Engaging with Business

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Business engagement at IUCN

Direct pressures on biodiversity and ecosystems:
• habitat loss, alteration and fragmentation;
• overexploitation.

Aim: Encourage transformational and demonstrable changes at the company and sectoral level in how biodiversity is valued and managed by businesses in order to conserve and restore biodiversity and to ensure that biodiversity benefits are shared equitably.
Objective:

Business practices at landscape and seascape levels are transformed to generate benefits for biodiversity and natural resource-dependent livelihoods.

Entry Point 1
Mitigating direct impacts at landscape level

Entry Point 2
Leveraging supply chains

Entry Point 3
Influencing public and financial policies
Entry Point 1: Triggering changes on the ground

Businesses adopt policies to manage biodiversity risks so as to avoid and minimize biodiversity impacts and seek opportunities for biodiversity conservation and benefits for natural resource-dependent people.

Key interventions:
• Support the integration of biodiversity risk management measures in business operations, e.g. Holcim
• Establish a no net loss/ net positive impact dialogue, e.g. Rio Tinto
• Support stakeholders’ participation in decision-making and benefits sharing, e.g. Niger Delta Panel with Shell
Entry Point 2: Leveraging supply chains

Supply chains apply sustainability standards and safeguards that positively impact biodiversity and local livelihoods.

Key Interventions:

• Support manufacturing companies to better assess their impacts and opportunities at the landscape level, e.g. Ecosystem Service Review for Nespresso

• Assist companies to implement biodiversity and equity sourcing requirements in their supply chain, e.g. Aluminium Stewardship Initiative

• Enhance business skills in communities involved in biodiversity businesses, e.g. Ecotourism with Kuoni
Entry Point 3: Influencing public & financial policies

Public and financial sector policies promote the integration of biodiversity and livelihood values in business decision-making.

Key Interventions:

• Facilitate alliances and platforms to advance progressive public policy conditions to enable the delivery of effective biodiversity and ecosystem services outcomes, e.g. Holcim supported policy guidelines.

• Support the integration of biodiversity criteria in financial institutions’ lending requirements, with particular emphasis on emerging economies.

• Directly contribute to public policies that support biodiversity conservation, e.g. CBD engagement.
Shell biofuels mapped across the entry points

Strategic Objective: Shell’s biofuel business practice at the landscape level is transformed to generate benefits for biodiversity and natural resource dependent livelihoods.

1. Change on the ground
   - IUCN’s due diligence of Shell’s Joint Venture (JV) with ethanol giant Cosan in Brazil resulted in a Shell-led commitment to a high sustainability standard (Bonsucro certification) for all JV operations

2. Leveraging supply chains
   - Biodiversity clauses in Shell’s biofuels purchasing contracts to avoid sourcing biofuels from areas of conservation value
   - Conceptual development of integrating smallholder farmers sustainably into Shell’s biofuels supply chain

3. Influencing public and financial policy
   - Scientifically informing biofuels policy development under the EU’s Renewable Energy Directive to incentivize biodiversity integration into biofuels purchasing and production by Shell and the biofuels sector
   - Includes work on ILUC mitigation, and defining mapping criteria to avoid highly biodiverse areas for biofuel sourcing

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Scaling Business Engagement

**Industry associations:** ICMM, WBCSD

**Ad hoc coalitions:** Aluminium Stewardship Initiative and 14 companies in the aluminium value chain.

**Direct public and financial policy engagement to create a level playing field for progressive businesses.**

**Business group to promote robust standards as benchmark.**

**Individual companies:** Holcim, Shell, Rio Tinto, RWE, Nespresso, Kuoni, UPM

**Leading businesses to pilot and promote best practice tools.**
Final recommendations

Closing the “policy” gap

• Regional policy dialogues on creating the enabling policy environment for responsible business practices
• Defining status and challenges in the implementation of sector specific regulations

Enhancing cross sectoral collaborations

• Promote integrated management of key resources such as “biomass” (rather than an end users perspective)
• Developing common biodiversity conservation principles for business operations in Key Biodiversity Areas