

Stakeholder demands: Bringing together the CSR and Biodiversity Agendas in Latin America

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Business Risks

circumstances that would
diminish the value or profits of
a company's project

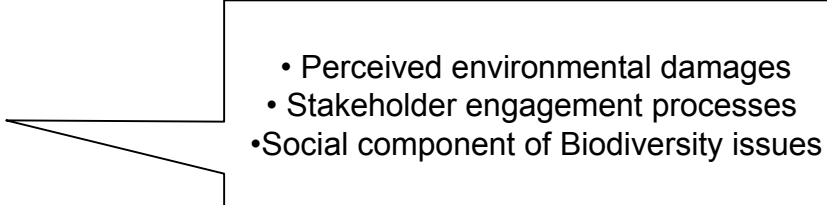
Business Risks and Biodiversity

- **Challenges to its legal license to operate**
- **Disruption of its supply chain**
- **Damage to the brand image**
- **Consumer boycotts and campaigns by environmental NGOs**
- **Fines, third party claims for environmental damages and future environmental liabilities**
- **Lower ratings in the financial Markets**
- **Poor staff morale and reduced Productivity**

- **Social license to operate**



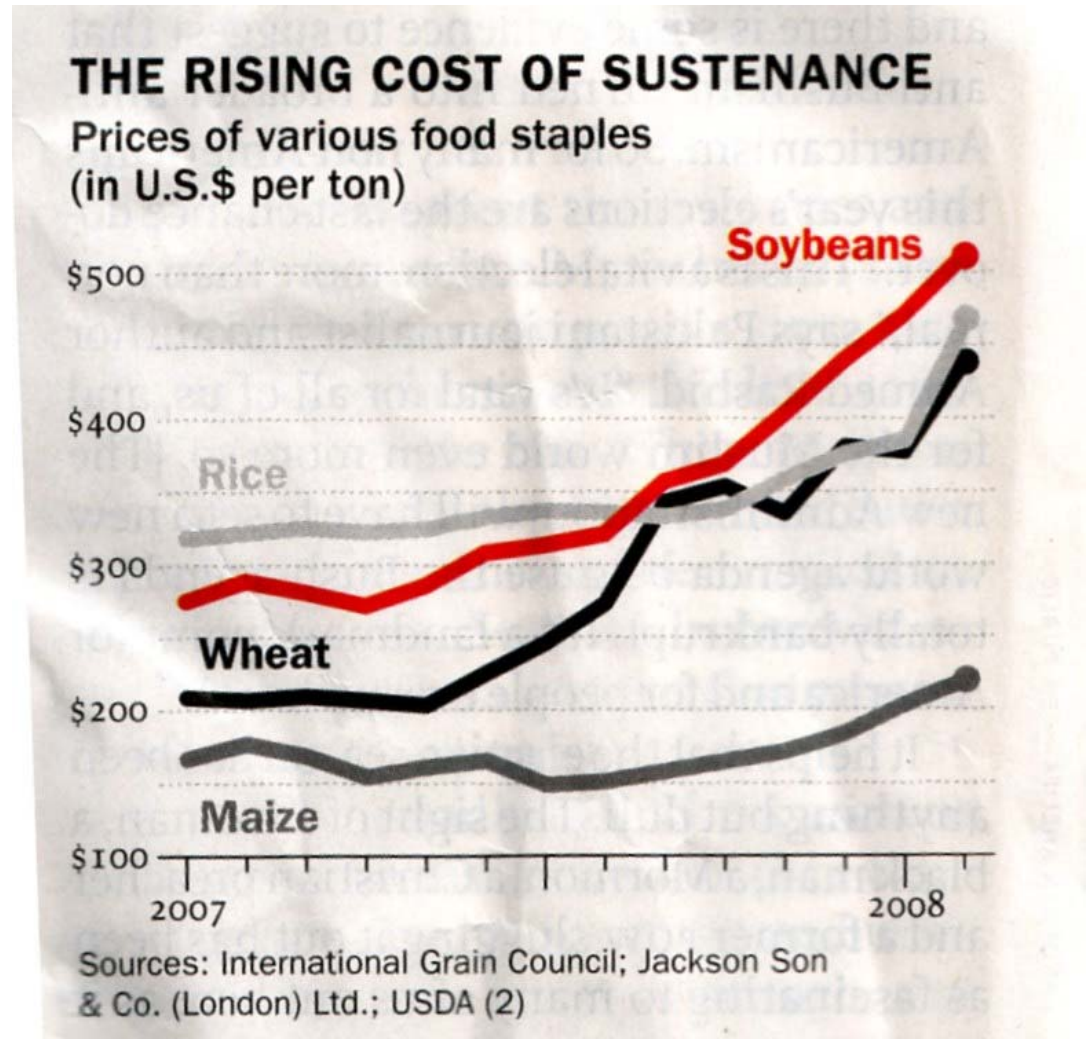
- **No access to the resources needed by the business operations.**

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- Perceived environmental damages
 - Stakeholder engagement processes
 - Social component of Biodiversity issues



Challenges to Biodiversity management processes in companies

The Economic Framework

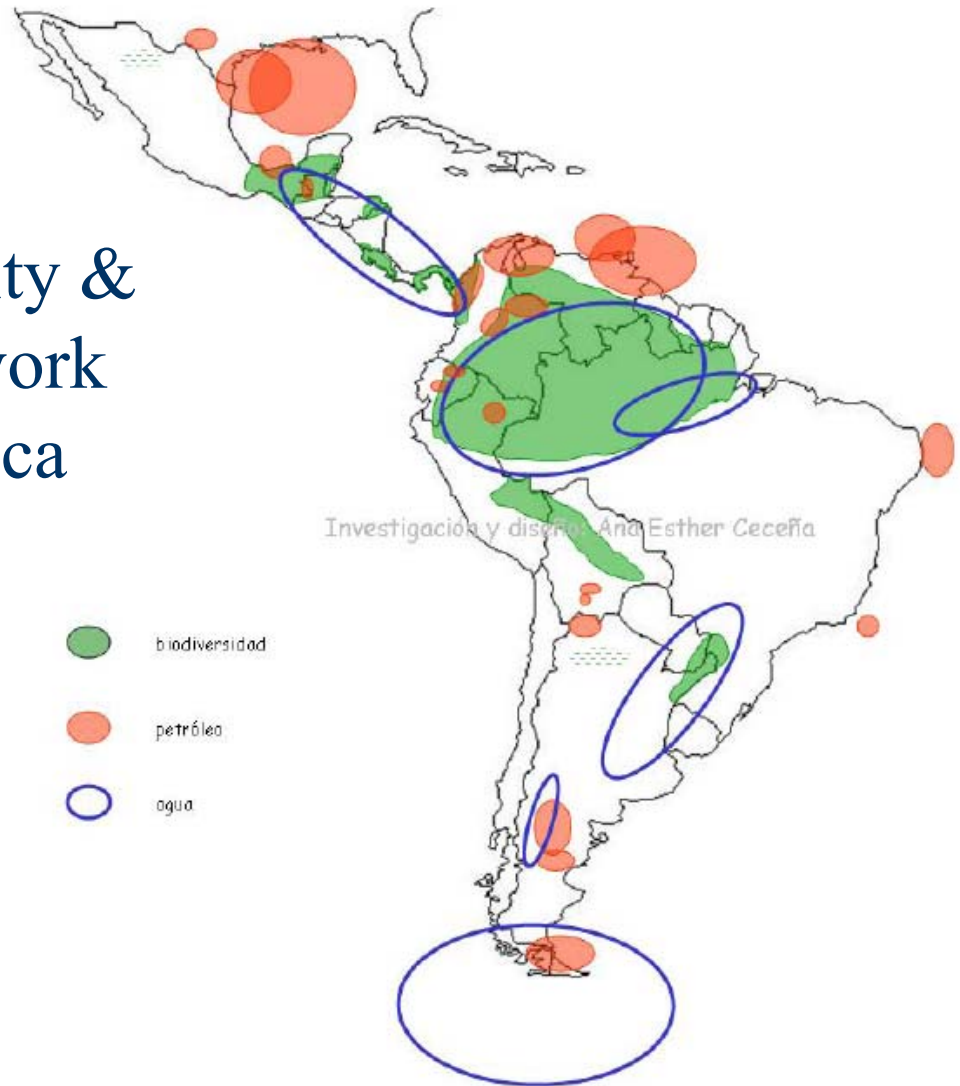


Source: Time - March
2008

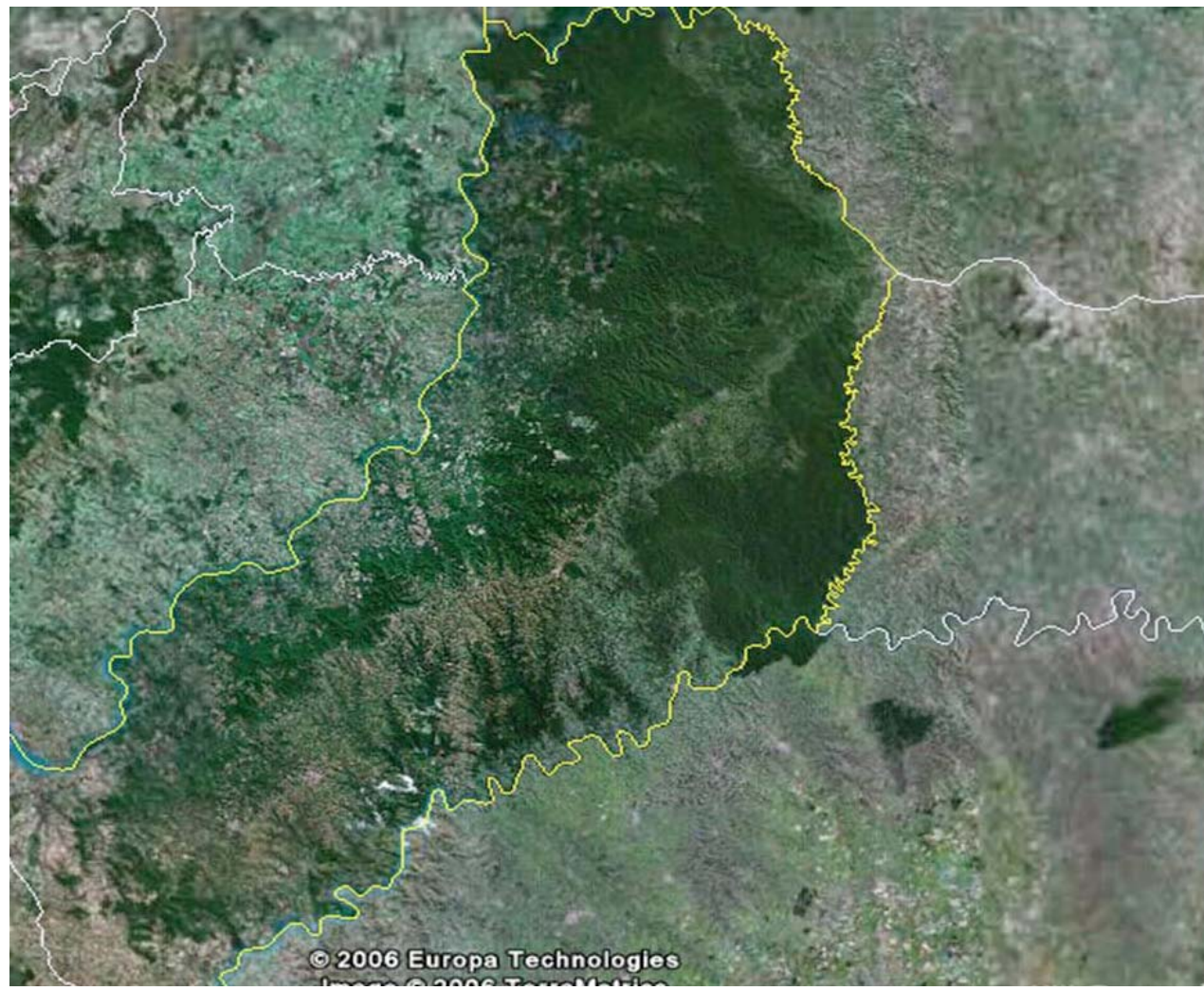
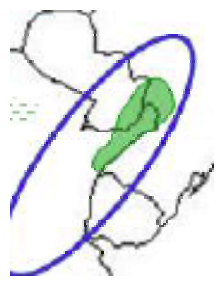
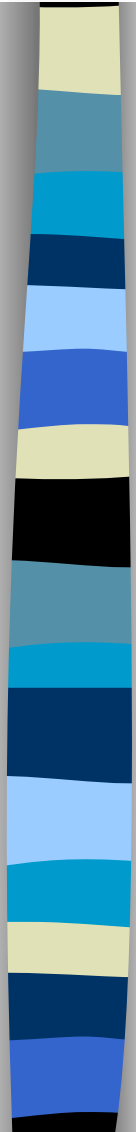
The Biodiversity & Social Framework in Latin America

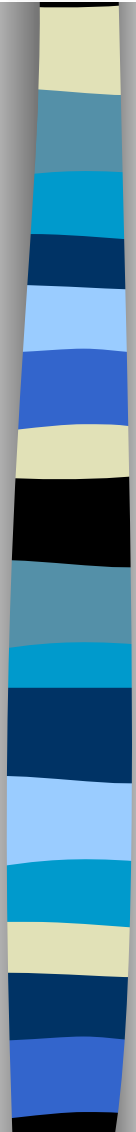
Map of Natural Resources and Social Conflicts

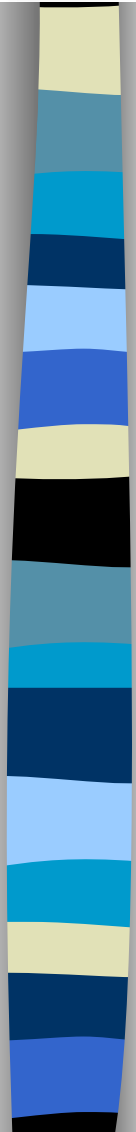
-  biodiversidad
-  petróleo
-  agua



Source: Ceceña, Ana Esther 2003 "América Latina en la geopolítica del poder" in *Alternativas Sud*







Perceptions

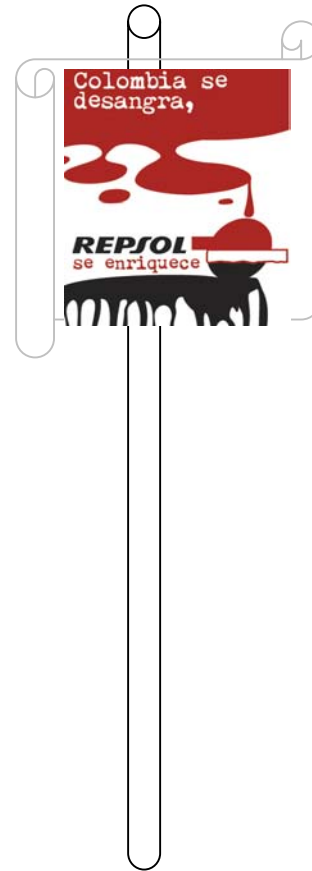
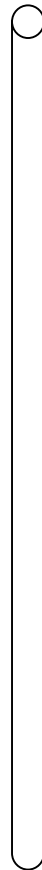
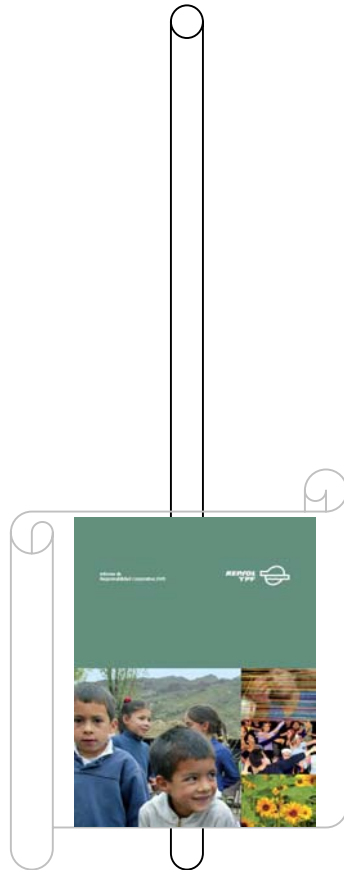
Insider perceptions

Where is the real Situation?

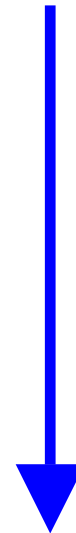
Outsiders perceptions

Negative - Non Sustainable

Positive - Sustainable



Strategy of dialogues, negotiation and engagement with stakeholders



CSR + Biodiversity + Stakeholder engagement:

Some strategic components:

- **Pragmatic Vs. Neutral**
- Early intervention/action
- Adequate budgets
- Internal coordination between company areas
- Window for external feedbacks /adaptability
- Local values interpretation

Vielen Dank

Many thanks

Muchas Gracias

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