Banks e.g. EBRD; EIB
- Equator Banks





## Business interests

### Can IBAT help with safeguard policies, risk management procedures and project screening?

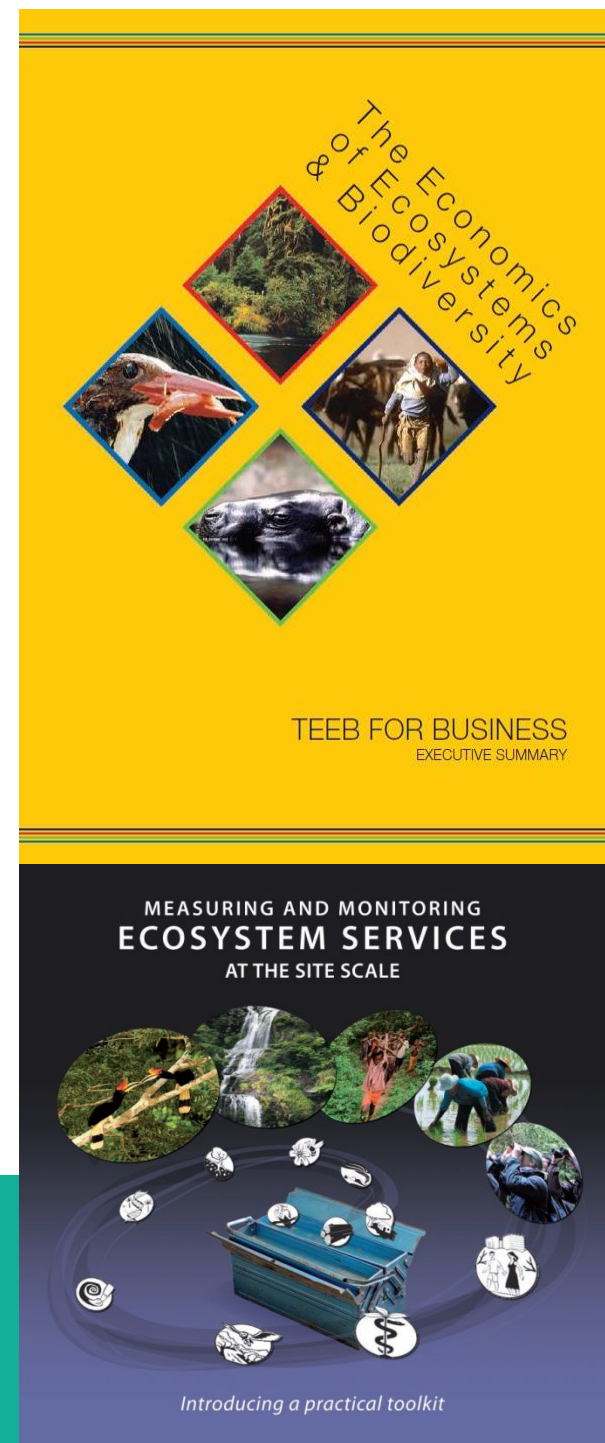
- IBAT provides essential information, but it needs to be updated to provide fuller coverage of Critical Habitat assessment (IFC PS6), which is fast becoming the global standard for biodiversity risk assessment.

# Natural Capital

- **The Economics of Ecosystems and Biodiversity** (TEEB)
- Added value
  - Essential for local communities
- Risks are not just for biodiversity *per se* but for social and economic dependencies that a biodiverse environment provides
- Ecosystem services
- **TESSA**: A toolkit for rapid assessment of ecosystem services at sites of biodiversity conservation importance – a consortium approach through the **Cambridge Conservation Initiative**

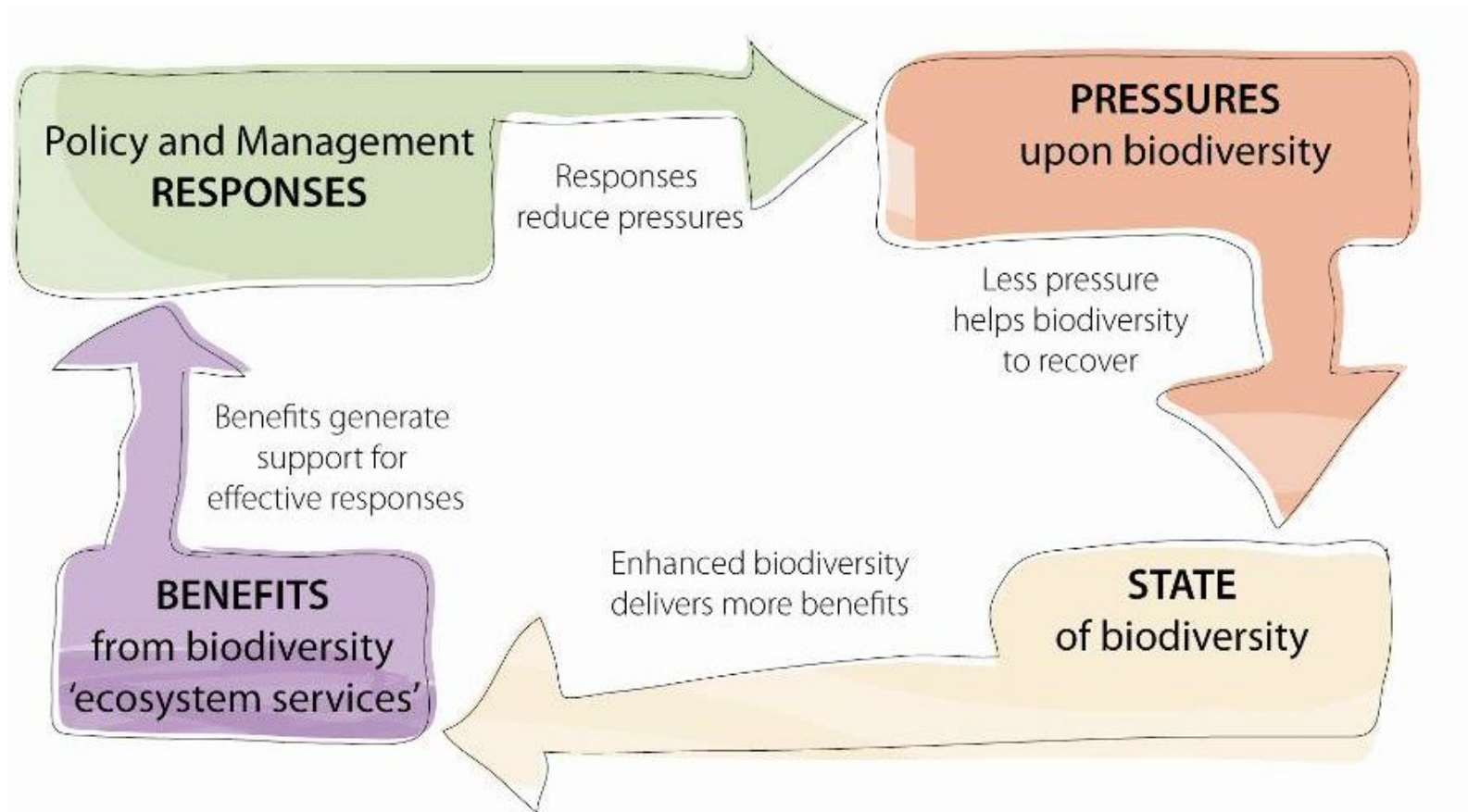
– BirdLife International, UNEP-WCMC, Cambridge University and others

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# Ecosystem services and the benefits they provide are underpinned by biodiversity





# Dependence, impact and response

- We all rely on ecosystems for food, water, housing, recreation, health...Daily (1997)
- But these services are in decline...MEA (2005)
- Conserving biodiversity and ecosystem services makes economic sense (TEEB 2010)



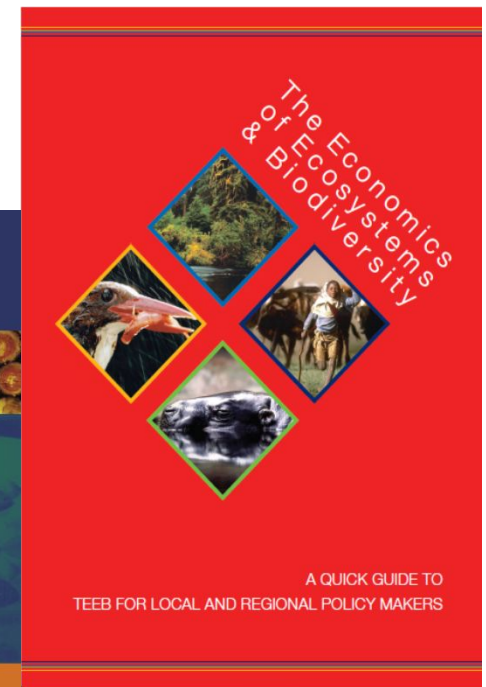
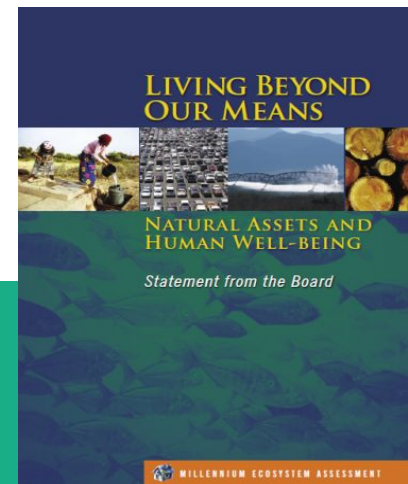
In response:

- UN-REDD
- CBD Aichi targets for 2020

Convention on  
Biological Diversity



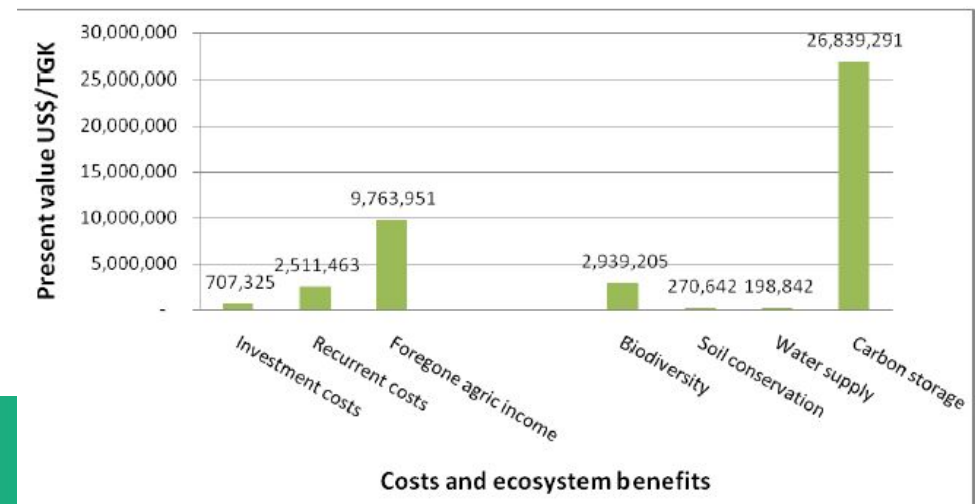
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# Opportunities for Businesses

- Measure the impact of site operations
- Evaluate the benefits of conservation actions/offsets
- Understand the distribution of costs and benefits to people
- Scientific underpinning to potential sources of revenues and compensation schemes (PES)

e.g. Rio Tinto – WBCSD pilot,  
Madagascar  
Assessed costs and benefits of  
conserving rainforest as part of their  
NPI on biodiversity



# NGOs and Business: a BirdLife perspective

- Mindful of the crisis
  - The current economic model needs stability
  - A *genuine* commitment to sustainability can bring greater resilience: integrating values more equitably
- Positive opportunities for *genuine* engagement using a variety of tools:
  - science-based,
  - partnership-based;
  - development of new economic models based on a valued natural environment



- Thank You
- Merci beaucoup

