



**REPORT OF THE SECOND BUSINESS AND THE 2010
BIODIVERSITY CHALLENGE MEETING**
São Paulo, Brazil, 3-5 November 2005

I. INTRODUCTION

Business and the 2010 Biodiversity Challenge is an initiative that aims to strengthen business engagement in the implementation of the Convention on Biological Diversity (CBD), as a means of working towards the 2010 target¹. The first Business and the 2010 Biodiversity Challenge meeting, held in London, from 20 to 21 January 2005, focused on engaging industries with a direct footprint on biodiversity and those that impact biodiversity primarily through their supply chains. The second meeting, held in São Paulo, Brazil, from 3 to 5 November 2005, aimed to further develop the outcomes of the first meeting, and explore new ideas for engaging business in the implementation of the Convention by expanding participation and addressing two additional groups: industries dealing with issues related to access and benefit-sharing and the financial services sector.

The second Business and the 2010 Biodiversity Challenge meeting was organized by the Secretariat of the Convention on Biological Diversity (SCBD), the Department for Environment, Food and Rural Affairs of the United Kingdom (DEFRA), the Ministry of the Environment of Brazil (MMA), the World Conservation Union (IUCN), the Brazilian Business Council for Sustainable Development (CEBDS), and Insight Investment. It was hosted by the Ministry of the Environment of Brazil and CEBDS, with support from DEFRA, MMA, and CEBDS member companies: Natura Cosméticos; Companhia Vale do Rio Doce (CVRD); and Petróleo Brasileiro (Petrobras).

Approximately 95 experts from business, civil society and government participated in the meeting. Although participation was regionally diverse, a greater proportion of participants was Brazilian due to the location of the meeting, the relevance of the business and biodiversity nexus in Brazil and Brazil's role as host country for the eighth meeting of the Conference of the Parties (COP) of the CBD in March 2006. Participants were selected by the organizers, taking into account the participants' demonstrated expertise and experience, as well as regional diversity. A list of participants is included in Annex A.

This report of the meeting is divided into three main sections: an introduction (Section I); a synopsis of the meeting proceedings (Section II); a summary of the discussion in working groups (Section III); and a summary of key issues across working groups (Section IV). The outcomes of this meeting will be made available to the Conference of the Parties of the CBD at its next meeting (20-31 March 2006, Curitiba, Brazil) and it is hoped that many of the ideas will be taken forward by participants and others through ongoing and new initiatives or partnerships and, where appropriate, through the CBD.

II. SUMMARY OF PROCEEDINGS

This section provides a brief chronology of the meeting and summary of the key presentations.

¹ In 2002, the Conference of the Parties adopted a Strategic Plan for the Convention, which included a target to achieve, by 2010, a significant reduction in the current rate of biodiversity loss as a contribution to poverty alleviation and to the benefit of all life on earth. This target was subsequently endorsed by Heads of State at the World Summit on Sustainable Development and the United Nations General Assembly.

Session 1: Opening of the Meeting (Chair: Braulio Dias, MMA)

The meeting was opened by João Paulo Capobianco, Secretary of Biodiversity and Forests of the Ministry of the Environment of Brazil, who thanked the organizers and sponsors, and noted the appropriateness of addressing business engagement of biodiversity-related issues in South America's largest industrial, financial and commercial center and in the host country of the next Conference of the Parties of the CBD. He outlined some of the key environmental challenges faced by Brazil, including the collapse of fisheries, deforestation and invasive alien species, and emphasized the importance of, and the Brazilian government's commitment to, working with industry and civil society to address such challenges and to achieve the 2010 target.

The opening was followed by introductory comments by all other organizers of the meeting. David Cooper (CBD Secretariat) drew attention to the findings of the Millennium Ecosystem Assessment, indicating that continued biodiversity loss and degradation of ecosystem services is compromising the global community's ability to achieve both the goals and objectives of the CBD as well as the Millennium Development Goals, and stressed the importance of involving all stakeholders, including business and non-environment ministries, in the implementation of the Convention. Glenys Parry (DEFRA) noted business' keen willingness to engage biodiversity-related issues and the need to convert that willingness into action at the São Paulo meeting. She also highlighted the UK ministerial commitment to the Business and the 2010 Biodiversity Challenge process.

Fernando Almeida (CEBDS) stated that business cannot function in an unbalanced ecosystem, outlined the business case for biodiversity and stressed the need for open and transparent cooperation amongst business, government and civil society. He also called for strong business involvement in COP-8. Kerry ten Kate (Insight Investment) introduced Insight Investment, noting its interest in strengthening the business case for biodiversity and business engagement of biodiversity-related issues as a means of securing financial returns. She highlighted the need for a practical policy framework for engagement. Joshua Bishop (IUCN) provided a brief introduction to IUCN. He discussed the rationale for engaging business and the need to explore a variety of concrete options for business engagement during the meeting.

Meeting participants briefly introduced themselves.

Session 2: Setting the Scene (Chair: Glenys Parry, DEFRA)

Presentations by David Cooper, Kerry ten Kate and Alexandra Baillie (CBD Secretariat) elaborated on information from the background documents of the meeting to set the scene for discussion (see Annex C for a list of background documents for the meeting).

David Cooper gave a brief outline of the objectives, structure, and work of the Convention on Biological Diversity, highlighting the 2010 target and tools developed under the Convention that may be of relevance to business. He explained the rationale for strengthening business engagement in the implementation of the CBD, citing the findings of the Millennium Ecosystem Assessment report: Opportunities and Challenges for Business and Industry, and provided a brief introduction to the Business and the 2010 Biodiversity Challenge initiative. Finally, he noted some of the key outcomes of the CBD Ad Hoc Open-ended Working Group on Review of Implementation of the Convention (5-9 September 2005, Montreal), which welcomed the Business and the 2010 Biodiversity Challenge initiative and suggested that further work be undertaken to develop a number of tools to strengthen business engagement in the implementation of the Convention.

Kerry ten Kate described the links between biodiversity and business, noting that for some companies biodiversity may not appear important, while for others, it is clearly a strategic issue. She highlighted components of the business case for biodiversity, emphasizing the key issues of relevance to companies with direct or supply chain footprints, companies using genetic resources, and the financial services sector. She explored how biodiversity risk could influence a company's license to operate, as well as its access to natural resources, capital and insurance, markets, and human capital, and lead to new market opportunities. She identified the drivers of the business case as: laws and policy interventions; liability and risk; consumer behavior; and societal expectations, and highlighted the need to strengthen the business case in the short-term in order to demonstrate the relevance of biodiversity to business.

Alexandra Baillie outlined the outcomes of the Business and the 2010 Biodiversity Challenge meeting in London. She identified a number of ways and means of raising awareness about the relevance of biodiversity to business and the business case for biodiversity, developing or leveraging existing tools for good practice, and promoting the scaling-up of good practice as key outcomes. She noted actions that could be taken by Parties to strengthen business engagement in the formal CBD process, such as including business representatives on national delegations to CBD meetings. She outlined the objectives of the São Paulo meeting, emphasizing the need to build on the outcomes of the London meeting to develop concrete initiatives, tools, mechanisms or partnerships for strengthening business engagement in the implementation of the Convention. She also described the specific objectives of the four working groups that would meet during the meeting.

The presentations were followed by questions and clarifications.

Session 3: Identifying and Developing Measures for Private Sector Engagement and Action: Discussion in working groups

Four working groups met to address strengthening engagement in the implementation of the Convention of: (1) industries with a direct impact on biodiversity; (2) industries with an impact on biodiversity through their supply chains; (3) industries dealing with access and benefit-sharing; and (4) the financial services sector. The groups were tasked with identifying and developing concrete initiatives, tools, mechanisms or partnerships to enhance engagement of their particular industry group in the implementation of the Convention. They were asked to consider two questions in particular: (1) what can business do, individually, collectively, and through multi-stakeholder partnerships, to contribute to the CBD objectives; (2) and what can be done through CBD processes to facilitate such contributions?

The working groups met in the afternoon of Thursday, 3 November and during the day on Friday, 4 November. During two short plenary sessions, one at the beginning and one at the end of the day on Friday, 4 November (chaired by Joshua Bishop and Glenys Parry respectively), working group chairs reported on progress. Based on these reports, participants agreed to meet in working groups on the morning of Saturday, 5 November to further refine their outcomes instead of addressing cross-cutting issues as outlined in the agenda.

Working Group I was chaired by David Richards of Rio Tinto and had approximately 23 participants (see Annex B for a list of participants). It began with a discussion on interests, expectations and ideas for strengthening business engagement. General discussion was followed by a presentation on biodiversity offsets by Assheton Carter (Conservation International) and a presentation on biodiversity benchmarks by Kerry ten Kate. After further discussion, the group

split into two sub-working groups, one on best practice guidance and one on planning issues. The sub-working groups reunited to produce a joint set of outcomes.

Working Group II was chaired by Fernando Almeida and had approximately 26 participants (see Annex B for a list of participants). It began with four presentations: (1) Marcello Brito (Agropalma) presented on the Roundtable on Sustainable Palm Oil (RSPO) Principles & Criteria for Sustainable Palm Oil Production; (2) Juan Marco Alvarez (SalvaNATURA) presented on Rainforest Alliance's Sustainable Agriculture Network; (3) Mario Mantovani (SOS Mata Atlantica) presented on Forest Stewardship Council Certification; and (4) Ana Cristina Barros (The Nature Conservancy - Brazil) presented on soybean certification. A general discussion on ways and means of strengthening engagement of supply chain companies followed. The group then split into three sub-working groups, which developed outcomes on: biodiversity criteria and standards; good practice guidance; and certification and labeling.

Working Group III was chaired by Jorge Cabrera from the University of Costa Rica. It had approximately 17 participants (see Annex B for a list of participants) and began with a presentation on the ABS provisions of the CBD and the Bonn Guidelines to Access to Genetic Resources and the Fair and Equitable Sharing of the Benefits Arising out of their Utilization given by Alwin Kopse (Syngenta). A general discussion on the CBD provisions ensued, followed by a presentation by the Chair on an ABS management tool. The group then continued discussion on how to facilitate business engagement with ABS-related issues.

Working Group IV was chaired by Joshua Bishop and Isaura Frondizi (Brazilian Foundation for Sustainable Development (FBDS)) and had approximately 22 participants (see Annex B for a list of participants). It began with a presentation on the International Finance Corporation's Policy on Social and Environmental Sustainability and Performance Standards from Mauricio Athié (IFC) and a presentation on integrating biodiversity into investment decisions by Annelisa Grigg (Fauna and Flora International) followed by a general discussion on biodiversity and finance. The group then divided into two sub-working groups, one on mainstreaming biodiversity in the financial services sector (through reporting, benchmarks, safeguards and strengthening on-going work) and one on innovative biodiversity financing mechanisms. The sub-working group on innovative financing mechanisms heard a presentation on the proposed timber futures market by John Landers (Zero Tillage Farmers' Association from the Cerrado Region (APDC)), and also attended Assheton Carter's presentation on biodiversity offsets in Working Group I. After further discussion, the sub-working groups reunited to develop a document on joint outcomes.

Session 4: Way Forward (Chair: Glenys Parry, DEFRA)

David Cooper outlined the steps that would be taken to develop the report of the meeting, indicating that it would be circulated to all organizers and then to participants for comment. He indicated that the report would be made available to COP-8 as an information document. He noted that the recommendations of the Working Group on Review of Implementation of the Convention and the outcomes of the London and São Paulo meetings would be drawn upon during the development of the official pre-session document on private sector engagement in the implementation of the Convention for COP-8, and that the COP-8 decision on private sector engagement would define the direction of future work of the CBD in this area. Finally, he conveyed his hope that business engagement would be one of the key themes of side events at COP-8 and that the ministerial segment would help to increase political support for such engagement and for inter-sectoral dialogue, as a contribution to achieving the 2010 target.

Braulio Dias (MMA) summarized in broad terms the outcomes of what he concluded was a very successful meeting with broad participation and a number of concrete proposals for strengthening business engagement in the implementation of the Convention. He listed a few of the key outcomes from each working group and declared COP-8 an important opportunity to mobilize the private sector to engage in the CBD. There was insufficient time for detailed review of the recommendations by each of the working groups.

The organizers then gave their final remarks, thanking Brazilian Minister of the Environment Marina Silva, the other organizers, and the sponsors of the meeting. David Cooper invited others to further promote the outcomes of the meeting at COP-8. Secretary Capobianco noted the importance of making business engagement in the implementation of the Convention a key issue at COP-8 and the need to ensure that the outcomes of the meeting are disseminated throughout the Ministry of Environment of Brazil. Fernando Almeida raised the issue of how to best work together to turn commitments into results at COP-8. Joshua Bishop stated that the key question was not whether to engage business, but how to do it and that IUCN hoped to continue to support the Business and the 2010 Biodiversity Challenge initiative. Kerry ten Kate highlighted the importance of building trust amongst business, civil society and government, mainstreaming biodiversity in government and further developing the business case for biodiversity. Finally, Glenys Parry reiterated the UK's support for the initiative and introduced Minister Marina Silva.

Minister Marina Silva thanked the organizers, the Ministry of Foreign Affairs of Brazil, and the sponsors of the meeting, and outlined progress towards to organization of COP-8. She noted the challenge of implementing the three objectives of the Convention and indicated that under President Luiz Inacio Lula da Silva, the Brazilian government was facing those challenges by working with civil society, with business and with respect to local communities. She highlighted some of the ongoing biodiversity-related initiatives in Brazil, including a new law on access and benefit-sharing, a multi-stakeholder National Biodiversity Commission and preparatory meetings for COP-8 in several sectors. Minister Silva emphasized the need to engage business in order to achieve the 2010 target and noted the possibility of having an exhibition, side events and a multi-stakeholder high-level segment on business engagement. She confirmed that the outcomes of the Business and the 2010 Biodiversity Challenge meeting would not only be useful in international fora, but would also be important for programs in the Ministry of the Environment. In closing the meeting, she stressed the importance of working together to leave a positive legacy for the next generation.

On the afternoon of Saturday, 5 November, participants were invited to visit the production site of Natura Cosméticos, a São Paulo based cosmetics company, as well as the Mercado Floresta (forest market), a fair of forest products organized by Friends of the Earth and its partners.

III: SUMMARY OF DISCUSSION IN WORKING GROUPS

This section contains a summary of the key observations and outcomes of each of the four working groups. These should not be seen as formal recommendations but a collection of generally agreed ideas for strengthening business engagement.

Working Group I: Industries with a direct footprint on biodiversity

Working Group I aimed to strengthen engagement of industries with a direct footprint on biodiversity by defining ways and means of:

- (a) Raising awareness about the relevance of biodiversity to business and the business case for biodiversity;
- (b) Promoting best practice; and
- (c) Integrating land and resource use planning at the national level.

The Working Group identified some key issues for consideration (Section A), as well as some potential tools and initiatives for further development (Section B).

A. General Observations

- There are multiple ways in which business can support the goals and objectives of the Convention, even if it is not always actively engaged in the CBD process.
 - Companies should be encouraged to:
 - Define a clear strategy on biodiversity, in line with the goals and objectives of the CBD;
 - Define a management system that reflects biodiversity commitments; and
 - Operationalize biodiversity commitments.
- The following could help to promote good practice:
 - Improved accessibility of biodiversity information to business.
 - Incentives for good practice (e.g. mechanisms for disclosing or publicizing practices).
 - Transfer of technologies that support good practice.
 - A collection of (independently verified) case studies on good practice from different industries with direct impacts on biodiversity, acknowledging both successes and challenges to build trust among business, government and civil society.
 - Sector-specific good practice guidelines. Where good practice guidelines already exist, there is a need to align them with the goals and objectives of the CBD.
 - Further guidance on how industry should cooperate with indigenous and local communities when operating on or near their lands, including by applying the principle of free prior informed consent would help to guide business practice.
 - Further work on the internalization of externalities related to biodiversity.
- Developers of new projects could commit to ‘no net loss’ of biodiversity. Tools to achieve this objective and to assist companies improve performance more broadly should be developed and used throughout the project lifecycle, starting at the planning stage.
 - Biodiversity offsets are one tool for achieving biodiversity gains. Future work on offsets should proceed bearing in mind the following considerations:
 - Biodiversity offsets should be considered only after all prevention/mitigation measures have been exhausted.
 - Biodiversity offsets do not confer the right or provide the justification to proceed with projects that will have unacceptable impacts on biodiversity.
 - Biodiversity offsets should comply with national and international laws.
- Guidelines, recommendations and/or training programs for government are needed to encourage and assist policy-makers to effectively engage business and to increase the impact of such engagement.
- Mainstreaming biodiversity into economic sectors and ministries is a key challenge.

- All relevant ministries and stakeholders should be engaged in the development of national biodiversity strategies and action plans (NBSAPs).
- Biodiversity considerations and priorities should be integrated into sectoral and/or regional strategies, including planning strategies;
- Different sectoral and national strategies related to biodiversity should be aligned (e.g. National Strategies for Sustainable Development (NSSDs) and Poverty Reduction Strategy Papers (PRSPs)).

B. Potential Tools and Initiatives

1. Disseminate information on the links between biodiversity, climate change and business through the CBD clearing-house mechanism in order to raise business awareness.
 - Action: The CBD Secretariat to invite organizations to contribute information through the clearing-house mechanism on the links between biodiversity, climate change and business.
2. Encourage companies to align their policies with the goals and objectives of the CBD.
 - Action: COP to invite companies to develop and publish board approved policies on biodiversity that are aligned with CBD goals and objectives.
3. Promote information exchange on the status and trends of biodiversity to facilitate baseline development and enable more accurate measurement of biodiversity.
 - Action: COP to encourage Parties and business to share information on biodiversity status and trends, including through initiatives like those of UNEP-WCMC² and the Conservation Commons³, as a contribution towards the 2010 target and the objectives of the CBD.
4. Create a database of best practice guidance for industries with a direct footprint on biodiversity.
 - Action: Conservation International (CI) and the CBD Secretariat to gather best practice guidance and the CBD Secretariat to disseminate such guidance through the clearing-house mechanism.
5. Explore mechanisms for sustainable intensification of agricultural land-use and use of degraded lands, thereby alleviating pressure on ecosystems. For example, by using practices and technologies such as leaving crop residue, environmentally sound herbicides, and high-yield crops on fallow land, yields can be sufficient to meet demand; however, incentives are needed to encourage these practices, as clearing new land is often cheaper.
 - Action: Zero Tillage Farmers' Association from the Cerrado Region (APDC) to promote land-use intensification technologies and technologies for the use of degraded lands through workshops in Brazil, and to provide information on such technologies at a side event at COP-8.
6. Consider the potential for creating a long-term (15-20 years) futures market for tropical timber as an incentive for reforestation and to slow further extraction. It was argued that this would allow institutions and individuals to invest in small-farmer reforestation projects that might,

² The UNEP World Conservation Monitoring Centre was established in 2000 as the world biodiversity information and assessment centre of the United Nations Environment Programme. It aims to promote wiser decision-making by providing information on the conservation and sustainable management of the living world (<http://www.unep-wcmc.org>).

³ The Conservation Commons is a joint initiative between conservation organizations and research institutions to “ensure open access and fair use of data, information, knowledge, and expertise on the conservation of biodiversity for the benefit of the global conservation community and beyond” (<http://www.conservationcommons.org>).

eventually, out-compete the logging of native forest and, in the long run, generate a financial disincentive to log new areas.

- Action: Zero Tillage Farmers' Association from the Cerrado Region (APDC) to develop this idea in consultation with the futures market in São Paulo, and to provide information on such a mechanism at a side event at COP-8.

7. Expand the application of the biodiversity benchmark developed by Insight Investment⁴ to a larger number of companies and, eventually, beyond extractive industries. A broader group could expand the application of the benchmark, and identify opportunities for widening its use by investors, by civil society and in other measures of environmental management practices, such as the Global Reporting Initiative (GRI)⁵.

- Action: Insight Investment and Fauna and Flora International (FFI) to further develop and apply the benchmark in consultation with other interested organizations e.g. the CBD Secretariat, CI, the IUCN Commission on Environmental, Economic and Social Policy (CEESP) and other commissions or programs within IUCN.

8. Review the effectiveness of integrated planning approaches for landscape-level planning.

- Action: IUCN, government, business and others to support the UNESCO landscape-level planning initiative⁶ by:
 - Assessing practices across the world, including approaches such as Strategic Environmental Assessments (SEAs), risk assessments, and citizens' councils.
 - Exploring options for strengthening stakeholder engagement in planning processes.
 - Exploring options for the integration of sectoral strategies relevant to biodiversity.
 - Identifying and sharing best practice.
 - Disseminating relevant biodiversity-related information.
 - Ensuring that environmental services are recognized in planning processes and, where necessary, further defined and explained using information such as the Millennium Ecosystem Assessment.

Hold a side event at COP-8 to share experiences with, and approaches to, landscape-level planning, citing examples of good practice from countries such as Australia, Brazil, Canada, and New Zealand. Conduct workshops on best practice between COP-8 and COP-9.

9. Strengthen involvement of economic and social ministries in the development and implementation of national biodiversity strategies and action plans (NBSAPs).

- Action: The CBD Secretariat to include the involvement of all relevant ministries and stakeholders in the development and implementation of NBSAPs in the following items for consideration at COP-8: (a) The outline of issues to be addressed by the in-depth review of NBSAPs; and (b) The proposal on the form and scope of guidance for the development and implementation of NBSAPs.

⁴ See Insight Investment, 2004. *Protecting shareholder and natural value. Biodiversity risk management: towards best practice for extractive and utility companies.*

⁵ A multi-stakeholder platform launched in 1997, the Global Reporting Initiative (GRI) has developed the *de facto* standard for Sustainability Reporting. To date, over 700 organizations use the 2002 version of the GRI Sustainability Reporting Guidelines. In addition to the generic Guidelines, a number of 'sector supplements' have been developed (e.g. financial services, mining and metals, tour operators). The third generation of the Guidelines is scheduled for release in mid 2006.

⁶ In March 2004, UNESCO convened a meeting of several interested organizations, including the Cambridge Centre for Conservation Policy, the International Council on Mining and Metals (ICMM) and IUCN to discuss a Landscape Level Planning (LLP) initiative. The outcome of that meeting was support for the initiative from a variety of sectors including conservation organizations and industry groups. The aim of the project is to promote, "by means of research, advocacy and the development of models and examples, the wider application of LLP in decisions on the use of land for conservation and development, in keeping with the principles of sustainable development".

- Action: The CBD Secretariat to include information on how Parties have engaged different ministries in the development and implementation of NBSAPs in the guidelines for the fourth national reports for consideration at COP-8.

10. Take action to strengthen compliance with national and international laws to protect biodiversity.

- Action: Business to call for a common government framework to align policies and initiatives across different ministries and agencies.
- Action: The CBD Secretariat to collaborate with other conventions and bodies to investigate ways and means of strengthening enforcement of national and international laws, including mechanisms for dispute resolution and sanctions for breaches of law related to biodiversity.

Working Group II: Industries that impact biodiversity through their supply chains

Working Group II explored three main issues: (a) Biodiversity criteria and standards: Basic biodiversity criteria that can be integrated into company policies, provide the basis for good practice guidance or be integrated into existing good practice guidance; (b) Good practice guidance: What is needed? Into what existing guidance can biodiversity be better integrated? How can this be done? (c) Certification and labeling: What existing certification schemes could more adequately reflect biodiversity? Through what process can biodiversity be integrated into these schemes?

General observations of the working group and potential tools and initiatives to strengthen engagement of industries with an impact on biodiversity through their supply chains in the implementation of the Convention are listed below.

A. General Observations

- Companies should reaffirm and report on the implementation of their commitments to mechanisms such as the Equator Principles⁷ and the OECD Guidelines for Multinational Enterprises⁸.
- In order to facilitate business engagement in the implementation of the Convention:
 - Awareness about the importance of biodiversity to business and society needs to be raised within the business community.
 - Unlike for climate change, the status and trends of, and impacts of specific activities on, biodiversity are difficult for business to predict and quantify.
 - Business needs to know where to find relevant information.
 - Parties need to respond to their obligations under Article 6(b)⁹ and to the various COP decisions calling for inter-ministerial coordination for CBD implementation.

⁷ The Equator Principles are a set of environmental and social requirements - based on IFC safeguard policies and guidelines - that a range of financial institutions adopted in 2003 for project financing above USD 50 million (<http://www.equator-principles.com/>).

⁸ The Guidelines for Multinational Enterprises, originally developed in 1976 by the Organisation for Economic Co-operation and Development (OECD) provide voluntary principles and standards for responsible business conduct (including employment and industrial relations, human rights, environment, information disclosure, competition, taxation, and science and technology) They can be downloaded from: http://www.oecd.org/about/0,2337,en_2649_34889_1_1_1_1_1,00.html.

⁹ Article 6(b) states that “each Contracting Party shall, in accordance with its particular conditions and capabilities: Integrate, as far as possible and as appropriate, the conservation and sustainable use of biological diversity into relevant sectoral or cross-sectoral plans, programmes and policies”.

- Business needs consistent advice and guidance from different sectors of government.
 - Relationships between business and different sectors of government need to be streamlined and transaction costs reduced.
- The connection between good practice and the goals and objectives of the CBD, including the 2010 target, needs to be emphasized and strengthened.
- Consumers can play an important role in driving good practice in supply chains; thus, awareness about the impacts of production processes on biodiversity should be raised.
- The entry point for influencing the supply chain is through major traders and processors that can promote good practice among their suppliers.
- There is a need for further discussion on how to encourage small and medium-sized enterprises (SMEs) to follow good biodiversity practice and support SMEs producing environmentally-friendly products, as most initiatives focus on multinational companies.
- Certification and labeling schemes give consumers assurance that production processes reflect good practice.
 - Questions of whether certification is a disguised barrier to trade are best avoided by emphasizing its use as a voluntary tool for increasing consumer awareness and choice.
 - In order to maintain the credibility of certification schemes and prevent “greenwashing”, the following is needed:
 - More rigorous certification systems and requirements;
 - More strict advertising standards councils;
 - Better capacity of NGOs and consumer groups to verify compliance.
 - Companies need to ensure that the claims they make with regard to good practice and certification are valid to ensure long-term benefits from certification.
- The CBD should welcome, endorse and/or build on existing supply chain initiatives.
- There may be value in creating a private sector working group within the CBD to address the linkages between the goals and objectives of the CBD and business practice. Alternatively, business could be encouraged to participate more actively in existing CBD working groups and meetings.

B. Potential Tools and Initiatives

1. Increase business’ understanding of biodiversity, its relevance to business, its relevance to society and the need to conserve and use it sustainably in order to inform strategic decision-making.
- Action: Private sector organizations, such as sector/commodity-specific associations (e.g. the Roundtable on Sustainable Palm Oil) and global (e.g. WBCSD), regional and national (e.g. CEBDS) organizations to distribute, and discuss with their membership, the Millennium Ecosystem Assessment (MA)¹⁰, information on the CBD (objectives, thematic and cross-cutting work programmes, relevant guidelines) and other information that will help companies to understand the medium to long-term implications of biodiversity loss for their productivity and integrate biodiversity into their strategic planning processes.

¹⁰ The Millennium Ecosystem Assessment (MA) is an international work program developed over 2001-2005 to “meet the needs of decision makers and the public for scientific information concerning the consequences of ecosystem change for human well-being and options for responding to those changes”. It produced several reports and, in particular, a Business and Industry Synthesis Report which can be downloaded from: <http://www.millenniumassessment.org>.

- Private-sector/civil society/CBD partnerships to repackage the MA analysis and recommendations into training material for business audiences and fact sheets on biodiversity linkages with key industries to be disseminated through industry associations and economic ministries.
- Private sector organizations to use such awareness-raising activities as a lever for the development and/or review of good practice guidelines;
- Action: Integrate biodiversity into business education and training through the Global Initiative on Communication, Education and Public Awareness of the CBD, for example by incorporating biodiversity into the MBA curriculum, developing targeted short courses on biodiversity for executives, integrating biodiversity components into basic training for relevant state agencies, such as agricultural extension agencies, SME support agencies, etc.

2. Conduct an inventory and assessment of existing biodiversity standards and criteria, including those used in good practice guidance and certification schemes, and compare them with the CBD goals and objectives with a view to identifying common elements and gaps. Develop a compendium of biodiversity criteria, which can provide the basis for good practice guidance and certification and labeling schemes.

- Action: The CBD Secretariat or an ad hoc technical expert group, in collaboration with relevant institutions, to inventory and compare existing biodiversity principles, criteria, good practice guidance and certification schemes to identify key biodiversity criteria in line with the goals and objectives of the CBD, and to report to COP-9. Parties to integrate criteria into national policies and strategies. The CBD Secretariat, in collaboration with others, to work with relevant institutions to integrate biodiversity criteria into good practice guidance and certification schemes in conjunction with actions defined under paragraphs 3 and 4 below.

3. Increase awareness of existing good practice. Collect existing good practice guidance and examples of good practice (verify good practice where necessary), including industry-specific initiatives. Align good practice guidance such that it is mutually supportive and reflects both the basic biodiversity criteria identified through the process outlined in paragraph 2 above, and the goals and objectives of the CBD, specifically the 2010 target. Incorporate good practice guidelines into national legal regimes and operational practices. Involve agencies with specific capacity building, legal development, training and or knowledge management mandates and skills.

- Action: The CBD Secretariat, meeting organizers, business and industry or others to hold a side event at COP-8 to share examples of good practice in business, government and civil society, facilitate the collection of existing guidance and address how to better link it with the CBD and promote its use. These issues could also be addressed in the high-level segment at COP.
 - COP-8 to invite the participation of private sector associations, relevant international organizations and financial institutions in the promotion of good practices and to establish a process to identify actors and existing guidelines and examples of good practice, analyze guidelines and examples, and encourage the development of guidelines for specific sectors or commodities where they are lacking, and report to COP-9.
 - COP-9 to provide guidance to Parties on identifying and reaching out to relevant sectors and industries to promote good practice, the role of national development banks in promoting good practice, providing good practice guidance to business at the national level, providing guidance to national capacity development institutions (e.g. agricultural extension agencies, business support agencies) and applying good practice guidelines.

4. Develop a biodiversity certification ‘gold’ standard that could be used to identify certification schemes that reflect good biodiversity practice. There are many existing certification schemes, but none fully reflect the goals and objectives of the CBD. The gold standard should:

- Reflect the ecosystem approach (it could draw on ongoing work on agriculture and biodiversity);
 - Involve independent, third party verification; and
 - Be appropriate and affordable for smaller producers through, for example, group certification or community certification (e.g. the FSC Small and Low Intensity Managed Forests (SLIMF) initiative¹¹).
- Action: COP-8 to initiate a process to consider the development of a biodiversity certification ‘gold’ standard.
 - Between COP-8 and COP-9, the CBD Secretariat to work with certifiers, accreditation bodies and other key stakeholder organizations (e.g. IFOAM, FLO, ISEAL, SAN, FSC¹², industry roundtables, consumer associations, etc.) to gather and review existing certification schemes as a contribution to the development of basic biodiversity criteria as outlined in paragraph 2 above, and to determine the feasibility of and a proposal for a biodiversity certification ‘gold’ standard.
 - COP-9 to consider a proposal for a biodiversity certification ‘gold’ standard and encourage Parties to adopt “truth in advertising” regulations for biodiversity certification, as is often done for organic products.

5. Encourage companies to undertake an analysis of their impact on biodiversity through their supply chains and share experiences.

- Action: Hold a side event at COP-8 at which companies with experience with supply chain impacts on biodiversity would present case studies and share experience with other enterprises to facilitate awareness raising and knowledge sharing.

6. Include supply chain linkages to biodiversity in environmental management plans.

- Action: The CBD or a multi-stakeholder partnership to identify existing, or develop, guidelines on reflecting supply chain linkages to biodiversity in environmental management plans, and disseminate those guidelines. Such guidelines should:
 - Be linked to the CBD goals and objectives;
 - Be linked to existing industry standards, such as ISO 14001¹³;
 - Be linked to companies’ management systems;
 - Describe basic methodologies for identifying biodiversity linkages in supply chains; and
 - Provide criteria for risk prioritization.

7. Explore the opportunities for, and challenges of, sharing the cost of good practice along the supply chain.

- Action: Hold a side event at COP-8 to raise awareness about and address cost-sharing along the supply chain. Invite representatives from all parts of the supply chain to attend.

¹¹ Through the Small and Low Intensity Managed Forests (SLIMF) initiative, the Forest Stewardship Council (FSC) has worked to “find and implement practical solutions to the problems faced by small forest operations and low intensity forest operations in accessing and retaining FSC forest management certification” For more details, visit <http://www.fsc.org/slimf/>.

¹² See Annex D for a list of Acronyms.

¹³ ISO 14000 is a family of environmental management standards and guidelines modeled on the early ISO 9000 family that focuses on quality management (www.iso.org).

8. Support small and medium-sized enterprises producing environmentally-friendly products. In all countries, there is a multiplicity of small producers (individuals, families, cooperatives and SMEs) of environmentally-friendly products. Generally speaking, they have little access to financial or technical support; however, there are some micro-initiatives taking place, quite often through NGOs. There is a need to: (a) identify these initiatives and products (independent verification may be necessary to minimize risk of loss of investment and of biodiversity); (b) build supply chains for them; and (c) scale up production, while ensuring products continue to be environmentally-friendly.

- Action: COP to consider this issue and encourage Parties to:
 - Inventory ongoing initiatives to support SMEs producing environmentally-friendly products.
 - Identify current actors (e.g. producers, support agencies from civil society and government).
 - Identify actors that need to be involved in supporting SMEs (e.g. government agencies and financial institutions) and ways and means of engaging them.
 - Encourage and facilitate the development of supply chains for placing products on sub-national, national or international markets.

Parties to report on their experience either through case studies or national reports.

- Action: Private sector organizations and NGOs to develop partnerships at local and national levels to support producers of environmentally-friendly products and develop sustainable supply chains.
- Action: Larger companies or associations to develop supportive relationships with SME producers of environmentally-friendly products and to transfer business skills and relevant technical and operational advice.

9. Use public procurement mechanisms to promote better biodiversity performance in the supply chain.

- Action: The CBD Secretariat, in cooperation with relevant non-governmental and international organizations, to identify existing, or develop general guidelines on integrating biodiversity into public procurement policies. Such guidelines should be based on the basic biodiversity criteria defined through the process in point 2 above and should include:
 - Identification of the most critical target products and biodiversity issues;
 - Consideration of biodiversity-relevant government policies and procedures; and
 - Identification of commodity-specific criteria.

Working Group III: Industries dealing with access and benefit-sharing

Working Group III was tasked with assessing (1) what business could do, alone or in partnership, to promote the implementation of the Convention's provisions on access and benefit-sharing (ABS) and the Bonn Guidelines¹⁴; and (2) what the CBD could do to facilitate business compliance with the Convention's provisions on ABS. The group made a number of general observations (Section A) and suggested some specific tools for building trust and encouraging business compliance with the ABS Provisions in the CBD and the Bonn Guidelines (Section B).

A. General Observations

- Trust between, and confidence in, providers and users of genetic resources need to be further developed. Transparency is critical to building trust.

¹⁴ <http://www.biodiv.org/programmes/socio-eco/benefit/bonn.asp>

- Clear and stable regulatory frameworks for ABS (e.g. national policies, rules and regulations) need to be developed to enable long-term planning and facilitate compliance with ABS provisions. Such frameworks should balance the interests of all stakeholders.
- A clear understanding of, and stability in value aggregation for genetic resources used in production is critical to facilitating fair and equitable returns to providers.
- Business needs to develop new skills (e.g. interacting with local and indigenous communities) in order to promote mutual cooperation and enhance informed decision-making and stakeholder participation in ABS.
- Stakeholder awareness of the connection between Article 15 of the CBD on ABS and the Bonn Guidelines needs to be improved.
- Consumer awareness of ABS requirements and company performance with regard to those requirements needs to be raised to encourage further compliance and best practice.

B. Potential Tools

1. Information tools: Up-to-date information on regulatory frameworks, accredited providers and users of genetic resources, permits granted, existing codes of conduct and ABS management tools and other relevant information should be made available through the clearing-house mechanism (CHM) of the CBD.

- Action: The CBD Secretariat to update the CHM with information on ABS legislation, links to national websites, existing management tools and other relevant information from ABS focal points and others on an annual basis.

2. Workshops on the ABS provisions and tools of the CBD: Governments and/or business could organize workshops to present and discuss the ABS provisions of, and tools developed by, the CBD, and suggest ways and means for business to implement them.

- Action: COP to invite industry associations and governments or regional groups to organize regional or sub-regional workshops with broad participation. The Secretariat to bring this experience together at an international workshop to assess progress and identify lessons learned. Results of the workshop could be compiled in an information document for COP-9.

3. Management tools, codes of conduct, and sector-specific guidelines: These tools need to be developed in partnership with all stakeholders to ensure they are viable and adequately reflect ABS provisions.

- Action: Parties to encourage business to participate in the development of, and to implement, such tools.

4. Capacity-building in provider countries: Business could support capacity-building in provider countries, particularly among SMEs, as a means of benefit-sharing.

5. Certification schemes: Integrating compliance with ABS provisions into existing certification schemes.

6. Disclosure of origin in patent applications: Patent offices could require disclosure of the origin of genetic resources and associated traditional knowledge as a condition for receiving patent applications as a means of ensuring compliance with prior informed consent (PIC). There were divergent views on the viability and effectiveness of this approach.

7. Control mechanisms: Business and government should assess existing contractual arrangements and monitoring and enforcement mechanisms, such as joint monitoring, that have

proven effective in other areas, and determine whether they can be integrated into ABS processes, such as mutually agreed terms (MATs).

- Action: UNU and/or ICC to undertake a study on control mechanisms and present the results to a small multi-stakeholder workshop and/or submit them in an information document to the ABS Working Group of the CBD and to COP-9.

Working Group IV: Financial Services Sector

Working Group IV explored (1) ways to mainstream biodiversity in the financial services industry (e.g. encouraging uptake of biodiversity ‘best practice’, integrating biodiversity performance indicators into ‘sustainability’ stock market indices) and (2) potential new financing instruments for biodiversity (e.g. national and international tax and subsidy reform, biodiversity offsets, and other market-based mechanisms intended to make biodiversity conservation and sustainable use more profitable).

The Working Group identified a set of general principles and observations to guide future work in this area (Section A); listed a number of potential tools and initiatives to be further refined over the course of the coming months (Section B); and made specific suggestions to the CBD Secretariat (Section C).

A. General Principles and Observations

1. In order to engage the financial sector in biodiversity issues and also develop new conservation financing instruments there is a need to:

- Establish the value of biodiversity assets and associated ecosystem services;
- Develop appropriate metrics and indicators of biodiversity in order to define a baseline of biodiversity status and trends;
- Express the case for biodiversity in terms that are meaningful to financiers;
- Develop relevant biodiversity criteria that are in line with the CBD goals and objectives;
- Develop positive incentives to encourage engagement;
- Increase communication on biodiversity issues between the finance sector and government;
- Ensure that equity considerations are addressed by any new mechanisms; and
- Strengthen environmental governance generally.

2. Embedding biodiversity into existing finance mechanisms, policies, guidelines and tools

- A better understanding of current policies, tools and practices within the financial sector, as they relate to biodiversity, is required.
- As each sector has a different impact on biodiversity, it may be necessary to develop standards and guidelines for each of them; however, there is a need for a common standard and approach.
- Without clear biodiversity guidelines, it is difficult to assess ‘bio-risks’. It would be useful to better integrate biodiversity issues into current tools, such as sustainability reporting (GRI), project financing (Equator Principles), and sustainability indices (e.g. DJSI¹⁵, FTSE4Good¹⁶ IBOVESPA¹⁷).

¹⁵ The Dow Jones Sustainability Indexes, launched in 1999, were the first "global indexes tracking the financial performance of the leading sustainability-driven companies worldwide" <http://www.sustainability-index.com>).

¹⁶ The FTSE4Good index was launched in 2001 to measure the performance of companies that meet globally recognized corporate responsibility standards, and to facilitate investment in those companies (<http://www.ftse.com/ftse4good/index.jsp>),

¹⁷ IBOVESPA or the Bovespa Index is the main indicator of the Brazilian stock market’s average performance (<http://www.bovespa.com.br/indexi.asp>).

- Sustainability standards need to be expanded beyond project financing (as with the Equator Principles).
- Social and environmental criteria should be integrated into central bank ratings.
- Attention should be given to adding value to existing platforms, such as the UNEP Finance Initiative¹⁸ and the Equator Principles.

3. Market-based mechanisms for biodiversity

- When developing new market-based mechanisms for financing biodiversity, there is a need to:
 - Link any new proposals to the body of relevant CBD decisions and initiatives, particularly on incentive measures;
 - Identify potential buyers and sellers of biodiversity assets;
 - Define the full range of sellers who are focused on protection, maintenance and restoration of biodiversity, including private companies;
 - Consider the different motivations of each sector in the development of biodiversity markets;
 - Identify new market instruments for biodiversity;
 - Clearly define the ownership of the resource; and
 - Engage all stakeholders.
- A major challenge is the scaling-up of existing market-based mechanisms for biodiversity from the sub-national or national to the international level.

B. Potential Tools and Initiatives

1. Compile existing information, through a review of current practices, guidelines and policies in the financial services sector, and encourage uptake of biodiversity good practice.

- Action: Brazilian Foundation for Sustainable Development (FBDS), Fauna and Flora International (FFI) and IUCN to draft a detailed proposal for presentation at COP-8 which may include, but is not limited to:
 - An analysis of good practice (including the recognition of certification and other voluntary tools);
 - The identification of existing platforms to develop and promote industry-wide biodiversity standards;
 - The drafting of a report and recommendations for ways of encouraging uptake of good biodiversity practice within the financial services sector;
 - The design of a multi-stakeholder engagement process to validate the findings of the report; and
 - Development of appropriate dissemination tools.

2. Review existing sustainability indices (e.g. IBOVESPA, FTSE4Good, DJSI) and formulate recommendations to strengthen biodiversity analysis based on lessons learned from biodiversity benchmarks¹⁹ and other relevant tools.

- Action: FBDS, FFI and IUCN to draft a detailed proposal, explore potential partners and provide an update at COP-8.

¹⁸The UNEP Finance Initiative convenes some 170 institutions (including banks, insurers and fund managers) to “understand the impacts of environmental and social considerations on financial performance” (<http://www.unepfi.org/>).

¹⁹ See for instance Insight Investment, 2004. *Protecting shareholder and natural value. Biodiversity risk management: towards best practice for extractive and utility companies* (http://www.insightinvestment.com/Documents/responsibility/protecting_shareholder_and_natural_value.pdf).

3. Participating institutions to share with others their recommendations and input into the consultation process established for the revision of the Global Reporting Initiative (GRI) Sustainability Reporting Guidelines ('G3')²⁰.

- Action: FFI to circulate the consultation document.

4. Gain a better understanding of available information on the development of markets for ecosystem services, with a focus on biodiversity conservation and sustainable use, by building on existing efforts (e.g. Organisation for Economic Co-operation and Development (OECD), World Bank, the Katoomba Group's Ecosystem Marketplace, UNEP Division of Environmental Conventions²¹). Two specific ideas were:

(a) IUCN could invite Working Group participants and others to contribute additional case studies for inclusion in a proposed IUCN/World Bank Institute (WBI) publication on market creation for biodiversity.

- Action: IUCN to circulate information about the proposed publication.

(b) Any subsequent Business and the 2010 Biodiversity Challenge meeting should offer an explicit segment on 'markets for ecosystem services'. A potential objective could be to identify further means of encouraging exchange of information through mechanisms such as the CBD clearing-house mechanism.

- Action: DEFRA, FBDS, IFC and IUCN to develop a concept note, identify interested participants, and present the concept during a side event at COP-8.

C. Suggestions to the Secretariat of the CBD

1. Consider ways to improve understanding and cooperation between the private sector, conservation organizations and Parties to the CBD on biodiversity priorities and metrics as an input to (1) market creation for biodiversity and (2) financial sector tools and corporate sustainability reporting.

2. Consider ways to address, within Convention processes: (1) the development of market-based financial mechanisms for the conservation and sustainable use of biodiversity; and (2) ways of strengthening national policy frameworks to support the creation of markets for ecosystem services.

IV: SUMMARY OF KEY ISSUES ACROSS WORKING GROUPS

A number of the general observations and recommendations of the four working groups had common elements, suggesting that there are some basic issues that need to be addressed in order to strengthen business engagement in the implementation of the Convention. These include the need to:

- Raise awareness about biodiversity, its relevance to business, CBD provisions (e.g. on ABS) and the business case for biodiversity within the business sector;
- Develop reliable measures of biodiversity value and impact for use at the enterprise scale;
- Develop basic biodiversity criteria for business that can be integrated into good practice guidance and measures;
 - Criteria need to reflect the full range of goals and objectives of the CBD, including those associated with ABS and indigenous and local communities;

²⁰ See footnote 4.

²¹ For more information, please consult the following websites: <http://www.worldbank.org>, <http://www.oecd.org>, <http://ecosystemmarketplace.net/>, and <http://www.unep.org/dec>.

- Create incentives for good biodiversity practice;
- Develop sector-specific good practice guidance;
- Improve the accessibility of information on biodiversity status and trends and good biodiversity practice to business;
- Build on, and integrate biodiversity into, existing initiatives;
- Mainstream biodiversity in government to ensure consistent policies and messages across ministries; and
- Strengthen environmental governance.

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ANNEX C: BACKGROUND DOCUMENTS FOR THE BUSINESS AND THE 2010 BIODIVERSITY CHALLENGE MEETING

1. Provisional Agenda for the Business and the 2010 Biodiversity Challenge Initiative
2. Strengthening Business Engagement in the Implementation of the Convention on Biological Diversity
3. Introduction to the Convention on Biological Diversity
4. Business and Biodiversity Initiatives
5. Business and Biodiversity in Brazil: Experience, Issues and Tools for Corporate Engagement in the CBD
6. Background Briefs for Working Groups I, II, III and IV

ANNEX D: ACRONYMS

ABS	Access and Benefit-sharing
APDC	Association for No-Tillage Agriculture
CBD	Convention on Biological Diversity
CEBDS	Brazilian Business Council for Sustainable Development
CEESP	IUCN Commission on Environmental, Economic and Social Policy
CHM	Clearing-house mechanism
CI	Conservation International
COP	Conference of the Parties
CVRD	Companhia Vale do Rio Doce
DEFRA	Department for Environment, Food and Rural Affairs of the United Kingdom
DJSI	Dow Jones Sustainability Indexes
FBDS	Brazilian Foundation for Sustainable Development
FFI	Fauna and Flora International
FLO	Fairtrade Labeling Organizations International
FSC	Forest Stewardship Council
GRI	Global Reporting Initiative
IBOVESPA	Bovespa Index
ICC	International Chamber of Commerce
ICMM	International Council on Mining and Metals
IFC	International Finance Corporation
IFOAM	International Federation of Organic Agriculture Movements
ISO	International Organization for Standardization
ISEAL	International Social and Environmental Accreditation and Labeling Alliance
IUCN	The World Conservation Union
MA	Millennium Ecosystem Assessment
MATs	Mutually agreed terms
MBA	Master of Business Administration
MMA	Ministry of the Environment of Brazil
NBSAPs	National biodiversity strategies and action plans
NGO	Non-governmental organization
NSSDs	National Strategies for Sustainable Development
OECD	Organisation for Economic Co-operation and Development
Petrobras	Petróleo Brasileiro
PRSPs	Poverty Reduction Strategy Papers
RSPO	Roundtable on Sustainable Palm Oil
SAN	Rainforest Alliance Sustainable Agriculture Network
SCBD	Secretariat of the Convention on Biological Diversity
SEAs	Strategic Environmental Assessments
SLIMF	Small and Low Intensity Managed Forests
SMEs	Small and medium-sized enterprises
UNEP	United Nations Environment Programme
UNESCO	United Nations Education, Scientific and Cultural Organization
UNU	United Nations University
WBCSD	World Business Council for Sustainable Development
WBI	World Bank Institute
WCMC	World Conservation Monitoring Centre