

ACB, HFI Fortify the Role of Business in Biodiversity Conservation

On 30 March 2017, the ASEAN Centre for Biodiversity (ACB) has signed a Memorandum of Cooperation (MOC) with the HARI Foundation, Inc. (HFI), the corporate social responsibility arm of Hyundai Asia Resources, Inc. (HARI) at the World Trade Center, Pasay City.

The partnership aims to strengthen business and biodiversity efforts in the ASEAN region, as well as to enhance public awareness of the value of biodiversity, and the need to conserve it. In addition, reinforcement of global climate change efforts is included in their goals.

According to Atty. Roberto V. Oliva, former Executive Director of ACB, the joint initiative will serve as a platform to generate awareness on the intricate link among biological resources, the economic well-being of industries, and the people who depend on these businesses for livelihood.

Ms. Ma. Fe Perez-Agudo, president and CEO of HFI and HARI respectively, said that the partnership is in line with HFI's vision to build a climate change-adaptive and resilient nation where every Filipino responsibly protects and preserves the environment. She said that part of HFI's key advocacies is promoting the role of business in biodiversity preservation through smart partnerships and supporting activities that seek to mitigate the impact of climate change.

HFI, together with the Philippines' Department of Foreign Affairs (DFA), ASEAN, and the European Union (EU), has supported ACB through the ASEAN Biodiversity Heroes (ABH) Award Program, which recognized 10 (ten) ASEAN citizens with outstanding achievements in biodiversity conservation and advocacy in their respective countries. These individuals are the faces of biodiversity and will inspire others to act for biodiversity in their own spheres of influence. The ABH Award Ceremony, as part of the ASEAN 50 celebration, was held last 7 August 2017 where the 10 champions of biodiversity conservation have been awarded in Manila, Philippines.

ACB and HFI laid out plans for more collaborations in biodiversity conservation along the following: Adopt-an-AHP initiative, proposed support to knowledge management activities, and conduct of communication, education and public awareness strategies.

ACB supports the Global Partnership for Business and Biodiversity (GPBB) under the Convention on Biological Diversity and aligns this new partnership with HFI as support to the realization of the initiative.

The ACB is ASEAN's response to the challenge of biodiversity loss. The Centre responds to the needs of the ASEAN Member States in the areas of Protected Area Management, Wildlife Law Enforcement, Biodiversity Information Management, Access and Benefit Sharing, Business and Biodiversity, Climate Change and Biodiversity,

Ecotourism and Biodiversity Conservation, Ecotourism and Biodiversity Conservation, Global Taxonomy Initiative, Invasive Alien Species, Payment for Ecosystem Services, and other thematic areas. It is the sole ASEAN center hosted by the Philippines.

To know more about ACB, log on to www.aseanbiodiversity.org.