



Convention on
Biological Diversity

BUSINESS AND BIODIVERSITY: Engagement and the Global Partnership

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David Steuerman

Secretariat of the Convention on Biological Diversity



CBD AND BUSINESS ENGAGEMENT



During COP 10, parties requested that the Secretariat of the CBD engage with business to provide support to help mainstream biodiversity/sustainability issues into business plans and actions



BUSINESS ENGAGEMENT: STRATEGY (I)

- **International Policy/Legislative Issues:**
 - Helping to set the international agenda in terms of regulatory issues, such as:
 - the elimination of perverse incentives;
 - the restructuring of tax codes and incentive structures to favour more ecofriendly industries;
 - the enacting of legislation to protect certain key areas or provide for sustainable use;
 - setting of standards
- **Encouragement of Market Pull:**
 - Sustainable public procurement
 - Can be required through legislation
 - Corporate requirements of suppliers
 - Awareness raising campaign (ie: the business case for sustainability) combined with pressure from consumers will help to create the necessary conditions for business to make these demands



BUSINESS ENGAGEMENT: STRATEGY (II)

- **Facilitation of Information Flow:**
 - Encourage companies to share best-practices;
 - Case studies and various tools and mechanisms available to help companies;
 - Problem is not a dearth of information (although there are gaps) but too much information that companies can have trouble navigating;
 - Streamlining the information and ensuring that companies know where to go can help to alleviate this problem and allow for greater uptake
- **Provision of Information and Services to Companies:**
 - Many companies lack knowledge, time and resources to take advantage of the information and tools available
 - Civil society organizations, consultants and/or local authorities may be able to help through direct training, resource augmentation or other services
 - Want to create a level-playing field, but not something that is beyond the means of small business.

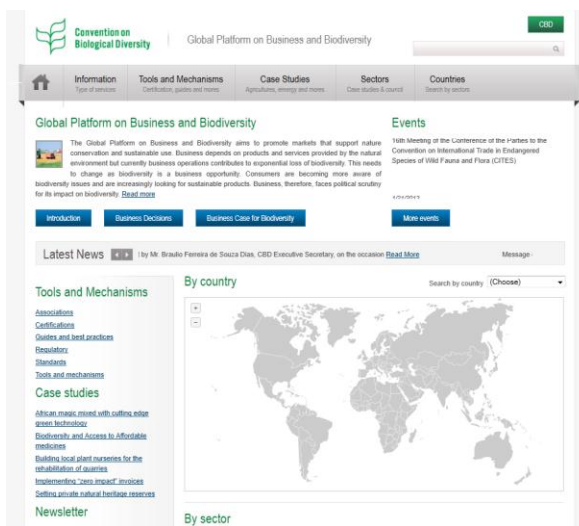


BUSINESS ENGAGEMENT: IMPLEMENTATION

GLOBAL PLATFORM FOR

BUSINESS AND BIODIVERSITY WEBSITE

- Platform for businesses to get information to assist in mainstreaming biodiversity and raise awareness.
 - *Case studies, tools/mechanisms, research, lists of events, etc*
- Platform where businesses can ask questions and exchange ideas
- Capacity to host webinars and “ask the expert” events
- Phase 1 launched in early June 2011 (www.cbd.int/business)
- Phase 2 launched in December 2011





BUSINESS ENGAGEMENT: IMPLEMENTATION

ENHANCED OUTREACH TO BUSINESS

- The Secretariat is contacting key business partners in a wide variety of sectors to encourage them to adopt provisions of the Convention and share their experiences
- Through the website, newsletters, workshops and other events, the Secretariat hopes to reach other businesses (especially SMEs) further down the supply chain
- Will engage leading companies globally to assist in this endeavor
- Related to this, the Secretariat is also looking at the issue of ***Green Public Procurement*** as a way of encouraging further demand for eco-friendly products

BUSINESS ENGAGEMENT: IMPLEMENTATION

NATIONAL WORKSHOPS

- Targeting key economies and major business centres
- Primary target audience is business community
- Structure will include:
 - Presentations (CBD, Government, Business, NGOs, etc)
 - Panel discussions
 - Sector based break-out sessions
 - Networking
 - Site visits





BUSINESS ENGAGEMENT: IMPLEMENTATION

BUSINESS AND BIODIVERSITY INITIATIVES



- Encourages business and government engagement on biodiversity
- Composed of companies, government officials, academia, civil society (as well as sub-national entities)
- Provides tools and advice to businesses
- SCBD aiming to stimulate creation of councils globally
 - *Creation of network to share ideas and best practices, announce events, etc*
- Current initiatives in Canada, France, Germany, Japan, the Netherlands and EU
 - *Others under development*



BUSINESS ENGAGEMENT: IMPLEMENTATION

GLOBAL PARTNERSHIP FOR BUSINESS AND

BIODIVERSITY

- Stemming from decision *X/21/1d* and *X/21/3a*
- The Global Partnership links together the national and regional initiatives with CBD Secretariat as the Global Focal point
- Partnership will encourage synergies and sharing of best practices amongst the national and regional initiatives
- Various working groups and virtual meetings of the Partnership
- First Meeting of the Partnership in Tokyo (December 2011)
- Second Meeting scheduled during COP 11 in Hyderabad, India (October 2012)



BUSINESS ENGAGEMENT: IMPLEMENTATION

GLOBAL PARTNERSHIP FOR BUSINESS AND BIODIVERSITY

- **Targeting**
 - Necessary to ensure that we reach a range of companies across all sectors;
 - Large “champions” can help set the example;
 - Important to target SMEs and Supply Chains
- **Leveraging**
 - As Partnership develops, limited number of players and resources;
 - Important to ensure that ideas and best practices shared across Partnership;
 - Encourage engagement in common projects
- **Synergizing**
 - While each country has its own needs, consistent messaging globally is important;
 - Common approaches can allow for greater impact and credibility;
 - Particularly important for multinationals, who will want to ensure supply chain in different countries all on the same page;
 - Work closely with established global NGOs and IGOs to ensure maximum penetration to companies at regional and national levels

BUSINESS ENGAGEMENT: IMPLEMENTATION SYNERGIES WITH OTHER CONVENTIONS



Convention on
Biological Diversity



- Biodiversity issues can sometimes be perceived as “competing” with other environmental concerns
- The Business Unit of the SCBD is working with a variety of partners including the other Rio Conventions
- Rio Conventions Pavilion features business day (*Rio+20—June 18*)
 - Pavilion is now present at all COP meetings
- Positive actions in one area can have positive effects in others



XIth Conference of Parties
CONVENTION ON BIOLOGICAL DIVERSITY
HYDERABAD INDIA 2012

TOWARDS COP 11

- The next COP will take place in Hyderabad in October 2012
- The Secretariat is in the process of planning a number of business events around COP including:
 - *High level meetings between business leaders and government officials*
 - *A green business exhibition*
 - *Meeting of the National Business and Biodiversity Councils*
- COPs are very important in the life of the Convention, and businesses from around the world are strongly encouraged to participate
- As our planning continues, we will post updates on the Global Platform Website



COP 11 SUSTAINABILITY SOLUTIONS MARKETPLACE



XIth Conference of Parties
CONVENTION ON BIOLOGICAL DIVERSITY
HYDERABAD INDIA 2012

DATE: October 15-26, 2012

- Marketplace will bring progressive companies together;
- It will be open to all businesses and related interests that have innovative green (biodiversity-friendly) solutions;
- Companies from across India and around the world are expected to participate;
- Participation includes:

Exhibition space (whole or part of booth space 3m X 3m)

Featured in promotional materials for the exhibition

Opportunity to make presentations to highlight your company's innovative solutions

Automatic entry into the COP 11 business and biodiversity awards competition

BUSINESS AND BIODIVERSITY AWARDS

- To highlight particularly innovative solutions and best practices and encourage wider private sector participation in COP 11
- All private sector participants will be automatically entered into the competition

Award Types

Overall CBD Biodiversity Sustainability Solution Award:

Participant's Choice Sustainability Award

COP President's Award



Together we must find a way to live in harmony with nature
Biodiversity is life... biodiversity is our life



Living in harmony with nature





THANK YOU

Secretariat of the Convention on Biological Diversity

413 Saint Jacques Street, Suite 800

Montreal, QC, H2Y 1N9, Canada

Tel: +1 514 288 2220

Fax: + 1 514 288 6588

Email: secretariat@cbd.int

www.cbd.int/business