



Information Board EU LIFE

Progress report concerning the European Business and Biodiversity Campaign

In January 2010 the consortium of seven competent partners from Germany, Spain, the Netherlands and Belgium has started to establish the EU wide Business and Biodiversity campaign, which is funded under the EU LIFE+ Programme.

The following activities were implemented from 1 January to 30 April 2013.

Workshop for car manufacturers

On 29 January, a workshop for the car manufacturers took place in Stuttgart, Germany. Different car manufacturers and suppliers discussed how cars impact on biodiversity and where the biggest impact can be found. The supply chain was identified as having an important impact on biodiversity. How to determine the impact of the supply chain was one of the topics discussed by the participants. This was the first time car manufacturers discussed biodiversity.

Round Table on biodiversity indicators

On 27 March, the EBBC organised the third Round Table on biodiversity indicators in Frankfurt. Several indicator sets were presented as well as the indicator set that is used in the Biodiversity Check. The different indicators were discussed and priorities were set. The results were used to improve the indicator set used for the Biodiversity Check.

<http://www.business-biodiversity.eu/default.asp?Menu=120&News=1369>

CSR Forum in Ludwigsburg, Germany

During the 9th German CSR Forum in Ludwigsburg several sessions were dedicated to biodiversity. In one session, it was discussed how companies and NGOs can work together on biodiversity projects. Many companies do not present their projects as they are afraid to be accused of green washing. How to bypass this problem was discussed at length by the session participants.

In another session, the changes in the business and biodiversity “landscape” were discussed. Since the beginning of the European Business and Biodiversity Campaign, a lot has changed. The session’s participants discussed which direction the developments would go and was needed to further engage the business sector in biodiversity projects.

The forum was organised by the project partner dokeo. About 500 participants took part.

<http://www.business-biodiversity.eu/default.asp?Menu=120&News=1381>

<http://www.business-biodiversity.eu/default.asp?Menu=120&News=1379>

NGO Workshop

Many NGOs only recently started working with companies, or plan to do so. To exchange experiences and learn from collaborations with companies from other NGOs, the EBBC has been organising workshops about NGO-company collaborations for NGOs. The fifth NGO workshop took place in April in Madrid. The NGO workshop provided a platform for both companies and NGOs to discuss common biodiversity projects. The conditions, under which NGOs can collaborate with companies was discussed, as was the motivation for the company and the tools that are needed for such collaborations. Finally, the participants proposed that for the next workshop quantitative case studies should be presented.

Earlier activities

The following activities were implemented between 1 January 2010 and 31 December 2012.

Auditor Workshop

On 14 November 12, the Lake Constance Foundation organised the Workshop Integration of Biodiversity into Environmental Management. The workshop targeted companies, environmental auditors, corporate consultants and accountants that wanted to improve their environmental management. In addition to the Biodiversity Check that was presented by one of the companies that actually did one, the Daimler AG, indicators that can be used by companies to assess biodiversity



were discussed. The development of EMAS and ISO 14001 and the role biodiversity plays in the revision was also one of the topics. During the practical part in the afternoon, the participants generated much of the content. In working groups, the direct and indirect aspects of biodiversity were identified, as well as discussing the way biodiversity was assessed by a consultant. About 30 participants took part.

<http://www.business-biodiversity.eu/default.asp?Menu=120&News=1248>

Working group Business and Biodiversity in Spain

Fundacion Global Nature has coordinated the CONAMA's working group called "El papel de las empresas en la conservación de la biodiversidad" ("The Role of Business in Biodiversity Conservation"), a strong cluster of Spanish NGOs, Business and the Public Administration, with more than 60 members interested in participating in this initiative. The objective of this working group was to prepare the way to the establishment of a nationwide initiative "Business and Biodiversity" to promote the participation and collaboration of different groups of actors involved in the use of natural resources.

<http://www.business-biodiversity.eu/default.asp?Menu=120&News=1232>

NGO Workshops

An second NGO Workshop was held in Stuttgart, Germany in November. It focussed on how NGOs can successfully cooperate with NGOs. The small set up provided for a lively discussion. The workshop was organised by dokeo and hosted one speaker from GNF.

Suscon

The EBBC was present with a stand at the Suscon conference in Bonn 27 and 28 November 2012. Almost 500 participants discussed how the economy can be brought in balance with the environment. Different aspects of biodiversity were discussed. The TEEB process and the role of exposing the negative externalities was the topic of the session in which Pavan Sukhdev spoke. During the payments for ecosystems session, novel ways to raise finance for biodiversity were discussed. Other aspects that were discussed include sustainable forestry and assessing biodiversity impacts along the supply chain. The next Suscon conference takes place in 2014.

<http://www.business-biodiversity.eu/default.asp?Menu=120&News=1228>

Workshop Automobile Sector

Preparation for the biodiversity and automobile workshop were in full swing during the last two months of 2012. A first questionnaire was distributed to gauge the opinions of company representatives in the automobile sector. A discussion paper to be used during the workshop was also prepared. The workshop will take place end of January.

NGO Workshops

An NGO Workshop was held in Stuttgart, Germany early July. It focussed on how NGOs can successfully cooperate with NGOs. The small set up provided for a lively discussion. The workshop was organised by dokeo and hosted one speaker from GNF.

Case studies

A new case study showing how business can work for biodiversity has been put online. It shows how the business association for the extractive industry, ISTE, has created a database to host data about the biodiversity in its quarries and mining sites. The data can then be shared with policy makers, leading to a more effective protection of biodiversity.

For more information see: <http://www.business-biodiversity.eu/default.asp?Menu=134&Project=762>

Monitoring

First results from the monitoring are now available. They show that most visitors to the website registered as individuals, about 20% were companies and 16% of the respondents were NGOs. Most respondents have a reasonable knowledge of biodiversity (61% good or very good knowledge) and organise already biodiversity activities but are nevertheless looking for more information which is why they come to the EBBC website.

The workshops and forums organised by EBBC were well received. 60% of respondents state that their expectations were fully met, 40% state that their expectations were partially met. 94% of the respondents would recommend these events to their colleagues.

More than 80% of the companies of the evaluation panel indicated that biodiversity gained in importance in 2011 and that they planned or started new biodiversity conservation projects. For the NGOs, 57% indicated that biodiversity gained importance in 2011.



Advocates

There has been progress with respect to the implementation of sector specific awareness raising actions. Daimler has joined the Campaign as advocate from the automotive sector. In total there are nine advocates now.

For details see: <http://www.business-biodiversity.eu/default.asp?Menu=146>

Sector specific seminars

In total, 16 sector specific information seminars (IS) have been implemented with more than 250 company representatives participating. In June, two more seminars were held for the extractive industry in Germany. End of June, a well visited seminar for the food processing and retail sector was held in Bonn, Germany. It was organised together with the supermarket chain REWE and looked specifically at the impacts on biodiversity in the supply chain. The last seminar organised in June was held in Lisbon, Portugal. It was organised together with the company EDP and looked at biodiversity and the wind industry sector. In total, six seminars have been held in the extractive industry sector; two in energy sector; two in the food industry; four for the tourism sector and two in the fashion sector. Furthermore, EBBC partners held cross-sectoral seminars and were invited by leading sector and business initiatives to hold information sessions in the framework of existing working group and stakeholder meetings.

For details see: <http://www.business-biodiversity.eu/default.asp?Menu=32>

Regional Forums

Triple E implemented the first two regional forums in June 2012. On June 19 a regional forum was organised in Vaassen in the province of Gelderland in the Netherlands. It was a jointly organised between Triple E and the Dutch employers' organisation in the region. The second regional forum was held on June 22 in the the Veluwe region, which hosts the largest forest in the Netherland. The event took place in the Cinemec in Ede in the Province of Gelderland. About 70 hotel and recreation entrepreneurs with an interest in protecting regional biodiversity were present. Together, the two events hosted about 110 participants who discussed what is currently done to protect biodiversity by SMEs in the region.

For details see: <http://www.business-biodiversity.eu/default.asp?Menu=145>

Workshops for auditors

In May 2012 a workshop for EMAS certified companies and auditors was organised by FGN in Lorca, Spain. In May 2012, GNF and LCF organised a workshop in Vienna for Austrian Ecolabel auditors and the Austrian EMAS Competent Body, on how to integrate biodiversity into the Austrian Ecolabel and into EMAS. The options for several product groups have been discussed. The Austrian Environmental Ministry will further develop the proposals.

For details see: <http://www.business-biodiversity.eu/default.asp?Menu=129>

Biodiversity Summit

The Conference took place on 17/18th April 2012 in Stuttgart, with a pre-meeting on 16th April of 28 delegates from European B&B Initiatives. High level speakers and experts presented important topics related to B& B in plenary session and working groups. Key note speaker from the EC was Karl Falkenberg. With more than 550 participants interest was very high.

To see the presentations visit: <http://summit.business-biodiversity.eu/>

Biodiversity Checks

The EBBC started its first two Biodiversity Checks in Portugal. These Checks are implemented together with the Portuguese NGO Quercus. In addition to the Checks that are finished, 15 more are in various stages of development.

The EBBC also signed a Memorandum of Understanding (MoU) with the Dutch NGO European Centre for Nature Conservation (ECNC). ECNC has developed the European Biodiversity Standard that can be used by companies to certify their biodiversity activities. In the MoU the similarities between the Standard and the Check are recognised and options for integration are listed. Finally, a commitment to collaboration is expressed.

Sector specific seminars

End of January 2012, the EBBC organised a workshop for the building sector in Paris, together with Eiffage. The Biodiversity Taster workshop looked at concrete actions that infrastructure and building companies can take to minimise or avoid damage to biodiversity.



During the FITUR, the international tourism fair in Spain, the EBBC, represented by the Fundacion Global Nature, presented the business case for biodiversity friendly tourism companies. In February 2012, the EBBC presented the project at a workshop on the outdoor industry and biodiversity during the international sports business trade show ISPO in Munich. Speakers from the Outdoor company VAUDE workshop gave concrete examples of how outdoor companies can become more biodiversity friendly.

On 21st February, the Global Nature Fund co-organised as part of the EBBC a workshop about biodiversity on camping sites. The workshop focused on how biodiversity could be conserved on camping-sites with both nature and the guests in mind.

On 27 March, the conference “Advancing with the Restoration Agenda” brought together The event therefore, brought together government representatives, decision-makers from the EU institutions, the private sector and NGOs from all parts of the European Union to look into new ways of using Public-Private Partnerships (PPPs) in contributing to achieving the ambitious goal of the EU to restore 15% of ecosystem services by 2020.

The EBBC organised another workshop NGO workshop that looked at how business and NGOs can collaborate to achieve the EU targets on Resource Efficiency and Biodiversity. The workshop was organised together with CEEWeb (Hungary) and took place 28 March in Brussels.

For details see: <http://www.business-biodiversity.eu/default.asp?Menu=120>

Scientific papers

The EBBC presented scientific papers at two conferences in Germany. One paper outlines the structure for the Biodiversity and its indicators while the other paper analyses different valuation studies and proposed improvements. Both were presented at the TEEB conference in Leipzig on 19 – 22 March, Germany which focused on the valuation of nature and the indicator paper was presented at the sustainability conference in Lueneburg, Germany, 2 March 2012, which focuses on environmental sustainability.

Website: Twitter account

In addition to the newsletter that is published by the EBBC, the consortium is now also communicating via Twitter. Interesting news and publications will also be communicated through this channel (account: @ProBiodiversity).

Sector specific seminars and environmental management seminars

The EBBC extended its sector specific outreach in the last quarter of 2011. The consortium organised two seminars in Germany for respectively the textile sector and the chemical sector. They were organised together with the relevant sector umbrella organisation: BSI (sports manufacturers) and VCI (chemical industry). In every instance, these seminars were attended by a small group of about 30 company representatives. Regardless of the sector, risks, opportunities and methods to measure (or to value) biodiversity received high interest. These seminars also helped in organising new activities. Together with the BSI for example, another workshop will be organised in Munich at the ISPO conference in 2012.

An earlier seminar with MIRO yielded in a daylong event in December in Berlin that focused on the mineral extractives sector and biodiversity: <http://www.business-biodiversity.eu/default.asp?Menu=25&Termin=209>

In addition to the sector specific seminars, a presentation on environmental management systems such as EMAS and ISO 14.001 was held in Barcelona, Spain. This workshop targeted companies with environmental management systems in place and how biodiversity can play a role in the management system.

Renewable Energy Taster Workshop and Seminar

One of the sectors that receives special attention in the European Business and Biodiversity Campaign is the renewable energy sector. Together with Iberdrola, a Spanish electricity group with a large share of renewable energy, a workshop was organised in Madrid early autumn. About 50 persons participated in the workshop that focused on renewable energies, grid extension, Europe’s strategy for energy in 2020 and the impacts of renewable energies on biodiversity: <http://www.business-biodiversity.eu/default.asp?Menu=120&News=632>

The impacts of grid extension on biodiversity were in the spotlight again during a seminar in Berlin, organised by GNF together with local partners.



Workshop Food Processing Industry

Mid November, a seminar for the food processing industry was organised, together with Albgold, a German pasta producer. The seminar took place in Trochtelfingen and was attended by about 60 participants that discussed the food processing industry, biodiversity and genetically modified organisms: <http://www.business-biodiversity.eu/default.asp?Menu=120&News=671>

Regional Forums and Auctions in Spain and Germany

In Spain a regional forum was organised in October. The forum focused on companies that are active in the region of Extremadura (Spain) where a large part is covered by the 'Dehesas' ecosystem. Companies presented their best practice examples regarding the management of the 'Dehesas'. In the afternoon, 'Dehesas' items were put up for auction:

<http://www.business-biodiversity.eu/default.asp?Menu=120&News=652>

Another auction was held in Germany, in Baienfurt early October to protect biodiversity items in the Ravensburg region in the South of Germany:

<http://www.business-biodiversity.eu/default.asp?Menu=120&News=595>

NGO Workshop Arnhem

The second NGO workshop of the EBBC was held in November in Arnhem, the Netherlands. The goal of the event was to see in which way NGOs can work together with companies to protect biodiversity. About 40 persons took part in the workshop. In different lively sessions examples were shown and new opportunities were discussed. A third workshop will be organised in Spain in June 2012.

Sector specific seminars and taster workshops

In September the EBBC met with MIRO, a German umbrella organisation for the mineral extractive sector. The importance of biodiversity for the sector was discussed. Ways to measure biodiversity and to convert that measurement to a monetary value found great interest among the participants.

Website

The appearance of the website got an overhaul to make it easier to find the different activities of the project. The frontpage was improved and the structure was changed.

Regional Forums and Landscape Auctions

A Regional Forum was organised in Germany, early June. It was the second Regional Forum and took once again place in Ravensburg, in the South of Germany. Topics that were discussed included bionic (design based on nature), employee motivation and some practical examples from the region. The event was concluded with regional snacks.

A Landscape Auction was organised by Triple E in the Netherlands, in the region De Peel. Ten items were auctioned which raised about € 1,000 for toads, lizards, salamanders, ferns, birds, heather and habitat of several rare plant and bird species. There was a large audience of more than 1,000 people among which a large number of regional companies.

Corporate Biodiversity Indicators

Following the successful meeting to discuss corporate biodiversity indicators, a second meeting was organised in April, in Frankfurt (Germany). At the PricewaterhouseCoopers office, about 25 participants from all over Europe discussed a set of corporate biodiversity indicators and indicators for the extractive industry. It was concluded a layered set of indicators is needed: a small number of indicators that can be used by all companies, regardless of size or industry, and other indicators that are tailored towards specific industries and company sizes. The need for a biodiversity was also discussed. Although a useful tool, it would be confusing to see yet another label on a product.

For more information: <http://www.business-biodiversity.eu/default.asp?Menu=49&News=397>

Advisory Board

One day before the indicator meeting started, a meeting with the Advisory Board took place. Its members give advice on the progress of the project. The different members can now be found on the EBBC website under:

<http://www.business-biodiversity.eu/default.asp?Menu=150>

Workshops for the food retail sector and the extractive sector

In April, a workshop was organised for the food retail sector in Portugal. It was organised together with the Portuguese NGO Quercus. Many practical examples of company projects that benefit both the



company and biodiversity were presented and discussed. The risks of not taking biodiversity into account were also discussed.

A workshop for the extractive sector was held in Germany. The advocate ISTE, an umbrella organisation for extractive companies in the south of Germany, organised a workshop and excursion to show how the extractive industry can protect or restore biodiversity.

For more information on the food retail workshop:

<http://www.business-biodiversity.eu/default.asp?Menu=120&News=400>

For more information on the ISTE workshop:

<http://www.business-biodiversity.eu/default.asp?Menu=120&News=439>

NGO Workshop

End of May, the first NGO Workshop was held in Brussels. At this event, collaborations between companies and NGOs were discussed, to implement resource efficient projects that benefit biodiversity. Criteria to implement successful collaborations were discussed and compared with case studies that were presented. In the evening, panellists took this discussion to a new level by using their own experience. The next workshop will be organised in autumn, in the Netherlands.

For more information on the NGO workshop:

<http://www.business-biodiversity.eu/default.asp?Menu=49&News=532>

Biodiversity Check

There continues to be much interest for the Biodiversity Check. Ten companies have finished the Check, or are implementing it. <http://www.business-biodiversity.eu/default.asp?Menu=49&News=414>

Auditor Workshop

Early February 2011, a first workshop for auditors on Biodiversity and Environmental Management Systems was held in Frankfurt. It was organised together with the German Association for Environmental Management Professionals (VNU), the Chamber of Commerce Frankfurt and the German Environmental Aid (DUH). Speakers from PricewaterhouseCoopers, the European Business and Biodiversity Campaign and Dr. Hardtke Corporate Advice discussed the importance of integration of biodiversity into corporate (environmental) management systems. From the company side, the outdoor equipment producer Vaude presented their experiences with the biodiversity check and how it changed their environmental management processes. The workshop was attended by about 50 participants.

For more information: <http://www.business-biodiversity.eu/default.asp?Menu=49&News=341>

New biodiversity advocate

In the first quarter of 2011, REWE, a large German supermarket chain agreed to become an advocate for the food retail industry sector. The advocate list now includes the following companies:

- Unilever (food processing)
- REWE (food retail)
- TUI (tourism)
- Eiffage (construction)
- Vaude (textile/outdoor)
- ISTE (extractives industry association for the German region of Baden-Württemberg)

Advocates list online: <http://www.business-biodiversity.eu/default.asp?Menu=146>

Preparations for future workshops

Most of the time of the campaign consortium was taken up by the preparations for future activities. These include a second indicator meeting in April, together with PricewaterhouseCoopers. This meeting will be accompanied by a taster workshop for the food industry in Portugal, and a project team meeting.

The preparations for the first NGO workshop also started. The workshop will take place in Brussels, one day before the Green Week conference.

Next to that, the consortium broadened its view and looked at the integration of other industries and their relation to biodiversity. Examples include the toy industry and the energy sector.

Regional Forum Spain

In Spain, the first regional forum took place end of March. It was organised by the Fundacion Global Nature and the Ministry of Environment of the Valancia Region. The more technical sessions were concluded with a successful landscape auction that raised almost € 4,000 and raised awareness about the role the corporate sector can play for biodiversity. It also helped in establishing partnerships



between NGOs and companies to conserve biodiversity. The forum was attended by many representatives from the corporate sector.

For more information: <http://www.business-biodiversity.eu/default.asp?Menu=49&News=378>

Biodiversity Advocates and Taster Workshops

A biodiversity workshop is being organised for the food sector. The workshop will take place in Hamburg, Germany, in May. Importance of biodiversity for the food production industry will be discussed during the workshop. Additionally, issues regarding protection of and the industry's influence on biodiversity will be debated. Practical examples of how a food company can integrate biodiversity into their environmental management system.

Following the tourism taster workshop in September 2010, more information seminars for the tourism industry on the integration of biodiversity in management systems will take place in 2011. Furthermore workshops for the construction industry and energy sector are scheduled for spring/summer 2011.

The Federation of the Extractive Industry in Baden-Württemberg (ISTE) signed a cooperation with the EBBC. All members of ISTE will realize key measures in order to guarantee a net-benefit of biodiversity after the extraction activity. A common monitoring system will proof the increase of biodiversity.

Biodiversity check

Sector specific biodiversity checks are being developed for the tourism, forestry and agriculture sector. These checks include biodiversity indicators which cover issues related to the different industry sectors. The biodiversity check for the tourism industry has been finished and is being discussed with companies from the sector, the campaign's tourism biodiversity advocate. Sector specific checks for the forestry and agriculture sector are almost completed.

GNF organized a biodiversity indicators meeting on December 20th in Bonn and invited other organisations which are working on such indicators (e.g. PwC, Lake Constance Foundation, Leuphana University Lüneburg). Ideas and different approaches regarding biodiversity indicators for businesses were discussed during the meeting. Additionally, options of co-operations for the further development of biodiversity indicators were elaborated. A next meeting for further discussion was scheduled in April 2011.

A workshop for environmental auditors and certifiers will take place together with the German Association for Environmental Management (VNU) and the Chamber of Commerce (IHK) in Frankfurt on the 1st of February. Topic is the implementation of biodiversity into environmental management systems and sustainability management.

More about Biodiversity Checks: <http://www.business-biodiversity.eu/Biodiversity-Checks>

Information dissemination activities

The campaign's webpage (www.business-biodiversity.eu) is continuously improved and expanded.

The sections that give information on the campaign are now also available in Spanish and Dutch and more case studies were submitted by companies. Latest news and upcoming events regarding business and biodiversity are continuously updated and presented in four languages.

The webpage's community section was expanded in order to subdivide the registered experts. Experts can now also indicate their expertise in the expert database. So far, the community consists of almost 300 registered users.

Landscape Auction

LCF organised a landscape auction in Ravensburg at 11th of October. During this auction, ecosystem services and goods, ranging in value from € 65 to € 16.000 were sold to participants. In total, the auction raised more than € 27.000. Another auction was implemented in Madrid on the occasion of a "Biodiversity Diner" for Spanish business.



NGO Workshops

GNF continued to prepare workshops for European NGOs on the topic of Biodiversity Partnerships with business. Many of the relevant organisations were contacted and expressed great interest to participate in such a workshop.

COP 10, Nagoya

From 18 to 29 October 2010, the 10th Conference of the Parties (COP 10) of the Convention on Biological Diversity (CBD) was held; 193 countries discussed the conservation of nature, its sustainable use and the equitable sharing of its benefits arising from the use of genetic resources. GNF presented the European Business and Biodiversity Campaign in its side event "The Business Case for Biodiversity". It was attended by 60 experts from all over the world. The focus of the event was on mainstreaming support for business in Europe to integrate biodiversity in daily operations and management schemes. The conference showed amongst other, that concrete support and tools for SMEs are missing, which might be due to the fact that it is more difficult to integrate ecosystem services into smaller companies as well as the focus on large multinationals of many other organisations, such as the WBCSD. The European B&B Campaign with its Regional Biodiversity Forums is a positive exception.

CSR Europe Enterprise 2020 Market Place

Thursday 28 October 2010, the European marketplace on CSR took place. The European Business & Biodiversity Campaign was present to assess the level of biodiversity integration in the member companies. At this conference, which was hosted by CSR Europe, the corporate sector presented their CSR projects. In general, only few companies feel concerned when talking about the company's interdependencies on ecosystem services and many companies are unaware of their indirect impacts on the environment. This shows the relevancy of the European Business & Biodiversity Campaign which will continue to inform companies about their impacts and dependencies of companies on the natural environment.

Conference on Closing the International Year of Biodiversity in 2010 in Charleroi

This conference evolved around the way biodiversity can be communicated after 2010. The different conferences that were held in 2010 and the lessons that can be learned from them were reviewed. The new 2020 strategy of the European Union and the place biodiversity has in it, were also discussed. For the European Business and Biodiversity Campaign it was also interesting to see how NGOs in Belgium are cooperating with the corporate sector.

International Conference on EMAS – Towards a Resource Efficient Economy

The „International Conference on EMAS“ was held 25 November 2010. The conference is a forum for identifying good practices, networking and sharing knowledge. A side event on biodiversity indicators and EMAS was held during the conference. It aimed to identify how considerations for biodiversity can be integrated into practical management approaches for both public and private organisations. Marion Hammerl, Lake Constance Foundation, introduced the European Business & Biodiversity Campaign and discussed the most relevant indicators for specific economic sectors and their relation with EMAS on this side event.

Biodiversity Advocates and Taster Workshops

With TUI, a biodiversity workshop has been organised for Tour Operators. The workshop took place in Spain at the end of September 2010. About 25 tour operators and experts participated in the workshop. During the workshop the importance of biodiversity was discussed, as well as ways in which tourism can contribute to the protection of biodiversity. In the workshop, the TUI Group demonstrated with practical examples how they have integrated the protection of biodiversity into their enterprise management. The measures include the training of managers on site, the evaluation of hotels regarding their environmental quality, raising the awareness of their customers and concrete model projects. Tourists can inform themselves even before their travels on the condition of the environment and nature at their destination in the TUI catalogue, or in special publications such as "Grüne Welten" or "Holidays forever." A guide on protected animal and plant species, which may not be marketed as souvenirs, or Kinatschu, a magazine for children, are communication devices that



inform the customer of the meaning of biodiversity. More information seminars for the tourism industry on the integration of biodiversity in management systems will take place in 2011 and 2012. Workshops for the food industry for construction are scheduled for 2011.

Biodiversity check

LCF and dokeo together with GNF prepared a basic biodiversity check. In August 2010 dokeo announced the check in Germany. More than 30 companies expressed interest. Ten companies have been chosen for the first round. This check will provide a first overview of the company's impacts, risks and opportunities associated with biodiversity and ecosystems. It does not substitute a biodiversity impact assessment, but it will provide arguments for decision making regarding a company's strategy on biodiversity.

Regional Biodiversity Forum

The first Regional Biodiversity Forum for business was an overwhelming success with more than 80 participants. The Forum is coordinated by the project partner Lake Constance Foundation in the "Landkreis Ravensburg" in Germany. Companies from the region presented and discussed activities related to ecological greening of premises, sustainable sourcing of raw materials and biodiversity-related marketing.

Information dissemination activities

In total, over twenty thousand people, mainly from the private sector, have been reached so far through communication tools including the newsletter, postal mailings, telephone marketing, e-mail footers, websites, social networks and via personal contacts at meetings, workshops and congresses. The community consists of more than 200 registered users.

NGO Workshops

NGOs involved in business and biodiversity related activities in Germany, Spain and the Netherlands have been identified and informed about the campaign's NGO Awareness Programme on B&B. The first workshop for NGOs, which was prepared by GNF and was scheduled to be held in Germany in November 2010, will be postponed to 2011 to avoid competition with another B&B event for NGO and Business organised by the "Biodiversity in Good Company" initiative in Germany in October 2010.

Global Business of Biodiversity Symposium London

The Campaign was present at the Global Business of Biodiversity Symposium in London 13 July. In London the TEEB for business report was presented. Together with the Biodiversity in Good Company Initiative the Campaign manned a stand. The Campaign partners have so far presented the project at more than 20 events including the Green Week in Brussels in June. GNF attended this conference with a booth.

Third Project Partner Meeting

The consortium led by the Global Nature Fund, with experts from the conservation groups IUCN Regional Office for Pan Europe, Fundación Global Nature and the Lake Constance Foundation, in cooperation with private sector specialists from the environmental consultancy dokeo, Triple E Expertise Centre and the publishing company Altop had its third project partner meeting. It was held the 27th and 28th September on Mallorca, Spain, before the start of the Tour Operator Workshop. The most important topics that were discussed included the progress of the Campaign and the role of the B@B Platform and the European B&B Campaign.

Landscape Auction at the International Conference on Sustainable Business and Consumption in Nuremberg

The Campaign also presented itself at the International Conference on Sustainable Business and Consumption (SusCon) in Nuremberg, Germany. The Campaign was present with a stand to provide the participants with information and co-organised a session on the financing of biodiversity. This session started with a landscape auction. During this auction, ecosystem services and goods, ranging in value from € 20 to € 500 were sold to participants. In total, the auction raised more than € 1000 in half an hour. The auction was followed the next day by a lively session with active participation of all attendees.

Second Project Partner Meeting

The consortium lead by the Global Nature Fund, with experts from the conservation groups IUCN Regional Office for Pan Europe, Fundación Global Nature and the Lake Constance Foundation, in cooperation with private sector specialists from the environmental consultancy dokeo, Triple E



Expertise Centre and the publishing company Altop had its second project partner meeting. It was held the 14th and 15th June in Nuremberg, before the start of the International Conference on Sustainable Business and Consumption. The most important topics that were discussed included the progress of the Campaign and the interim report that was submitted the end of June.

Green Week Conference in Brussels

The European Business and Biodiversity Campaign presented itself publicly for the first time with a stand during the Green Week in Brussels, Belgium. The theme of this year's largest annual conference on European environment policy was biodiversity. At the stand, the Campaign provided the visitors with information with posters and flyers. Visitors were also invited to join the campaign or to subscribe themselves for the bi-monthly newsletter. The campaign also recorded about 20 99 seconds videos in which representatives of the companies and non-governmental organisations gave a statement on the importance of biodiversity to them and their organisation. These statements will be made available later on the Campaign website.

Furthermore, valuable contacts were made with many stakeholders across Europe.

Website

A first work in progress site has been put online. The general structure for the expert database, as well as the case study database has been finished and the first companies have started to submit their case studies. The website also shows the latest news related to business and biodiversity. A condensed information section, tailored to the corporate sector has also been prepared.

Kick Off Meeting Project Team

Coordinated by the Global Nature Fund, experts from the conservation groups IUCN Regional Office for Pan Europe, Fundación Global Nature and the Lake Constance Foundation, in cooperation with private sector specialists from the environmental consultancy dokeo, Triple E Expertise Centre and the publishing company Altop met for the first project team Meeting in Brussels on 19th and 20th January 2010. The two days meeting focused on preparatory activities and ended with work plans and timetables concerning the implementation of the Campaign.

Biodiversity in Business Media

The business magazine CSR forum international published a special edition on Business and Biodiversity. The magazine can be ordered from the webpage www.forum-csr.net or be downloaded for free from the Website www.globalnature.org/ebbc. A German edition is available at: www.globalnature.org/ebbk. Top experts from all over Europe submitted articles about the business case for biodiversity to this issue of forum CSR international which is the first publication released within the European Business and Biodiversity Campaign.

Business and Biodiversity Project Website

The Project Website was launched on 29 March 2010 at www.globalnature.org/ebbk (German) and [/ebbc](http://www.globalnature.org/ebbc) (English). The site provides information on the European Business and Biodiversity Campaign, its partners, objectives, activities and news. An attractive campaign website with interactive and visual components will be launched in May 2010.

Biodiversity Advocates

The project consortium assessed the biodiversity performance of more than 60 companies from 10 sectors in EU. IUCN and the consortium partners set up a shortlist identifying those companies which may act as a biodiversity advocates in the Campaign.

Using a business to business approach, advocates from the private sector will share their experiences in biodiversity management within their respective sectors. Supported by the campaign consortium, these company advocates will collect and present experiences and best practices in workshops and business media campaigns, to raise the awareness of corporate decision makers about the risks and opportunities, in relation to the use and conservation, of biodiversity.

Contact

Global Nature Fund
Fritz-Reichle-Ring 4
78315 Radolfzell
Germany
info@globalnature.org

