



## BUSINESS AND BIODIVERSITY INITIATIVES

*A background document for the Business and the 2010 Biodiversity Challenge Meeting in London, 20-21 January 2005*

The following list of business and biodiversity initiatives provides insight into the types of initiatives that already exist. Such initiatives may act as models for new initiatives or offer valuable insight into the relationship between business and biodiversity. Initiatives have been divided according to the type of participants in, and the nature of the initiatives. They have also been classified according to whether they involve companies with a direct footprint on biodiversity (DF), with a biodiversity footprint through their supply chain (SC), or that do not fall into either of these categories (Other) (e.g. finance and insurance industries impact biodiversity indirectly, while the pharmaceutical industry deals primarily with access and benefit-sharing issues). The list below is by no means comprehensive and will be added to over time.

### **Multistakeholder Initiatives: Partnerships for Implementation**

1. The **Center for Environmental Leadership in Business** was started by Conservation International (CI) with the support of Ford Motor Company to engage the private sector worldwide in creating solutions to environmental problems in which the sector plays a defining role. Through the Center, CI is engaged in a number of partnerships with the private sector to address issues around agriculture and fisheries, climate change, energy and mining, forestry, and travel and leisure. ([www.celb.org](http://www.celb.org)) (DF, SF, Other)
2. The **Climate, Community & Biodiversity Alliance** is a partnership amongst BP, Intel, Pelangi, SC Johnson, GFA Terra Systems, Conservation International, Hamburg Institute of International Economics, and The Nature Conservancy. It combines technical, business, and policy expertise to promote land-use based carbon offsets as equitable, measurable, and cost-effective solutions to multiple global problems. It has developed Project Design Standards to identify land-use projects that will deliver climate, biodiversity, and community benefits. (<http://www.celb.org/xp/CELB/programs/climate/ccba.xml>) (DF, SC, Other)
3. The **Energy and Biodiversity Initiative** aims to improve the environmental performance of energy operations and maximize opportunities for biodiversity conservation in the oil and gas industry. It brings together four major energy companies (BP, Chevron Texaco, Shell, Statoil) and five leading conservation organisations (Conservation International, Fauna and Flora International, IUCN, The Nature Conservancy, Smithsonian Institution) to develop tools and guidelines for integrating biodiversity into oil and gas development. ([www.theebi.org](http://www.theebi.org)) (DF)
4. The **FFI Global Business Partnership** was started by Fauna and Flora International, BP, and Rio Tinto to promote a greater understanding of the relationship between biodiversity and business. It has since grown to include several other companies and relevant not for profit organisations. The partnerships main objective is to facilitate the complete integration of biodiversity considerations into business management and operations. (<http://www.fauna-flora.org/partners/corporate.html>) (DF, SF, Other)
5. The **IUCN-ICMM Mining Dialogue** is a partnership between the World Conservation Union (IUCN) and the International Council on Mining and Minerals (ICMM) to improve the performance of the mining industry in the area of biodiversity conservation and provide a platform for collaboration amongst stakeholders. (<http://www.iucn.org/themes/business/mining/index.htm>) (DF)
6. The **Katoomba Group** consists of experts from forest and energy industries, research institutions, the financial world, and environmental NGOs dedicated to facilitating

7. partnerships to launch green forest products. It supports environmental service markets and payment schemes around the world and distils and disseminates lessons learned from them. It also conducts research and develops tools that will help to build an understanding of how market-based instruments for environmental services are constructed and the conditions in which they can work. (<http://www.katoombagroup.org>) (DF, SC, Other)
8. **Responding to Climate Change (RTCC)** is an NGO and official observer to the UN Climate Change negotiations that has strategic partnerships with several companies, industry associations, and government agencies. It develops information products and channels through which business, government, and other NGOs can learn more about the threat of climate change to the environment and formulate responses. One of its key objectives is to help prove the business case for involvement with climate change responses, and to support multi-stakeholder partnership initiatives. (<http://www.rtcc.org>) (DF, SC, Other)
9. The **RMC and BirdLife International Partnership** aims to capitalize on shared objectives of sustainable development and biodiversity. RMC, the world's largest supplier of aggregates, and BirdLife International work together to ensure RMC's practices are environmentally sound and implement its biodiversity strategy. BirdLife benefits by being able to participate in an RMC management and leadership training course. (<http://www.rmc-group.com/rmcgroup/env/pandp/birdlife.pdf>) (DF)
10. The **Tour Operators' Initiative** for sustainable tourism development is a membership based organisation started by tour operators with the support of UNEP, UNESCO, and the WTO. It brings together tour operators and other organisations to define ways of integrating sustainable development into tourism operations through research, capacity building, and communication. (<http://www.toinitiative.org>) (DF)

#### **Multistakeholder Initiatives: Knowledge Generation**

11. The **Business and Biodiversity Resource Centre** aims to raise awareness of, and provide tools for companies to engage with biodiversity. It is managed by Earthwatch Institute and supported by English Nature, UK Department of Environment, Food and Rural Affairs, BP, Marks & Spencer, and RMC. Tools to integrate biodiversity conservation into business generally and by sector, as well as other related resources can be found on its website. (<http://www.businessandbiodiversity.org>) (DF, SC, Other)
12. The **Greening of Industry** brings together businesses, NGOs, research organisations, and government agencies from over 50 countries to generate knowledge that will encourage progress toward a sustainable society. The knowledge is disseminated through a series of publications. (<http://www.greeningofindustry.org>) (DF, SC, Other)

#### **Multistakeholder Initiatives: Endorsement of Biodiversity Issues**

13. The **British American Tobacco Biodiversity Partnership** delivers a portfolio of conservation projects worldwide, which aim to build the capacity of local organisations to achieve long-term conservation gain. Partners in the initiative include British American Tobacco, Fauna and Flora International, Earthwatch Institute, Royal Botanical Gardens Kew, and the Tropical Biology Association. Currently over 20 projects are being implemented around the world. (<http://www.batbiodiversity.org>) (DF, SC, Other)
14. The **Corporate Environmental Responsibility Group** is a group of approximately 40 companies (mostly multinationals) that endorse the Earthwatch Institute's values and benefit

from Earthwatch seminars and publications that help them to improve their environmental performance. (<http://www.earthwatch.org/europe/corporate/aboutcerg.html>) (DF, SC, Other)

### **Industry Initiatives: Partnerships and Associations**

15. **Business for Social Responsibility** is a global organisation with over 1 400 member and affiliate businesses that helps companies achieve success through corporate social responsibility. It provides training, advisory services, links to CSR bodies around the world, and other CSR resources to member companies. (<http://www.bsr.org>) (DF, SC, Other)
16. The **Cement Sustainability Initiative** was started by the WBCSD and 10 leading cement companies to reduce the cement industry's ecological footprint by understanding its social contribution and increasing stakeholder engagement. (<http://www.wbcscement.org>) (DF)
17. The **Center for Small Business and the Environment** is a not for profit that promotes and shares lessons from successful, environmentally responsible small businesses in the United States through case studies and other tools. (<http://www.geocities.com/aboutcsbe>) (DF, SC, Other)
18. The **CIRIA Construction Industry Environmental Forum** helps companies involved in construction to improve their environmental and sustainability performance. It creates resources and tools based on input from developers, contractors, consultants, architects, academic institutions, and other research bodies. ([www.ciria.org](http://www.ciria.org)) (DF)
19. The **International Council on Mining and Minerals** aims to provide strategic leadership towards improvements in the sustainable development performance of the mining, minerals, and metals industry. Its members include most major mining, minerals, and metals companies and associations. The ICMM has a Task Force on Mining and Biodiversity. The ICMM has adopted a framework for sustainable development defined in the ICMM Principles, one of which is dedicated to the conservation of biodiversity. ([www.icmm.com](http://www.icmm.com)) (DF)
20. The **International Hotels Environment Initiative** has members from both multinational companies and small businesses. Its goal is to promote continuous improvement in the environmental performance of the hotel industry worldwide. It publishes the Greenhotelier, a sustainable travel and tourism magazine, and partnered with WWF and Biffaward to create Benchmark Hotel, an online tool to benchmark and improve hotel practices. (<http://www.ihei.org>) (SC)
21. The **International Federation of Organic Agriculture Movements** is a federation of organic farmers and food processors that promotes a sustainable, holistic approach to organic farming systems. It has developed the Organic Guarantee System and Basic Standards and Accreditation Criteria for organic agriculture and food processing. (<http://www.ifoam.org>) (DF, SC)
22. The **International Petroleum Industry Environmental Conservation Association** comprises all major oil and gas companies and several associations. Its aim is to promote good environmental practice and consensus in the oil and gas industry. It has developed material on integrating biodiversity considerations into the oil and gas industry and has partnered with the International Association of Oil and Gas Producers to host a series of biodiversity workshops. ([www.ipieca.org](http://www.ipieca.org)) (DF)
23. The **World Business Council for Sustainable Development (WBCSD)** has a membership of over 170 companies and partners with relevant intergovernmental and nongovernmental

organisations to provide business leadership in sustainable development. Biodiversity is one of the themes it addresses through partnership initiatives and publications ([www.wbcsd.org](http://www.wbcsd.org)) (DF, SC, Other).

#### **Industry Initiatives: Individual Initiatives**

24. **Ontario Power Generation** has implemented a **Biodiversity Policy** that aims to ensure that OPG does not unduly cause or contribute to the decline of species, or the habitats upon which they depend. The policy is responsive to the Convention on Biological Diversity, the Canadian Biodiversity Strategy (Environment Canada 1995), Canada's Species at Risk Act, and the Ontario Endangered Species Act. (<http://www.opg.com>) (DF)
25. **Rio Tinto's Biodiversity Strategy** includes identifying biodiversity risks and opportunities, developing and implementing biodiversity programmes, recognizing synergies and challenges with sustainable communities programmes, developing strategic operational partnerships, and ensuring effective corporate assurance. It provides a policy and guidance framework for Rio Tinto's operations and involves consultation with key external stakeholders. Rio Tinto also collaborates with a number of environmental intergovernmental and nongovernmental organisations as part of its **Biodiversity Partnership Programme**. These partnerships help Rio Tinto to engage stakeholders and implement their biodiversity strategy, while providing partners with financial and capacity building resources as well as access to natural resources owned by the company. (<http://www.riotinto.com>) (DF)
26. **Shell's Group Biodiversity Standard** defines its approach to biodiversity. It highlights working with others to maintain ecosystems, respecting the concept of protected areas, and seeking partnerships that enable Shell to make a positive contribution towards biodiversity conservation. It also emphasizes Shell's commitment to carrying out environmental assessments prior to new activities and taking special care in the management of activities in internationally recognized hotspots. It is implemented through a strategy and action plan for all operations. Shell has also committed not to explore or drill for oil and gas in natural World Heritage Sites and pledged to continue working with IUCN and other organisations on biodiversity-related issues. ([www.shell.com](http://www.shell.com)) (DF)
27. **Unilever** has integrated biodiversity into the principles of its sustainable agriculture programme, its water sustainability initiative, and its fish sustainability initiative. It has set a target of sourcing all fish from sustainable fisheries by 2005. It also defines biodiversity action plans for specific projects. (<http://www.unilever.com>) (SC)

#### **Industry Initiatives: Guidelines and Standards**

28. The **Forest Stewardship Council** is an international body that promotes environmentally responsible, socially beneficial, and economically viable management of the world's forests, primarily by accrediting forest certification organisations around the world. It benefits from input from over 700 forestry related companies and not for profits. (<http://www.fsc.org>) (DF, SC)
29. The **Marine Aquarium Council** is a not for profit organisation that brings together all groups interested in the marine aquarium industry, including collectors, exporters, importers, retailers, and keepers. It aims to conserve marine ecosystems by creating standards for the collection and care of ornamental marine life from reef to aquarium. It has developed certification for industry processes and products reflecting responsible and sustainable management. (<http://www.aquariumcouncil.org>) (DF, SC, Other)

30. The **Marine Stewardship Council**, started by Unilever and the World Wide Fund for Nature, is an independent organisation that promotes environmentally responsible stewardship of marine fisheries. It has developed a product label based on an environmental standard for sustainable and well-managed fisheries. (<http://www.msc.org>) (DF, SC, Other)
31. The **Coalition for Environmentally Responsible Economies (CERES)** is a coalition of companies and NGOs that aims to encourage corporate social responsibility. It has developed CERES Principles of Environmental Conduct, as well as industry specific guidelines. (<http://www.ceres.org>) (DF, SC, Other)
32. The **Equator Principles** define an industry approach for financial institutions to determine, assess, and manage financial risk in project financing based on environmental and social considerations. They were created by the International Finance Corporation and several leading financial institutions. To date 27 institutions, including Citigroup, HSBC, Barclay's, Rabobank, and many others have adopted the principles. (<http://www.equator-principles.com>) (Other)

#### **Investment-related Initiatives**

33. **Insight Investment's Biodiversity Initiative** encourages companies in which they invest to have high biodiversity standards. Insight works with companies to help them integrate biodiversity into their operations. They conduct research on relevant topics and monitor companies' progress in defining and implementing biodiversity strategies. Insight Investment invests c. £75 billion on behalf of the Halifax and Bank of Scotland Group in companies such as Anglo American, BP, Shell, Northumbrian Water etc. (<http://www.insightinvestment.com>) (Other)
34. **ISIS Asset Management Biodiversity Programme** encourages all companies where biodiversity is a material risk to adopt biodiversity policies and define and implement processes for managing biodiversity impacts. It has conducted research on biodiversity risks in the forestry, oil palm, and extractive industries. ISIS invests c. £60 billion on behalf of institutions, private investors, and financial advisors. (<http://www.isisam.com>) (Other)