



The Business Case for Biodiversity – Switzerland

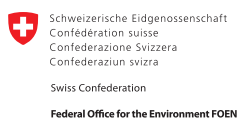
Briefing Document

18 April 2011
IUCN Conservation Centre, Gland



IUCN REGIONAL OFFICE FOR PAN-EUROPE

The event is organized by IUCN in cooperation with



Agenda

15:00 – 15:10

Opening Remarks

[Julia Marton-Lefèvre, Director General, IUCN](#)

15:10 – 15:20

Market Solutions for Environmental Scarcity

[Andrei Marcu, Senior Vice President, Head of Regulatory and Policy Affairs, Mercuria Energy Group](#)

15:20 – 15:30

The Business Case for Biodiversity in Switzerland

[Robert Lamb, Senior Policy Advisor, Federal Office for the Environment \(FOEN\)](#)

15:30 – 15:40

The New “Big Plan” for Nature – What Does It Mean for Business?

[Jane Smart, Director of Biodiversity Conservation Group, IUCN](#)

15:40 – 16:10

The Economics of Ecosystems and Biodiversity: Implications for Business

[Joshua Bishop, Chief Economist, IUCN](#)

16:10 – 16:30

TEEB – The Business Community’s Echo

[Thomas Scheiwiller, Senior Partner, PwC Zurich](#)

16:30 – 17:30

Next Steps for Business and Biodiversity in Switzerland

[Moderated Discussion](#)

17:30 – 18:30

Cocktail Reception

The Business Case for Biodiversity

The global loss of biodiversity – the variety of genes, species and ecosystems that constitute life on Earth – has become one of the major challenges of the 21st century. The concern for biodiversity is integral to sustainable development, competitiveness, economic growth, and improved livelihoods. The private sector plays a critical role in determining how biodiversity is used and conserved.

The business case for biodiversity is based on a company's need to access natural resources, obtain a legal and/ or social license to operate, access capital, insurance, and consumer markets, and attract and retain good employees. Very often, businesses' supply chains depend on functioning ecosystems hence on a service which they currently get for free. For industries that depend on or heavily impact biodiversity, access to resources, capital and markets is becoming increasingly dependent on a company's reputation, biodiversity record and management practices.

Biodiversity will become more and more relevant as a risk, as societal expectations and government regulations with regard to biodiversity management increase. There are clear benefits to businesses stemming from improved environmental performance. Companies that manage their biodiversity-related risks effectively, by means of good biodiversity practices, may benefit from a competitive advantage in accessing resources, capital and markets. Furthermore, companies that go beyond expectations and regulations, or that exploit the increasing market for "greener" products and services, may benefit from first mover advantage.

In support of the implementation of the Convention of Biological Diversity, IUCN, the International Union for Conservation of Nature, is collaborating with the Swiss Federal Office for the Environment (FOEN) on the Swiss Business and Biodiversity Project, which aims at improving the understanding of biodiversity issues by Swiss companies and enhancing their commitment to conserve and mainstream biodiversity in their management strategies.

Designated the International Year of Biodiversity by the United Nations, 2010 represented a milestone in terms of furthering global efforts on biodiversity conservation. Nearly 200 governments adopted a new "Big Plan" for Nature, which will help shape the conservation agenda over the next decade, with an emphasis on integrating biodiversity into all sectors. The year also brought about the launch of a major study on The Economics of Ecosystems and Biodiversity (TEEB), which put the spotlight on the full economic impacts of biodiversity loss, and the significant business value of conserving nature.

The Business Case for Biodiversity – Switzerland event will bring together a group of leading Swiss-based businesses to discuss the Big Plan for Nature, TEEB and their implications for business. The objective of the meeting is to explore how the Swiss business community can contribute to the achievement of the global target of halting biodiversity loss by 2020. Participants will also have the opportunity to discuss the needs of the Swiss business community, and particularly whether the establishment of a possible Swiss Business and Biodiversity Platform, a think tank and learning platform for Swiss-based multinational companies and small and medium-sized enterprises, could be of value in this regard.

TEEB for Business

The Economics of Ecosystems and Biodiversity (TEEB) is a global study focusing on the economic benefit of biodiversity and the costs of its loss. The study highlights the implications of the failure to take protective measures compared to the cost of effective conservation. TEEB for Business identifies practical tools to manage biodiversity and ecosystem services risks and shows how companies can use such tools to deliver business value as well as contribute to biodiversity conservation.

TEEB for Business identifies seven key action points business should follow:

- Identify the impacts and dependencies of your business on biodiversity and ecosystem services (BES);
- Assess the business risks and opportunities associated with these impacts and dependencies;
- Develop BES information systems, set SMART targets, measure and value performance, and report your results;
- Take action to avoid, minimize and mitigate BES risks, including in-kind compensation ('offsets') where appropriate;
- Grasp emerging BES business opportunities, such as cost-efficiencies, new products and new markets;
- Integrate business strategy and actions on BES within wider corporate social responsibility initiatives;
- Engage with business peers and stakeholders in government, NGOs and civil society to improve BES guidance and policy.

For more information visit: www.teebweb.org

- According to TEEB, every year, we are losing natural capital worth up to US\$ 4.5 trillion — far more than the one-off cost of the recent economic and financial crisis.
- Bee keeping generates US\$ 213 million annually in Switzerland.
- Switzerland saves around US\$ 64 million a year by using untreated groundwater, naturally filtered through forested watersheds.
- 45 plants and animals are threatened with extinction in Switzerland, according to the IUCN Red List of Threatened Species.

The New ‘Big Plan’ for Nature

The 10th meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD COP10) in Nagoya, Japan concluded with the adoption of a new Strategic Plan for 2011-2020 which includes 20 biodiversity targets. These targets will help shape the conservation agenda going forward, with an emphasis on integrating biodiversity into all sectors. The 20 biodiversity targets set out a roadmap for reducing pressures on biodiversity and restoring ecosystems as well as informing and enhancing national and international policy-making on biodiversity and ecosystems. The Strategic Plan’s vision is that: “by 2050 biodiversity is valued, conserved, restored and widely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people.”

Governments also adopted a decision on Business Engagement, aimed at promoting a public policy environment that enables private sector engagement and the mainstreaming of biodiversity into corporate strategies and decision-making. The decision encourages businesses and the private sector to monitor and assess their impacts on biodiversity and ecosystem services, and to develop and apply processes and production methods that minimize or avoid negative impacts. Parties also call on the CBD Secretariat to encourage the establishment of national and regional business and biodiversity initiatives, the development of certification tools, and the valuation of biodiversity and ecosystem services.

For more information visit: www.cbd.int

Business and Biodiversity Initiatives in Europe

Numerous Business and Biodiversity initiatives have been set up in the last few years in Europe. Some examples are outlined below.

■ The EU Business and Biodiversity Platform of the European Commission

To support businesses in integrating biodiversity into their core activities, the European Commission set up a technical platform on Business and Biodiversity in 2010. The platform works with six priority business sectors - agriculture, food supply, forestry, extractive industry, financial sector, and tourism - to promote their awareness of and engagement in biodiversity protection.

■ The Portuguese Business and Biodiversity Initiative

The Portuguese Business and Biodiversity Initiative aims to involve Portuguese companies in the global effort to stop biodiversity loss. Through voluntary agreements, each participant company commits itself to evaluate the impact of its activities on biodiversity and to improve its management to decrease this impact.

■ Leaders for Nature, the Netherlands

Founded by IUCN’s National Committee of the Netherlands, LFN is a network of business leaders from 20 companies. LFN informs companies about the importance of integrating biodiversity into core business, facilitates the exchange of best practice, and supports businesses in improving their environmental performance.

■ Entreprises pour l’Environnement, France

Entreprises pour l’Environnement is a coalition of 40 companies operating in France united by a commitment to the environment and to sustainable development. The association aims to facilitate the exchange of best-practice, motivate companies and improve their understanding of environmental issues.

■ The UK Biodiversity Partnership

The UK Biodiversity Partnership was set up in 2003 to co-ordinate biodiversity actions at national level. It aims to bring together all stakeholders (private individuals, businesses, governmental and non-governmental representatives) involved with, or with an interest in, the UK Biodiversity Action Plan.

Speakers

Julia Marton-Lefèvre, Director General, IUCN

Julia Marton-Lefèvre has a longstanding interest in humanity, science, the environment and education, and has served on numerous boards, councils and committees. Previously, she was rector of the University for Peace, a graduate-level international university mandated by the United Nations and providing education, training and research on issues related to peace and conflict. Earlier offices include executive director of Leadership for Environment and Development International, a programme to bring together and train mid-career leaders worldwide in improving their leadership skills around sustainable development, and executive director of the International Council for Science, which brings together scientific academies and unions to promote scientific activities for the benefit of humanity. Julia has also co-authored numerous books and papers.

Andrei Marcu, Senior Vice President, Head of Regulatory and Policy Affairs, Mercuria Energy Group

Andrei Marcu joined Mercuria Energy in September 2009. In his role as Head of Regulatory Affairs, Environment and Climate Change he develops strategic relationships and new business opportunities for the company, provides advice on major regulatory and policy developments to the desk and senior management and represents the companies with outside stakeholders. Mr. Marcu has been one of the corporate sector pioneers in the area of climate change, greenhouse gas (GHG) markets and related areas of sustainable development. Since 1993, Mr. Marcu has been actively involved in many areas of climate change related initiatives, including as Chief Executive Officer of BlueNext, the environmental exchange, based in Paris.

Jane Smart, Director of Biodiversity Conservation Group, IUCN

Jane Smart is Director of IUCN's Biodiversity Conservation Group and Head of the Species Programme. The Biodiversity Conservation Group comprises the Species Programme, Protected Areas Programme, Global Marine Programme as well as the Invasive Species Initiative. Jane also takes a lead role in facilitating work to implement the Core Programme Area of IUCN's Programme (2009-2012). As Head of the Species Programme Jane is responsible for around 35 staff based in Switzerland, Washington DC, US and Cambridge, UK and is responsible for managing the compilation and production of The IUCN Red List of Threatened Species™. She is focal point for the Species

Survival Commission. Jane trained as a botanist and began her professional life as a plant ecologist. In 1989 Jane founded Plantlife International, becoming its first Chief Executive. In 1993, she initiated Planta Europa, the network of organizations working for plant conservation across Europe. Prior to joining the IUCN Secretariat Jane was Chair of the IUCN UK National Committee, as well as a long standing member of the IUCN SSC Plant Conservation Committee. In 2003 she was awarded the OBE for services to international conservation.

Joshua Bishop, Chief Economist, IUCN

Joshua Bishop is a natural resource and environmental economist. In his current position at IUCN, Bishop seeks to promote economically-efficient approaches to nature conservation, while presenting the case for conservation in economic terms. Before joining IUCN, Bishop worked for the International Institute for Environment and Development (IIED) conducting research on the economics of land use change. He has also worked in West Africa as a consultant economist to the European Commission and the World Bank, and as a development volunteer with the US Peace Corps in Mali. Dr Bishop holds a BA from Yale University, a Masters in Public Policy from Harvard University, and a PhD from University College London.

Thomas Scheiwiler, Senior Partner, PwC Zurich

Thomas is a Senior Partner for Governance, Risk, Compliance, and Sustainability and Services in Switzerland. Thomas holds a Diploma and a PhD in Physics from the Federal Institute of Technology (ETH) in Zurich, Switzerland and has 20+ years experience advising clients in risk management matters, with a special emphasis on Environment, Health, Safety, Sustainability, and Corporate Social Responsibility. He has also worked on Corporate Reporting, especially in the field of non-financial disclosure and assurance. Recently, he has been focussing on business practices in the entire supply chain, extending beyond the legal boundaries of companies, and how these are embedded in frameworks for Governance, Risk, and Compliance and its meaning to the business integrity and reputation of businesses. Thomas has been PwC's global sustainability leader 2005-2009. He also holds positions in professional bodies and boards of pro-bono organizations such as the Swiss Climate Foundation, the Sustainability Forum Zurich, Socentia, WEF's Global Corporate Citizenship initiative, and others.

The Event is Co-hosted by



IUCN, [International Union for Conservation of Nature](#), is the world's oldest and largest global environmental network - a democratic membership union with more than 1,000 government and NGO member organizations, and almost 11,000 volunteer scientists in more than 160 countries. IUCN's work is supported by more than 1,000 professional staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world. The Union's headquarters are located in Gland, Switzerland.

IUCN has been engaging with the private sector to ensure that any use of natural resources is ecologically sustainable. IUCN's Business and Biodiversity Programme supports private partners in addressing environmental and social issues as well as building bridges between stakeholders, performing scientific assessments, and developing conservation policy standards and tools. IUCN Regional Office for Europe leads the European Commission project "EU Business and Biodiversity Platform". The project aims to develop means of establishing pro-biodiversity business, benchmark and promote best-practice, and encourage the development of consumer awareness through an EU-wide award scheme.

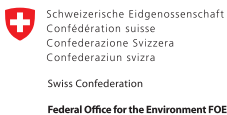
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The [Swiss Federal Office for the Environment \(FOEN\)](#) is responsible for the sustainable use of natural resources, including soil, water, air and forests. The FOEN's tasks include minimising natural hazards, protecting the environment and reducing risks to human health from excessive pollution, maintaining biological diversity and representing Switzerland in international environmental policy arenas. Greening the economy is one of the current priorities of FOEN which also delivers the fundamentals for putting Swiss industry on a resource-conserving track. Moreover, the FOEN generates internationally coordinated tools to assess natural resource consumption and the environmental impacts of products and services, thus improving transparency for consumers. Switzerland has committed internationally to take action to halt the loss of biodiversity and FOEN is designing a strategy that maintains biological diversity.

www.bafu.admin.ch

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