



**Biodiversity and Business**  
Convention for Biological Diversity  
**Third Business and the 2010 Biodiversity Challenge Conference**  
In Conjunction with the  
**UNEP Business and Industry Global Dialogue**  
Jakarta, Indonesia

**DAY 2 - Session 4.3 - Tuesday 1 December 2009 14:30-16:00 - Panel discussion**  
**BUILDING BIODIVERSITY BUSINESS**

**BACKGROUND<sup>1</sup>**

Action is urgently required to halt the loss of biodiversity, but governments and nongovernmental organisations cannot do it alone. Policies and regulations that require business and consumers to reduce their environmental footprint are important, but not sufficient. Much existing biodiversity policy is essentially 'swimming against the tide' of economic growth, and constantly falling short. Taxing businesses and consumers or seeking charity from them could raise significant sums for biodiversity conservation, but does little to alter day-to-day decision-making in the market place.

The question is how to enlist both the purchasing power of consumers and the productive capacity of business to help meet the global biodiversity challenge. This in turn requires that we find ways to make a stronger business case for biodiversity conservation.

With a little ingenuity (and political will), a compelling business case can be constructed for environmental protection and improvement. Twenty years ago, few people imagined that an entire industry could be created around mitigating climate change.

Can we create or expand markets for genetic diversity, species conservation and ecosystem resilience in the same way that markets have been created at a global level for carbon, and in some countries for sulphur dioxide, nitrogen oxide and groundwater salinity? The power of market-based environmental policy is no longer in doubt. But biodiversity is still largely neglected by private finance.

The challenge of building biodiversity business is not trivial. There is a need to develop new business models and market mechanisms for biodiversity conservation, while also raising awareness and persuading the public and policy makers that biodiversity (or component ecosystem services) can be conserved on a commercial basis. Recent experience with market-based approaches to controlling carbon dioxide (CO<sub>2</sub>) and other pollutants provides practical cautions as well as encouragement.

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<sup>1</sup> From Bishop et al., 2008 *Building Biodiversity Business*. Shell International Limited and the World Conservation Union: London, UK, and Gland, Switzerland. Available at <http://data.iucn.org/dbtw-wpd/edocs/2008-002.pdf>



There are numerous pro-biodiversity business opportunities that can generate positive financial returns as well as real biodiversity benefits. Many initiatives have been established with impressive results – however, none have achieved significant scale or leveraged substantial private investment. There is a need to build on existing initiatives, recruit additional investors and entrepreneurs, and ‘raise the bar’ in terms of both the scale and conservation benefit of private investment.

### **PURPOSE AND ISSUES TO ADDRESS**

Each of the panelists will take 5 minutes at the beginning of the session to introduce themselves and their perspective on biodiversity business, followed by moderated discussion with the audience. Some of the questions to be addressed by the panelists may include:

1. What is the business model you represent? For example, what are you selling, to whom, and what is your unique selling proposition?
2. How does your business model contribute to the objectives of the Convention on Biological Diversity?
3. What are the most important factors that constrain the expansion or replication of your business model? What reforms or actions by governments, in particular, would reduce these constraints?
4. How is your work related to / what lessons does it offer for biodiversity offsets/banking, standards/certification, business tools, and partnerships (i.e. linking to session 5 in the agenda)?

Based on the above, the tentative timeline is as follows:

- 14.30 Welcome and introductions (J. Bishop)
- 14.35 Overview of biodiversity as a business opportunity (J. Bishop)
- 14.40 Introductory remarks: PhytoTrade Africa (G. Le Breton)
- 14.45 Introductory remarks: New Forests (M. Candish)
- 14.50 Introductory remarks: Komodo National Park (R. Djohani)
- 14.55 Introductory remarks: ICE (G. Nollen)
- 15.00 Moderated discussion with and among the panelists
- 15.55 Thanks and close (J. Bishop)

### **MODERATOR**

- Dr Joshua Bishop, Chief Economist, International Union for Conservation of Nature (IUCN)

### **PANELISTS**

- Gus Le Breton, CEO, PhytoTrade Africa, Zimbabwe
- Maree Candish, Director, New Forests Asia, New Forests Group, Malaysia
- Rili Djohani, President Director, Komodo National Park (PNK), Indonesia
- Gijsbert Nollen, Managing Director, International Consultancy Europe BV, The Netherlands

### **RAPPORTEUR**

- Nick Bertrand, UNEP DTIE

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