



EU Business and Biodiversity B@B Platform

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European Commission Business @ Biodiversity Platform

- Business sectors: Agriculture, Food supply, Forestry, Extractive industries, Financial sector and Tourism
- Assist companies in including biodiversity concerns in their core business
- Promote awareness of biodiversity issues
- Showcase and benchmark best practices
- Influence the way the new EU Biodiversity Strategy to 2020 is implemented

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<http://ec.europa.eu/environment/biodiversity/business>

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Biodiversity**

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The EU Business @ Biodiversity Platform

About the project

The global loss of biodiversity has become one of the major environmental challenges of the 21st century. Given that the concern for biodiversity is integral to sustainable development, ... [read more](#)

About the platform

[Read the Brochure](#)

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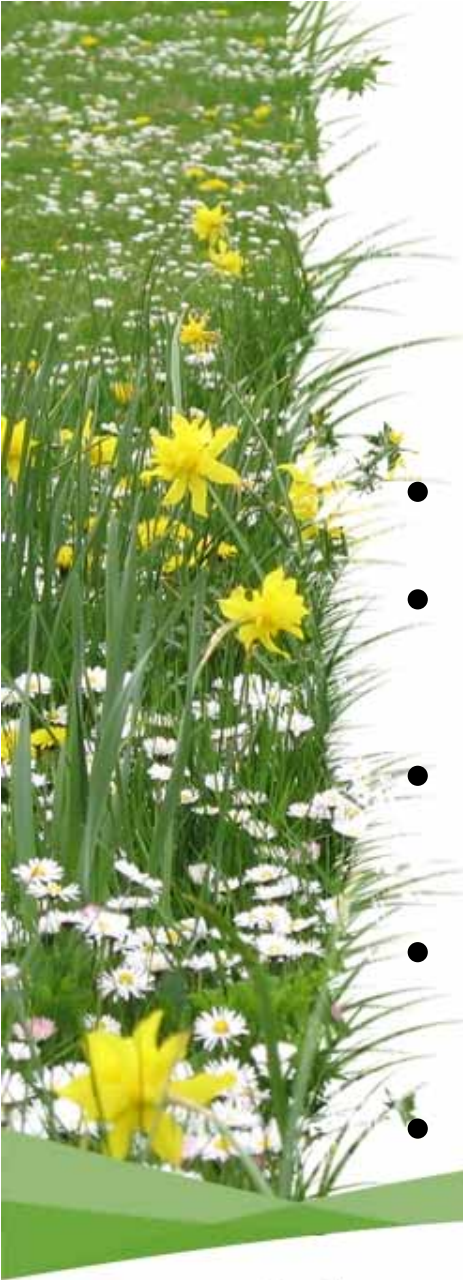
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Future B@B Plans

- The EU Commission looking to the future of EU B@B
 - Take a more “hands on” role (previously contracted out to IUCN);
 - Get more involved in networking between national and other EU initiatives, as well as with global (CBD) level;
 - Raise level of participation (e.g. summits involving CEOs – 1st European Biodiversity Summit in Stuttgart April 2012)
 - Expanding sectors (e.g. energy, chemicals, ...)

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Objective: Protect, value and restore biodiversity and the ecosystem services it provides

- Business has a large role to play;
- Business has much of the practical knowledge;
- Business has the means and opportunity to contribute;
- SMEs are vital, but need work at national/local level on awareness/tools, etc;
- EU B@B could look at how to value biodiversity in our economies and innovative ways to finance biodiversity actions.

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**THANK YOU
FOR YOUR ATTENTION**

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