



THE GLOBAL PARTNERSHIP FOR BUSINESS AND BIODIVERSITY

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Happy Holidays!!! The last few months of 2014 have been quite busy for the Partnership. In October, the 12th Conference of the Parties (COP 12) was held in Pyeongchang, Republic of Korea, with the CBD Business Forum and the 4th Meeting of the Global Partnership being held in parallel to this meeting. In November, the IUCN World Parks Congress, which took place in Sydney, Australia, also saw a number of Global Partnership-related events embedded with the larger “business journey”. This edition of the newsletter will give a brief overview of these events. In addition, as the COP 12 decisions have particular implications for the Partnership, the relevant sections will also be highlighted. A plan of action for fulfilling this strengthened mandate is being developed by the CBD Secretariat and will be circulated to all members early in 2015.

In other news, the new executive committee of the Partnership has decided that the next meeting of the Global Partnership (which will again be embedded in the larger CBD business forum) will take place in Finland in the fall of 2015. Further details with respect to exact dates and location will be forthcoming early in the New Year. Additionally, as Mexico will be the host for COP 13 in 2016, this will also be the location of the 6th meeting of the Global Partnership and CBD Business Forum.

I would also like to welcome two new members to the Global Partnership:

- ***Australia (Australian Business and Biodiversity Initiative (ABBI))***
- ***ASEAN (ASEAN Centre for Biodiversity (ACB))***

Finally, on behalf of the CBD Secretariat, I would like to wish all of you the best for the season and a very Happy New Year. See you all in 2015!!!

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Executive Committee Corner

Message from the Chair

In a couple of weeks 2014 will come to a close. The year has been a very busy and productive one for the Global Partnership and its members. Throughout the year there were numerous meetings and events held for the purpose of determining interest in the development of national and regional initiatives, discussion of topics relevant to business and biodiversity such as natural capital, and events aimed at helping individual initiatives and businesses understand and operationalize sustainable use and conservation of biodiversity.

One of the highlights for the Partnership was the approval of the membership process and the establishment of a membership base. By the end of 2014 the Partnership will have a total of 19 approved members with an additional business and biodiversity initiatives in the membership process.

2014 was also the year of the 12th meeting of the Conference of the Parties to the Convention on Biological Diversity (COP12) in Pyeongchang, Republic of Korea, which included the three day Business and Biodiversity Forum. The events at the forum were well attended and produced lively and interesting discussion; however, many challenges were identified by both new and established initiatives. Most of these challenges are not specific to individual initiatives and members but are common on a global perspective. Some of the more common challenges identified include:

- Difficulty of actively engaging beyond the frontrunner companies
- Lack of financial and human resources
- Translating the concepts of biodiversity conservation and sustainable use into business language.

One of the key points resulting from the COP business discussions was the need for a global business and biodiversity reporting mechanism and the creation of a framework for companies to address the Aichi Biodiversity Targets. These two key points will create both challenges and opportunities for the partnership.

The theme of the High-Level Segment meetings was *Biodiversity for Sustainable Development*. Sessions within the meetings included integrating biodiversity into sustainable development; nature-based solutions to global challenges and biodiversity and creative economies. As a result of the business forum, the “business sector” was given its first opportunity to make an intervention during the High-Level Segment of COP 12 (involving Ministers and other senior officials) in order to both report on the results of the forum as well as to express the concerns of the business community.

2014 was a huge success in laying down a solid foundation for the Partnership and 2015 is already shaping up to be an exciting year as we further develop and build the Partnership.

As Chair of the Partnership and Executive Director of the Canadian Business and Biodiversity Council, I want to wish you and yours Health and Happiness this Holiday Season and a Prosperous 2015.

COP 12 Business Engagement Decisions

The business engagement decision at COP 12 (XII/10) makes a number of requests and references to the Global Partnership directly, particularly with regard to reporting and the creation of guidance to help businesses understand and contribute to the Aichi Targets. The relevant sections are reproduced below. The full text of the decision can be accessed at: <http://www.cbd.int/doc/meetings/cop/cop-12/insession/cop-12-L-25-en.pdf>. Discussions on how to implement these decisions will be launched in early 2015. All members of the Partnership are invited to take an active role in these deliberations.



XII/10. Business engagement

The Conference of the Parties,

Acknowledging the development of the Global Partnership for Business and Biodiversity and the pioneering work done by some Parties in engaging with business towards the implementation of the Convention, as evidenced by the increasing numbers of national and regional initiatives on business and biodiversity,

Taking note of the results and recommendations from the Third and Fourth Meetings of the Global Partnership for Business and Biodiversity, welcoming the business forum held in parallel to the twelfth meeting of the Conference of the Parties, and acknowledging that it supports the objectives of the Convention and its Protocols both by raising awareness and by demonstrating the commitment of the private sector to these objectives,

- ...
1. Invites Parties, taking into account their national policies, needs and priorities:
 - (a) To work with stakeholders and relevant organizations to develop innovative mechanisms to support the Global Partnership for Business and Biodiversity and its associated national and regional initiatives;
 - (b) To cooperate with the Global Partnership for Business and Biodiversity and its associated national and regional initiatives in order to assist businesses in reporting on their efforts to mainstream the objectives of the Convention and its Protocols, as well as the Strategic Plan for Biodiversity 2011-2020 and the Aichi Biodiversity Targets, and to provide related information through the clearing-house mechanism;
 - ...
 3. Requests the Executive Secretary, subject to the availability of resources, and in addition to the work specified in relevant decisions of the Conference of the Parties:
 - (b) To support, and collaborate with, the Global Partnership for Business and Biodiversity and its associated national and regional initiatives, as appropriate and in conjunction with other programmes, in developing reports on the progress of biodiversity mainstreaming by businesses, including by establishing a typology of possible actions, through, among other means, the convening of a technical workshop on reporting frameworks in this area for consideration by the Subsidiary Body on Implementation prior to the thirteenth meeting of the Conference of the Parties;
 - (c) To collaborate with the Global Partnership for Business and Biodiversity and its associated national and regional initiatives in order to support capacity-building for businesses with a view to mainstreaming biodiversity into business decisions;
 - (d) To enhance, in collaboration with the Global Partnership for Business and Biodiversity and its associated national and regional initiatives, the contribution of the business sector to the achievement of the Aichi Biodiversity Targets, for example, through the identification of key milestones and the development of guidance for business to support the implementation of the Strategic Plan for Biodiversity 2011-2020;
 - ...

Initial Report on the COP 12 CBD Business Forum

The following represents an initial summary of the CBD Business Forum. A full report is being prepared and will be made available on-line in early 2015. In addition, all presentations and other materials presented at the Forum will be made available in due time. Please refer to the following page for updates: www.cbd.int/business/bc/cop12.shtml.

On 12-14 October 2014 the Secretariat of the Convention on Biological Diversity, with the generous support of the Government of the Republic of Korea and the Government of Germany, hosted a three-day business and biodiversity forum in parallel with COP 12. The themes that were prioritized for this business forum, mainstreaming, capacity building and reporting, were selected to reflect parts of the COP12 business draft decision that were under negotiation at that time.

The focus areas on day one were Sustainable Tourism, Commodities, Bio Trade and the Global Partnership. On days two and three discussion groups focused on the issues and concerns surrounding the implementation of the aforementioned key themes. All sessions focused on presentations and interactive discussions which led to expressions of interest for concrete actions by Parties to create enabling environments so that businesses can integrate values of biodiversity into their operations and strategies.



Approximately 250 people participated in the various elements of the forum over the course of the three days. This included official representatives of Parties, businesses, associations, NGOs, academia and other stakeholder groups, and represented well over 30 countries. The set-up of using a mix of panel presentations followed by smaller discussion groups appears to have been fairly successful, with a lot of positive feedback emanating from participants. Having several business-related topics and sets of players working in parallel under the Forum, yet in complementary approaches (guidelines, best practice cases, policy development and assessments) was also perceived as leading to productive cross-cutting cooperation and exchanges. Following the conclusion of the business forum, a summary statement was prepared for the High Level Segment of COP and was read out by Mr.

Reg Melanson, Executive Director, Canadian Business and Biodiversity Council and Chair of the Executive Committee and the Global Partnership for Business and Biodiversity.

The discussions during this three-day event had several common elements that cut across the various topics and themes. These included:

- Enhancing communication between the various stakeholders to create a common “business case” and a basis of understanding and trust
- Creating practical ways that will help businesses contribute to the achievements of the Aichi Biodiversity Targets, including recognition of expertise and excellence
- Creating momentum to achieve scale and results from the various business initiatives towards the upcoming Sustainable Development Goals and related process
- Helping both the public and private sectors to operate within planetary boundaries
- Creating a level playing field by ensuring the implementation of consistent legislation, regulation and economic incentives.

Summary Report on the Closed Meeting of the Global Partnership

The following represents key excerpts (in the interest of space in this newsletter) from the Closed Meeting of the Global Partnership held on 14 October 2014. The full report is available upon request from the Secretariat:

Presentation by UEBT to Global Partnership

- Rik Kutsch Lojenga (Executive Director of the Union for Ethical Biotrade) made a brief presentation to the Global Partnership on the activities of UEBT as well as the Biodiversity Barometer
- He explained that the barometer is essentially a tool used to measure public awareness and perception about biodiversity, and could be very useful in tracking corporate attitudes as well as consumption patterns
- He noted the various factors that are taken into account in the measurement process, as well as the importance of brand awareness
- He noted that collaboration with the Global Partnership in general, and the National/Regional Initiatives in particular, could be of mutual benefit in tracking perceptions and activities
- This presentation stemmed, in part, from a request by the Executive Secretary who would like to see the barometer extended through various partnerships
- There was some interest expressed by various initiatives in the barometer. The Secretariat will follow-up with a dissemination of the UEBT presentation and other pertinent information.

Formal Announcement of the First Executive Committee of the Global Partnership

- Following from the call for nominations on 5 September 2014 and the screening/selection of applications by the Interim Executive Committee on 26 September 2014, the following was agreed to as the first executive committee of the Global Partnership:
 - India (2 years)
 - Germany (2 years) – to be followed by France
 - Netherlands (1 year) – to be followed by the EU
 - Canada (1 year) – to be followed by Mesoamerica
 - Brazil (2 years)
 - Japan (2 years) – this is based on the understanding that the two initiatives from Japan will share this responsibility
 - South Africa (1 year).
- Canada agreed to continue acting as Chair for the next year
- The structure was predicated on the understanding that from this point on, half of the executive committee will be up for election every two years (for a two year term). This staggered approach in the first year simply lays the groundwork for the ongoing process



- *The committee also corresponds to the representation from various regions as specified in earlier meetings*
- *The new committee was universally accepted, and it was also noted that the level of interest in participating in the Executive was very encouraging.*

Action Committees

- *Daan Wensing (Netherlands, Managing Director Leaders for Nature) presented an idea for “Action Committees” that would begin to address various areas of interest for the Global Partnership*
- *The idea was that these would be small working groups, each headed by a member of the Executive Committee (with Secretarial support as required)*
- *The following groups were identified with the leads indicated:*
 - *Communication/Strategy (Lead: Canada (Reg Melanson))*
 - *Capacity Building-Mapping Exercise (Lead: Brazil (Elisa Romano))*
 - *Financial Resources (Lead: Netherlands (Daan Wensing))*
 - *Inputs to future COPs (Lead: India (Seema Arora))*
 - *Mainstreaming (Lead: South Africa (Kiruben Naicker))*
 - *Refining Formal Role of the Executive Committee (Lead: India (Seema Arora))*
 - *Measuring Impacts (Lead: South Africa (Kiruben Naicker)).*
- *It should also be noted that based upon the COP 12 decision, actions will need to be taken by the Global Partnership to help fulfill this mandate. This will be further elaborated in a future message.*

Business Statement for High-Level Segment

- *As a result of the business forum, the “business sector” was given its first opportunity to make an intervention during the High-Level Segment of COP 12 (involving Ministers and other senior officials) in order to both report on the results of the forum as well as to express concerns of the business community*
- *Given the increasing importance of the Global Partnership, and Reg Melanson’s role as Chair of the Interim Executive Committee, he was asked to make the statement*
- *A partial draft was initially prepared and presented to the Global Partnership meeting. This was discussed quite extensively during the latter part of the meeting, and the statement was crafted by a small group following the meeting (the final version is attached to these minutes)*
- *The statement was short and crisp, and was well received by the High-Level Segment.*

Highlights from the IUCN World Parks Congress

The IUCN World Parks Congress (WPC), an event held once every ten years, took place in Sydney, Australia, from 12-19 November 2014. Overall, more than 5000+ participants registered for the congress involved in an almost overwhelming number of parallel events, discussion streams and receptions. The majority of the business events took place outside of the main session streams. There was a pavilion area set up for “parallel” events and sessions, with many different booths and organizations taking part. Of primary relevance to business were the Business and Biodiversity pavilion, the Conservation Finance pavilion and the Nature-Based Solutions Pavilion, however various “side events” and other discussions/events took place throughout the congress venue. One aspect of both the “business journey” was the strong interest that the events in these programmes generated amongst congress attendees. As an example, the business pavilion had set aside space for approximately 30-40 people at any given talk or event, yet routinely two to three times that number (or even more) attended the discussions. It was also noteworthy that the discussions were informed and cordial, with positive exchanges and desires to work with the business sector being expressed by many participants. The strong impact that the business journey made indicates a growing awareness both of the importance of engaging with this sector, and the willingness of companies and related interests to participate in these types of events. The congress also offered very good networking opportunities, and a



number of key contacts were established at the NGO, IGO, governmental and corporate levels that will help to push the agenda forwards, including with reference to the ongoing development of the Global Partnership for Business and Biodiversity.

There was a specific Global Partnership side event entitled “Business and Biodiversity an Opportunity for Protected Areas” that took place on 18 November. This event was co-organized by the SCBD and the Biodiversity Partnership Mesoamerica (a regional member of the Global Partnership) to both raise awareness about the Partnership and to highlight the business opportunities regarding protected areas. The panellists, beyond the two organizers, included the South African National Initiative and a representative from Parks Victoria. Essentially the event functioned to showcase how the Partnership had developed and brought different stakeholders together, and then, within that context, how businesses in different sectors were able to find sustainable opportunities with regard to protected areas, as well as how they were able to cooperate on a cross-sectorial basis and share ideas and best practices. Awareness raising vis-à-vis the Partnership at the congress was of particular relevance given the important role that IUCN plays in a variety of initiatives. The Secretariat also played a role in a number of other sessions and panels throughout the congress, being asked to briefly comment during the sessions on both the COP 12 decisions (and how these could impact the WPC outcome document the “Promise of Sydney”) as well as the ongoing development of the Global Partnership (this latter with particular respect to events held by the Australian, South African and Dutch national initiatives). Finally, the Secretariat was given a chance to comment on some of the business themes being fed into the “Promise of Sydney”.

Updates from Initiatives

(We invite submissions from all members and those developing national initiatives)

Brazil



How Biodiversity Can Help to Improve Brazilian Cuisine

In its ten years of existence, the SESI Program ‘Cozinha Brasil’ has established itself as a unique methodology developed to improve the quality of life and health conditions of workers in the industry sector. As with many Latin Americans, the eating habits of Brazilians are deeply rooted in the history and cultural heritage of their country.

Portuguese, Indigenous peoples, African communities, and immigrants from Mediterranean and Northern European countries have left indelible marks in the national diet and environmental history.

The mass media has also produced a great deal of press coverage on the benefits of healthy life styles and the consequences of overexploited natural resources. Fast food is a cheap and easy solution for those who prefer a quick meal, but increasingly people are cutting down on meat, fat and sugar in their daily diets. More and more, consumers are becoming inquisitive about the origins and ingredients in their meals.

The SESI Program Cozinha Brasil is a good example of a social technology that helps maintain the genetic diversity of domesticated plants and animal breeds, as well as related cultural and biological resources (traditional knowledge, soil and water biodiversity). The Program has identified a new approach in its methodology which incorporates the benefits of using local biodiversity. By promoting the

AICHI TARGETS SUPPORTED BY SESI PROGRAM ‘COZINHA BRASIL’

Strategic Goal B: Reduce the direct pressures on biodiversity and promote sustainable use-Target 8

By 2020, pollution, including from excess nutrients, has been brought to levels that are not detrimental to ecosystem function and biodiversity.

Strategic Goal C: To improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity-Target 13

By 2020, the genetic diversity of cultivated plants and farmed and domesticated animals and of wild relatives, including other socio-economically as well as culturally valuable species, is maintained, and strategies have been developed and implemented for minimizing genetic erosion and safeguarding their genetic diversity.

Strategic Goal D: Enhance the benefits to all from biodiversity and ecosystem services-Target 14

By 2020, ecosystems that provide essential services, including services related to water, and contribute to health, livelihoods and well-being, are restored and safeguarded, taking into account the needs of women, indigenous and local communities, and the poor and vulnerable.

sustainable use and access to natural resources such as water, soils, plants and animals, the program's intent is to promote environmental education at the same time it improves nutritional and health aspects in the life of the workers.

To subsidize the program on a national level, a partnership has been established between SESI National Services Council and the Environment and Sustainability Executive Management in the Confederation of National Industry-CNI. The partnership will take a multidisciplinary approach with actions focusing on environmental education on food production, re-use of food packaging, disposal of food waste and the domestication of plants and animals in different regions of the country. The actions will take place via workshops, audiovisual materials and children's games. The goal is to educate by raising awareness about the origins of the ingredients of the food participants prepare during the capacity-building courses promoted by Cozinha Brasil. By becoming more aware of where the ingredients come from, how and by whom they were introduced to Brazil, how and by whom they were gathered or cultivated, and how their growth helped to conserve the ecosystem, the program will contribute to achieving Aichi Biodiversity Targets 8, 13 and 14.

European Union



- ***EU B@B priorities for next year:*** While it has been decided to continue the work of the three Workstreams during year 2 of the EU B@B Platform, new priorities have to be fixed. The first ideas identified by the Workstream leaders were presented and discussed during the B@B Annual Conference. Participants to the Annual Conference then received the opportunities to provide additional ideas during after the conference. The different inputs have been revised and all the members of the B@B Platform have now the opportunity to vote for their preferred topic. You can access the poll here: www.surveymonkey.com/s/business-and-biodiversity
- ***EU B@B platform outputs from all three workstreams now available:*** After one year of work, the outputs from Workstream 1 on Natural Capital Accounting, Workstream 2 on Innovation for Biodiversity and Business, and Workstream 3 on Access to Finance and Innovative Finance Mechanisms are now available online.
 - On Workstream 1 member companies, in cooperation with the EU B@B team, developed a Guide (<http://ec.europa.eu/environment/biodiversity/business/assets/pdf/b-at-b-platform-nca-workstream-final-report.pdf>) to select an NCA approach together with a new NCA Decision-matrix Tool (<http://ec.europa.eu/environment/biodiversity/business/assets/pdf/b-at-b-platform-nca-workstream-decision-matrix-tool.xlsx>)
 - On Workstream 2, based on evidence provided by the B@B Platform members, a short report (<http://ec.europa.eu/environment/biodiversity/business/assets/pdf/b-at-b-platform-innovation-workstream-final-report.pdf>) presents the objectives, approach, method and findings of the Workstream. This report is accompanied by 21 case studies (<http://ec.europa.eu/environment/biodiversity/business/workstreams/Workstream2-Innovation-for-Biodiversity-and-Business/Outputs-to-date.html>) showcasing innovative business models and their benefits for both biodiversity and businesses
 - On Workstream 3, based on evidence provided by the B@B Platform members, a short report (<http://ec.europa.eu/environment/biodiversity/business/assets/pdf/b-at-b-platform-finance-workstream-final-report.pdf>) presents the objectives, approach, method and findings of the Workstream. This report is accompanied by 15 case studies (<http://ec.europa.eu/environment/biodiversity/business/workstreams/Workstream3-Access-to-Finance-and-Innovative-Finance-Mechanisms/Outputs-to-date.html>) showcasing innovative financing mechanisms and their positive impacts on biodiversity and businesses.

- ***EU B@B Annual Conference: Highlights:*** The first Annual Conference of the EU B@B Platform took place in Brussels on 21 November 2014. Many businesses attended this exciting event and learned from different frontrunners in the field of business and biodiversity. If you did not have the chance to attend the event in person, a short summary (http://ec.europa.eu/environment/biodiversity/business/assets/pdf/first-annual-eu-b-at-b-conference-summary-20141121_en.pdf) of the day is now available together with the presentations (http://ec.europa.eu/environment/biodiversity/business/about/the-platform/b-at-b-annual-conference_en.html) and the agenda (http://ec.europa.eu/environment/biodiversity/business/assets/pdf/b-at-b-annual-conference_agenda.pdf) of the conference.

Germany



- ***'Biodiversity in Good Company' would like to share its latest newsletter with the Global Partnership*** (available at: www.business-and-biodiversity.de/index.php?id=1129): With the year 2014 rapidly coming to a close, a range of activities took place during the autumn months with regards to business and biodiversity. On 17 November, we enjoyed an inspirational exchange of experiences with other companies at our conference, "On the doorstep and beyond the horizon: Companies addressing the challenges of biodiversity", hosted by retail company Otto Group in Hamburg. Special guest: Secretary of State Jochen Flasbarth from the Federal Environment Ministry. In October, we participated in the CBD's COP 12 with a number of member companies, i. e. Aleph, Beraca, Fujitsu, GIZ, Saraya und Sumitomo Mitsui Trust Bank. We took part in the COP 12 Business Forum and presented the activities of our network in a side event. Our newsletter includes a link to additional information. And finally, on 21 October the EU Business @ Biodiversity Platform gathered for its annual meeting in Brussels. Hopefully meeting, talking and networking will help us all move forward! The newsletter also puts the spotlight on one of our member companies: Faber-Castell. Enjoy reading! Please sign up for our newsletter at www.business-and-biodiversity.de/?65&L=1
- ***Recommendations for Biodiversity Criteria in Standards and Quality Labels for the Food Industry:*** The initiative "Biodiversity Criteria in Standards and Quality Labels of the Food Sector" seeks to motivate standards and quality labels in the food industry to better integrate the conservation of biodiversity into their standard policy and criteria for products or production processes. A guide with recommendations is available at: www.business-biodiversity.eu/global/download/%7BF5ADGQIAMK-12102014122755-XCHEEUWSWU%7D.pdf. The food producing and processing industries have significant impacts on biodiversity. Currently, biodiversity, ecosystem services and their protection continue to play only a minor role in the food industry even though their fundamental importance is known. This project seeks to motivate standards and quality labels in the food industry to better integrate the conservation of biodiversity into their criteria for products, and to adapt and improve existing standards and quality labels. The project also targets proprietary standards and labels for farm operators and food processing/distributing companies that should be motivated to define biodiversity criteria or to optimize existing criteria. Nineteen labels and standards were analyzed with regard to their relevance to biodiversity protection. Project partners identified biodiversity relevant criteria in standards and examined to which extent the existing criteria address critical points in relation to biodiversity and where an urgent need for improving existing standards and labels exists. The results were discussed with representatives from standards organizations, companies, farm operations and environmental experts. These findings were published in the baseline report: www.business-biodiversity.eu/default.asp?Menu=229. As the next step, the Lake Constance Foundation and the Global Nature Fund compiled recommendations for policies for the standards organizations and concrete criteria for biodiversity protection. A working group comprising representatives from

standards organizations, the REWE Group, other companies from the food industry and trading companies, as well as certifiers and environmental organizations, all supported the development of these criteria. In addition, the recommendations will be presented in a large forum with the aim of involving all stakeholders in the process of reaching a broad consensus. Since July 2014, the recommendations and criteria have been discussed with the label and standards organizations and companies that maintain their own labels and standards in order to generate concrete steps for implementing the recommendations. Project partners have also made suggestions for activities that the standards organizations and companies can conduct together to take advantage of the synergies that exist between them. These include the continued cooperative development of biodiversity criteria, scientific studies of food industry impacts on biodiversity, and common and agreed upon monitoring systems.

- ***Baseline study analyses how CSR standards for tourism include biodiversity criteria:*** An analysis of how measures to protect biodiversity are integrated into tourism corporate social responsibility (CSR) standards and awards has been published by Adelphi, ECOTRANS e.V. and the Global Nature Fund (www.business-biodiversity.eu/global/download/%7BK0ZQRPVOMJ-1012014172856-ANKPRWUMEG%7D.pdf). The study draws conclusions on how biodiversity protection can be better integrated into standards' and awards' criteria. The tourism industry is one of the most



important economic sectors in Germany but it is also, in environmental terms, one of the least regulated. Apart from a small number of legal provisions regulating the compliance with social and environmental minimum standards – which are subject to greatly varying degrees of implementation – most of the existing instruments and guidelines are non-binding. Surveys suggest, however, that tourists are increasingly concerned about the environmental impact of their holidays. In this context, voluntary participation in CSR processes plays a significant role. The baseline study focuses on CSR standards and awards influencing the German tourism industry. The study found that standards organisations, awards and tourism

operators now take certain aspects of biodiversity into account in their policy documents. The standards which were examined as part of the study were found overall to be transparent, with the potential to be proofed by third parties for their impacts on the ground. In terms of the measures included, they tend to deal with destruction of ecosystems and overuse of natural resources. Despite this, there is enormous potential for improvement in terms of information provision and the uptake of new concepts in CSR processes for standards and awards. Processes tended to concentrate on traditional measures to protect habitats and species. Less attention was paid to issues such as invasive alien species, a challenge that has reached the political agenda more recently. In addition, newer concepts for managing biodiversity such as "No-Net-Loss", the idea that developments on balance should have no negative impact on biodiversity by for example, carrying out restoration work elsewhere, or the better-known "mitigation hierarchy" were not mentioned. Ecosystem services also received little attention, a surprising omission according to the study authors, given the clear economic importance of biodiversity to the tourism sector and the scrutiny that the concept has received in recent years. The results of the study are being used to develop recommendations as to how biodiversity can be more strongly integrated into CSR processes. Further steps will include the development of a knowledge pool and an opportunity for existing standards to be proofed by the project team for their coverage of biodiversity. The baseline study is part of the project "Biodiversity in CSR processes in the area of tourism" supported by the Federal Agency for Nature Conservation (BfN) with the financial support of the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety.

Hungary



Rewarding Excellence in Business and Biodiversity

This year, CEEweb for Biodiversity, a network of non-governmental organizations in the Central and Eastern European region, launched its first CEEweb Awards to celebrate and promote the best practices of nature conservation in Central and Eastern Europe. The CEEweb Award aims to demonstrate how civil society and other stakeholders contribute to the conservation of European biodiversity. Comprised of three categories, one of the categories highlighted the *Involvement of the businesses in nature conservation*. The jury, consisting of professionals and communication experts, selected four trailblazers in the three categories, all of which have contributed significantly to nature conservation.

ADEPT Foundation from Romania, the winner of the business and biodiversity category, engages in habitat conservation through traditional, sustainable land management with the involvement of local communities. As a result, they not only protect the environment, but help conserve the cultural heritage of the region as well as provide economic benefits for the people. Other best examples on how different stakeholders work together towards conserving natural heritage can be found at:

www.ceeweb.org/ceeweb-award/results/bb/.

The call was open to CEEweb members and other organisations and entities. Each category included a €500 prize. CEEweb is presently celebrating its 20th anniversary.

India



- ***IBBI at CBD COP 12***: A delegation of India Business Biodiversity Initiative (IBBI) member companies attended the Business Forum of the 12th meeting of the Conference of the Parties (COP 12) to the Convention on Biological Diversity in Pyeongchang, Republic of Korea in October 2014. The Chairman of IBBI, Mr. R Mukundan, Managing Director, Tata Chemicals Limited, participated in a high-level business panel chaired by Mr. Pavan Sukhdev, Founder, GIST Advisory. Mr. Mukundan called for businesses to communicate on biodiversity-related issues in a positive, comparative and actionable manner, which would lead to more business to follow the suit. IBBI also, on the margins of COP 12, organised a side event titled, “Mainstreaming Sustainable Management of Biodiversity by Indian Businesses”. The side event saw the release of a case study publication, showcased good business practices by IBBI member companies ITC and Tata Steel, and included a panel discussion.

- ***Release of the Case Study Publication “Business and Biodiversity in India: 20 Illustrations”***: The report “*Business and Biodiversity in India: 20 Illustrations*” was released at a COP 12 side event. The publication highlights the initiatives of 20 companies from a range of diverse sectors— mining, construction, manufacturing, IT, finance, energy, chemicals and agri-business – with regards to biodiversity management within their operations and through their CSR activities. The report was launched by Mr. Hem Pande, Additional Secretary, Ministry of Environment, Forests & Climate Change (MoEFCC), who stated: “It is a pleasure to have business spearheading this initiative as biodiversity and natural resources are essential for all businesses. This report is a valuable attempt to showcase the work being done by Indian businesses on biodiversity.”



- **Seminar “Business & Biodiversity in India”, 9 December, New Delhi:** A seminar “Business & Biodiversity in India” was organised on 9 December 2014 in New Delhi, aimed at sharing insights from COP 12 and an exchange of experiences by companies. The seminar was attended by IBBI member companies and non-members from business, government and non-governmental organisations. The Chairman of IBBI, Mr. R Mukundan, Managing Director, Tata Chemicals Limited, and Mr. Hem Pande, Additional Secretary, Ministry of Environment, Forests & Climate Change (MoEFCC), shared insights from COP 12. Three IBBI member companies – Wipro, Tata Chemicals and ITC also shared their experiences and best practices in biodiversity management.



Japan



The Japan Business and Biodiversity Partnership (JBBP) organized its 4th annual meeting in Tokyo on 8 December 2014. More than 100 people attended, with the majority of participants from business but also some from government, academia and the NGO sector. The meeting was opened by Mr. Sato, Chairman of the Keidanren Committee on Nature Conservation and Mr. Tsukamoto, Director General of the Nature Conservation Bureau at the Ministry of the Environment of Japan. During the first part of the meeting, several presentations were made concerning the results of COP12 in Pyeongyang from the government and business sector. The results of the annual questionnaire survey for JBBP members was also introduced, as were the results of the COP 12 Business and Biodiversity Forum. In the second part of the meeting, advisory members of the JBBP discussed the future direction of the partnership in a panel format with interactive discussion from the floor. Suggestions that came from the discussion included: using resources available from academia, collaborating with local governments, and introducing Japanese traditional experience and knowledge for living with nature to developing countries. All in all, the meeting was very successful and all participants agreed to continue efforts under the JBBP towards 2020.



Peru



- The Peruvian Initiative “Business and Biodiversity” continues to strengthen its relationship with companies. The company Inkaterra – a leading eco-tourism organization and a member of the Peruvian Initiative – participated as a panelist in the Business Forum during COP12. At the same event, Pedro Gamboa, the head of the National Service of Protected Areas by the State (SERNANP), noted that the tourism sector represented a third of the SERNANP budget and that local communities are allies of conservation. He noted that their quality of life has improved through the reception of benefits from various sustainability-related activities. In addition, Patricia Juárez - a representative of the Ministry of Environment and member of the working group of the Peruvian Initiative, “Business and Biodiversity” - presented the Peruvian experience. Ms. Juárez highlighted that while conservation is the responsibility of the Peruvian Government, “some stakeholders, such as the business sector, have managed to amplify several conservation initiatives through the generation of information,

technological and financial capacity, and through projects involving development and sustainable investment.”

- “Business and Biodiversity” has also developed a CATRTA project under the framework of the Peru-Canada Free-Trade Agreement. The first activity of this project, “On-the-Ground Canadian Experience”, saw the participation of Peruvian entrepreneurs, government representatives and members of the Peruvian Initiative, such as Agrobanco, Algarrobos Orgánicos, Celepsa, ElectroPerú, Fonafe, Inkaterra, PAD Piura University, Pluspetrol and ProInversión. They



were invited to Canada to better understand the perspectives of Canadian companies regarding the challenges and opportunities of linking business and biodiversity. The activity was supported by the Canadian Business and

Biodiversity Council. The project includes two other activities: a workshop on tools to include aspects of biodiversity in business management, to be held in March 2015 with the expected participation of 40 representatives of Peruvian companies and Canadian experts; and, the Second International Forum "Biodiversity and Business, during which more than 100 Peruvian companies, international experts, representatives of the government and other stakeholders are expected to participate. This event is scheduled for July 2015 in Lima, Peru.

- The Peruvian Initiative “Business and Biodiversity” has not only generated interest from the Peruvian business sector, but it has also garnered the support of international cooperation. Besides the CATRTA program, it has the support of the Development Bank of Latin America – CAF - with an approved project "Digital platform for exchange information" to begin in January 2015, and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), which is supporting the development, and publishing business cases and a pilot for assessing an “ecosystem services tool” for companies. The creation of the Internal Working Group of the Peruvian Initiative “Business and Biodiversity” by the Ministry of Environment strengthens this work of the Peruvian Initiative and generates institutional commitments to the business sector. For further information, please contact Ms. María Luisa del Río (mldelrio@minam.gob.pe) or Ms. Patricia Juárez (pjuarez@minam.gob.pe).

South Africa



- South Africa’s first National Biodiversity and Business Indaba is scheduled to take place from 25-26 February 2015 at GIBS in Illovo, Johannesburg, South Africa. The aim of the Indaba is to provide a platform to enable a collective discussion to improve the mainstreaming of biodiversity considerations into businesses across the region. High-level speakers from business, government and NGO’s will speak on issues ranging from the challenges facing mainstreaming biodiversity into business, to the role of the green economy in the mainstreaming of biodiversity. Presentations will be made on number of subjects, including but not limited to, the latest mainstreaming tools and a range of biodiversity mainstreaming case studies. Finally delegates will break away into parallel sessions to

examine the status and discuss the way forward in biodiversity mainstreaming within key sectors. To view the draft programme for the event please visit:

www.ewt.org.za/BUSINESSDEVELOPMENT/news.html

- The Africa Sustainability Hub was launched amongst core partners at the ISSC workshop convened by ACTS in early November in Nairobi. The workshop included participants from Kenya, Uganda and Tanzania and representatives of a wide range of different stakeholder groups. The format of the hub is a network of key partners, administered and led by ACTS, but engaging with key regional partners, in particular ATPS, SEI Africa and STIPRO (Tanzania). The hub is initially focusing on the theme of Low Carbon Africa but with the intention of broadening the research base in future. Initial activities will focus around three key areas: Capacity building across the hub's network; Low Carbon Africa event; and supporting Business & Biodiversity networks in Africa. For more information contact: Dr. Houdet, ACTS Senior Research Fellow, Responsible Natural Resources Economies Program Leader and South Africa Representative (j.houdet@iss-za.com).
