

The 'Biodiversity in Good Company' Initiative Success Story and Challenge



Basic information about the Initiative

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A Strong Signal From Business

- Established in 2008 by Federal Environment Ministry as an international project on occasion of German CBD presidency
- Objective: Integrating the private sector in achieving the objectives of the convention
- Successfully co-ordinated by GIZ
- Public funding terminated in spring 2011 ...
BUT:

Just recently, dedicated and committed member companies transformed the former project into a business-run and company-driven independent association





Profile at a Glance

- **Business network uniquely dedicated to protection and sustainable use of biodiversity**
- **One of the first of its kind worldwide**
- **Cross-sectoral approach, small, medium-sized and large companies**
- **Based on a mission statement and „leadership declaration“**
- **Roots and office in Berlin/Germany, open to international membership**
- **Ongoing partnership with Federal Government /Ministry for the Environment**
- **7-member board plus coordination office**

Objectives and Benefits ...

- Understanding and developing the „business case“, tangible projects
- Establishing and improving biodiversity management and learn from one another „in good company“
- Showing leadership and mobilizing innovation forces in business by awareness raising
- Networking and dialogue on a national as well as international level, create new alliances

... And Institutional Challenges

- Further shaping our profile (cross-sectoral approach, most beneficial activities)
- Gain new members
- Financing (membership fees and project funding)





**BIODIVERSITY
IN GOOD
COMPANY**
BUSINESS AND BIODIVERSITY INITIATIVE





'Biodiversity in Good Company' Initiative

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