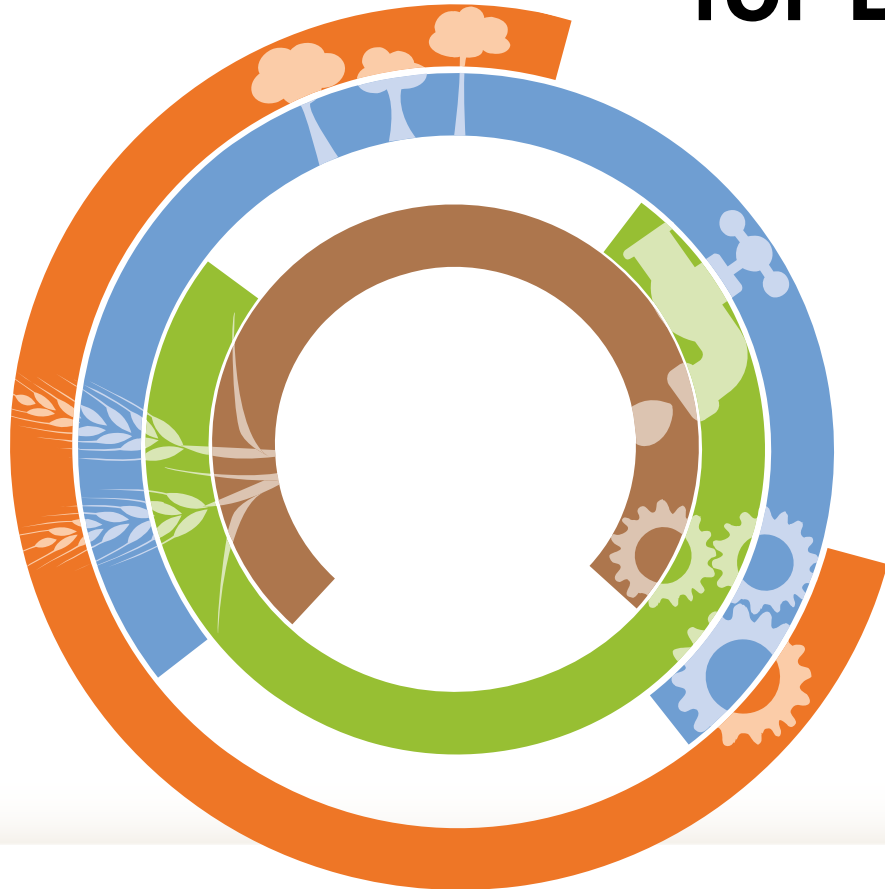




Private Business Action for Biodiversity



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Biodiversity and businesses

- Biodiversity is crucial for functioning ecosystems.
- The services of nature are the basis of many economic processes.
- The loss of biodiversity and ecosystem services poses risks to economic activities and social development, e.g.:
 - loss of productivity
 - Raising production costs
 - Loss of jobs
- There are various risks for businesses due to biodiversity loss; but its consideration also offers concrete opportunities





Why should businesses pay attention to biodiversity?

To avoid risks

Operational risks

- Availability of resources and production factors

Risks of reputation loss

- Damage to the image

Market-related risks

- Changes in buying behaviour
- Market price changes

Regulation- and law-related risks

- New regulations, e.g. ABS and free riders

Liability risks

- Lawsuits against businesses for causing biodiversity loss

Financial market risks

- Biodiversity criteria for access to financial resources

To use opportunities

New markets

- Respond to new consumer demands

Product innovation

- Develop new technology

Transparency

- Communicate impacts on biodiversity and environment (reporting)

Attractiveness as employer

- Motivate employees
- Talent acquisition

Additional income

- e.g. premium price for certified goods

License to operate

- Connecting with local communities



Global tendencies



Standards and labels

- More than 450 voluntary sustainability standards
- Growing share within global production
- Increasing attention to biodiversity criteria

Sustainable investment

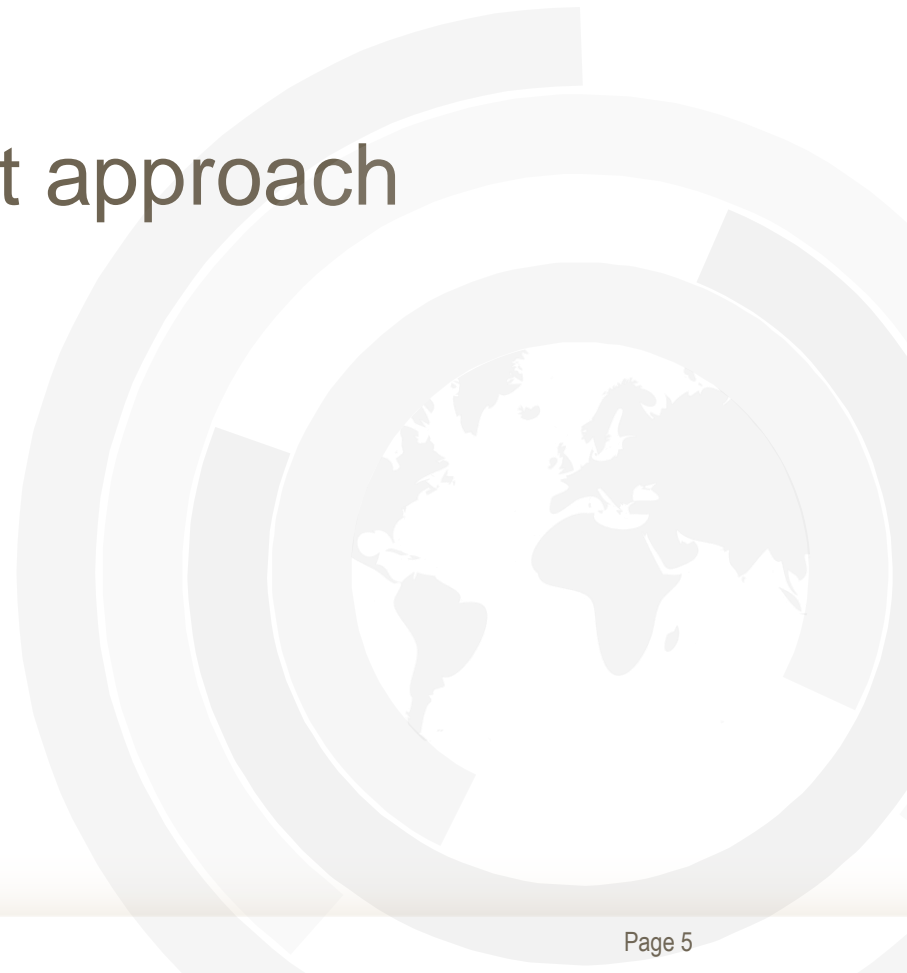
- Trend towards sustainable investment
- Impact investment 400 % increase since 2013

Social capital

- Raising awareness among consumers and among businesses
- Variety of business and biodiversity initiatives



Global project approach





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- Aims to identify, analyse and further develop promising mechanisms and instruments for promoting biodiversity-friendly production and commercialization
- Implementations of pilot activities in 3 partner countries – testing the potential for upscaling
- Results will be presented and discussed on national and international level
- Development of activities together with competent partner organizations





Main potentials prioritized during scoping phase

1. Simplifying **management tools**

Need to identify simple tools for integrating biodiversity into management processes

2. Strengthening **impact monitoring and reporting**

Simple impact monitoring systems which provide reliable data to support standards and labels as well as impact investment vehicles

3. Promotion of **match making with financial mechanisms**

Lack of investible projects to meet growing demand on impact investment market. Match-making between financial mechanisms and SMEs as well as capacity development with SMEs is needed

4. **Capacity development**

Instruments and mechanisms are not adapted to the needs of SMEs. Sensitizing stakeholders for impacts and dependencies of business activities on biodiversity.

5. **Traceability**

Simple Instruments that guarantee traceability are key for companies to take over responsibility for complex supply chains.

➔ **Special focus on SMEs**





Pilot approaches in Brazil, India and Mexico



Brazil: Açaí and carnauba

- Acai: “superfruit” which grows in tropical rainforest. Project supports local producers with marketing and impact monitoring.
- Carnauba: wax used e.g. for sweets and car polish. Promote sustainable use with focus on traceability.



Mexico: Agave and sustainable forest management

- Agave: many traditional uses, e.g. processed into Mezcal and Tequila. Focus on impact monitoring of measures to protect the habitats of bats as pollinators.
- Sustainable forest management: cost-benefit analysis of existing approaches for biodiversity conservation



India: Spices

- Spices: focus on biodiversity hot spot Western Ghats, Biodiversity Action Plans for improved integration of biodiversity aspects are adapted to small-scale spice production of pepper, cardamom, nutmeg, cinnamon and chili.

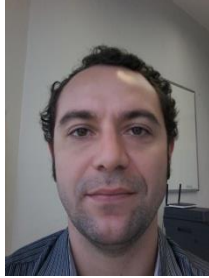
At **global level** exchange of experience, methods and results.



Gloria Perez



Octavio Nogueira



Andreas Gettkant



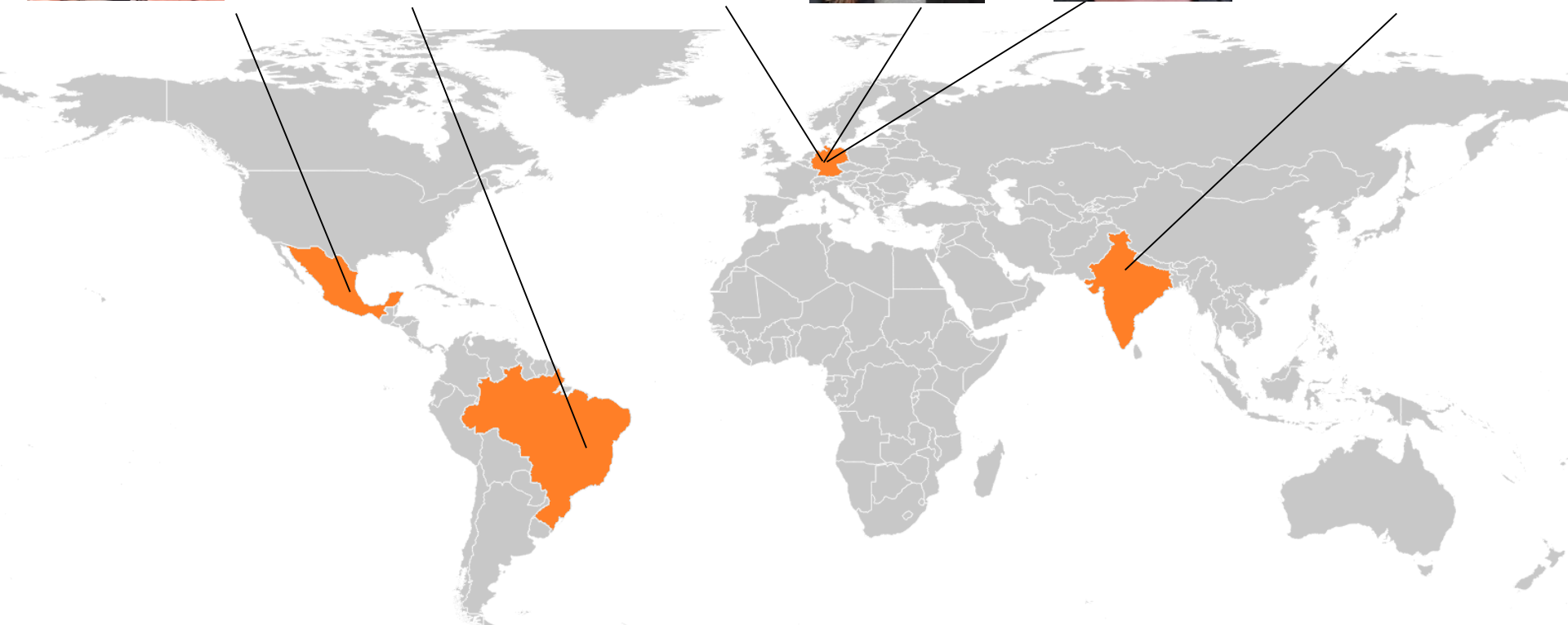
Charlotte Haeusler



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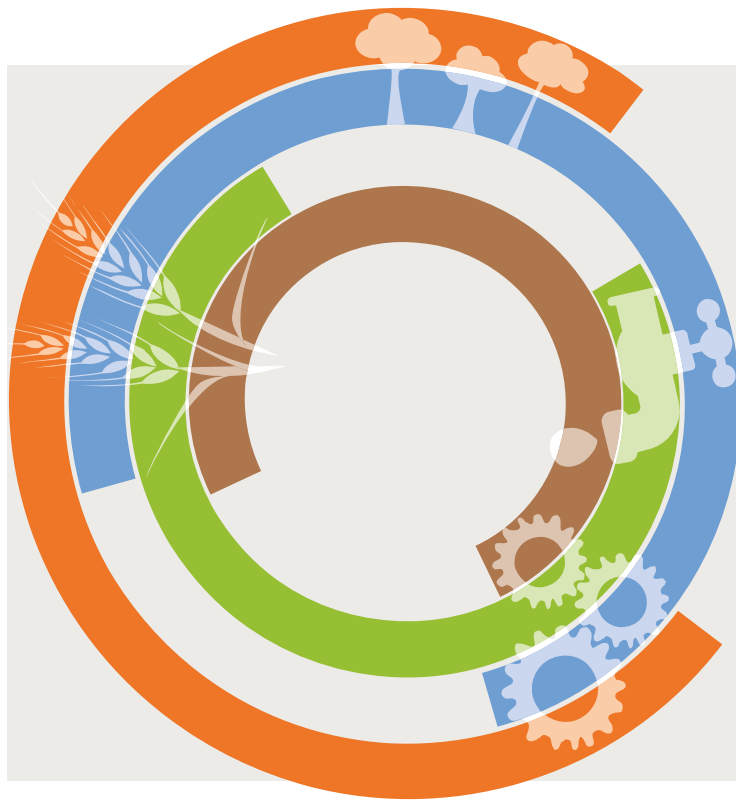


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THANK YOU!

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