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27 April 2020

NOTIFICATION

Launching of the UNEP Strategy for Private Sector Engagement

Dear Madam/Sir,

The purpose of this notification is to inform you about the recently launched Strategy for Private Sector Engagement of the United Nations Environment Programme (UNEP). The Strategy was developed to help accelerate the private sector's embracement of sustainable business models and contribute to the discussion on relevant resolutions adopted by Member States of the United Nations Environment Assembly. It can also provide guidance to the work under the Convention on business engagement where applicable and in accordance with the decisions of the Conference of the Parties to the Convention.

You will recall that the Conference of the Parties, in previous decisions, has called for enhanced engagement of the private sector and established a dedicated work stream thereon (see paragraphs 1 (d) and (f) of decision [X/21](#), paragraph 5 (a) of decision [XI/7](#), and paragraph 84 of decision [XIII/3](#)). The Secretariat has been progressing to establish collaborative partnerships with relevant business organizations and initiatives, and to promote the Global Partnership for Business and Biodiversity and its 21 national and regional members, with a view to encourage the greening of business models and operations at all levels.

The UNEP Strategy for Private Sector Engagement provides a useful complement to the guidance established under the Convention to strengthen our collective efforts in encouraging the business community to make concrete and ambitious commitments for biodiversity that can be tracked and reported on for the successful achievement of the 2050 Vision for biodiversity, "Living in harmony with nature."

I applaud UNEP's efforts to bring the private sector closer in order to help identify opportunities to address the underlying causes of biodiversity loss and develop solutions that can contribute to transformative changes across societies and governments.

The full text of the UNEP Strategy for Private Sector Engagement is accessible at <https://bit.ly/3alEIKN>. Further information on the Convention's business engagement programme and the Global Partnership for Business and Biodiversity is available on the Secretariat's webpage at the following link: <https://www.cbd.int/business/>.

Please accept, Madam/Sir, the assurances of my highest consideration.

Elizabeth Maruma Mrema
Acting Executive Secretary

To: CBD National Focal Points, Cartagena Protocol Focal Points, Nagoya Protocol Focal Points, UN organizations and specialized agencies, IGOs, NGOs, indigenous people and local communities, and other stakeholders

