



Convention on  
Biological Diversity

# BUSINESS AND BIODIVERSITY: The International Context

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## COP 10 BUSINESS DECISION

The Parties called upon the SCBD Executive Secretary to:

- Encourage the establishment of national and regional **business and biodiversity initiatives**
- **Compile and disseminate** information on best available practices for mainstreaming ecosystem services
- Encourage the development and application of **tools** and mechanisms that can further facilitate the engagement of business in integrating biodiversity conservation into their practices
- **Monitor implementation** of private sector progress in mainstreaming ecosystem services and assess the effectiveness of tools and mechanisms in use for this purpose
- Encourage businesses that support the **Convention's objectives** in communicating their biodiversity-relevant activities to their consumers, customers, and other stakeholders.

**WHAT ARE THE PRACTICAL IMPLICATIONS FOR BUSINESS?**

**WHAT CAN YOU DO?**

**HOW CAN WE HELP?**



## PRESENTATION OUTLINE

- The Convention and Business
- Biodiversity Definitions and Concerns
  - What is Biodiversity
  - What is Biodiversity Loss
  - The Value of Biodiversity
- The Business Case for Biodiversity
  - Case Studies
- What We are Doing
  - Aichi Targets and NBSAPs
  - The Nagoya Protocol
  - CBD and Business Engagement
  - Towards COP 11



# THE CONVENTION AND BUSINESS

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# THE CONVENTION ON BIOLOGICAL DIVERSITY



- The CBD is one of the so-called “Rio” Conventions
  - *Biodiversity (CBD)*
  - *Climate Change (UNFCCC)*
  - *Desertification (UNCCD)*
- Opened for signature on June 5, 1992
- Came into force on December 23, 1993
- Currently 193 parties to the Convention
- CBD Secretariat based in Montreal and currently has a staff of 100+



# THE CONVENTION ON BIOLOGICAL DIVERSITY

- The Convention established three main goals:
  - *The conservation of biological diversity*
  - *The sustainable use of its components, and*
  - *The fair and equitable sharing of the benefits from the use of genetic resources*



## LEAD UP TO 2010 (BUSINESS)

- COP-8 (Brazil, 2006) addressed need for business involvement in biodiversity conservation
- COP-9 (Germany, 2008) invited Parties to improve actions and cooperation for the engagement of the business community through public/private partnerships
  - *In addition, a major international study initiated by the EC and UNEP designed to assess the impact of biodiversity on and by our economic systems (*The Economics of Ecosystems and Biodiversity (TEEB)*)*
- G-8 Environment Ministers (Japan, 2008) discussed ways to promote the conservation and sustainable use of global biodiversity
  - *They adopted the Kobe Call for Action for Biodiversity to promote international cooperation and engagement of the private sector*
- The Third Business and the 2010 Biodiversity Challenge Conference (Indonesia, 2009) issued *the Jakarta Charter* focusing on the sustainable use and conservation of biodiversity.



## CBD AND BUSINESS ENGAGEMENT



- During COP 10, parties drafted a business decision calling on Governments and Business to engage on mainstreaming biodiversity concerns into the private sector
- Parties also request the Secretariat to take specific actions to facilitate this goal





# MULTILATERAL ENVIRONMENTAL AGREEMENTS

## -HARD LAW-

- Convention on Biological Diversity and the Cartagena Protocol on Biosafety to the Convention on Biological Diversity
- Framework Convention on Climate Change and the Kyoto Protocol
- United Nations Convention to Combat Desertification



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## EVOLVING ROLE OF PRIVATE CORPORATIONS IN MEAS

- Creating new property rights and thereby markets
- Increasing trans boundary nature of businesses
- National regulation unable to catch-up with new markets and issues
- While business follow regulation, business also drive regulation
- Expressed need for mobilizing private capital to solve environmental problems
- Business also drives innovation



# BIODIVERSITY DEFINITIONS AND CONCERNS

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## WHAT IS BIODIVERSITY?



The Convention on Biological Diversity defines biodiversity as follows:

*“Biological diversity” means the variability among living organisms from all sources including, inter alia, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems.”*



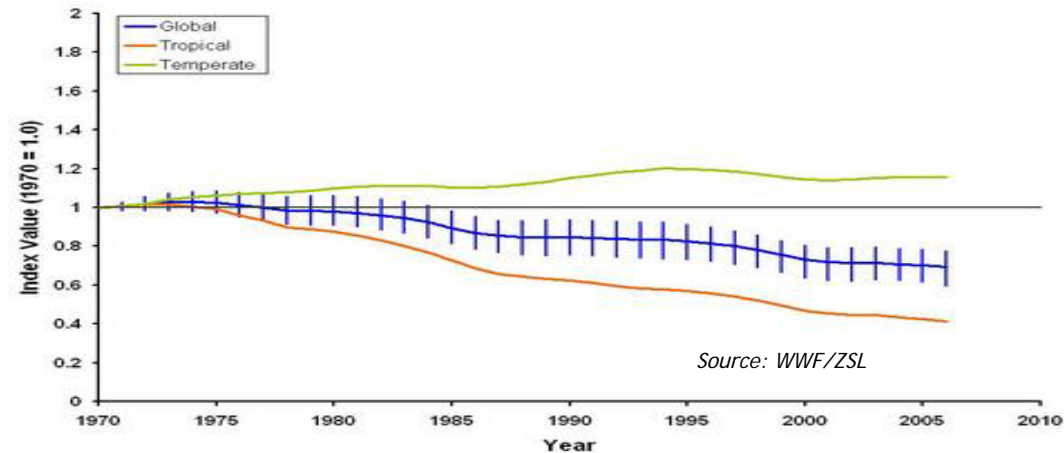
# HEALTHY BIODIVERSITY



- There is a constant natural background rate of species loss and replenishment
  - *An ecological niche opens up, new species move in*
- The numbers of species and their interactions give ecological systems a strong degree of resilience in the face of natural disasters or other challenges



# BIODIVERSITY LOSS



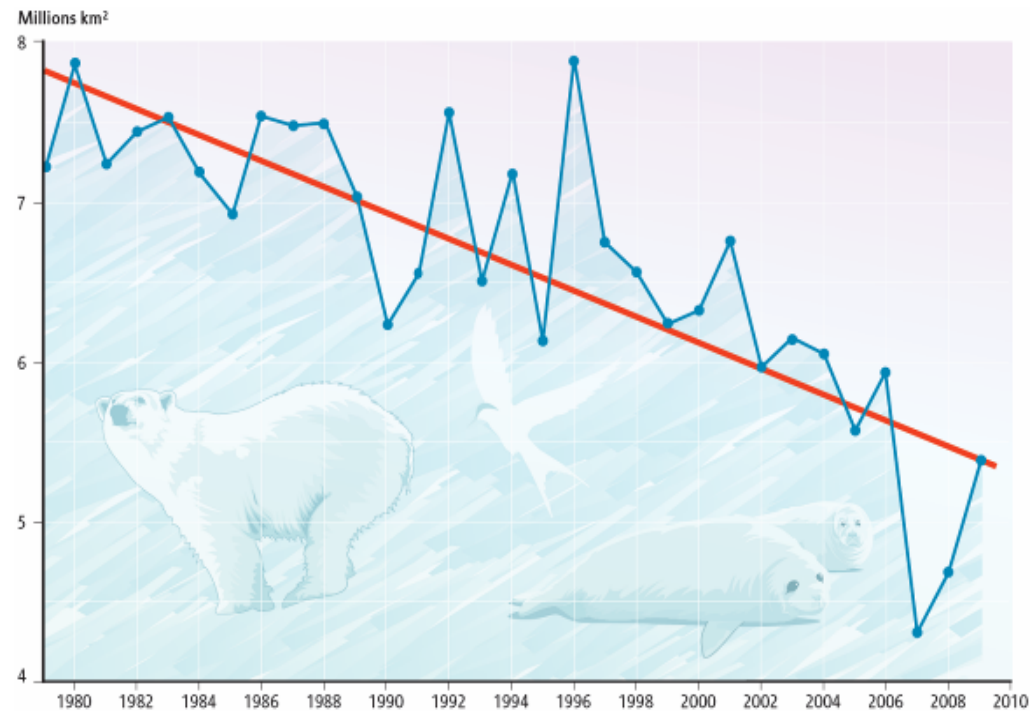
- Evidence that human pressures have been instrumental in increasing the rate of species loss to 1000x the natural background rate
  - *This includes many rare, unknown and “keystone” species*
- While the eco-system may appear viable, ongoing loss makes it vulnerable and can move it quickly towards a tipping point, beyond which it can crash



# BIODIVERSITY LOSS

Trends in habitats are varied but show declines over all:

- Wetlands, salt marshes, coral reefs, seagrass beds and sea ice continue to decline
- Extensive fragmentation of forests and rivers
- Mangrove decline slowing (except in Asia)
- The condition of many terrestrial habitats is deteriorating (degrading)



Source: NSIDC



# THE VALUE OF BIODIVERSITY

- Ecosystem Services is a concept used to define the value of an ecosystem/biodiversity to human economics
- The Economics of Ecosystems and Biodiversity (TEEB) defines it as *the direct and indirect contributions of ecosystems to human well-being*
- Overexploitation is resulting in drastic declines in biodiversity and resultant ecosystem services







# THE VALUE OF BIODIVERSITY

- Ecosystem services are present in all facets of business and life, but often ignored or undervalued

Category of Service	Type of Ecosystem Service	Business Sector Benefits
Provisioning	Food	Agrifood
	Fresh Water	Agrifood/industrial processes
	Medicinal Plants	Pharmaceutical/bioprospecting
Regulatory	Climate Regulation (carbon sequestration)	Carbon offsets
	Purification of air and water	Pollution control
	Flood and erosion control	Construction/Land Management
Ontogenetic	Psycho-social development	Medical Services
	Immune system development	Medical Services
Social/Cultural	Tourism and recreation	Tourism
	Cultural heritage	Tourism
	Inspiration for Bio-mimicry	Bioprospecting



# THE BUSINESS CASE FOR BIODIVERSITY

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## THE BUSINESS CASE

- Beyond the Corporate Social Responsibility (CSR) argument, there are a number of sound business reasons for companies to be concerned about Biological Diversity and overall sustainability
- These factors can be classified as **risks** and **opportunities**
- In many cases, the two are simply the flipside of the same issue



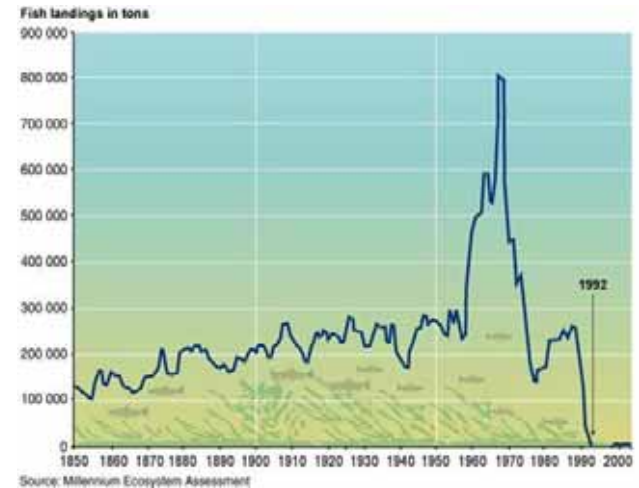
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## RISKS

- Negative Corporate Images/Boycotts
- Government Legislation
- Poor Relations with Other Stakeholders
- Clean-up/Compensation Costs
- Higher Insurance Premiums
- Scarcity of Resources





# OPPORTUNITIES

- Market Leadership/Enhanced Reputation
- Good Relations with Regulators and Other Stakeholders
- Lower Insurance Premiums
- Access to New Eco-Conscious/Ethical Funds
- Long-Term Stability of Supply and Viability
- Enhanced Employee Loyalty
- Bio-prospecting/Bio-mimicry
- Embracing Changes in Ways of Doing Business
- Lower Overall Supply Management Costs



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## BUSINESS CASE STUDY: COSMETICS (YVES ROCHER)

- When sourcing materials, Yves Rocher uses flexible and innovative approaches
- In La Gacilly, YR harvests organically grown plants and manufactures products from them
- In Madagascar, villagers harvest Saro leaves and distil them to produce an essential oil for YR. Yves Rocher pays for the still used to distil the essential oil and transferred test results that permit its commercialisation
- This provides an incentive for ecosystem conservation, and other benefits, allowing local producers to become economically and technically self-sufficient
- Over the years the YR brand has grown and now markets over 300 million products annually in 80 countries





## BUSINESS CASE STUDY: MINING (HOLCIM)

- Including quarry rehabilitation as a part of operational planning is an economical and efficient way to reduce environmental impact and a good way to visibly demonstrate corporate responsibility to stakeholders
- The Holcim cement plant in Altkirch, France operates an 83-hectare quarry, where progressive rehabilitation is integrated into its quarry plan
- The Altkirch plant rehabilitates recently exploited parts of the quarry every year to construct natural habitats on site
- Nearly half of the exploited parts of the quarry have been rehabilitated to recreate natural habitat, and biodiversity has expanded on the site, while active extraction operations are still occurring





## BUSINESS CASE STUDY: AGRI-FOOD (ASAHI)

- In 2010 the Asahi Group drafted its Environmental Vision 2020, with the goal of becoming environmentally sustainable, as well as issuing its Statement on Biodiversity
- An important element of the statement involves “using products and services to highlight the importance of the bounty nature provides...”
- Asahi introduced its new Organic Premium Beer, manufactured in a way that exerts little impact on biodiversity
- The initial test run was well received by consumers and was completely sold out
- Asahi is continuing sales of Organic Premium Beer and is moving forward with the development of further sustainable products



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# WHAT THE CBD IS DOING

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## 2010 CBD CONFERENCE OF THE PARTIES (COP 10)

- Parties to the Convention agreed to a Strategic Plan for 2011-2020
  - *The Decade of Biodiversity*
- Plan includes 20 biodiversity targets
  - *The Aichi Targets*
- The Aichi Targets are to be incorporated into National Biodiversity Strategic Action Plans (NBSAPs)



## AICHI TARGETS AND NBSAP

- 20 specific targets arranged by 5 strategic goals:
  - *Strategic Goal A: Address underlying causes of biodiversity loss by mainstreaming biodiversity across government and society*
  - *Strategic Goal B: Reduce direct pressures on biodiversity and promote sustainable use*
  - *Strategic Goal C: To improve status of biodiversity by safeguarding ecosystems, species and genetic diversity*
  - *Strategic Goal D: Enhance benefits to all from biodiversity and ecosystem services*
  - *Strategic Goal E: Enhance implementation through participatory planning, knowledge management and capacity building*



# ACCESS AND BENEFITS SHARING

- The Nagoya Protocol provides a transparent legal framework for the effective implementation of one of the three objectives of the CBD
  - *The fair and equitable sharing of benefits arising out of the utilization of genetic resources*

**Access to genetic resources**

IN EXCHANGE  
FOR:

**Fair and equitable share of the benefits derived from their utilization**



## ACCESS AND BENEFITS SHARING

- Access to genetic resources is subject to the **prior informed consent (PIC)** of the provider country
- Users and providers must reach an agreement on the sharing of benefits from research, development and commercialisation of products based on genetic resources
- Benefits to be shared may be *monetary* or *non-monetary*
  - *royalties, technology transfer, training*
- Use of *traditional knowledge associated with genetic resources* is subject to prior informed consent and to the sharing of benefits with the communities concerned
- The Protocol provides *legal clarity and certainty* through:
  - *Measures aimed at ensuring the sharing of benefits once genetic resources have left the provider country*
  - *Clear and transparent procedures in provider countries for access to genetic resources and the establishment of Mutually Agreed Terms.*
  - *An Access and Benefit-sharing Clearing-House Mechanism*



# BUSINESS ENGAGEMENT

## Business and Biodiversity Initiatives

- Encourages business engagement on biodiversity through dialogue and activities
- Provides tools and advice to businesses

## Global Platform for Business and Biodiversity Website

- Platform for businesses to get information to assist in mainstreaming biodiversity and raise awareness --- [WWW.CBD.INT/BUSINESS](http://WWW.CBD.INT/BUSINESS) ---
  - *Case studies, tools/mechanisms, research, lists of events, etc*

## Enhanced Outreach to Business

- Secretariat is contacting key business partners to encourage them to adopt provisions of the Convention and share their experiences
- Use of website, newsletters, workshops and other events to communicate with companies

## National Workshops

- Targeting key economies and major business centres
- Primary target audience is business community
- Structure will include:
  - Presentations, Panel discussions, Networking



# THANK YOU

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