



Nature is our Business



GLOBAL BUSINESS AND BIODIVERSITY PROGRAMME



BIODIVERSITY:



IUCN's Business Engagement Strategy

SHAPING THE BUSINESS AGENDA

IUCN's unique knowledge base, convening power and global reach are available to any corporate leader ready to step up to the challenges of sustainable development. The capital, technology, human resources and innovation of the business community are among the most powerful tools at our disposal to make the world a better place. Nature conservation is at the heart of sustainable development and is everybody's business.

We aim to encourage transformational and demonstrable change at the company and sectoral level in how biodiversity is valued and managed by businesses. Through this, we hope to conserve and restore biodiversity and to ensure that biodiversity benefits are shared equitably.

Our objectives include:

- The business sector recognises the importance of its role in addressing today's conservation challenges.
- Business is provided with the knowledge and tools it needs to help address today's conservation challenges.
- Use the convening power of IUCN to foster a continuous and constructive dialogue between business and other sectors of society.

IUCN'S BUSINESS & PROGRAMME



BIODIVERSITY IN ACTION

We take action in three interconnected areas:

1. Help businesses to adopt policies on the ground that avoid and minimize impacts on biodiversity, seek opportunities for biodiversity conservation and generate benefits for people who depend on natural resources.
2. Promote sustainability standards and safeguards in companies' sourcing activities that have a positive impact on biodiversity and the livelihoods of local people.
3. Support public and financial sector policies that integrate biodiversity and livelihood values in business decision-making.

■ BIODIVERSITY, AND



ECOSYSTEMS BUSINESS

Biodiversity and ecosystem services - the benefits we derive from ecosystems such as water purification and carbon storage by forests and wetlands - play a critical role in a successful business. There are numerous risks that can be reduced and opportunities to capture when a business firmly builds biodiversity into its strategy.

We engage business sectors that present great risks or opportunities through their supply chain – directly or indirectly – on biodiversity and ecosystem services including habitat loss and overexploitation of natural resources. Potential sectors include:

- Large biodiversity footprint sectors with high direct impact on ecosystems, habitats and associated local livelihoods: extractives (mining, oil and gas); agriculture, commercial fisheries; forestry; bio-energy.
- High biodiversity dependent sectors with strong supply chain links at landscape or seascape levels: food and beverage; tourism; pharmaceuticals; consumer goods.
- Leveraging sectors: financial; retail.

OUR EXPERIENCE THE EXTRACTIVE



WITH SECTORS



As a large-footprint and resource-intensive industry, the extractive sectors are a priority for business engagement. Engaging with sectors such as oil and gas, mining, and building materials is central to IUCN's work to promote a green economy and sustainable development.

Read more about our activities to:

- Support the integration of biodiversity risk management measures in the business operations of a building material company
www.iucn.org/holcim
- Establish a no net loss/net positive impact verification protocol
www.iucn.org/riotinto
- Support stakeholders' participation in the revision of oil and gas company remediation guidelines in the Niger delta
www.iucn.org/shell
- Support the development of the Aluminium Stewardship Initiative to develop a sustainability standard for the production of aluminium
www.iucn.org/nespresso

OUR EXPERIENCE THE ENERGY



WITH SECTOR

Climate change, development imperatives and security concerns are transforming our systems of energy production, distribution and consumption; alternative energy markets are expanding as the world tries to shed its reliance on fossil fuels while still meeting growing global energy demand.

Every form of energy production can have an impact on biodiversity and people, even those portrayed as 'green' or 'clean' such as wind power or biofuels. We work to assess these impacts and make sure they are addressed and accounted for in business decisions.

Read more about our activities to:

- Integrate biodiversity and livelihood considerations in biofuel production
www.iucn.org/bioenergy
- Identify biodiversity and social safeguards for large scale renewable energy infrastructure
www.iucn.org/renewables



OUR EXPERIENCE THE TOURISM



WITH SECTOR

Tourism and biodiversity are intimately related. The tourism industry strongly depends on healthy ecosystems. Those ecosystems – and the wildlife, habitats, and landscapes that comprise them – are often the very thing that draws tourists to the destination in the first place. Moreover, tourism-related activities and services, if carried out in a sustainable manner, can help conserve biodiversity. Tourism can provide economic opportunities as an alternative to unsustainable use of biodiversity; it can generate funds for conservation of tourist sites; and can raise awareness among local people and visitors of the values of biodiversity.

Read more about our activities to:

- Integrate biodiversity in the development and operations of hotels and resorts
www.iucn.org/hotels
- Build ecotourism business skills of conservation organizations
www.iucn.org/ecotourism

OUR EXPERIENCE COLLABORATIVE



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WITH PLATFORMS

Collaboration is a key element of a winning strategy. For many years IUCN has worked with its members as well as industry associations to generate impacts that go beyond the scope of a single company. Collaboration with international business bodies such as the World Business Council for Sustainable Development (WBCSD), the UN Global Compact, and industry associations such as ICMM (mining), IPIECA (oil and gas) and SAI (food and beverage) can provide a major catalyst for policy influence.

Read more about our activities to:

- Scale up business solutions in collaboration with the WBCSD
www.iucn.org/wbcd
- Promote best corporate practices and identify best support policies in the mining sector with ICMM
www.iucn.org/icmm
- Develop recommendations for strengthening the conservation outcomes of the World Heritage Convention in relation to extractive sectors
www.iucn.org/icmm
- Develop a Framework for Corporate Action on Biodiversity and Ecosystem Services with the UN Global Compact
www.iucn.org/ungc

ABOUT ACHIEVEMENTS

Global Business and Biodiversity Programme Annual reports

BBP regularly reports on its achievements. These reports also help to keep track of the progress made in implementing some of our key and most challenging engagements.

www.iucn.org/bbp_publications

Global Business and Biodiversity Programme Newsletter

BBP communicates news and views on private sector collaborations in the conservation arena with its quarterly electronic newsletter *Building Bridges*. The newsletter is a valuable tool to showcase private sector engagements throughout the IUCN network.

www.iucn.org/about/work/programmes/business/newsletter/

Global Business and Biodiversity Programme Publications

Find out about BBP publications and reports on business and biodiversity. This list of documents will also help you understand the origins and progress of IUCN's engagement with business.

www.iucn.org/bbp_publications

IUCN, A GLOBAL FOR A SUS



UNION SUSTAINABLE FUTURE

For a safe, healthy and prosperous world, we need to conserve biodiversity—the variety of life on earth. Its escalating loss is a serious threat to people and our way of life.

Biodiversity is the lifeblood of sustainable development and human well-being. It allows the environment to provide us with food, fresh water, clean air, energy, shelter, medicine, recreation and inspiration.

Biodiversity conservation is central to the mission of IUCN, International Union for Conservation of Nature. IUCN demonstrates how biodiversity is fundamental to addressing some of our greatest challenges: tackling climate change, achieving sustainable energy, improving human well-being and building a green economy.

Through a global partnership of:

- **SCIENCE** – 11,000 experts setting global standards in their fields
- **ACTION** – hundreds of conservation projects all over the world
- **INFLUENCE** – the collective strength of more than 1,000 government and non-governmental organizations

IUCN has an unparalleled leadership position for influencing the direction of conservation and sustainable development.



**INTERNATIONAL UNION
FOR CONSERVATION OF NATURE**

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