



EUROPEAN BUSINESS & BIODIVERSITY CAMPAIGN

Community



Fotolia/Rob Bouwman



Fotolia/Irochka

Knowledge



[www.business-biodiversity.eu](http://www.business-biodiversity.eu)

**CONTACT:** Global Nature Fund, Fritz-Reichle-Ring 4, 78315 Radolfzell, Germany, Phone: +49 - 7732-9995-80, Email: [info@globalnature.org](mailto:info@globalnature.org)

**PARTNERS FOR BUSINESS AND BIODIVERSITY**



**Global Nature Fund**  
An international foundation for the protection of nature and the environment (Co-ordinator).



**IUCN Regional Office for Pan Europe**  
The largest global environmental network dedicated to nature conservation.



**Triple E**  
A centre of expertise specialising in the relationship between economy and ecology.



**Fundación Global Nature**  
A non-profit organisation committed to nature conservation in Spain.



**Dokeo**  
A consultancy that advises companies on CSR communications, strategy and reporting.



**Bodensee-Stiftung**  
An international NGO that fosters sustainable economy in the wider Lake Constance region.



**ALTOP**  
A publishing and media company that promotes sustainable solutions.

Service



Fotolia/Lexikon

Best Practice



Fotolia/Nuri

# BIODIVERSITY - IT'S YOUR BUSINESS

## WHAT THE CAMPAIGN OFFERS



Fotolia/Thomas von Stetten

### Biodiversity Advocates

In cooperation with Biodiversity Advocates, companies already engaged in biodiversity management, the campaign partners promote information exchange for selected industry sectors such as food, tourism, construction and textile.

#### Activities

- Sector-specific workshops and seminars on biodiversity management and business-related risks are organised for decision makers in the private sector.
- Biodiversity checks for companies are offered.
- Workshops are held for environmental auditors.
- Advocacy is undertaken to integrate biodiversity into environmental management systems such as EMAS or ISO 14001.



Fotolia/Nilfanion



Fotolia/ Özgür Güvenç



Fotolia/Stiftung Natur und Wirtschaft



Fotolia/Frankwalker



Fotolia/ Galyna Andrushko



Fotolia/ abcmedia

### Regional Biodiversity Forum

With the establishment of Biodiversity Forums in six European regions, the campaign supports local businesses in the implementation of feasible and tangible nature protection activities.

#### Activities

- Seminars on managing biodiversity-related risks and opportunities are organised for local companies and business associations.
- Landscape Auctions are held to preserve unique natural regional features.
- Efforts are made to promote the 'ecological greening' of company premises and industrial areas.

### Pro-Biodiversity Partnerships

Establishing partnerships between NGOs and the private sector is a complex and sensitive process. The campaign identifies factors for successful partnerships. It facilitates a process for engaging NGOs and companies in successful collaborations for the preservation of nature and ecosystems in Europe.

#### Activities

- Four workshops will be held for NGOs in Europe to discuss partnership risks and opportunities with the private sector.
- NGOs will be surveyed on their experiences of partnerships with the private sector.

### European Business and Biodiversity Campaign

Quality and functioning of biodiversity and ecosystem services build the base of our economic well-being by providing vital goods and services, such as food, timber and fertile soils. Around 40% of the world economy is based on biological products or processes. The European Business and Biodiversity Campaign was initiated by European organisations and companies in order to strengthen private sector commitment for biodiversity and ecosystem services. The campaign focuses on four areas:

- Informing the private sector about biodiversity and tools available to assess dependence and mitigate impacts on biodiversity
- Protecting regional biodiversity through SMEs and local organisations
- Promoting biodiversity partnerships between businesses, NGOs and other stakeholders
- Showcasing business commitments and initiatives such as the European B@B platform and Biodiversity in Good Company

### Facts

Duration: January 2010 – December 2012

Funded by: the EU LIFE + Programme

Scope: the focus is on large corporations, SMEs, business associations and NGOs in the EU, particularly Germany, Spain and the Netherlands

### Your NGO ...

...wants to know more about business and biodiversity?

...is interested in engaging in biodiversity partnerships?

...has already established partnerships with the private sector?

### Your Company ...

...wants to integrate biodiversity into its operations?

...is looking for positive relationships with NGOs?

...is interested in presenting its commitment for biodiversity?

**THEN JOIN THE CAMPAIGN!**

[www.business-biodiversity.eu](http://www.business-biodiversity.eu)

### What is a Landscape Auction?

Landscape Auctions function like normal auctions, but bids are made for elements of the landscape or local biodiversity. The concept was developed by Triple E from the Netherlands. The successful bidder supports the management and preservation costs of the chosen item. Make your bid for nature!

### What is a Biodiversity Check?

The campaign offers companies a basic biodiversity assessment – Biodiversity Check – that helps them to identify their impacts and dependency on natural resources and ecosystem services associated with biodiversity and ecosystem services. The Biodiversity Check provides an ideal basis for strategic biodiversity management.