



BUSINESS & BIODIVERSITY PROGRAMME, FINLAND

Report on Activities 2015

In 2014, the leading Finnish Corporate Responsibility Network FIBS launched the Business & Biodiversity (B&B) programme in cooperation with the Ministry of the Environment. The aim of the programme is to increase the awareness of biodiversity and its importance. Moreover, the programme helps enterprises to manage their impacts on the environment.

The programme promotes inventing new ways of doing sustainable business, namely by integrating biodiversity into business practices, creating a platform for the key stakeholders, and providing tools for integrating biodiversity and ecosystem services into the environmental CR work,

During the first year, the programme encouraged enterprises to identify their key dependencies and impacts on ecosystem services. The programme included open seminars and workshops. In addition, nine selected enterprises participated Master Class 2014 training, which offered deepened understanding of ecosystem services.

The results and experiences from the B&B programme and Master Class 2014 training were encouraging. Some of the enterprises started to re-shape their environmental strategy. Some began to communicate more actively about their environmental projects. One enterprise continues to explore a possible model which could be used in analysing the biodiversity impacts on the production sites. In addition, several enterprises continued discussing possible biodiversity related projects with experts from the Finnish Environmental Institute.

More about the outcomes of the programme "*Added value from nature*" was published in November 2015. Since the outcome and the feedback had been so good, Finland has continued to carry on the B&B work and the programme during 2015.

In 2015, the B&B programme also includes open seminars and workshops, and Master Class training for selected enterprises. Ten enterprises from different sectors were selected for the training. Among the others, companies present in construction sector, food industry, transport, forest industry and mining industry.

The aim of the Master Class is to increase the corporation awareness of biodiversity and links between business operations and ecosystem services. The training is based on the WBCSD's Business Ecosystem Training – model.

The training includes four workshops on biodiversity and ecosystem services, and two workshops on communications. The first workshop focused on understanding the links between the business and biodiversity and ecosystem services. The second workshop emphasised the enterprise's influences and dependency on the biodiversity and ecosystem services. The value and price of the biodiversity and ecosystem services within the enterprises were the topic of the third workshop. The last workshop will be organised in January 2016, and it will focus on diminishing the harmful effects and also on the compensation.

The first communication workshop focused on where and how to start with the biodiversity targets and ecosystem services. The second one focused on communicating in a convincing way.

Besides climate change, biodiversity is rising on the agenda of the investors as one of the crucial environmental themes. Therefore, the B&B programme organised a seminar for investors and corporate responsibility specialists in September 2015. The seminar focused on taking biodiversity and ecosystem services into account in the investments.

Environmental Committee of the Finnish Parliament greeted FIBS and few company representatives from Master Class 2015. The enterprises expressed their concerns especially regarding the environmental permits.

Finland hosted the fifth CBD Business & Biodiversity Forum in November 11-12, 2015, in Helsinki. Around 250 participants from all over the world joined the forum. The forum aimed at broadening enterprises' understanding of business opportunities connected to biodiversity and the associated risks in the loss of biodiversity. Various examples of solutions were presented in the forum. In addition, financing mechanisms for biodiversity were discussed, along with the role of biodiversity in supply chain management.

At the end of December 2015, we interviewed the Master Class enterprises. The feedback has been excellent. The results and experiences from the Master Class 2015 will be published in the beginning of the year 2016, after the training has finished.

The annual Business & Biodiversity seminar is held in the beginning of the year 2016. It will sum up the year 2015. The Master Class 2015 enterprises and their views on biodiversity is highlighted in the seminar. Moreover, the construction sector will present their new joint working group in the area of biodiversity. Communication is also in a vital part of the seminar.

Link to the publication: "Added value from nature"

http://www.fibsry.fi/images/Added_value_from_nature_FIBS_2015.pdf