



Business and the CBD: Opportunities for the natural ingredients sector

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Nick Bertrand
Secretariat of the Convention on Biological Diversity

Overview



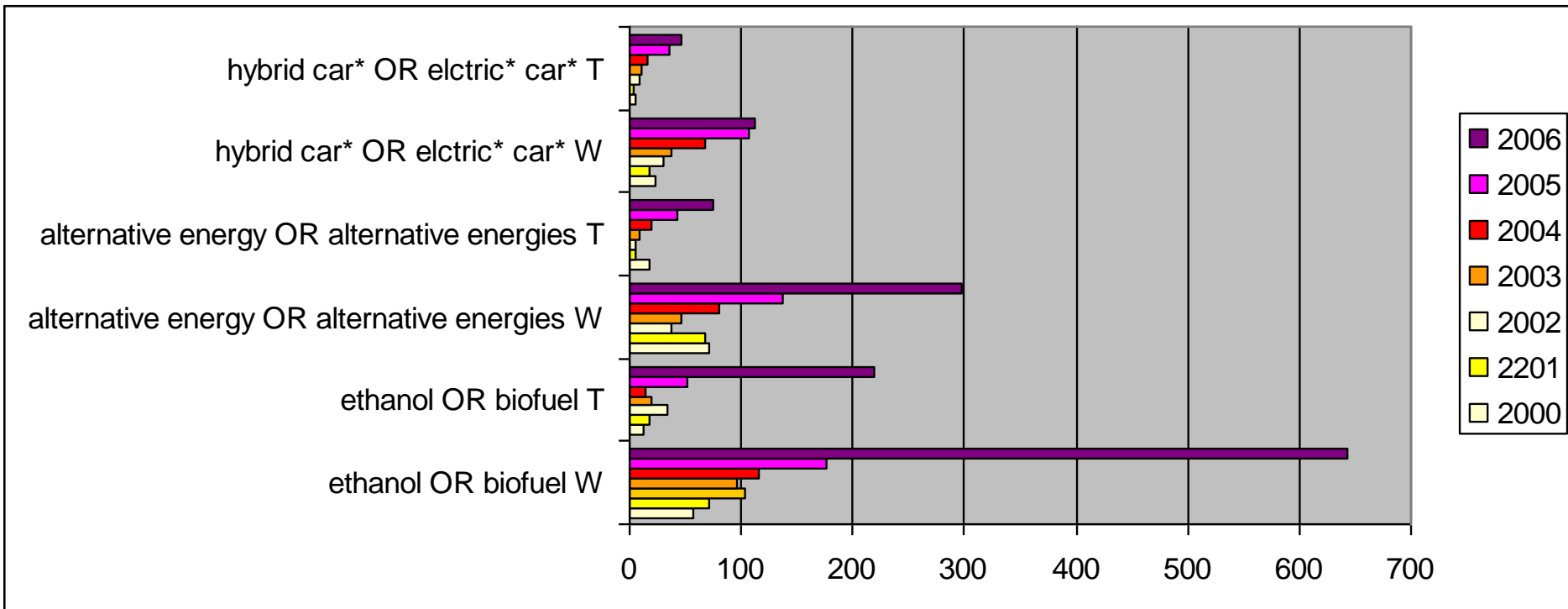
1. Setting the scene
2. Business engagement under the Convention:
 - The early days: 1992-2006
 - A new window: 2006-
3. Towards COP-9
4. Selling the case for further engaging the natural ingredients sector under the Convention

1. Setting the scene



- Government policies and platforms (e.g. Europe)
- G8 (Potsdam Initiative, March 07)
- Global Environment Facility
- Business associations:
 - ICC Task Force on CBD
 - WBCSD ecosystems ‘focus area’
 - UNEP Finance Initiative workstream
- Partnerships
- Business press

Emerging themes in the business press



Number of articles published in BusinessWeek, The Economist, the Financial Times, Fortune, The Wall Street Journal

The wider sustainable development context



- 2007 is...
 - UNEP + 35
 - 'Brundtland' report + 20
 - WSSD + 5
- Convergence on climate change
 - e.g. UN Security Council
 - UNFCCC / CBD / MDG

= a vibrant business and biodiversity scene



- Governments, consumers and business partners are increasingly paying attention to biodiversity.
- From values-based to risk-based arguments for biodiversity (“from values to value”).
- A body of evidence highlights risks but also clear opportunities associated with biodiversity.
- A business case for biodiversity is gradually emerging

(2.1) Business engagement (1992-2006)



- Convention Text
- Strategic Plan (2002)
- Decisions
- Tools developed under the Convention

From global policy to implementation



- Tools shaping the market:
 - Biodiversity in sustainability reporting
 - Biodiversity benchmarking
 - Financing (e.g. IFC *Performance Standard 6: Biodiversity Conservation and Sustainable Natural Resource Management*)
- Shift towards an 'enhanced implementation phase' of the Convention
- National Biodiversity Strategies

(2.2) A new window for business engagement



- **Governments' engagement** with business in the development and implementation of biodiversity strategies and action plans,
- Greater **participation** of business in CBD meetings,
- The articulation and dissemination of the '**business case**' for biodiversity, and
- The compilation and development of **good biodiversity practice**.

VIII/17: Parties...



1. Engage business in development and implementation of NBSAPs
2. Include business representatives on national delegations and nominate them to participate in technical expert groups
3. Prioritize the implementation of Article 6(b) of the Convention

Parties... (NBSAPs)



Business in the Japanese National Biodiversity Strategy

Photo © Ministry of the Environment, Japan



SATORU TOMIOKA provides an overview of Japan's efforts to increase the participation of business in the development and implementation of the revised National Biodiversity Strategy, in line with Decision VIII/17 (paragraph 1).

consider domestic factors, such as population decrease, in revising the national biodiversity strategy.

We are now in the process of developing the third Strategy. We expect this to be more pragmatic, following the overall and systematic revision we made for the current strategy.

The second National Strategy synthesized the difficulties faced by Japan into three 'crises'. The first is the impact of human-induced pressures on living organisms and ecosystems. Such pressures include industrial and agricultural development and overuse of natural resources, which have endangered a huge number of Japanese

panied by increases of trans-border flow of persons and goods, is causing various impacts, such as the loss of endemic species by predation, disturbance of ecosystem through cross breeds and so forth.

Engaging business

In order to address these three crises, the Strategy outlined three 'Basic Directions' designed to establish a society in "Harmonious Coexistence with Nature" and, based on this, seven 'Major Themes'.

While only a short description was given, in our second Strategy, on the engagement of the business community, we strongly feel that we need to strengthen this theme in our third Strategy. The following are the

VIII/17: business...

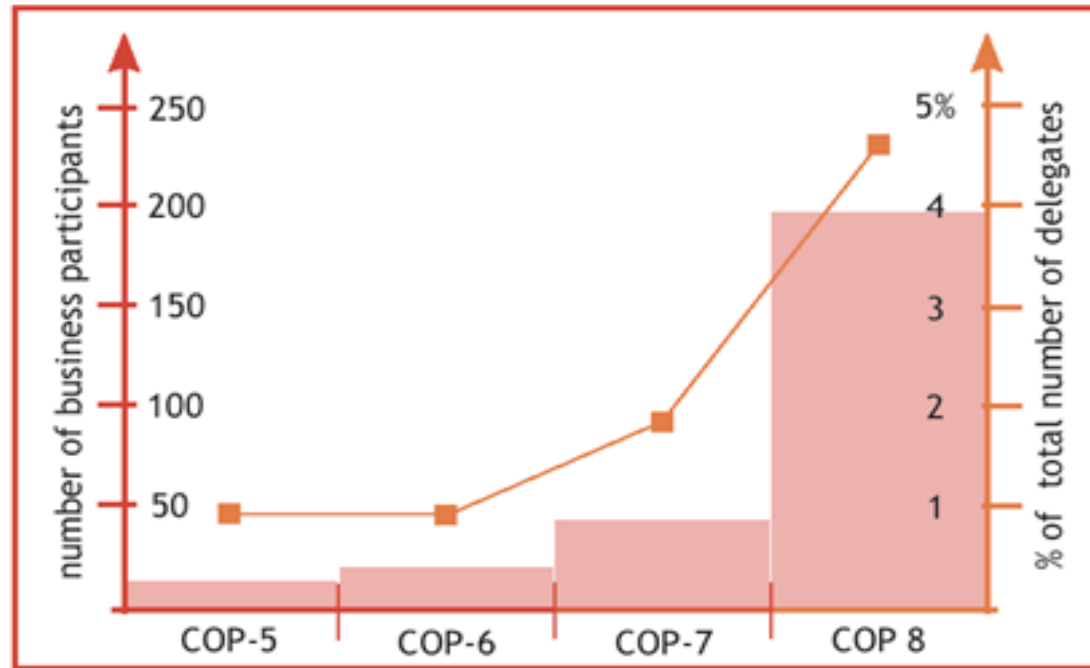


1. Participate in CBD meetings
2. Develop, promote the business case for biodiversity
3. Align policies and practices with objectives of Convention... develop and promote good biodiversity practice

Business participation



- Brazil
- Germany
- Japan
- 2010



ON THE RISE: BUSINESS PARTICIPATION, FROM COP-5 TO COP-8. *Approximate numbers, including participants registered as 'Industry', 'Observers' and in government delegations.*

(3) Towards COP-9



- Business and biodiversity stream
 - Side-events
 - Ministerial segment
 - Technology transfer fair
- Business and biodiversity meetings
- Training for governments
- Guide for business
- Business newsletter

... **Business case**



- Compilation of material
- Report going to COP-9 (Feb 08)
- Newsletter
- Business schools (e.g. Harvard Business School, McGill)

... Good practice guidance



- Compilation of material
- Included in report going to COP-9
- Newsletter, with analysis of gaps
- Side-events at COP-9
- Input into the decision (Nov. 07)

A sector by sector approach



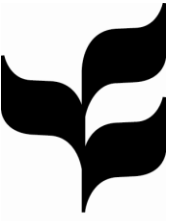
- Financial services sector: UNEP FI
- Mining: ICMM
- Oil & gas: IPIECA
- Offsets: BBOP
- Agribusiness: ICC?
- Natural products: UEBT?

- Leadership from business
- Role of Secretariat

(4) 'Selling' engagement of the sector



- The business and biodiversity 'spectrum': from promoting 'biodiversity businesses' to minimising the impacts of 'large footprint' companies
- Biotrade already referred to in CBD Decisions
- Parties to the Convention engaged
- Coordination within sector (guidance, practice)



CBD

In closing



- A unique window on business and biodiversity (& coordinated approach)
- Strong expectations for the business community to show concrete steps towards implementation of the Convention
- Opportunity to bring some business into the Convention
- Secretariat open to suggestions

For more information:

www.biodiv.org

nicolas.bertrand@biodiv.org



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Biological Diversity**