

Biodiversity Risks and Opportunities

Next to peak oil and the climate crisis the loss of biodiversity and ecosystem degradation is moving towards front stage of the global business agenda. Conserving Biodiversity is gaining momentum both in terms of business opportunities and risks.

Biodiversity Counts for Businesses ...

- ▶ depending directly on secure supplies of natural resources (e.g. fish, timber etc.)
- ▶ building indirectly on nature's public goods (fresh air, clean water, fertile soils, stable climate)
- ▶ building their competitive advantage on innovations inspired by nature (bio-technology, bio-mimicry, bionics)
- ▶ operating in new environmental markets and serving ethically-minded consumers (LOHAS)
- ▶ seeking opportunities in biodiversity investments and financing
- ▶ facing reputational and legal threats and therefore in need to account for their impacts on biodiversity

Join the Campaign

Your company ...

- ▶ already integrates biodiversity in its operations
- ▶ intends to spread the news about its pro-biodiversity activities
- ▶ wants to learn more about Business & Biodiversity developments
- ▶ is interested in building partnerships with NGOs
- ▶ seeks for the right experts to get you out of some trouble

Then visit the EBBC website at www.ebbc.info/community and get involved.

After registering you can create your profile immediately.

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Partner Logos

More information on the campaign:

www.ebbc.info



Join the Campaign

Biodiversity the Natural

Biodiversity is the richness and beauty of all life on earth – from ants to whales, genes to ecosystems.

Its quality, diversity and functioning is the world's natural capital and builds the basis of our economic and social well-being and that of all future generations. Biodiversity is integral to sustainable development by providing vital goods and services, such as food, timber, carbon sequestration and flood regulation.

Valuing Nature's Treasure

Species loss is up to 100 times the natural rate of extinction. A declining biodiversity will weaken the ability of ecosystems to provide valuable services to us and our economy. A business as usual scenario of policy inaction in the field of biodiversity will lead to an estimated loss of 7% of the annual global GDP by 2050. This is about as much as the Stern Report has calculated in the case of the economic costs of climate change.



Biodiversity is

your Business!

European Business & Biodiversity Campaign

Biodiversity – It's Your Business



The European Business & Biodiversity Campaign

was initiated by a consortium of European NGOs and businesses aiming to strengthen business engagement and creating strong business-NGO partnerships for biodiversity. The EBBC campaign is funded by the European Union Life+ Programme and coordinated by the Global Nature Fund. The campaign started in January 2010 and will run for three years.

The campaign is supported by an extensive website including attractive media and online tools that will facilitate the sharing of experiences and know-how on biodiversity practices and facilitate networking and building cross-sector and business-NGO partnerships. Both NGOs and businesses have the opportunity to submit their profiles and information on their biodiversity projects and programmes on the campaign web community.

Special activities carried out by the campaign are

- ▶ Biodiversity Check for your Company
- ▶ Sector-specific seminars and Regional Forums
- ▶ Technical assistance in Greening your Premises and company sites
- ▶ Landscape Auctions

Partners of the Campaign are

- ▶ Global Nature Fund, Germany
- ▶ IUCN Regional Office for Pan-Europe, Belgium
- ▶ Fundación Global Nature, Spain
- ▶ Expertise Centre Triple E, The Netherlands
- ▶ Bodensee Stiftung, Germany
- ▶ Altop Publishing House, Germany
- ▶ DOKEO Environmental Consulting, Germany

Collaborating Partners

- ▶ European Business and Biodiversity Platform
- ▶ Business in Good Company (+Logo)

Think of ...

Innovation

Nature has developed solutions for almost any problem. 50% or more of all medicines are based on natural herbs or pharmaceutical substances from plants or animals.

»Biodiversity and ecosystem services are natural assets with a key role to play in future economic strategies seeking to promote growth and prosperity«

TEEB, 2009

Forests

10% of all species live in the Amazon delta. In Germany we destroy huge forest areas as big 161 football fields every day.

Design

Natural designs inspired by insects, other animals and plants are the basis of many new products and technologies e.g. non-adhesive surfaces, airplane wings etc.

Investments

Investments in green (forests,) carbon can be a cheaper way of rebuilding carbon stocks and thereby contributing to biodiversity conservation.

»Es wird Zeit, die Auswirkungen der aktuellen Biodiversitätsergebnisse endlich ins ökonomische Handeln zu integrieren«

Edgar Endrukaitis, Koordinator der Business & Biodiversity Initiative „Biodiversity in Good Company“, Deutschen Gesellschaft für Technische Zusammenarbeit (GTZ)

Food

Over 80% of agricultural plants are pollinated by bees. Collapse of bee colonies in the US has cost 15 billion EUR in 2007 alone. World-wide bee pollination is valued at several hundred billion EUR.

Employment

One out of six jobs in Europe depends either directly on nature related services such as clean water, fresh air, attractive landscape or they are linked to industries that make use of nature's products.

Oceans

71% of earth's surface are covered by oceans and 200 million people depend on the proteins supply thereof. A medicine to reduce pain developed from a sea snail is 1000 times stronger than morphine.

»A new and more intelligent pact between humanity and the earth's economically-important system is urgently needed in 2010«

Achim Steiner, executive Director United Nations Environment Programme (UNEP)

»Biodiversity loss as big a global challenge as climate change«

Janez Potocnik, European commissioner for the environment

»Biodiversity ... provides the goods as well as ecosystem services on which development and human well-being depend«

Pail Maignette, Minister of Climate and Energy, Belgium

Your Benefit from the Campaign

The European Business & Biodiversity Campaign offers an excellent platform for executives and decision makers in the private sector to assess their companies' green business case and biodiversity risks, exchange relevant knowledge and learn about methods for implementing an effective pro-biodiversity strategy. Multinationals, small and medium sized companies and business associations operating in the EU will benefit from profound information on Business & Biodiversity in Europe.

CSR and environmental managers in particular will expand their networks inside their industry sectors and gain access to auditors, leading conservation and communication experts from scientific institutions, business associations and NGOs.

By joining the campaign your business will ...

- ▶ demonstrate your engagement for biodiversity
- ▶ inform others about the European B&B campaign
- ▶ expand your network in your business sector via professional website tools
- ▶ spread your Best Practices and share your knowledge on biodiversity
- ▶ participate in our face-to face sector meetings and regional forums
- ▶ participate in our Biodiversity Checks
- ▶ get technical assistance in greening your premises and company sites
- ▶ participate in so called Landscape Auctions whereby your company may become the steward of a local or regional biodiversity hot spot