

Markets and Business journey



For participants interested in topics related to economics, markets and business, a special journey has been prepared. This markets and business journey brings together some fifty events, spread over four days (6 to 9 October), presenting a selection of the many events related to economics, markets and business which will take place during the Congress.

Market processes have significant impacts on landscapes and seascapes. They use vast amounts of biological

resources – both domesticated and wild. And they determine how the costs and benefits of this use are distributed among key stakeholders ranging from land owners and resource suppliers to workers, consumers and investors. Finally, taxes on market activities are the basis of almost all government spending, providing much needed funding for programmes to conserve biodiversity, both nationally and internationally.

If you seek a better understanding of the challenges and opportunities of enlisting

business and consumers in biodiversity conservation, join this journey through the markets.

The journey highlights several events related to agriculture, extractive industries and tourism – all of which have significant linkages to biodiversity. The journey also highlights events related to partnerships between conservation organizations and business, new economic incentives and biodiversity indicators for business. These events all profile innovative approaches to using the market to conserve biodiversity.

Markets and Business journey

Events Programme

TIME	CODE	TITLE	TYPE**	ORGANZIER	LOCATION	SUB-THEME
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Monday 6 Oct 2008

14.00 – 14.30	7003	Launch of the "Markets and Business Journey" at Congress	PAV	IUCN	Futures Pavilion	
14.30 – 16.00	167	Mainstreaming Sustainability in the Tourism Industry: The Sustainable Tourism Stewardship Council and the Global Partnership for Sustainable Tourism Criteria	CW	Rainforest Alliance, Inc.	CCIB 115	Tourism
14.30 – 16.00	265	The Integrated Biodiversity Assessment Tool (IBAT)	AW	Conservation International	CCIB 119	Indicators
14.30 – 16.00	648	Safeguarding Human Well-being and the Financial Sustainability of National Systems of Protected Areas	AW	The Nature Conservancy	CCIB 124	Incentives
14.30 – 16.00	863	Made to measure: scaling species-based indicators from a global to a regional and national level	COM	IUCN Species Survival Commission	CCIB 117	Indicators
14.30 – 16.00	1534	Small companies, large footprint?	GTW	IUCN – Business and Biodiversity Programme	CCIB 134	Partnerships
14.30 – 16.00	2605	The Economics of Ecosystems and Biodiversity	DG	IUCN – International Union for Conservation of Nature	CCIB 211-2	Indicators
16.30 – 18.00	203	Alternative Guarantee Systems to Promote Domestic Marketing of Organic Agriculture	KC	Institute for Integrated Rural Development	CCIB 114/4	Agriculture
16.30 – 18.00	242	Integration of Biodiversity and Agrobiodiversity Conservation	KC	IUCN SSC Crop Wild Relative Specialist Group	CCIB 114/9	Agriculture
16.30 – 17.30	7004	The Economics of Ecosystems and Biodiversity (TEEB): Meet the Study Leader: Pavan Sukhdev	PAV	IUCN	Futures Pavilion	Indicators
16.30 – 18.00	540	Launch of the redeveloped UNEP IUCN World Database on Protected Areas: a new tool for conservation	AW	IUCN World Commission on Protected Areas	CCIB 115	Indicators
16.30 – 18.00	792	Business as Unusual: Multi-stakeholder Partnerships in Action – identifying success factors, measuring of impact, strategies for scaling up and replication	AW	The SEED Initiative	CCIB 118	Partnerships
16.30 – 18.00	1051	The Macroeconomic Connection: Monetary and Fiscal Policies for Sustainability in Latin America	CE	Chair of the Theme on Environment, Macroeconomics, Trade & Investment of IUCN	CCIB 130	Incentives
18.30 – 20.00	568	Value for the Valuable: Innovations in Financing Conservation?	AW	Wildlife Conservation Society	CCIB 124	Incentives
18.30 – 20.00	1182	Conservation organizations in agriculture: who's doing what and how?	AW	Ecoagriculture Partners	CCIB 125	Agriculture
19.30 – 20.30	7013	Introducing International Payments for Ecosystem Services	PAV	IUCN Economics and UNEP ETB	Futures Pavilion	Incentives

Tuesday 7 Oct 2008

09.30 – 11.00	404	The role of corporations in biodiversity conservation. Corporate Social Responsibility (CSR) or "greenwashing"?	KC	Acció Natura	CCIB 114/10	Partnerships
09.30 – 11.00	485	Intergenerational Partnership with the IUCN: Fostering ethical leadership for a just, sustainable, and peaceful world	AW	Earth Charter International	CCIB 127	Partnerships

09.30 – 11.00	980	Indigenous Peoples and Extractive Industries	CE	IUCN Commission on Environment, Economic, and Social Policy	CCIB 115	Extractives
09.30 – 11.00	1022	Creating a Global Approach to Avoiding, Minimizing and Offsetting Wetland Loss	AW	The Nature Conservancy	CCIB 123	Indicators
09.30 – 11.00	1180	Benefiting local communities through micro-enterprise development	AW	Holcim	CCIB 118	Partnerships
09.30 – 11.00	1247	Are ecosystem indicators meeting users' needs and guiding conservation in the appropriate direction?	CE	IUCN Commission on Ecosystem Management	CCIB 119	Indicators
09.30 – 19.00	436	Achieving mutual gain: cross-sector partnering for biodiversity conservation	PO	Rio Rinto Limited	Poster Board 028	Partnerships
11.30 – 13.00	493	Finding the balance – biodiversity conservation and productive agriculture	KC	Earthwatch Institute (Europe)	CCIB 114/4	Agriculture
11.30 – 13.00	1549	Delivering Multiple Benefits from Forest Carbon Markets to Address Climate Change, Biodiversity Conservation and Poverty Alleviation	GTW	IUCN Chief Economist	CCIB AUD	Incentives
13.15 – 14.00	8008	Sustainable consumption – a business perspective	PAV	World Business Council for Sustainable Development (WBCSD)	WBCSD Pavilion	Incentives
14.30 – 16.00	165	Conservation and Livelihoods in Production Landscapes: Coffee and cocoa consumers push sustainability in tropical agriculture	AW	Rainforest Alliance, Inc.	CCIB 131	Agriculture
14.30 – 16.00	382	Protected Areas and Hydrocarbons: Can they be compatible?	AW	APECO	CCIB 122	Extractives
14.30 – 16.00	416	Mining and Conservation: Managing Risks	CW	International Council on Mining and Metals	CCIB AUD	Extractives
14.30 – 16.00	425	Bridging the gap between agriculture and nature conservation	AW	Bioversity International	CCIB 125	Agriculture
14.30 – 16.00	600	Developing corporate strategies to manage risks and opportunities related to ecosystem services	AW	World Resources Institute	CCIB 118	Indicators
14.30 – 16.00	656	Towards the reduction of impacts along the life cycle of goods and services	KC	United Nations Environment Programme (UNEP DTIE)	CCIB 114/10	Indicators
16.30 – 18.00	389	Behind the scenes: How a mining company really plans to achieve a "net positive impact" on biodiversity	AW	Rio Tinto Limited	CCIB 118	Extractives
16.30 – 18.00	1002	Buy, Sell, Trade!	AW	World Business Council for Sustainable Development (WBCSD)	CCIB 134	Incentives

Wednesday 8 Oct 2008

08.30 – 18.00	986	Tourism in protected areas – Economic benefits to local communities?	PO	German Federal Agency for Nature Conservation / Bundesamt für Naturschutz (BfN)	Poster Board 010	Tourism
11.30 – 13.00	353	Conservation in the Real World: Mainstreaming Biodiversity in Production Landscapes	AW	The World Bank	CCIB 125	Incentives
11.30 – 13.00	1517	Independent Scientific Panels: towards informed decision making	GTW	IUCN – Business and Biodiversity Programme	CCIB 118	Partnerships
11.30 – 13.00	1522	Illegal and unsustainable wildlife trade: economic and social drivers and how to address them	AW	TRAFFIC, WFF and IUCN	CCIB 119	Incentives
14.30 – 16.00	98	Ecological Footprint: Linking Human Well-Being and Biological Capital	CW	Global Footprint Network	CCIB 129	Indicators
14.30 – 16.00	328	Building Competencies for Partnerships with the Private Sector	CE	Commission on Education and Communication and IPÉ – Instituto de Pesquisas Ecológicas (Institute for Ecological Research)	CCIB 116	Partnerships
16.30 – 18.00	503	The power of communications and marketing – towards sustainable consumption	AW	World Business Council for Sustainable Development (WBCSD)	CCIB 127	Incentives
16.30 – 18.00	1518	Transforming markets – the private sector's role in securing a diverse and sustainable future	AW	TRAFFIC – IUCN and WWF	CCIB 115	Incentives

18.30 – 20.00	834	Energy or Biodiversity? Both, please!	AW	International Petroleum Industry Environmental Conservation Association	Plenary B	Extractives
18.30 – 20.00	898	Towards biodiversity friendly hotels	AW	Accor	CCIB 118	Tourism

Thursday 9 Oct 2008

09.30 – 11.00	446	Sustainable Hunting Tourism – A valuable tool for conservation and sustainable development!	AW	CIC – International Council for Game and Wildlife Conservation	CCIB 121	Tourism
09.30 – 11.00	999	CleanTrade: Threading the Needle of Invasive Species and Trade	KC	Global Invasive Species Programme (GISP)	CCIB 114/1	Incentives
09.30 – 11.00	1029	Social License to Operate: challenges and opportunities in engaging local stakeholders in corporate projects in Latin America	AW	Living Earth Foundation UK	CCIB 118	Partnerships
11.30 – 13.00	407	Can trade be good for biodiversity? A dialogue	AW	United Nations Environment Programme, Economics and Trade Branch	CCIB 125	Incentives
11.30 – 13.00	817	Rethinking Destination Management and Visitation at World Heritage sites: Partnerships, policies and processes to reduce impacts	CW	IUCN WCPA Task Force on Tourism and Protected Areas	CCIB 131	Tourism
14.30 – 16.00	311	"Travelife" – Helping tourism businesses to improve their sustainability performance and increasing their opportunities in the global marketplace	AW	Federation of Tour Operators	CCIB 118	Tourism
14.30 – 16.00	361	The Business and Biodiversity Offset Program: What has it achieved and where is it headed?	AW	Forest Trends	CCIB 131	Indicators
14.30 – 16.00	447	Certifying commodities, beauty or beast?	AW	IUCN National Committee of the Netherlands	CCIB 119	Incentives
18.30 – 19.30	8009	Closing of the "Markets and Business Journey" at Congress	PAV	IUCN and WBCSD	WBCSD Pavilion	

This programme is subject to change. Please contact the Markets and Business journey guides directly for further information.

** Types of Events:

SD	Sustainability Dialogue
AW	Alliance Workshop
DG	DG Event
CC	Conservation Cinema
CE	Commission Events
COM	Commission Workshop
CW	Combined Workshop
GTW	Global Thematic Workshop
KC	Knowledge Café
LO	Learning Opportunity
PAV	Pavilion Event
PO	Poster
POB	UNDP Poble
SOC	Social Event

Journey guides

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