



Meeting report

'Biodiversity and Business'

UNEP 2009 Business and Industry Global Dialogue

In conjunction with

CBD Third Business and the 2010 Biodiversity Challenge

Jakarta, Indonesia 30 November – 2 December 2009

Background

From 30 November to 2 December 2009, UNEP held its annual Business and Industry Global Dialogue in conjunction with the Secretariat of the Convention on Biological Diversity (CBD) and in partnership with the Indonesian government on the theme of 'Biodiversity and Business', in Jakarta, Indonesia. The meeting was also a third in a series of meetings hosted by the Secretariat of CBD on the theme of "Business and the 2010 Biodiversity Challenge", leading to the Convention's mandate to engage the private sector and to related CBD decisions. The event attracted over 200 delegates, including 80 speakers from industry, governments, NGOs and academia. A few weeks ahead of the start of the UN International Year of Biodiversity, the conference was organised to provide a platform for sharing ideas on how to explore and expand business opportunities for conserving and using the diverse biological wealth of countries sustainably, and sharing the benefits fairly and equitably. The conference also offered an opportunity to contribute to shaping the related international policy agenda and to allow business in particular to put forward recommendations to be fed into the CBD COP 10 meeting in Aichi-Nagoya, Japan in October 2010 and into UNEP's work stream in the area of business and biodiversity.

Since the mid-1980s, the UNEP Business and Industry Global Dialogue has regularly convened representatives of business, industry associations and other stakeholder organisations to discuss the world environment agenda and how the private sector can constructively contribute. The global dialogues enable these representatives to review progress in developing and implementing environmental management tools and approaches, to exchange information, and to build or consolidate key partnerships needed for action.

The agenda for the meeting was developed through a collaborative process involving a number of UNEP colleagues, including colleagues from the UNEP Finance Initiative and partner organisations, including the UNEP World Conservation Monitoring Centre (WCMC), the World Business Council for Sustainable Development (WBCSD) and the International Union for Conservation of Nature (IUCN).

The overall outcome of the meeting was a renewed commitment by stakeholders to work together to address the biodiversity challenge and the identification of recommendations for scaling-up the business contribution to biodiversity conservation efforts. Key takings for UNEP to be explored as further possible areas of work include the need to strengthen the business case for biodiversity through the identification of additional successful practices in different industry sectors and to continue work on developing consistent metrics for measuring and monitoring biodiversity impacts to be used by companies. In

particular, the need to encourage disclosure / reporting and to consider minimum criteria for different standards and certification schemes available were highlighted as well as the importance of global fora to discuss ongoing efforts in the business and biodiversity area.

Overview of event sessions

Agenda overview

The first day opened with keynote presentations highlighting the biodiversity challenge and the need to scale-up collaborative actions to reverse current trends of biodiversity loss. The opening was followed by a panel discussion and parallel sessions focusing on biodiversity challenges and opportunities in a number of industry sectors including tourism, energy, finance and luxury goods. The second day focused on strategies for managing biodiversity risks and measuring, valuing and reporting business impacts. Parallel sessions focused more in depth on biodiversity tools, standards and certification, biodiversity offsets and partnerships. The panel discussions on the third day looked at concrete ways forward, with special attention given to inputs for the CBD COP10. (see agenda in Annex 1)

Day 1

The event opened with a number of keynote presentations in a session moderated by **Ahmed Djoghlaif**, Executive Secretary of the CBD which stressed the importance of biodiversity and ecosystems services to humankind and the challenge of halting the trend of dramatic biodiversity loss. **Arab Hoballah** - Chief, Sustainable Production and Consumption Branch, UNEP, Division of Technology, Industry and Economics (UNEP DTIE) - highlighted the activities of UNEP contributing to ongoing work on biodiversity and business and stressed the opportunity that the UN International Year of Biodiversity presented in making real progress on the issue. **Juan Marco Alvarez** - Director of the Economy and Environmental Governance Group and Head of Business and Biodiversity Programme, International Union for Conservation of Nature (IUCN) – highlighted the dependence of business on biodiversity and ecosystem services and noted the challenge of integrating biodiversity into existing economic models in order to account for its uses and align conservation with profitability goals. **Ahmed Djoghlaif** noted the particular relevance of the biodiversity issue to Indonesia and thanked the Indonesian Government for accepting to host this important meeting. **Nicola Breier** - Head of Division, International Conservation Unit, Federal Ministry of the Environment, Germany, President COP9 – highlighted the process leading up to the COP 10 meeting in Aichi-Nagoya, Japan in October 2010 and stressed the usefulness of the meeting in the development of a Strategy to Advance the 2020 Business and Biodiversity Agenda to be presented at COP 10. **James Griffiths** - Managing Director, World Business Council for Sustainable Development (WBCSD) – pointed out that the biodiversity challenge presented both risks and opportunities for companies as indeed ecosystem degradation can undermine businesses' license to operate while ecosystem management and the sustainable use of ecosystem services can create new business opportunities and markets. Finally, **H.E. Prof. Gusti Mohammad Hatta** - State Minister of Environment, Indonesia – evoked the political importance of biodiversity for the Indonesian government and the efforts underway to seek the preserve the natural wealth of the country.

In the following keynote presentation, **Pavan Sukhdev** - Study Leader, TEEB & Special Advisor & Head, Green Economy - noted that biodiversity degradation was connected to a very large number of issues currently on the international agenda and that the challenge was to mainstream biodiversity conservation among solutions being discussed. Dr. Sukhdev pointed out that mainstreaming was also the objective of the TEEB initiative (The Economics of Ecosystems and Biodiversity) which aims to bring the economic argument for biodiversity conservation to businesses, citizens, policy-makers and administrators.

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Session 1: Dr. Pavan Sukhdev delivers keynote presentation.

The following panel session moderated by **Arab Hoballah** was opened with a presentation by **Mônica Barcellos Harris** - Head of Business, Biodiversity and Ecosystem Services, UNEP World Conservation Monitoring Centre (WCMC) - who provided an overview of the background paper that was developed for the conference focusing on major biodiversity impacts, efforts and future challenges in a number of key industries that depend and/or impact on biodiversity and ecosystem services. Ms Barcellos Harris stressed the fact that the business case for the private sector to manage impacts on biodiversity had been widely documented and was varied and extensive – ranging from mitigating of risk to securing new business opportunities. Ms Barcellos Harris also noted that industry dependence and impacts on biodiversity are varied and many initiatives, including biodiversity principles, guidelines and tools are emerging to address those. The ensuing panel discussions focused on biodiversity issues and responses in the tourism, cosmetics and luxury goods, fashion and finance sectors which were further explored in dedicated parallel sessions, organised and lead respectively by **Katrina Brandon**, Senior Technical Advisor, Conservation International; **Eduardo Escobedo**, Economic Affairs Officer, United Nations Conference on Trade and Development (UNCTAD); **Andrea Athanas**, Senior Programme Officer, Energy, Ecosystems and Livelihoods, Business and Biodiversity, IUCN; and both **Kerry ten Kate**, Director, Business and Biodiversity Offsets Programme, Forest Trends and **Annelisa Grigg**, Project Director, Natural Value Initiative. The output of those sessions – focusing on successes and challenges, as well as recommendations for COP 10 – is summarised below.

Tourism	
Points and success factors highlighted	<ul style="list-style-type: none"> • Economic justification for biodiversity conservation: <ul style="list-style-type: none"> – Tourism : 10% of global GDP. – Potentially a direct source of financing for conservation • Success factors of ecotourism* projects: <ul style="list-style-type: none"> – Local projects involving tour operators

	<ul style="list-style-type: none"> - Capacity building & sustainability, - Equitable distribution of profits to communities, - Tourism projects in or near protected areas, - Local government support - Can support rural development <p>* Ecotourism, not nature-based tourism</p>
<p>Challenges identified</p>	<ul style="list-style-type: none"> • Tourism & biodiversity do not go hand in hand <ul style="list-style-type: none"> - Nature-based tourism 50% of international tourism. Increased tourism to biodiversity hotspots by more than 100% since 1990 - Lack of support for biodiversity even when tourism depends on it - Potential for even ecotourism to negatively affect species • Lack of political support from governments (all scales) <ul style="list-style-type: none"> - Enhance government understanding to better engage in conservation - Ecotourism is a niche tourism - reaching critical mass - Biodiversity not viewed as foundation for ecosystem services, and/or tourism – at any scale. - This & short-term profit & perspective make it hard for tourism and conservation to compete with large scale economies (oil palm, ...) - Lack of awareness from tourism players - Long term process for cooperative management / participatory approaches needed - Need to mainstream sustainability into all tourism
<p>Recommendations for COP 10</p>	<ul style="list-style-type: none"> • Urge for government support translated into: <ul style="list-style-type: none"> - National policy, Codes of practice, guidelines in management of conservation & tourism - Specific targets on biodiversity conservation - Financial incentives for transition to sustainability, with strong emphasis on biodiversity conservation - Incentives for capacity building & taxes in specific areas (e.g. high biodiversity, PAs, World Heritage Sites, etc.) - Focus on developing protected areas & set priorities on stopping species extinction per country - Encourage partnerships with local communities - Support to the development of broad-scale capacity building, including government, Destination Management Organizations (marketing the country abroad), academia, private sector, etc. • Publicise tangible benefits of biodiversity conservation: <ul style="list-style-type: none"> - Cost savings - Sustainable economy
<p>Luxury goods, including fashion and cosmetics</p>	
<p>Successes identified</p>	<ul style="list-style-type: none"> • Establishment of organisations that bring recognition, support and best practices (Union for Ethical BioTrade, and similar organisations) • Wider range of sustainable textiles increasingly used • Reducing garment wash temperatures has led to substantial power

	<p>saving</p> <ul style="list-style-type: none"> • Certification more prevalent • Private sanctuaries (protected areas) formed by spa sector • The launch of sustainable and responsible investment indices (such as the Indonesian Stock Exchange)
Challenges identified	<ul style="list-style-type: none"> • Lack of clarity as to what biodiversity is by businesses and consumers • Difficulties communicating biodiversity initiatives • Subsidies (“perverse incentives”) skew markets • Justifying increased cost of products to consumers • Lack of traceability along the supply chain • Specifically within the luxury sector, sustainable or “eco” is associated with lower quality / rustic etc
Recommendations for COP 10	<ul style="list-style-type: none"> • Opportunity and responsibility of luxury and fashion industries to redefine what is aspirational • Sector to build wider consumer awareness of biodiversity issues • Government to set example via its own procurement • Governments to subsidise SMEs to comply with certification standards
Energy	
Successes identified	<ul style="list-style-type: none"> • Partnerships within and across sectors can lead to innovative and transformative solutions (e.g. mitigating risks hydropower face from floods by developing fish farms) • Investment in ecosystem services safeguards energy futures (e.g. forest restoration in upstream catchments) • Using native species as energy sources creates economic value for conservation (e.g. Calophyllum for biofuel in India)
Challenges identified	<ul style="list-style-type: none"> • Gaps in knowledge and awareness of ecosystems and biodiversity in the energy sector, and of energy systems in the conservation community • Existing economic frameworks make ecosystem friendly energy innovations cost prohibitive • Lack of supporting policy and regulation
Recommendations for COP 10	<ul style="list-style-type: none"> • Governments to create incentive mechanisms for energy sector to value and account for ecosystem services • Governments to promote inter-ministerial coordination (energy, environment, agriculture, water, development, etc.) • Governments to provide support for capacity building to understand links between ecosystem services, energy security and livelihoods • Governments and businesses to support pilots of innovative technologies and solutions which combine energy systems, ecosystems and livelihoods • Businesses to work with other sectors at the landscape level to identify innovations for sustainable energy options

Finance	
Challenges identified	<p>A number of challenges in getting FIs more routinely to manage BES risks and opportunities, including:</p> <ul style="list-style-type: none"> • Gap in understanding and mutual awareness of public policy on biodiversity and FIs' business case and handling of biodiversity issues. The chasm between markets and policy chat about tools • Overcoming short-termism: quarterly earnings are not a suitable framework for long term investment in BES! • Need for capacity building* – inadequate training courses in place for finance sector, also need to build consultant competencies (pension fund consultants, EIA consultants, Performance Standard consultants, investment consultants) <p>*Capacity building strategy: refers to a "value chain" of its own. It links human resources development to achievement of CBD objectives in a most efficient way. The strategy should ground itself on an analysis of individual competences (knowledge, personal and methodological skills and attitudes) needed at critical decision-making and action-taking levels, across sectors involved, focusing on performance of relevant stakeholder organisations, institutions and networks in order to place them in a shared learning-for-change framework. It tabs all available resources, beginning with tools, instruments and good practices combined with case studies, scientific knowledge, training materials, guidebooks etc. It tailors formats that suit the various competence levels and needs within a certain time frame. In practice, this means a combination of e-learning courses, seminars, trainings, dialogues, etc.</p>
Risks / opportunities identified	<ul style="list-style-type: none"> • Need collaboration between governments (clear policy frameworks) and private sector (to respond) to put an economic value on BES to create markets • Risk management: lots of risk assessment and management tools out there. e.g. (REDD, BBOP biodiversity offsets/credits, Carbon Disclosure Project, Forest Disclosure Project, Corporate Ecosystem Services Review, IBAT..) • Further work needed on: raising awareness of tools (e.g. through learning networks) and training on when and how to use them to increase uptake • Development of business opportunity perspective is of significant appeal to investors, e.g.: REDD plus offers potential for biodiversity linked credits, biodiversity offsets, additional conservation actions • Government pension funds should set an example, by investing in emerging BES markets
Recommendations for COP 10	<p>Need for public policy to drive scaling up and to make the business case and set the rules, e.g.:</p> <ul style="list-style-type: none"> • Requirement in corporate law to report on material Environmental, Social and Governance issues including biodiversity e.g. New regulations in Denmark which point to existing tools and practice e.g. GRI • Collaborative effort between FIs, government and NGOs to develop and encourage uptake of tools for assessing and managing biodiversity and ecosystem service risk and opportunity in investment • Guidance and training for FIs: Guidance to operationalise Equator principle performance standards in relation to biodiversity; Training and capacity building for investors, and their advisers

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Session 3.5. From left to right: Kerry ten Kate, Loy Jones, Annelisa Grigg, Gustaaf A. Lumiu, James Gifford, Danielle Welsh and Jota Shohtoku.

Day 2

The second day of the conference opened with report-backs from the parallel sessions of the previous day moderated by **Paul Hohnen**, Director, Sustainability Strategies, presenting successes, challenges and recommendations for COP 10 in relation to the four industry sectors considered.

Feedback presentations were followed by a keynote address by **Mr. A.J. Devanesan**, President and COO, Asia Pacific Resources International Ltd (APRIL) who presented the activities of the APRIL group in Indonesia, in particular in the Riau province in Sumatra. Mr. Devanesan stressed that business has an important role to play in developing solutions through R&D and investment and that biodiversity tools such as High Conservation Value Forests, Ecosystem Service Valuation and Forest Carbon Footprint Assessments can support the private sector response. Mr. Devanesan concluded that biodiversity management is an important benchmark of a business's ability to manage its resources, and itself, sustainably and responsibly.

The first ensuing panel discussion focused on managing biodiversity risks to business and was moderated by **Bambi Semroc** - Director, Conservation Tools for Business, Center for Environmental Leadership in Business, Conservation International – who introduced the types of biodiversity risks faced by businesses and responses followed, as well as available tools such as standards, management frameworks, data compiling and interpreting tools and finally modeling and scenario building exercises. **John Finisdore** - Associate, World Resources Institute (WRI) - presented the Corporate Ecosystem Services Review, developed by WBCSD, Meridian Institute and the WRI as an example of a methodology that supports the development of business strategies to respond to biodiversity risks and opportunities. **Neil Franklin** - Sustainability Director, Asia Pacific Resources International Ltd (APRIL) – explained in more detail APRIL's approach to managing biodiversity risks, including the tools used and their application, as well as the areas that are the focus of scaling-up efforts. **Naotake Okubo** - Chairman of Nippon Keidanren Committee on Nature Conservation - presented the approach promoted by Nippon

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Keidanren in the form of a Declaration which emphasises the need for corporate activities to work in harmony with the natural environment and is being adopted by regional and sector-specific economic organisations and by businesses following promotion by partner companies.

The second panel discussion focused on Measuring, Valuing and Reporting business impacts and dependencies on biodiversity and ecosystem services and was moderated by **Cornis van der Lugt** - Resource Efficiency Coordinator, UNEP – who introduced the challenges of measuring, valuing and reporting the variety of business biodiversity impacts along global value chains. **Sean Gilbert** - Director Sustainability, Global Reporting Initiative (GRI) – explained how the GRI G3 guidelines address the reporting of Biodiversity and Ecosystem Services (BES) but pointed out that BES still have a low priority in reporting. **Zoe Cullen** - Program Manager, Flora and Fauna - confirmed that the majority of companies still do not evaluate the scale of impacts and dependence on biodiversity and ecosystem services and suggested that companies should be required to report BES impacts and dependencies through company law and procurement policy. **James Griffiths** - Managing Director, WBCSD – presented the Ecosystem Valuation Initiative (EVI), an initiative which aims to inform and improve business decision making by both measuring and accounting for ecosystem degradation and ecosystem service benefits. Mr. Griffiths indicated that the first two outputs of the Initiative – a scoping study and an advocacy document building the case for integrating corporate ecosystem valuation as a key component in business decision making and strategy – had recently been released, and a third output – a corporate guide presenting a step-based-method for undertaking an ecosystem valuation study – was scheduled for October 2010. **Aimee Russillo** - Project Coordinator, International Institute for Sustainable Development (IISD), Canada – presented the perspective of the agriculture sector and the ongoing work of the Committee On Sustainability Assessment (COSA) focusing on the development of metrics and globally comparable data indicators. Finally, **Pierre de Prémare** - Vice President Environment & Public Affairs, Quarries, Aggregates and Concrete, Lafarge – highlighted Lafarge's approach to dealing with biodiversity impacts, making reference to the UNEP toolkit on quarry and biodiversity which provides a framework for enhanced management.



Session 4.2. From left to right: Pierre de Prémare, Zoe Cullen, Sean Gilbert, Cornis van der Lugt, Aimee Russillo and James Griffiths.

The third and final panel session of the second day moderated by **Joshua Bishop** - Chief Economist, IUCN - focused on approaches for building biodiversity business. **Darius Sarshar** - EcoProducts Manager, New Forests Asia – presented the work of the Malua Biobank and some of the markets for biobank products in South East Asia. Mr. Sarshar pointed out that the current products of the Malua Biobank are voluntary investments in ‘Biodiversity Conservation Certificates’, while quantified, like-for-like or better biodiversity offsets, along the BBOP principles are being considered as the next phase. **Gus Le Breton** - CEO, PhytoTrade Africa – presented the work of PhytoTrade, a Southern African Natural Products Trade Association and highlighted the constraints and actions required for the further development of biotrade, including the need for governments to promote the use of internationally recognised standards to facilitate the differentiation of products and to finalise their ABS and related biodiversity legislation/regulations to promote inward investment. **Gijsbert Nollen** - Managing Director, International Consultancy Europe BV - highlighted the role of his company in engaging traditional business partners in biodiversity conservation through developing and financing projects related to biodiversity conservation, ecosystem restoration, payments for ecosystem services, sustainable infrastructure and rural poverty alleviation. Finally, **Rili Djohani** - President Director, Komodo National Park (PNK), Indonesia – shared the experience of the Komodo National Park which has focused on the development of ecotourism as the main strategy to support the financing of the park and to generate sufficient revenue through entrance fees and tourism licenses to cover operation and management costs. The overall points emphasised through the panel discussions and conclusions were that biodiversity and business needed to go in the same direction rather than compete and that with the right incentives, companies would produce public goods. Challenges identified included the issue of scale i.e. the competition of biodiversity business - offering small-scale supply - on the global market with a large-scale demand and the challenge of measuring the economic and social impacts of biodiversity projects.

Issues raised in the panel discussions were further explored in parallel sessions dedicated to biodiversity offsets and banking, standards and certification, biodiversity tools and their application and partnerships, sessions which were organised respectively by **Kerry ten Kate**, Director, Business and Biodiversity Offsets Programme (BBOP) Forest Trends; **Rik Kutsch Lojenga**, Executive Director, Union for Ethical BioTrade (UEBT); **Brad Ridoutt**, Principal Research Scientist, Commonwealth Scientific and Industrial Research Organisation (CSIRO); and **Juan Marco Alvarez**, Director of the Economy and Environmental Governance Group and Head of the Business and Biodiversity Programme, IUCN. The output of those sessions – focusing on successes and challenges, as well as recommendations for COP 10 – are summarised below.

Biodiversity offsets and banking	
Successes identified	<ul style="list-style-type: none"> • Market approaches can attract private investment and ensure consistent standards • Several countries (e.g. Australia, Brazil, Germany, US) provide a good experience to learn from • A range of products are currently available, from “sponsorship” schemes (e.g. Malua BioBank’s current offering) to “offsets” that meet agreed standards (e.g. BBOP), as well as carbon, water, etc. • Conservation banks may prove more cost-effective than piecemeal offsets • The Business and Biodiversity Offset Programme (BBOP) is a good resource for principles and guidance on biodiversity offsets and for sharing experience in different contexts

<p>Challenges identified</p>	<ul style="list-style-type: none"> • The offset market is unusual: the aim is not to increase the market for its own sake, since biodiversity offsets only arise in the context of projects that have caused loss of biodiversity. There are also limitations in terms of which impacts are capable of being offset. • Restoration is not always successful (e.g. recent assessment in the Netherlands) • Governments do not always provide adequate legal, technical or regulatory support for best practice biodiversity offsets • Most developers lack technical expertise (hence the need for standards, partnerships and the likely advantage of bankers) • There are trade-offs between liquidity /costs and the strictness of like-for-like definitions • Measuring biodiversity loss and gain is not an exact science and there are risks of inaccuracy in offset design and failure in implementation, as well as temporal losses. The use of proper methodologies and the use of buffers, mitigation ratios, conservation banks and insurance can help address these risks. • There is a risk of “greenwash” by selling certificates to any company, when these do not adequately offset that company’s impacts on biodiversity • There is also a risk that “cowboys” / “biodiversity bandits” enter the market (hence, can use BBOP to set standards and verification/assurance processes)
<p>Recommendations for COP 10</p>	<ul style="list-style-type: none"> • Reaffirm unique role of governments: e.g. regulation, ensuring permanence, issuing/validating credits and registry trades, ensuring competition, transparency of information, minimise transaction costs • Recommend the use of water-tight language on how companies communicate their purchase of certificates / credits • Call for development assistance agencies to use offsets in all major infrastructure projects • Promote the concept of Net Positive Impact (NPI) on biodiversity as a way for providing both a powerful aspiration and a practical framework for assessing efforts to implement the CBD: one way to achieve NPI is the use of biodiversity offsets, as articulated by the Business and Biodiversity Offsets Programme
<p>Standards & Certification</p>	
<p>Successes identified</p>	<ul style="list-style-type: none"> • Standards and certification have gained wide acceptance amongst consumers and industry • Some standards already mention biodiversity, and have experienced rapid growth in recent years • Certification bodies are starting to collaborate, making it easier to promote, coordinate and streamline new standards, tools etc. • Companies are looking for guidance, regarding biodiversity practices, especially with respect to ABS, creating demand for the specific biodiversity related standards

<p>Challenges identified</p>	<ul style="list-style-type: none"> • Still limited recognition of specific biodiversity issues in existing standards, such as ABS • Those standards that are useful and effective need to be scaled-up • There remains a need to measure the impact of certification/verification on biodiversity • Consumers, businesses and countries are confused by differing standards, and struggle to understand which are the credible ones • Need for more transparency about costs of verification/certification
<p>Recommendations for COP 10</p>	<ul style="list-style-type: none"> • Implement the previous COP decisions relating to standards and verification, and promote further use of internationally recognised standards • CBD to promote further research on impacts of certification and the gaps in current certification schemes • Recognise the diversity of contexts and need for diverse standards to address these differing contexts • Standards bodies need to collaborate with CBD, perhaps through ISEAL or other bodies • CBD needs to find ways to assist companies/consumers/ countries to identify, recognise and endorse those standards that are credible • Parties need to build consumer awareness on standards, as well as on biodiversity itself
<p>Towards better business: Biodiversity tools and their application</p>	
<p>Successes identified</p>	<ul style="list-style-type: none"> • Businesses exercising environmentally responsible value chain management which specifically considers biodiversity • Development of Handbook of Corporate Biodiversity Management • Emerging tools for incorporating biodiversity in Life Cycle Assessment • Implementation of the BioTrade initiative • Recognition that value chain tools have the potential to increase engagement of the business sector in biodiversity conservation • Recognition that value chain tools, which tend to be product oriented, create capacity for broader consumer and stakeholder involvement • Recognition that value chain tools offer the opportunity for business to create a positive point of difference compared to companies that don't engage
<p>Challenges identified</p>	<ul style="list-style-type: none"> • Leadership in management and in the value chain needed to successfully integrate biodiversity and provide resources for scale up. • New relationships within value chains: information sharing, moving from transactional to strategic relationships, benefit sharing • Integrating biodiversity assessments at various scales and in multiple settings (marine, freshwater, agriculture, forest). Incorporating the full range of impact pathways and the complexity of ecosystem processes • Moving from simple products (one major component) to complex products (many components, multiple variable supply chains)

	<ul style="list-style-type: none"> • Difficulty in commercialising niche products with limited sustainable supply • Marketing to consumers who are not yet aware of biodiversity issues • International frameworks that hinder the development of emerging markets
<p>Recommendations for COP 10</p>	<ul style="list-style-type: none"> • New engagement strategies to reach SMEs are called for. • Continued support for the development of operational biodiversity indicators which can be applied across a supply chain and in multiple settings. • There is an urgent need to standardise the units of measurement of biodiversity and the scale at which reporting systems will operate. • Increased use of concrete examples to illustrate successful biodiversity case studies to the business sector. • Continued support to CEPA and other efforts to communicate the imperatives around biodiversity conservation • Empowerment of local communities
<p>Partnership</p>	
<p>Successes identified</p>	<ul style="list-style-type: none"> • No longer about philanthropy, rather based on mutual benefits: from confrontation to cooperation <ul style="list-style-type: none"> – Companies: Image, Competitive advantage , Field expertise, Workforce awareness, Innovation – NGOs: Influence, Effectiveness of biodiversity conservation efforts, Larger scale projects, Capacity Building • Success factors for partnerships <ul style="list-style-type: none"> – Both local and global level – Clarify objectives and deliverables – Identify risks and benefits to partnerships – Champions, commitment of governments, companies and NGOs – Governance and budget
<p>Challenges identified</p>	<ul style="list-style-type: none"> • Lack of roadmap /guideline to build B&B partnerships • Points of attention <ul style="list-style-type: none"> – Cultural differences / language gap – Clarify roles and responsibilities and accountability – Make sure it is not a PR exercise – Clear and strong governance, management mechanism – Resources and time management - right balance between building partnership and make it works – Determine non-negotiable aspects of partnership – Address communication aspects and transparency – Deal with interdependence (loss of control) – Be aware of conflicts of interest or values – Setting priorities to focus on projects having a positive impact

	(not only low hanging fruits) – Ensure NGO capacity to work with the company
Recommendations for COP 10	<ul style="list-style-type: none"> • Encourage Parties to champion Business and Biodiversity initiatives / programs at national level <ul style="list-style-type: none"> – Cf. B&B initiative in D, JP, CAN, UK ... • Identify NGOs partners to the CBD at international level • Encourage business & stakeholders partnerships: <ul style="list-style-type: none"> – Provide guidelines for successful partnerships in B&B involving multi-stakeholders – Share good practices, handbook, encourage declarations • Push for transformational partnerships: <ul style="list-style-type: none"> – ABS in supply chain, consumer awareness, capacity building, skills transfers, awareness on biodiversity, impacts & dependence – Based on specific topics (palm oil, green development mechanism, certification, Climate Change and Biodiversity)

Day 3

The third day of the conference opened with report-backs from the parallel sessions of the previous day, moderated by **Paul Hohnen** and focusing on successes, challenges and recommendations for COP 10 in relation to biodiversity offsets and banking, standards and certification, biodiversity tools and partnerships.

The feedback presentations were followed by a keynote presentation by **Gunter Pauli** - Director, Zero Emissions Research & Initiatives (ZERI) – who presented his latest work on the Blue Economy, which provides a pathway for creating 100 million jobs through 100 innovations inspired by nature over the next 10 years. Mr. Pauli's key message was that through technological innovations based on biomimicry, the economy's impact on nature could be changed from negative to positive, while at the same time creating jobs and profits for business.

The following panel presentation, moderated by **Paul Hohnen** sought to identify actions that would be required to scale-up the business contribution to biodiversity conservation efforts. The wide number of ideas put forward included the requirements for: a capacity building strategy; the prioritisation of actions; mechanisms to make certification processes more affordable in developing countries; direct fiscal measures such as tax breaks to companies; investment in education; the engagement with international fora and processes beyond the CBD; and the improvement of business engagement through the creation of dedicated roundtable dialogues. **Tineke Lambooy** - Senior Researcher, Attorney of Law, Nyenrode Business Universiteit - identified a number of markets to invest in biodiversity today and discussed the role of conservation areas – both public and private – in encouraging better long-term stewardship of natural resources. **Mohammad Rafiq** - Senior Vice President of Programs, Rainforest Alliance – highlighted the proven value of standards and certifications both in biodiversity preservation and company profits. Areas identified for scaling-up the use of standards and certification included capacity building and a better enabling environment to be created by governments who should favour certified products in procurement policy. **Anne-Marie Fleury** - Associate Program Director, ICMM – highlighted the issues for the mining sector and pointed to the challenge of reaching the informal / traditional mining sector to implement environmental standards. Areas identified for action included the need to strengthen protected

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areas and to improve the engagement of business through the creation of roundtable dialogues. Finally, **Arthur Eijs** - Co-Secretary of the Taskforce for Biodiversity and Natural Resources, VROM, The Netherlands - presented the proposal to create a Green Development Mechanism (GDM) as a way of capturing private sector investment in biodiversity preservation and warned of the risk of putting-off business with too many different types of initiatives. Mr. Eijs further stressed the important role of multinational companies in reaching out to SMEs in their supply chains and the role of regulation, in particular private regulation which may be quicker to implement and global in coverage.



Session 6. From left to right: Mohammad Rafiq, Arthur Eijs, Anne-Marie Fleury, Tineke Lambooy and Paul Hohnen.

The final panel session consisted in two parts. The first part, moderated by **Paul Hohnen** was aimed at seeking support for the draft Jakarta Charter. **Ravi Sharma** - Director, Implementation, Technical Support and Outreach, Convention for Biological Diversity Secretariat - introduced the draft Charter and explained its purpose and how suggestions from participants had been taken into account. Subject to further comments, a process was agreed for the approval of the Charter by acclamation. The second part of the session was moderated by **Nicola Breier** - Head of Division, International Conservation Unit, Federal Ministry of the Environment, Germany, President COP9 – and including a panel comprising **James Griffith**, Managing Director, WBCSD; **Joshua Bishop**, Chief Economist, IUCN; and **Edgar Endrukaitis**, Coordinator, GTZ, Germany who discussed the draft CBD Strategy to Advance the 2020 Business and Biodiversity Agenda. A number of comments were again collected from the audience for consideration and integration into the draft document which will be finalised as input to the CBD COP 10 meeting.



Session 7. From left to right: James Griffith, Edgar Endrukaitis, Joshua Bishop and Nicola Breier.

Closing presentations stressed the usefulness of the exchanges over the 2.5 days of the conference and highlighted the areas to be considered for future work. In particular, **Arab Hoballah** from UNEP DTIE summarised the key takings for UNEP and highlighted current areas of UNEP work of relevance to biodiversity and business as well additional areas to be explored, mentioned below.

Next steps for UNEP

Examples of current UNEP activities contributing to the biodiversity and business agenda were identified as follows:

- UNEP's Life Cycle Initiative, looking at integrating biodiversity and ecosystem services considerations into LCAs;
- UNEP's ongoing work with partners on integrating biodiversity criteria into business environmental performance management systems;
- UNEP Finance Initiative's work with Flora and Fauna on valuation;
- The TEEB report and Green Economy work; and
- The ongoing work on WCMC supporting business involvement in biodiversity.

For future work, UNEP noted the need to strengthen the business case for biodiversity through the identification of additional successful practices in different industry sectors. Moreover, UNEP noted the need to continue to work on developing consistent metrics for measuring and monitoring biodiversity impacts to be used by companies, in particular, the need to encourage disclosure / reporting and to consider minimum criteria for different standards and certification schemes.

Specific actions identified as next steps include:

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- Finalising the background paper on major biodiversity impacts, efforts and challenges in key industry sectors, incorporating the feedback received from the conference;
- Continuing to support work with partner organisations on integrating biodiversity criteria into business environmental performance management systems;
- Organising a panel session at the next B4E meeting in Seoul in April 2010 on 'the role of business in protecting biodiversity & ecosystem services and conserving nature';
- Exploring ways of imputing the business perspective into the International Panel on Biodiversity and Ecosystem Services (IPBES); and
- Continuing to link and contribute UNEP business and biodiversity inputs into the various global work streams.

Annex 1: Meeting agenda**DAY 1 - 30 November 2009**

Time	Theme
08.00-09.00	Registration (<i>note registration will start on 29 November from 5pm</i>)
<u>Session 1</u>	BIODIVERSITY CHALLENGES AT A TIME OF WORLD ECONOMIC RECOVERY
09.00 – 11.30 Opening presentations & Keynote	<ul style="list-style-type: none"> Mr Arab Hoballah, Chief, Sustainable Production and Consumption Branch, United Nations Environment Programme, Division of Technology, Industry and Economics (UNEP DTIE) Mr Juan Marco Alvarez, Director of the Economy and Environmental Governance Group and Head of Business and Biodiversity Programme, International Union for Conservation of Nature (IUCN) Dr Ahmed Djoghlaif, Executive Secretary, Convention on Biological Diversity (CBD) Nicola Breier, Head of Division, International Conservation Unit, Federal Ministry of the Environment, Germany, President COP9 Mr James Griffiths, Managing Director, World Business Council for Sustainable Development (WBCSD) H.E. Prof. Gusti Mohammad Hatta, State Minister of Environment, Indonesia <p><i>Keynote</i></p> <ul style="list-style-type: none"> Dr Pavan Sukhdev, Study Leader - TEEB & Special Advisor & Head - Green Economy Initiative, UNEP
11.30 – 12.00	Break
<u>Session 2</u>	THE BUSINESS CASE FOR BIODIVERSITY: A SECTORAL UPDATE
12.00 -13.30 Panel discussion	<p>A discussion of select sector representatives covering key challenges faced by business to address biodiversity. The background presentation will provide a global snapshot of key sectors, setting the stage for the panel discussion.</p> <p><i>Moderator</i></p> <ul style="list-style-type: none"> Arab Hoballah, Chief, Sustainable Production and Consumption Branch, UNEP DTIE <p><i>Background presentation</i></p> <ul style="list-style-type: none"> Mônica Barcellos Harris, Head of Business, Biodiversity and Ecosystem Services, UNEP World Conservation Monitoring Centre (WCMC), United Kingdom <p><i>Panelists</i></p> <ul style="list-style-type: none"> Sergio Talocchi, Rural Suppliers (and traditional communities) Relationship Manager, Natura, Brazil Katrina Brandon, Senior Technical Advisor, Conservation International, China Danielle Welsh, Manager Sustainability Investment, Vic Super, Australia Hasmukh Patel, CEO, Fiji Electricity Authority, Fiji
13.30– 15.00	Lunch
<u>Session 3</u>	INDUSTRY SECTORS UP CLOSE

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<p>15.00 – 18.00</p> <p>Parallel Sessions</p>	<p>Session A: Tourism</p> <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Katrina Brandon, Senior Technical Advisor, Conservation International, China <p><i>Panelists</i></p> <ul style="list-style-type: none"> • Albert Teo, Managing Director, Borneo EcoTours, Malaysia • Ary Suhandi, Executive Director, Indonesian Eco Tourism Network, Indonesia • Anthony Wong, Managing Director, Asian Overland Services, Malaysia • Robert Lee, Deputy Director, UNESCO Office, Jakarta & Head of Environmental Sciences, Regional Science Bureau for Asia & Pacific, Indonesia
	<p>Session B: Luxury and Fashion Industries</p> <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Eduardo Escobedo, Economic Affairs Officer, United Nations Conference on Trade and Development (UNCTAD), Switzerland <p><i>Confirmed participants</i></p> <ul style="list-style-type: none"> • Sergio Talocchi, Rural Suppliers (and traditional communities) Relationship Manager, Natura, Brazil • Patricia Isabel Gallardo, Director of Corporate Social Responsibility and Sustainability, Shangri-La Hotels and Resorts, Hong Kong • Sheila McCann, Director of Spa-Brand Quality, Shangri-La Hotels and Resorts, Hong Kong • Lizette Smook, Managing Director, InnovAsians Ltd, Hong Kong • Rik Kutsch Lojenga, Executive Director, Union for Ethical BioTrade (UEBT), Switzerland • Gabrielle Kirstein, Programme Manager, Green2greener, Hong Kong
	<p>Session C: Energy</p> <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Andrea Athanas, Senior Programme Officer, Energy, Ecosystems and Livelihoods, Business and Biodiversity, IUCN, Switzerland <p><i>Confirmed participants</i></p> <ul style="list-style-type: none"> • Erica Dholoo, Project Manager, International Petroleum Industry Environmental Conservation Association (IPIECA) • Jayant Sarnaik, Deputy Director, Applied Environmental Research Foundation, India • Hasmukh Patel, CEO, Fiji Electricity Authority, Fiji
<p>Note a 30ms coffee / tea break will take place from 16.15-16.45</p>	<p>Session D: Finance</p> <p><i>Moderators</i></p> <ul style="list-style-type: none"> • Kerry ten Kate, Director, Business and Biodiversity Offsets Programme, Forest Trends, United Kingdom (Parts 1 & 3) • Annelisa Grigg, Project Director, Natural Value Initiative, United Kingdom (Part 2) <p><i>Panelists</i></p> <ul style="list-style-type: none"> • Danielle Welsh, Manager Sustainability Investment, Vic Super, Australia • Jota Shohtoku, Regional Vice President in Southeast Asia for General Liabilities and Environmental Insurance, Chartis, Hong Kong • Gustaaf A. Lumiu, Finance & Administration Director, KEHATI – The Indonesian Biodiversity Foundation, Indonesia • Chris Knight, Assistant Director, Sustainability and climate change, PwC, United Kingdom • James Gifford, Executive Director, Principles for Responsible Investment, United Kingdom • Annelisa Grigg, Project Director, Natural Value Initiative, United Kingdom • Loy Jones, Asia Pacific Regional Manager, Rainforest Alliance, Indonesia • Bouwe Taverne, Head Sustainable Developments, Rabobank, The Netherlands
<p>18.30 - 20.30</p>	<ul style="list-style-type: none"> • Reception by the CBD Executive Secretary Dr Ahmed Djoghlaif • Presentation on Messe Nagoya by Mr. Kanji Kurioka, Vice Chairman, Nagoya Chamber of Commerce and Industry

DAY 2 – 1 December 2009

Time	Theme
08.15 – 09.30 Keynote	Private sector perspective keynote: AJ Devanesan, President, APRIL Group Feedback from parallel sessions and outline of the day
Session 4	OPERATIONALISING BIODIVERSITY IN THE BUSINESS CONTEXT
09.30 – 11.00 Panel discussion	<p>1. Managing biodiversity risks to business</p> <p><i>Organiser</i></p> <ul style="list-style-type: none"> James Griffiths, Managing Director, WBCSD, Switzerland <p><i>Moderator</i></p> <ul style="list-style-type: none"> Bambi Semroc, Director, Conservation Tools for Business, Center for Environmental Leadership in Business, Conservation International, United Kingdom <p><i>Panelists</i></p> <ul style="list-style-type: none"> Naotake Okubo, Chairman, Nippon Keidanren Committee on Nature Conservation, Japan Neil Franklin, Director of Sustainability, April Group, Indonesia John Finisdore, Associate, World Resources Institute (WRI), United States
11.00 – 11.30	Break
11.30 – 13.00 Panel discussion	<p>2. Measuring, Valuing and Reporting business impacts and dependencies on biodiversity and ecosystem services</p> <p><i>Moderator</i></p> <ul style="list-style-type: none"> Cornis van der Lugt, Coordinator Resource Efficiency, UNEP DTIE <p><i>Panelists</i></p> <ul style="list-style-type: none"> Sean Gilbert, Director Sustainability, Global Reporting Initiative (GRI), The Netherlands James Griffiths, Managing Director, WBCSD, Switzerland Zoe Cullen, Program Manager, Flora and Fauna, Indonesia Aimee Russillo, Project Coordinator, International Institute for Sustainable Development (IISD), Canada Pierre de Prémare, Vice President Environment & Public Affairs, Quarries, Aggregates and Concrete, Lafarge, France
13.00 – 14.30	Lunch
14.30 - 16.00 Panel discussion	<p>3. Building Biodiversity Business</p> <p><i>Moderator</i></p> <ul style="list-style-type: none"> Joshua Bishop, Chief Economist, IUCN, Switzerland <p><i>Panelists</i></p> <ul style="list-style-type: none"> Gus Le Breton, CEO, PhytoTrade Africa, Zimbabwe Maree Candish, Director, New Forests Asia, New Forests Group, Malaysia Rili Djohani, President Director, Komodo National Park (PNK), Indonesia Gijsbert Nollen, Managing Director, International Consultancy Europe BV, The Netherlands
16.00 – 16.15	Break

Session 5	MANAGEMENT TOOLS LINKING BIODIVERSITY WITH CORE BUSINESS
<p>16.15 - 18.00</p> <p>Parallel Sessions</p>	<p>Session A: Biodiversity offsets and banking</p> <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Kerry ten Kate, Director, Business and Biodiversity Offsets Programme (BBOP) Forest Trends, United Kingdom <p><i>Panelists</i></p> <ul style="list-style-type: none"> • Michael Crowe, Senior Policy Analyst, Department of Sustainability and Environment, Australia • Arthur Eijs, Co-Secretary of the Taskforce for Biodiversity and Natural Resources, VROM, The Netherlands • Joshua Bishop, Senior Adviser for Economics and Environment, IUCN, Switzerland • Maree Candish, Director, New Forests Asia, New Forests Group, Malaysia • Chris Knight, Assistant Director, Sustainability and climate change, PwC, United Kingdom <hr/> <p>Session B: Standards and Certification</p> <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Sharon Elizabeth Brooks, Programme Officer, Business, Biodiversity and Ecosystem Services, UNEP WCMC <p><i>Panelists</i></p> <ul style="list-style-type: none"> • Rik Kutsch Lojenga, Executive Director, Union for Ethical BioTrade (UEBT), Switzerland • Sergio Talocchi, Rural Suppliers (and traditional communities) Relationship Manager, Natura, Brazil • Mohammad Rafiq, Senior Vice President of Programs, Rainforest Alliance, United Kingdom • Ricardo Gomes Luiz, Society for Wildlife Research and Environmental Education (SPVS), Brazil • Alan Smith, Network Coordination, Forest Stewardship Council (FSC), Germany <hr/> <p>Session C: Towards better business: biodiversity tools and their application</p> <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Brad Ridoutt, Principal Research Scientist, Commonwealth Scientific and Industrial Research Organisation (CSIRO), Australia <p><i>Panelists</i></p> <ul style="list-style-type: none"> • Yusuke Saraya, President, SARAYA Co, Japan • Eduardo Escobedo, Economic Affairs Officer, UNCTAD, Switzerland • Michael Curran, Institute of Ecological Engineering, ETH Zurich, Switzerland • Nicola Breier, Head of Division, International Conservation Unit, Federal Ministry of the Environment, Germany • Uwe Bestaendig, Researcher, Centre for Sustainability Management (CSM), Leuphana University, Germany <hr/> <p>Session D: Partnerships</p> <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Juan Marco Alvarez, Director of the Economy and Environmental Governance Group and Head of the Business and Biodiversity Programme, IUCN, Switzerland <p><i>Panelists</i></p> <ul style="list-style-type: none"> • Mônica Barcellos Harris, Head of Business, Biodiversity and Ecosystem Services, UNEP WCMC, United Kingdom • Edgar Endrukaitis, Coordinator, German Business and Biodiversity Initiative, Germany • Marcus Gilleard, Head of Corporate Affairs, Earthwatch Institute, United Kingdom • Reg Melanson, Head of Canadian Business and Biodiversity Partnership Secretariat, Canada and Sylvie Nuria Noguier, Senior Manager, Corporate Responsibility and Sustainability Services, Deloitte, Canada • Francis Vorhies, Chief Executive, Earthmind, Switzerland

DAY 3 – 2 December 2009

Time	Theme
08.15 – 09.00 Keynote	Civil society perspective keynote: Gunter Pauli, Director, Zero Emissions Research & Initiatives (ZERI) Feedback from the previous day and outline of the day
Session 6	SCALING UP EFFORTS
09.00 – 10.15 Panel discussion	Scaling-up Innovations : Interactive debate on what are the issues (such as new market possibilities) that need to be addressed and actions taken to better integrate biodiversity into business What actions can companies take to push the agenda? What actions can governments take? What actions can civil society undertake? What roles can intergovernmental bodies play? <i>Moderator</i> <ul style="list-style-type: none"> Paul Hohnen, Director, Sustainability Strategies <i>Panelists</i> <ul style="list-style-type: none"> Anne-Marie Fleury, Associate Program Director, ICMM, United Kingdom Arthur Eijs, Co-Secretary of the Taskforce for Biodiversity and Natural Resources, VROM, The Netherlands Mohammad Rafiq, Senior Vice President of Programs, Rainforest Alliance, United Kingdom Tineke Lambooy, Senior Researcher, Attorney of Law, Nyenrode Business Universiteit, The Netherlands
10:15 – 10:45	Break
Session 7	PUSHING THE AGENDA FORWARD: POST 2010
10:45 – 12.30 Panel discussion	Moderated panel and interaction with the audience to discuss and validate draft COP10 recommendations presented on Day 1 - highlighting key findings from each day and any partnership commitments supporting a way forward. What are the recommendations for Convention on Biological Diversity (CBD)? Next steps on the road to COP10. <i>Moderator</i> <ul style="list-style-type: none"> Nicola Breier, Head of Division, International Conservation Unit, Federal Ministry of the Environment, Germany, President COP9 <i>Panelists</i> <ul style="list-style-type: none"> James Griffith, Managing Director, WBCSD Joshua Bishop, Chief Economist, IUCN, Switzerland Edgar Endrukaitis, Coordinator, GTZ, Germany
12.30 – 13.00 Closing	<ul style="list-style-type: none"> Ravi Sharma, CBD Secretariat Arab Hoballah, Chief, Sustainable Consumption and Production Branch, UNEP DTIE COP 10 host (Ministry of Environment, Government of Japan) Private sector representative CBD Focal Point, Indonesian Ministry of Environment