



Ref: SCBD/EDM/DC/AB/50357

15 September 2005

NOTIFICATION

Dear Madam/Sir,

**Subject: The Second Business and the 2010 Biodiversity Challenge Meeting –
São Paulo, Brazil, 3-5 November 2005**

In 2002, Parties to the Convention on Biological Diversity adopted a Strategic Plan, committing themselves to achieving, by 2010, a significant reduction in the rate of biodiversity loss. This 2010 target is supported by a number of more specific goals and objectives, including objective 4.4 of the Strategic Plan, “key actors and stakeholders, including the private sector, are engaged in partnership to implement the Convention...”

In order to explore the opportunities for, and challenges of, private sector engagement in the implementation of the Convention, the Executive Secretary of the Convention, the Department for Environment, Food and Rural Affairs of the United Kingdom of Great Britain and Northern Ireland, the Ministry of Environment of Brazil, IUCN - the World Conservation Union, the Brazilian Business Council for Sustainable Development and Insight Investment co-sponsored a small brainstorming meeting in London, 20-21 January 2005, entitled “Business and the 2010 Biodiversity Challenge”, the report of which is available at <http://www.biodiv.org/doc/meeting.aspx?mtg=B2010-01>.

This initiative was welcomed by the Ad Hoc Open-ended Working Group on Review of Implementation of the Convention. The Working Group also welcomed the convening of a second Business and the 2010 Biodiversity Challenge meeting and invited the co-sponsors and participants to address the following issues and make the results available to the Conference of the Parties at its eighth meeting: (a) the further development of tools and mechanisms to facilitate business engagement in the implementation of the Convention; (b) engagement of the financial and insurance sectors in the implementation of the Convention; and (c) engagement of companies that impact access to genetic resources and benefit-sharing.

Thanks to the generous support of the Department for Environment, Food and Rural Affairs of the United Kingdom of Great Britain and Northern Ireland, the Ministry of Environment of Brazil, and the Brazilian Business Council for Sustainable Development, a second informal “Business and the 2010 Biodiversity Challenge” meeting will be held in São Paulo, Brazil from 3-5 November 2005. The purpose of the meeting is to develop further the ideas generated at the first Business and the 2010 Biodiversity Challenge meeting and explore new ideas for engaging business more effectively in the implementation of the objectives of the Convention. A draft agenda is attached to this notification.

To: CBD National Focal Points



You are hereby invited to submit the name of an expert from your country who may be called upon to serve in the meeting, together with a description of his/her relevant expertise, and a curriculum vita that clearly indicates his/her expertise and full coordinates. The availability of experts should be verified prior to the submission of their names.

Approximately 15 participants will be selected from among the names of experts submitted by Parties to the Convention. The selection of experts will be undertaken by the co-sponsors of the meeting based on expertise and taking into account regional and gender balance. Financial support for participation in the meeting will be available for those experts selected from developing country Parties and Parties with economies in transition.

Kindly send your nominations to the Secretariat by electronic mail or fax at your earliest convenience and no later than **1 October 2005**.

I wish to thank you in advance for your cooperation in this matter and for your continued support of the work of the Convention.

Sincerely yours,

Hamdallah Zedan
Executive Secretary

Draft Agenda for the Second Business and the 2010 Biodiversity Challenge Meeting

3-5 November 2005, São Paulo, Brazil

Hosted by the Executive Secretary of the Convention on Biological Diversity, the Department for Environment, Food and Rural Affairs of the United Kingdom, the Ministry of Environment of Brazil, IUCN-The World Conservation Union, the Brazilian Business Council for Sustainable Development and Insight Investment.

Overall objective: to develop further the ideas generated at the Business and the 2010 Biodiversity Challenge meeting in London, 20-21 January 2005, and explore new ideas for engaging business more effectively in the implementation of the objectives of the Convention on Biological Diversity.

1. Opening of the Meeting

2. Introduction

- (a) Introduction to the Convention on Biological Diversity and the Business and the 2010 Biodiversity Challenge Initiative
- (b) The business case for biodiversity
- (c) Outcomes of the first Business and the 2010 Biodiversity Challenge meeting
- (d) Purpose, organization and expected outcomes of the meeting

3. Working Groups on Industry Specific Issues

- (a) WG I: Industries with a direct footprint on biodiversity
- (b) WG II: Industries with an impact on biodiversity through their supply chains
- (c) WG III: Industries dealing with access and benefit-sharing issues
- (d) WG IV: The financial services and insurance industries
- (e) Report back to plenary

4. Cross-cutting and/or Outstanding Issues from Industry Specific Working Groups

- (a) Raising awareness about biodiversity within business
- (b) Voluntary mechanisms vs. regulation: biodiversity standards
- (c) Integrating biodiversity into existing reporting standards
- (d) Raising public awareness about business and biodiversity issues to encourage consumer and shareholder activism
- (e) Linkages with other initiatives on corporate social responsibility
- (f) Guidelines for engaging the private sector

5. Way Forward

6. Closure of the Meeting