



World Business Council for  
Sustainable Development



Keidanren (Japan Business Federation)  
Committee on Nature Conservation

## **Joint Statement of Intent**

### **Released in response to the 10th Conference of Parties to the Convention on Biological Diversity in Nagoya, Japan**

Nagoya, October 26, 2010 - The world must urgently take action to halt biodiversity loss and restore degraded ecosystems. Already we are consuming our natural capital at an unsustainable rate, thereby placing business, human well-being, and biodiversity under threat. Public awareness of the consequences of our unsustainable consumption and production patterns is prompting change in behavior.

All businesses impact and depend on biodiversity and ecosystem services. Business is also increasingly recognizing the changes in consumer preferences, the need for regulatory reform and the threat posed to their operation by the reduced availability of essential ecosystem services. Far-sighted businesses can create opportunities from the greening of investor, client and consumer preferences.

The World Business Council for Sustainable Development (WBCSD), IUCN and Keidanren Committee on Nature Conservation (KCNC) have joined forces to address the challenge of biodiversity loss and ecosystem degradation, realising that only collaboration involving all stakeholders will enable effective solutions.

As highlighted during COP 10 and in many other fora, action is being taken around the world to stop further ecosystem degradation. The TEEB study has made the economic case for action to halt biodiversity loss and restore ecosystems, while recognizing that responses must be context specific and culturally appropriate.

In response, the three partner organisations agree to work together to encourage, influence and assist their respective members and partners to scale up biodiversity and ecosystems in public and private decision making, thereby building a shared vision of a sustainable economy that conserves biodiversity, builds business value and enhances human well-being. The three organisations are committing to the following actions, as part of their contribution towards achieving the objectives of the CBD, and call jointly on governments to take supporting actions consistent with these commitments:

#### **Enhancing Business Action**

- **WBCSD** commits to improve awareness of its members and regional network partners around the implications for business of biodiversity loss and ecosystem degradation, and build capacity to take action, including:
  - Applying WBCSD tools to measure, manage, mitigate and value their impacts and dependence of business on natural capital
  - Greening supply chains including sustainable sourcing of wood and paper based products

- Reporting on green house gas emissions and water use, and impacts (positive and negative) on ecosystem services and biodiversity
- Designing and developing eco-efficient goods and technologies
- **IUCN** commits to enhance awareness of its members and partners of best practice in business related to biodiversity conservation, and encourage members and partners to work with business for enhanced biodiversity conservation and ecosystem restoration. **IUCN will** also build capacity in:
  - Developing business engagement policies and programmes
  - Supporting business to assess and reduce adverse impacts,
  - Identifying opportunities to establish biodiversity-friendly business ventures
  - Integrating business management concepts and approaches in conservation activities, finance and reporting.
- **KCNC** commits through the implementation of "The Declaration of Biodiversity by Nippon Keidanren", to improve awareness of its members and other businesses in order to promote pro-active, innovative and adaptive actions which contribute to biodiversity conservation including:
  - Supporting businesses with their diversified and pro-active pledges on biodiversity and review of these pledges as an adaptive management.
  - Continuing to support conservation activities by NGOs through "The Keidanren Nature Conservation Fund (KNCF)" as one of the financial mechanisms and expanding its capacity to the extent possible.
- **Joint recommendation to governments:**
  - Governments are urged to develop and/or extend fiscal, legal and other incentives (such as tax credits for conservation grants and expenditure, or legal assurances for conservation investments) to encourage business to integrate biodiversity and ecosystems considerations in their business plans and strategies.

### **Enhancing Government Action**

- **WBCSD** commits to engage in the public policy debate to help design and implement the policy frameworks and actions necessary to halt biodiversity loss and ecosystem degradation, including:
  - Supporting the work of the Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES) with the view for it to become an international reference for independent, credible scientific advice for decision-making
- **IUCN** commits to help design public policy frameworks and actions necessary to halt biodiversity loss and ecosystem degradation, including:
  - Promoting the reduction and/or reform of environmentally-harmful subsidies

- Promoting payment for ecosystem services and other positive incentives for conservation, sustainable use and ecosystem restoration on public and private lands
  - Promoting the concepts of No Net Loss and Net Positive Impact on biodiversity as a basis for extended environmental liability and biodiversity banking schemes, where appropriate
  - Supporting Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES) to integrate economic considerations and business-oriented responses in its scientific work
- **KCNC** commits through an adequate consultation process with various stakeholders to engage in the public policy debate to build a society that will conserve biodiversity, including:
    - Improving scientific knowledge/data on biodiversity and ecosystems by supporting the work of the Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES)
    - Establishing or enhancing mechanisms which provide project-based support to biodiversity conservation activities globally conducted by NGOs and enhancing their consultancy/advisory functions based on Japanese experiences and technologies in order to promote concrete conservation outcomes.
    - Raising awareness of biodiversity among the business community, consumers and the general public
- **Joint recommendation to governments:**
    - Governments are encouraged to design and implement environmental policy and regulation that leverages market forces; sets ambitious but realistic targets; is predictable, transparent, consistent, time-bound) and adequately enforced; creates appropriate incentives for biodiversity conservation, sustainable use and equitable benefit-sharing; recognizes property and use rights (including public, private, indigenous and local community); and is supported by scientific facts.

### **Enhancing partnerships and collaboration**

- **WBCSD and IUCN** jointly commit to develop a concrete action plan, with milestones and tangible outputs as part of the existing MOU between the two organizations. The action plan will seek to assist business through tools and ways to maintain, sustainably use, and restore, where needed, biodiversity and ecosystems.
- **KCNC** commits to promote private-sector engagement on biodiversity-related activities by sharing information and exchanging experiences through "The Japan Business and Biodiversity Partnership" launched today. We also seek to establish partnerships with other business and biodiversity initiatives in other countries and/or businesses in Asian countries.

- **Joint recommendation to governments:**

Governments are called to support private-public partnerships and enhance collaboration by utilising the capacity of business to drive innovation and become biodiversity and ecosystem stewards, and by allowing business to play an important role in the development and discussion of global, regional, national and local public policy and regulation.

*"The degradation of ecosystems and the services they provide destroys business value and limits future growth opportunities," said **James Griffiths, Managing Director at the WBCSD**. "There is a need to account for the full value of ecosystems and their services in order to ensure their sustainable use."*

*"The time has come to make sure that businesses include biodiversity and the natural environment as part of their decision making processes," says **Juan Marco Alvarez, Director of IUCN's Economy and Environmental Governance Group and Head of IUCN's Business and Biodiversity Programme**. "We hope that the International Business and Ecosystems Dialogue will encourage businesses to make real commitments that will enhance the CBD's objectives and also help achieve the new biodiversity targets."*

*"It is time to recognize that biodiversity and ecosystem services are an important foundation for a sustainable future" says **Yoshiharu Tachibana, Chair of the WBCSD Taskforce in Nippon Keidanren**. We facilitate our conservation actions and share "basic principles" and further encourage an establishment of the biodiversity harmonized society by using "The Japan Business and Biodiversity Partnership" to challenge the diversified and creative manners pro-actively in accordance with each company's characteristics.*

## **About IUCN**

IUCN, International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges.

IUCN works on biodiversity, climate change, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice.

IUCN is the world's oldest and largest global environmental organization, with more than 1,000 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN's work is supported by over 1,000 staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world.

[www.iucn.org](http://www.iucn.org)

## **About Keidanren Committee on Nature Conservation**

The Keidanren Committee on Nature Conservation established in 1992 is a special committee comprised by companies which are dedicated to conservation of nature and biodiversity under Nippon Keidanren (Japan Business Federation) as a comprehensive economic organization consisting of some 1,300 Japanese companies.

The mission of the Keidanren Committee on Nature Conservation is to raise funds for the Keidanren Nature Conservation Fund & review funding projects, to improve partnership between companies and NGOs, and to raise awareness of companies & share information.

[www.keidanren.or.jp/kncf/en/index.html](http://www.keidanren.or.jp/kncf/en/index.html)

## **About the World Business Council for Sustainable Development (WBCSD)**

The WBCSD is a CEO-led, global coalition of some 200 companies advocating for progress on sustainable development. Its mission is to be a catalyst for innovation and sustainable growth in a world where resources are increasingly limited. The Council provides a platform for companies to share experiences and best practices on sustainable development issues and advocate for their implementation, working with governments, non-governmental and intergovernmental organizations. The membership has annual revenues of USD 7 trillion, spans more than 35 countries and represents 20 major industrial sectors. The Council also benefits from a network of 60 national and regional business councils and partner organizations, a majority of which are based in developing countries.

[www.wbcsd.org](http://www.wbcsd.org)