

For immediate release: 22 October, 2009

Bringing business and nature closer together

Background: IUCN, the International Union for Conservation of Nature, and the WBCSD, the World Business Council for Sustainable Development, have signed a four-year Memorandum of Understanding for the second time. The agreement is designed to develop and promote the business case for biodiversity and support partnerships between non-governmental organizations and companies.

Key Issues:

- Mainstreaming biodiversity conservation and sustainable ecosystem management and use into business operations.
- Enhancing civil society understanding, recognition and support for biodiversity leadership by business.
- Facilitating the development, testing and uptake of innovative and flexible market-orientated strategies and business actions that will support sustainable management of natural resources.
- Contributing lessons from the initiatives to relevant policy processes.

Some examples:

Ecosystem Valuation Initiative (tool for business to value ecosystems), The Forests Dialogue (Reducing Emissions from Deforestation and Degradation in developing countries), Water (sharing of tools and best practice).

Key Quotes:

- *"IUCN wants to continue to build bridges between the conservation and business communities and this renewed partnership is an excellent way of doing it. We are looking forward to bringing this collaboration with the WBCSD to the next level,"* says **Juan Marco Alvarez, Director of IUCN's Economy and Environmental Governance Group, and Head of the Business and Biodiversity Programme.** *"I strongly believe that with the signing of this MoU with the WBCSD we are in a more solid position to influence business decisions on pressing issues such as climate change and ecosystems degradation."*
- *"To achieve a low-carbon and resource-efficient future, the current practice of treating the environment separately from economic or policy decision-making is no longer appropriate,"* says **James Griffiths, Managing Director of the WBCSD's Ecosystems Focus Area.** *"Business, and society at large, needs to value, conserve and use natural resources like forests, wetlands and fresh water, on a sustainable and equitable basis."*

Where: IUCN Headquarters, 28 rue Mauverney, Gland, Switzerland, on 22 October at 16h45.

Spokespersons:

- Juan Marco Alvarez, Director of IUCN's Economy and Environmental Governance Group, e juanmarco.alvarez@iucn.org
- Mikkel Kallesoe, WBCSD Ecosystems Program Manager, e Kallesoe@wbcsd.org

Media team:

- **Sarah Horsley**, IUCN Media Relations, t +41 22 999 0127, e sarah.horsley@iucn.org.
- **Moirá O'Brien-Malone**, WBCSD Media Relations, t +41 79 377 7958, e obm@wbcsd.org

IUCN, the International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges. IUCN works on biodiversity, climate change, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice. www.iucn.org

The World Business Council for Sustainable Development is a unique, CEO-led, global association of some 200 companies dealing exclusively with business and sustainable development. The Council provides a platform for companies to explore sustainable development, share knowledge, experiences and best practices, and to advocate business positions on these issues in a variety of forums, working with governments and non-governmental and intergovernmental organizations. www.wbcsd.org