

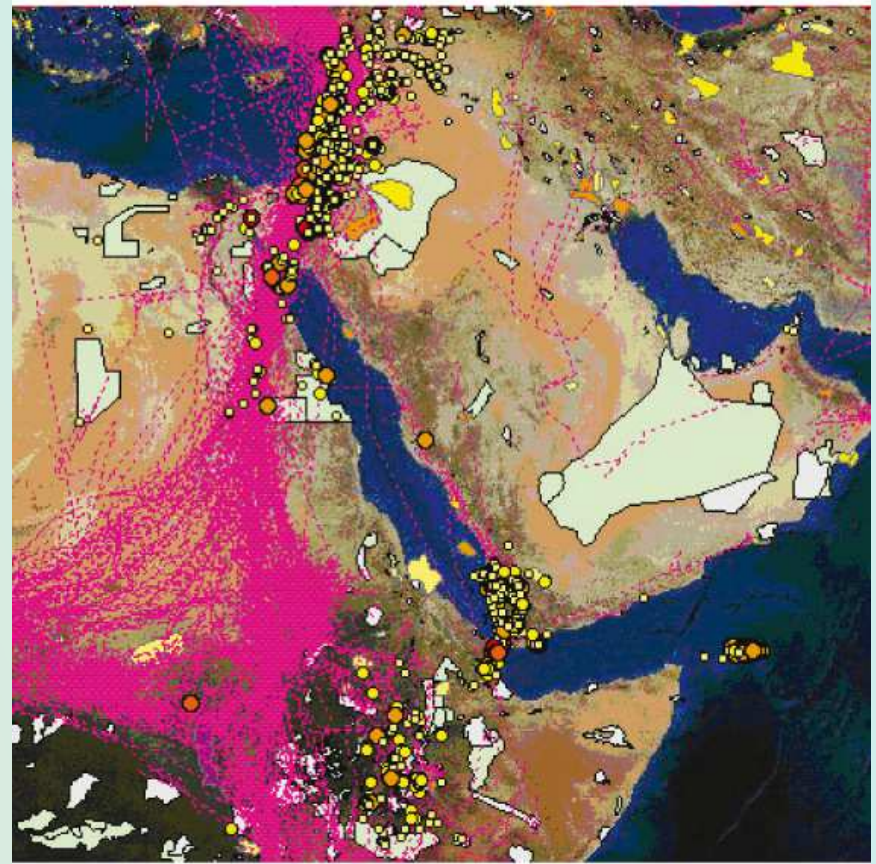


BirdLife's contribution to mainstreaming biodiversity

productive sectors

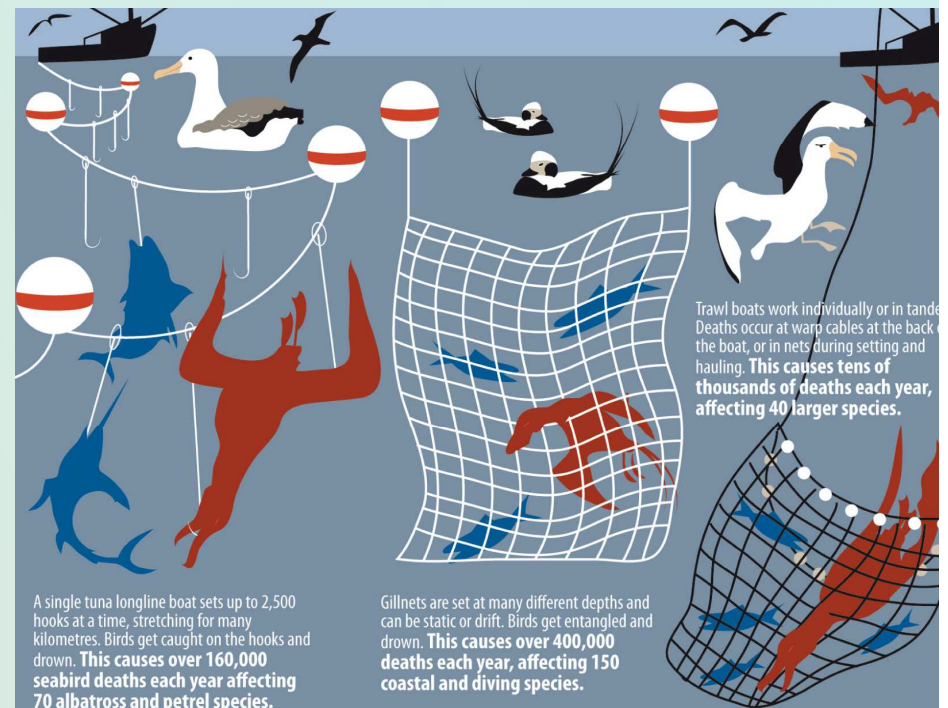
Mainstreaming
Conservation of
Migratory Soaring
Birds into Key
Productive Sectors
Along the Rift
Valley/Red Sea flyway

—
tourism, hunting,
energy, agriculture,
waste management



fisheries

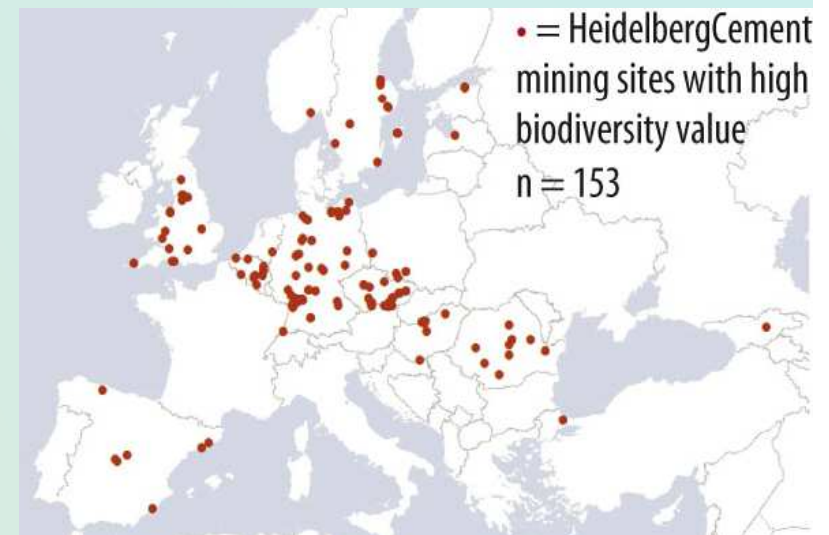
Albatross Task Force
- promote new and existing initiatives to reduce the incidental mortality of seabirds by fisheries, particularly that of longlining.



corporations

Strategic engagements and sponsorships with companies – CEMEX, Heidelberg CEMENT, Rio Tinto

1. Risk identification and environmental assessment
2. Indicators of impacts and monitoring
3. Applying the Mitigation Hierarchy
4. Stakeholder engagement



Climate adaptation

Through the UK Darwin Initiative project on Ecosystem-based Adaptation BirdLife International is working to ensure that biodiversity is mainstreamed into climate change adaptation policies, plans and programmes, stressing in particular:

- ecosystem services for helping humans adapt to climate
- ensure appropriate environmental assessments of adaptation options to avoid maladaptation
- link to other policy processes such as NBSAP

