

Business & Biodiversity



The Handbook for Corporate Action

Biodiversity Resources

August 2002 edition



World Business Council for
Sustainable Development

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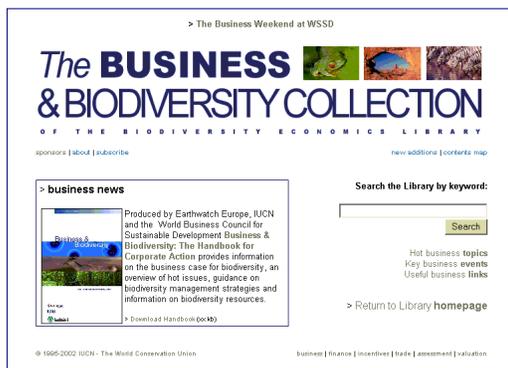
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BIODIVERSITY RESOURCES

“Biodiversity Resources” is a companion volume to “Business & Biodiversity: The Handbook for Corporate Action”. It aims at providing the resources required to build corporate biodiversity capacity and considers, in turn, the global biodiversity-related conventions, the world’s conservation union, and the major biodiversity-related business initiatives. Interested readers are invited to consult the Handbook’s associated website – <http://biodiversityeconomics.org/business/handbook> – for additional material and future updates.



IUCN Business Library

migrating between sites (the Convention on Migratory Species, 1983). A significant milestone was reached in 1992 with the Convention on Biological Diversity, the first global, comprehensive treaty to place environmental, social and economic objectives on an equal footing.

Although different in inception, scope and philosophy, all five conventions are commonly referred to as the biodiversity-related conventions. A common website (www.biodiv.org/convention/websites.asp) facilitates cross-referencing between them. In contrast to other issues, notably trade, there is no single international body dealing with the environment. All five biodiversity conventions, for instance, operate independently, and have separate secretariats, even though increasing attention has been paid to building synergies and avoiding duplication. The ‘big five’ all have important implications for business activities, a brief overview of which is provided in the following paragraphs.

1 THE BIODIVERSITY BIG FIVE

One of the earliest global environmental instruments was the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES), conceptualised in the 1960s and signed in 1973. Essentially, CITES views international wildlife trade as the underlying cause of biodiversity loss, and contains provisions to restrict it. This is epitomised by Article II of the Convention which, when defining its Fundamental Principles, indicates that “Parties shall not allow trade in specimens of species” as defined in its three appendices.

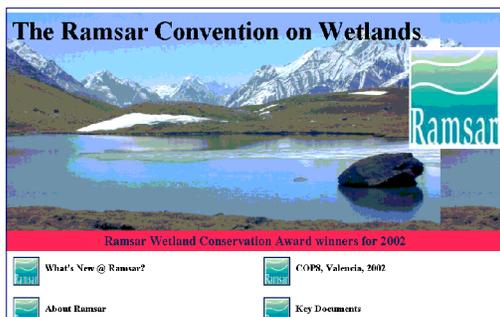
The thrust of global environmental conventions subsequently shifted towards the protection of particular habitats, such as wetlands (the Convention on Wetlands, Ramsar, 1971), sites of natural or cultural value (the World Heritage Convention, 1972), or the protection of species

CITES

The Convention on International Trade in Endangered Species of Wild Flora and Fauna represents a co-operative effort between countries to prevent loss in species resulting from international wildlife trade. It works by subjecting international trade in specimens of selected species to certain controls. Significantly, not one species protected by the Convention has become extinct because of trade since its implementation. CITES species are categorised in three Appendices depending on the level of threat to the species. Appendix I lists



CITES Convention



Ramsar Convention

species threatened with extinction, for which CITES allows trade only under stringent circumstances. Whilst Appendix II species are not necessarily threatened with extinction, CITES calls for controlled trade. A Party to the Convention can proactively place certain species in Appendix III and thereby request other Parties for assistance in controlling their trade.

The Text of the Convention – which originated from a 1963 IUCN resolution – was agreed by governments in 1973 and entered into force in 1975. CITES now counts over 150 member states and protects, in varying degrees, over 30,000 species.

<http://www.cites.org>

Ramsar Convention

The Ramsar Convention – formally known as the Convention on Wetlands of International Importance especially as Waterfowl Habitat – provides a framework for national action and international co-operation for the conservation and wise use of wetlands and their resources. Ramsar covers all aspects of wetland conservation and ‘wise use’ of wetlands, recognising that wetlands are extremely important ecosystems for biodiversity conservation. The Convention defines wetlands as “areas of marsh, fen, peatland or water, whether natural or artificial, permanent or temporary, with water that is static or flowing, fresh, brackish or salt, including areas of marine water the depth of which at low tide does not exceed six metres”. To date, the Ramsar Convention remains the

only global convention dealing with a particular habitat.

The Convention – which originated at a 1962 conference on waterfowl conservation – was adopted in Ramsar, Iran in 1971. Ramsar counts more than 130 Parties and 1,000 sites, amounting to over 80 million hectares.

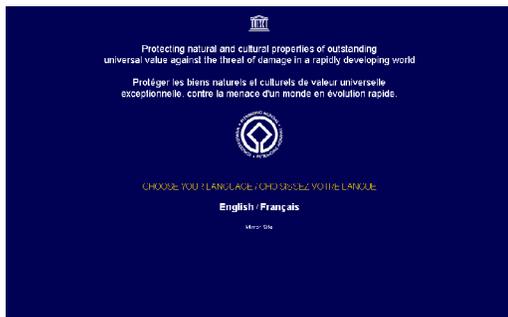
<http://www.ramsar.org>

World Heritage Convention

The objective of the World Heritage Convention – or the Convention Concerning the Protection of World Cultural and Natural Heritage as it is formally known – is to identify and conserve the world’s cultural and natural heritage. Its main instrument is the World Heritage List which contains sites of outstanding cultural and natural values. UNESCO houses the Convention’s Secretariat, while IUCN, ICOMOS and ICCROM act as the advisory bodies for, respectively, natural properties, cultural properties and the study of the preservation and restoration of cultural property.

The Convention Text was influenced by the call for a ‘World Heritage Trust’ in a 1965 conference, and proposals developed by IUCN in 1968 and subsequently presented to the 1972 United Nations Conference on Human Environment. The Convention was adopted by the 1972 General Conference of UNESCO and now counts more than 150 member nations.

<http://www.unesco.org/whc>



World Heritage Convention

Convention on the Conservation of Migratory Species of Wild Animals

The Convention on the Conservation of Migratory Species of Wild Animals (also known as the Bonn Convention) aims to “conserve terrestrial, marine and avian migratory species throughout their range”. CMS facilitates the adoption of strict protection measures for endangered migratory species, the conclusion of multilateral agreements for the conservation and management of migratory species, and co-operative research activities.

The Convention has two appendices: Appendix I lists migratory species that are classified as endangered and in urgent need of international co-operation. Appendix II lists other species that require or would benefit significantly from international agreements under CMS. The Convention entered into force in 1983, and now has 79 member countries.

<http://www.wcmc.org.uk/cms>

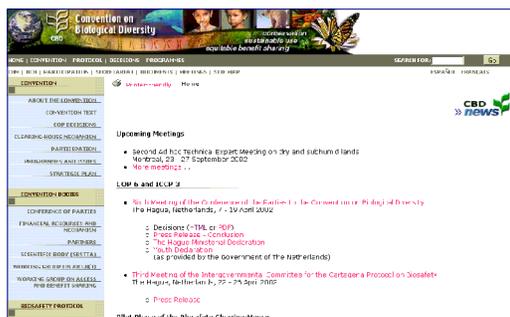
Convention on Biological Diversity

The three objectives of the Convention on Biological Diversity (CBD) are the conservation of biological diversity, the sustainable use of its components, and the fair and equitable sharing of the benefits arising from commercial and other utilisation of genetic resources. In a marked shift from previous agreements, the CBD calls for a much more holistic approach to biodiversity, by recognising its ecosystem, species and genetic levels.

The CBD was one of the major outcomes of the 1992 United Nations Conference on Environment and Development – termed the ‘Earth Summit’ – in Rio de Janeiro. The Convention has over 180 Parties, with the notable exception of the United States. Other formal agreements that resulted from the Earth Summit include the United Nations Convention to Combat Desertification (www.unccd.ch) and the United Nations Framework Convention on Climate Change (www.unfccc.org). The Cartagena Protocol on Biosafety – which seeks to protect biological diversity from the potential risks posed by living modified organisms resulting from modern biotechnology – has since arisen out of the CBD (www.biodiv.org/biosafety).

Member states have structured their work into thematic programmes, which include marine and coastal biodiversity, agricultural biodiversity, forest biodiversity, the biodiversity of inland waters, and dry and sub-humid lands. They have also considered cross-cutting issues such as biosafety, access to genetic resources, traditional knowledge, innovations and practices, intellectual property rights, public education and awareness and incentive measures.

The Convention remains, on the whole, distant from business. Notable exceptions include Article 10(e) which encourages “co-operation between its governmental authorities and its corporate sector in developing methods for sustainable uses of biological resources”. Over the years, decisions by the Conference of the Parties have, cautiously mentioned



Convention on Biological Diversity

business – but a mutual engagement between the Convention and businesses remains to be developed.

In addition, a clearing-house mechanism has been established under the CBD to facilitate the sharing of information and capacity building (www.biodiv.org/chm). Two publications are of particular assistance to understanding the Convention: IUCN's 1994 *Guide to the Convention on Biological Diversity* and the CBD Secretariat's 2001 *Handbook of the Convention on Biological Diversity*.

<http://www.biodiv.org>

2 THE WORLD'S CONSERVATION UNION

Whereas the environmental arena has, traditionally, been open to governments and non-profit organisations, it is increasingly recognised that biodiversity conservation objectives cannot be achieved without the earnest involvement of the corporate sector. The list below – by no means comprehensive – highlights some of the ongoing activities on business and biodiversity within the world's conservation union.

IUCN was founded in 1948 as a trade association for the environmental industry. Its 980 members include states, government agencies, and non-governmental organisations. Through its Commissions, it also works with some 10,000 scientists around the world. Its mission is to “influence, encourage and assist societies throughout the world to conserve the integrity and diversity of nature and to ensure that any use of natural resources is equitable and ecologically sustainable”.

IUCN and Business: With its Business & Biodiversity Initiative, launched in September 2001, IUCN brings its mission to the corporate sector. The initiative firmly rests its activities on the CBD's three objectives – conservation, sustainable use and equitable benefit sharing. Operating under the slogan “making capitalism work for conservation”, it aims at facilitating the emergence of three interconnected instruments: corporate biodiversity plans, business plans for nature, and biodiversity business investments. In support of these objectives, the initiative also maintains an online Business and Biodiversity Library (<http://biodiversityeconomics.org/business>).



IUCN – The World Conservation Union
 World Headquarters
 Rue Mauverney 28
 1196 Gland
 Switzerland

<http://iucn.org>
<http://iucn.org/business>
business@iucn.org

BirdLife International
 Wellbrook Court
 Girton Road
 Cambridge CB3 0NA
 United Kingdom

<http://www.birdlife.net>

BirdLife International is a global partnership of non-governmental

conservation organisations with a focus on birds present in 103 countries and territories worldwide. The BirdLife International Partnership strives to “conserve birds, their habitats and global biodiversity, working with people towards sustainability in the use of natural resources”.

BirdLife’s work aims at preventing extinction and maintaining the status of bird species, and conserving and improving the quality of sites and habitats for birds. It also aims at integrating bird conservation into sustaining people’s livelihoods.

Conservation International (CI)

1919 M Street
 NW Suite 600
 Washington, DC 20036
 USA

<http://www.conservation.org>
<http://www.celb.org>

CI is a field-based, non-profit membership organisation working to preserve biological diversity and the ecological processes that sustain life on Earth. CI’s work focuses primarily on ‘hotspots’ of biological diversity, areas distinguished by an exceptional number of species and imminent threat of destruction.

CI and Business: The primary objective of CI’s Center for Environmental Leadership in Business is to provide a platform for discussion and collaboration between businesses and the environmental community. The Center promotes “business practices that reduce industry’s ecological footprint, contribute to conservation,

and create value for the companies that adopt them”. In addition to company biodiversity impacts, the Center also focuses on climate change and water conservation issues.

Earthwatch Institute

Earthwatch Europe
 57 Woodstock Road
 Oxford OX2 6HJ
 United Kingdom
 Tel +44 (0)1865 318800

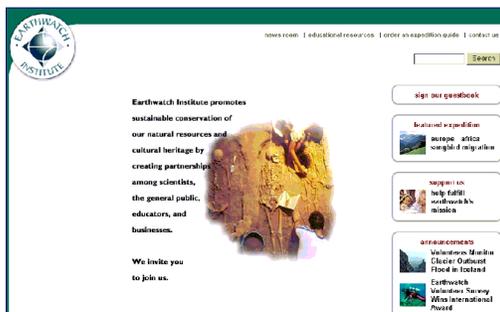
info@earthwatch.org.uk
www.earthwatch.org/europe
www.earthwatch.org/europe/corporate.html

Earthwatch Australia

126 Bank Street
 Melbourne
 Victoria 3205
 Australia
 +61 (0)3 9682 6828
earth@earthwatch.org

Earthwatch Institute is a non-confrontational environmental organisation with offices in Boston, Oxford, Tokyo and Melbourne. Earthwatch supports programmes in research, education and conservation countries through the provision of funds and thousands of volunteer field assistants each year. These include over one hundred biodiversity field research projects in forty.

Earthwatch and business: Earthwatch Europe and Earthwatch Australia have active business and biodiversity work programmes. The programmes’ activities include seminars and workshops, dialogue with individual companies and employee involvement through placement on



Earthwatch Institute



Conservation International

field research projects. Through these employee involvement programmes, companies are able to raise awareness and communicate internally about biodiversity.

The organisation has a Corporate Environmental Responsibility Group (CER) based at Earthwatch Europe. Membership covers a wide range of industrial sectors, and over half of the members are FTSE100 companies.

The European Centre for Nature Conservation (ECNC)

Headquarters
PO Box 1352
5004 BJ Tilburg
The Netherlands

<http://www.ecnc.nl>

ECNC is an Pan-European institution, established in 1993, aiming at furthering European nature conservation by bridging the gap between science and policy. ECNC promotes the integration of nature conservation issues into other policies and aims to organise and mobilise the expertise within universities, research institutes and conservation agencies. Currently, the ECNC network has 40 parties from 19 European countries.

ECNC and business: An important priority of ECNC is mainstreaming biodiversity in programmes of activities of operators and stakeholders in economic and land use sectors, in particular the banking sector and the agricultural sector. Projects in these fields are developed and implemented in the framework of ECNC's Programme on

Ecology and Economy and the Service Area on support to international policies and institutions. On behalf of European governments, UNEP and the Council of Europe, ECNC facilitates the implementation of the European Biodiversity Resourcing Initiative. It has the secretariat of the ad hoc European Task Force on Banking, Business and Biodiversity. ECNC works closely together with financial institutions, such as EIB, EBRD and Rabobank Nederland.

Fauna & Flora International (FFI)

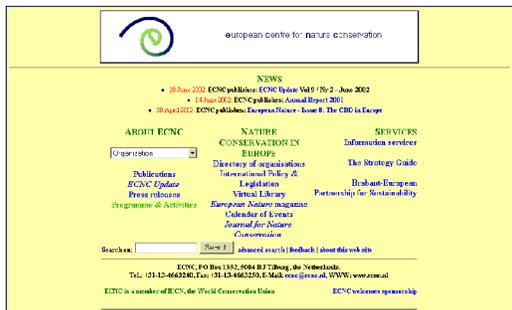
Great Eastern House
Tenison Road
Cambridge CB1 2TT
United Kingdom

<http://www.fauna-flora.org>

http://www.fauna-flora.org/our_partners/our_corporate_partnership_fs.htm
info@fauna-flora.org

Founded in 1903, FFI is the world's longest established international conservation organisation. Its remit is to protect "the entire spectrum of endangered plant and animal species on the planet". Through partnerships, technical assistance and funding, FFI provides support to conservation initiatives throughout the world. It works with a wide variety of stakeholders, including bilateral and multilateral agencies, governments, local communities, NGOs, academic institutions and businesses.

FFI and Business: FFI launched its Global Business Partnership to promote greater understanding of the relationship between biodiversity and business. It aims at helping a number



European Centre for Nature Conservancy



Fauna & Flora International



International Federation of Organic Agricultural Movements

of responsible companies to develop and implement their own biodiversity policy and strategy. Originally founded by BP and Rio Tinto, the partnership convenes market leaders which have a potentially significant impact on biodiversity conservation. A key output of the partnership will be the emergence of alternative models of sustainable economic development and corporate leadership.

International Federation of Organic Agriculture Movements (IFOAM)

Head Office
c/o Ökozentrum Imsbach
66636 Tholey-Theley
Germany

<http://www.ifoam.org>

IFOAM is a worldwide umbrella organisation that represents the movement of organic agriculture. It is committed to “a holistic approach in the development of organic farming systems, including maintenance of a sustainable environment and respect for the needs of humanity”. As well as co-ordinating the network of the organic movement around the world, exchanging knowledge and expertise on organic agriculture, IFOAM sets and revises its ‘Basic Standards of Organic Agriculture and Food Processing’. The equivalency of certification programmes around the world is verified by the International Organic Accreditation Services, which runs the IFOAM Accreditation Programme.

International Institute for Environment and Development (IIED)

3 Endsleigh Street
London WC1H 0DD

United Kingdom

<http://www.iied.org>

Founded in 1971, IIED is an independent, non-profit organisation promoting sustainable patterns of world development through research, communication, stakeholder engagement and capacity building. Based in London, it has a global remit to working with southern partners.

IIED and Business: IIED has been involved in a number of corporate sector projects. These focus, notably, on partnerships in natural resource management with local communities, on developing instruments for sustainable forestry, on highlighting the creation of markets for environmental services for poverty reduction, and on encouraging sustainable agriculture and rural livelihoods, of which the Mining, Minerals and Sustainable Development project is one example.

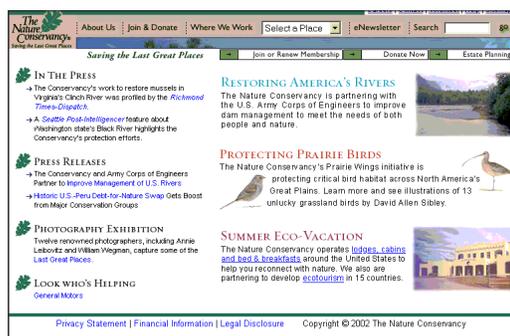
The Nature Conservancy (TNC)

4245 North Fairfax Drive
Suite 100
Arlington VA 22203-1606
USA

<http://nature.org/>

<http://nature.org/aboutus/corporateprograms/>

Launched in 1951, TNC works with communities, businesses and its one million members to protect land around the world. TNC has helped protect more than 36 million hectares, amounting to 1,400 ‘Conservancy preserves’.



The Nature Conservancy



World Resources Institute

TNC and Business: TNC aims to work closely with businesses to match business objectives with environmental results. In addition to corporate philanthropy, companies can become 'Conservation Action Partners' by minimising their use of environmental resources, or 'Brand Identity Partners' by aligning their products or corporate image with the Conservancy, in an effort to raise awareness of environmental issues and improve company reputation. In addition, TNC's International Leadership Council provides a forum for senior executives.

of peat-based agriculture, forestry and industry.

World Resources Institute (WRI)

10G Street
 NE (Suite 800)
 Washington DC 20002
 USA

<http://www.wri.org>
<http://www.wri.org/business>

WRI is an environmental think tank founded in 1982 with a mission to "move human society to live in ways that protect Earth's environment and its capacity to provide for the needs and aspirations of current and future generations". It is actively involved in the fields of the environment, resource management and environmental policy.



Wetlands International

Wetlands International

PO Box 471
 6700 AL Wageningen
 The Netherlands

<http://www.wetlands.org>

Wetlands International is a global non-profit organisation dedicated to wetland conservation and sustainable management. It carries out its activities in 120 countries, using its network of experts and institutional partnerships. Its mission is "to sustain and restore wetlands, their resources and biodiversity for future generations through research, information exchange and conservation activities, worldwide".

WRI and Business: WRI's business programme promotes corporate responsibility and accountability. It focuses on climate change, sustainable use – especially in the context of forestry, fisheries, and agriculture – and increasing access to information.

World Wide Fund For Nature (WWF)

International Secretariat
 Avenue du Mont-Blanc
 1196 Gland
 Switzerland

<http://www.panda.org>
<http://www.panda.org/corporate>
 Founded in 1961, WWF (known as World Wildlife Fund in Canada and the USA) is one of the world's largest independent conservation organisations, with an international network in over 90 countries and 5

million supporters. WWF’s mission is “to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption”. WWF is an IUCN member through its network of global offices.

environment, trade, education, development, science and innovation.

Focus on biodiversity: OECD has long played a vital role in stressing the importance of market-based solutions for biodiversity conservation. With its Working Group on Economic Aspects of Biodiversity, the OECD has actively been involved in the CBD process. Notable contributions include its Handbooks on incentive measures and biodiversity valuation.

WWF and Business: WWF International’s Corporate Programme aims to forge partnerships that allow companies to demonstrate their corporate environmental responsibility through the use of the WWF logo, in exchange for support of WWF’s conservation work.

United Nations Conference on Trade and Development (UNCTAD)

Palais des Nations
1211 Geneva 10
Switzerland

<http://www.unctad.org>

3 THE BIODIVERSITY-RELATED MULTILATERAL AGENCIES

Established in 1964, UNCTAD has primary responsibility within the UN system for matters such as trade, investment and development issues. UNCTAD has 191 member states. Its main goals are to “maximise the trade, investment and development opportunities of developing countries and assist them in their efforts to integrate into the world economy on an equitable basis”.

Organisation for Economic Co-operation and Development (OECD)

2, rue André Pascal
75775 Paris Cedex 16
France

<http://www.oecd.org>

Created in 1961, the OECD regroups 30 member countries. Its vocation is “to build strong economies in its member countries, improve efficiency, hone market systems, expand free trade and contribute to development in industrialised as well as developing countries”. The Organisation plays an important role in the production and dissemination of economic and statistical information. Its work covers a vast array of subjects, including

Focus on biodiversity: The UNCTAD BIOTRADE Initiative (www.biotrade.org) seeks to promote trade and investment in biological resources to further sustainable development in line with the three objectives of the CBD. To this end, it has established a number of partnerships with national and regional organisations with the aim of setting up programmes that enhance the capability of developing countries



Organisation for Economic Co-operation and Development

to produce value-added products and services derived from biodiversity, for both domestic and international markets.

United Nations Development Programme (UNDP)

One United Nations Plaza
New York NY 10017
USA

<http://www.undp.org>

UNDP is the UN's principal provider of development advice, advocacy and aid. Through its network of 132 country offices, it provides developing countries with assistance in the fields of democratic governance, poverty reduction, energy and environment, peace-building and disaster mitigation, HIV/AIDS, and information and communications technology.

living world; assessment and early warning studies in forest, dryland, freshwater and marine ecosystems; and research on endangered species and biodiversity indicators. UNEP-WCMC in Cambridge, UK is able to provide extensive biodiversity support services for both individual companies and trade associations. These include country briefings on biodiversity, and interactive internet mapping services which describe the important biodiversity features of geographical areas in which a company may be intending to operate.

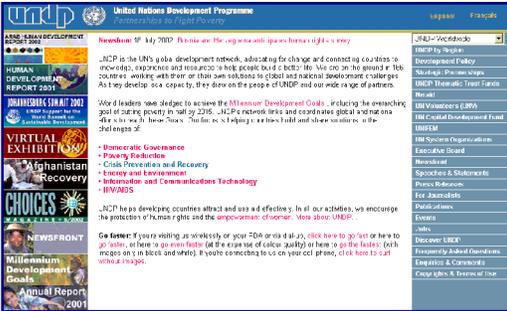
United Nations Educational, Scientific and Cultural Organisation (UNESCO)

7, place de Fontenoy
75352 Paris
France

<http://www.unesco.org>

Founded in 1945, the main objective of UNESCO is to contribute to peace and security by promoting collaboration among nations through education, science, culture and communication. UNESCO currently has 188 member states.

Since the early 1970s, UNESCO's Man and the Biosphere programme has promoted the multi-zone concept of biosphere reserves to reconcile conservation and sustainable use of biodiversity. This IUCN category of protected areas encourages "corporate sector initiatives to establish and maintain environmentally and socially sustainable activities in appropriate zones of biosphere reserves" ranging from ecotourism and the collection of forest products in buffer zones, to



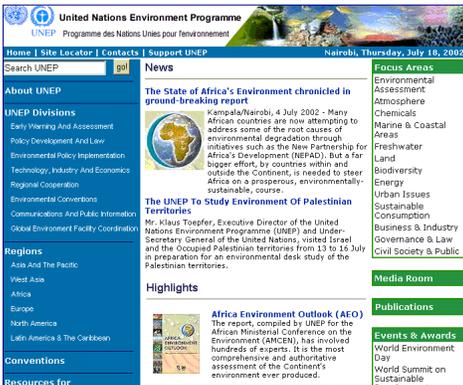
United Nations Development Programme

United Nations Environment Programme (UNEP)

PO Box 30552
Nairobi
Kenya

<http://www.unep.org>

Established in 1972, UNEP is active in a wide range of issues, notably, environmental information, assessment and research, including environmental emergency response capacity and strengthening of early warning and assessment functions; enhanced co-ordination of environmental conventions and development of policy instruments; freshwater; technology transfer and industry; and support to Africa. The UNEP World Conservation Monitoring Centre (WCMC) provides information for policy and action to conserve the



United Nations Environment Programme

agricultural practices in transition areas. By March 2002, the World Network of Biosphere Reserves comprised 409 sites in 94 countries

United Nations Food and Agriculture Organisations (FAO)

Viale delle Terme di Caracalla,
00100 Rome
Italy

<http://www.fao.org>

Established in 1945, FAO leads the UN's efforts to fight hunger. It assists developing countries "modernise and expand agriculture, forestry and fisheries and ensure good nutrition for all". It also provides policy and planning advice to governments, and analyses and disseminates information. The FAO has a wide range of partners, including non-governmental organisations, development banks and the corporate sector.

Finance Corporation (IFC), the Multilateral Investment Guarantee Agency (MIGA), and the International Centre for Settlement of Investment Disputes (ICSID).

Focus on biodiversity: IFC has been involved, for instance, with establishing the first biodiversity business investment fund in Latin America. Terra Capital Fund is a private equity fund which invests in commercially viable and environmentally sustainable enterprises such as sustainable agriculture, forestry, and ecotourism in Latin American countries that have ratified the Convention on Biological Diversity.

World Intellectual Property Organization (WIPO)

34, chemin des Colombettes
Geneva
Switzerland

<http://www.wipo.org>

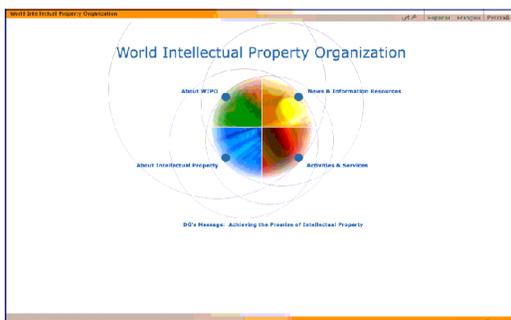
WIPO is an international organisation dedicated to promoting the use and protection of intellectual property. One of the many emerging issues in intellectual property is that of the rights to genetic resources – such as reflected in article 8(j) of the Convention on Biological Diversity.

4 BIODIVERSITY-RELATED BUSINESS INITIATIVES

Business & Biodiversity Resource Centre

www.businessandbiodiversity.org

The Business & Biodiversity Resource Centre aims to raise awareness of



World Intellectual Property Organization



World Bank

World Bank

1818 H Street, NW
Washington, DC 20433
USA

<http://www.worldbank.org>

Founded in 1944, the World Bank Group provides policy advice and technical assistance in more than a 100 developing countries with a broad focus of "helping the poorest people and the poorest countries". The World Bank Group – which has more than 180 member states – includes the International Bank for Reconstruction and Development (IBRD), the International Development Association (IDA), the International



Business & Biodiversity Resource Centre

biodiversity and provide information and practical advice for companies to engage with biodiversity issues. The Centre is hosted by Earthwatch Europe and supported by Innogy plc and the UK Department for Environment, Food & Rural Affairs (DEFRA).

Business for Social Responsibility (BSR)

609 Mission Street, 2nd Floor
San Francisco, California 94109
USA

<http://www.bsr.org>

BSR is a global organisation that assists companies to meet commercial targets whilst respecting ethical values, communities and the environment. It provides companies with advisory services, information resources and cross-sector opportunities to network, collaborate and solve problems. Its key emphasis is on promoting the use of corporate social responsibility. BSR has over 1,400 member and affiliate businesses.

The Coalition for Environmentally Responsible Economies (CERES)

11 Arlington Street
Boston, MA 02116-3411
USA

<http://www.ceres.org>

The CERES coalition is a network of 80 NGOs, investors, analysts and interested members of the public who engage in an innovative forum with corporations to discuss environmental and social practice. More than 70 companies of all sizes have signed up to the CERES principles, which consist

of a 10-point code of environmental conduct.

Center for Small Business and the Environment

PO Box 53127
Washington DC 20009
USA

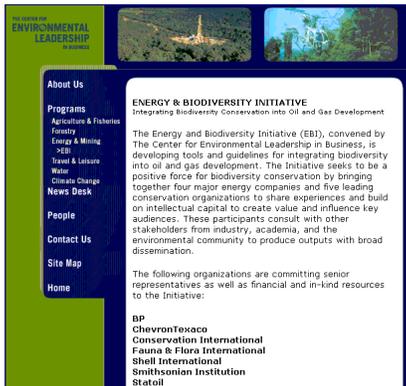
<http://www.aboutcsbe.org>

The Center for Small Business and the Environment recognises the large cumulative effect thousands of small businesses can have on environmental problems and possible solutions. The Center aims to promote small businesses that are already exploiting lucrative opportunities in environmental protection, pollution prevention, eco-efficiency and resource conservation. This allows the Center to disseminate lessons learned to thousands of other small businesses.

The Energy and Biodiversity Initiative (EBI)

<http://www.celb.org/ebi.html>

EBI is an industry and NGO partnership convened by Conservation International's Center for Environmental Leadership in Business. It aims to develop tools and guidelines for integrating biodiversity into oil and gas development. The initiative seeks to be a positive force for biodiversity conservation by bringing together four major energy companies and five leading conservation organisations to share experiences and build on intellectual capital to create value and influence key audiences. These participants



The Energy and Biodiversity Initiative

consult with other stakeholders from industry, academia and the environmental community to produce outputs with broad dissemination.

The initiative is structured into four working groups: the Business Case group promotes the rationale for integrating biodiversity conservation; the Biodiversity Conservation Practices working group works on identifying and implementing best practices and conservation techniques; the Metrics group is developing performance indicators for measuring impacts on biodiversity caused by oil and gas operations; and the Site Selection group is developing criteria for deciding whether to operate in biologically sensitive environments.

Forest Stewardship Council (FSC)

Avenida Hidalgo 502
68000 Oaxaca,
México

<http://fsoax.org>

In response to a wide acceptance that forest resources should be managed sustainably, and a growing public awareness and consumer preference for ecolabelled products, wood product certification schemes have proliferated. The FSC is an international body which accredits certification organisations in order to guarantee the authenticity of their claims. The goal of FSC is “to promote environmentally responsible, socially beneficial and economically viable management of the world’s forests, by establishing a worldwide standard”. Examples of national/regional forest certifications are the forest products marking

programme of the Canadian Standards Authority (CSA) (<http://www.csa-international.org/certification/forestry>), the Pan-European Forest Certification Council (PEFC) (www.pefc.org), and the Sustainable Forestry Initiative (SFI) (<http://www.afandpa.org/forestry/sfi/menu.html>).

The Global Mining Initiative (GMI)

Global Mining Initiative
c/o 6, St James’s Square
London SW1Y 4LD
United Kingdom

<http://www.globalmining.com>

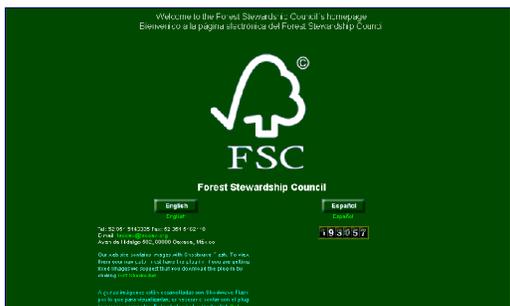
The GMI is a coalition of ten multinational mining companies with the aim of promoting the development of corporate social responsibility in the mining sector and assessing mining’s contribution to global sustainable development. The initiative’s wide remit includes stewardship of natural resources and biodiversity. The GMI created the two-year Mining, Minerals and Sustainable Development (MMSD) project.

The Global Reporting Initiative (GRI)

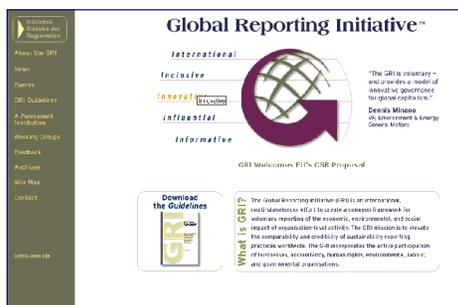
11 Arlington Street
Boston, MA 02116
USA

<http://www.globalreporting.org>

The GRI is an international, multi-stakeholder effort to form a consensus for voluntary reporting of the economic, environmental and social impacts of industry. Its mission is “to elevate the comparability and credibility of sustainability reporting



Forest Stewardship Council



Global Reporting Initiative

practices worldwide". The GRI incorporates the active participation of businesses, accountancy, human rights, environmental, labour and governmental organisations. The most advanced of the GRI schemes is environmental indicators, and four specific biodiversity indicators are in use: the amount of land used by a business and the type of ecosystem contained thereon; habitat changes due to operations; impacts on protected areas; and programmes for restoration of native ecosystems and species.

Greening of Industry Network

Kurt Fischer
 The George Perkins Marsh Institute
 Clark University
 950 Main Street, Worcester, MA
 01610-1477
 USA

<http://www.greeningofindustry.org>

The Greening of Industry Network is an international association of researchers and policy-makers that aims ultimately to alter industry practice in order to progress toward a sustainable society. It is developing a new research area on the greening of industry, and promoting dialogue between researchers and users of research findings in business and government.

International Petroleum Industry Environmental Conservation Association (IPIECA)

Monmouth House
 87-93 Westbourne Grove
 London W2 4UL
<http://www.ipieca.org>

Established in 1974, IPIECA is an international organisation representing the oil and gas industry on key global environmental issues. Members are drawn from private and state-owned companies as well as national, regional and international associations. IPIECA monitors the evolution of international agreements on biodiversity and identifies opportunities for positive action by the industry, as well as linking expertise within the industry to external stakeholders.

International Organization for Standardization (ISO)

1, rue de Varembé
 Case postale 56
 1211 Geneva 20
 Switzerland

<http://www.iso.org>

ISO, founded in 1947, is an umbrella organisation for national standards bodies from some 140 countries. Its mission is "to promote the development of standardization and related activities in the world with a view to facilitating the international exchange of goods and services, and to developing co-operation in the spheres of intellectual, scientific, technological and economic activity".

Focus on biodiversity: the ISO 14000 series provides an environmental management tool for businesses; it does not set absolute norms, rather it provides a means for businesses to continually improve their environmental performance. Biodiversity aspects can be directly integrated into a company's ISO 14001 standards.



IPIECA



Marine Aquarium Council

Marine Aquarium Council (MAC)

923 Nu‘uanu,
Honolulu,
Hawaii 96817
USA

<http://www.aquariumcouncil.org>

MAC is an international, not-for-profit organisation that brings together stakeholder groups with a common interest in the future of the marine aquarium industry and the biodiversity that it is reliant upon. Thus, collectors, importers and retailers meet with aquarium keepers, conservation organisations and government agencies to discuss all aspects of the reef to retail supply chain. Its mission is “to conserve coral reefs and other marine ecosystems by creating standards and certification for those engaged in the collection and care of ornamental marine life from reef to aquarium”.

to choose seafood products which have been independently assessed against the MSC standard and labelled to prove it, giving an assurance that the product has come from a sustainable fishery. An increasing number of restaurants, supermarkets and fishmongers are sourcing fish bearing the MSC logo.

Mining, Minerals and Sustainable Development project (MMSD)

<http://www.iied.org/mmsd>

MMSD was an independent two-year programme aimed at maximising the contribution of the mining and minerals sector to sustainable development at all levels. Begun in 2000, the project was commissioned by the Global Mining Initiative and has been organised by the International Institute for Environment and Development (both detailed above). The aim throughout the project was to produce a clear agenda for global change in the minerals sector that is based on careful analysis, that is understood and supported by many key stakeholders, and that identifies mechanisms for progress.

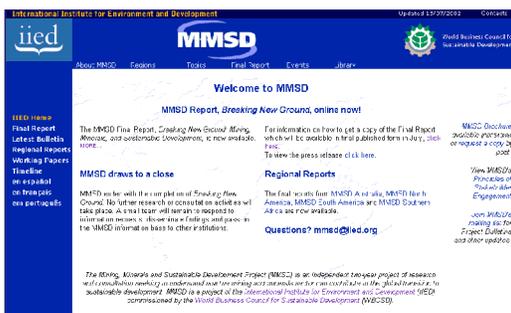
Marine Stewardship Council (MSC)

Unit 4 Bakery Place
119 Altenburg Gardens
London SW11 1JQ
United Kingdom

<http://www.msc.org>

The MSC was brought into being through a partnership between WWF and the multinational Unilever, and has since developed an environmental standard for sustainable and well-managed fisheries. It uses a product label to reward environmentally responsible fishery management and practices. Consumers concerned about overfishing and its environmental and social consequences will increasingly be able

The key elements of the project’s diverse activities were: research and analysis to identify priority issues; engagement of all stakeholders affected by mining, leading to an ongoing programme of communication exchange regarding processes and outputs; and planning a systematic and consensus-based commitment to defining project outcomes and implementation strategy. The project’s Final Report is



Mining, Minerals and Sustainable Development

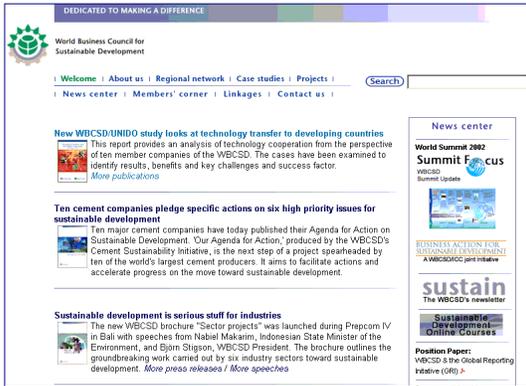
downloadable from <http://www.iied.org/mmsd/finalreport/index.html>. The dialogue initiated by MMSD is expected to be carried forward into the future.

World Business Council for Sustainable Development (WBCSD)

4 chemin de Conches
1231 Conches-Geneva
Switzerland

<http://www.wbcsd.ch>

WBCSD is a coalition of over 160 international companies united by a shared commitment to sustainable development via the three pillars of economic growth, ecological balance and social progress. The Council's members are drawn from more than 30 countries and 20 major industrial sectors. WBCSD also benefits from a global network of 35 national and regional business councils and partner organisations, involving some 1,000 business leaders globally. Its mission is "to provide business leadership as a catalyst for change toward sustainable development, and to promote the role of eco-efficiency, innovation and corporate social responsibility".



World Business Council for Sustainable Development

