Business Action for Biodiversity and Ecosystems
Biodiversity and businesses

- Biodiversity is crucial for functioning ecosystems.
- The services of nature are the basis of many economic processes.
- The loss of biodiversity and ecosystem services poses risks to economic activities and social development, e.g.:
  - loss of productivity
  - Raising production costs
  - Loss of jobs
- There are various risks for businesses due to biodiversity loss; but its consideration also offers concrete opportunities
Why should businesses pay attention to biodiversity?

**To avoid risks**

<table>
<thead>
<tr>
<th>Operational risks</th>
<th>Risks of reputation loss</th>
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<tbody>
<tr>
<td>• Availability of resources and production factors</td>
<td>• Damage to the image</td>
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<thead>
<tr>
<th>Market-related risks</th>
<th>Regulation- and law-related risks</th>
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<tr>
<td>• Changes in buying behaviour</td>
<td>• New regulations, e.g. ABS and free riders</td>
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<td>• Market price changes</td>
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<thead>
<tr>
<th>Liability risks</th>
<th>Financial market risks</th>
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<tr>
<td>• Lawsuits against businesses for causing biodiversity loss</td>
<td>• Biodiversity criteria for access to financial resources</td>
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**To use opportunities**

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<tr>
<th>New markets</th>
<th>Product innovation</th>
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<tr>
<td>• Respond to new consumer demands</td>
<td>• Develop new technology</td>
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<tr>
<th>Transparency</th>
<th>Attractiveness as employer</th>
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<tr>
<td>• Communicate impacts on biodiversity and environment (reporting)</td>
<td>• Motivate employees</td>
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<td></td>
<td>• Talent acquisition</td>
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<th>Additional income</th>
<th>License to operate</th>
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<td>• e.g. premium price for certified goods</td>
<td>• Connecting with local communities</td>
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Global tendencies

Standards
- More than 450 voluntary sustainability standards
- Growing share within global production
- Increasing attention to biodiversity criteria

Sustainable investment
- Trend towards sustainable investment
- Impact investment 400% increase since 2013

Social capital
- Raising awareness among consumers and among businesses
- Variety of initiatives
Global project approach
Private Business Action for Biodiversity

- Aims to identify, analyse and further develop promising mechanisms and instruments for promoting biodiversity-friendly production and commercialization
- Implementations of pilot activities in 3 partner countries – testing the potential for upscaling
- Results will be presented and discussed on national and international level
- Development of activities together with competent partner organizations

Financed by BMU / IKI

Cooperation with bilateral projects in Brazil, India and Mexico

Duration:
Scoping phase 09.16 – 04.18
Implementation 05.18 – 08.20
Main potentials prioritized during scoping phase

1. Simplifying management tools
   Need to identify simple tools for integrating biodiversity into management processes

2. Strengthening impact monitoring and reporting
   Simple impact monitoring systems which provide reliable data to support standards and labels as well as impact investment vehicles

3. Promotion of match making with financial mechanisms
   Lack of investible projects to meet growing demand on impact investment market. Match-making between financial mechanisms and SMEs as well as capacity development with SMEs is needed

4. Capacity development
   Instruments and mechanisms are not adapted to the needs of SMEs. Sensitizing stakeholders for impacts and dependencies of business activities on biodiversity.

5. Traceability
   Simple Instruments that guarantee traceability are key for companies to take over responsibility for complex supply chains.

   Special focus on SMEs
Pilot approaches in Brazil, India and Mexico

**Brazil: Açaí and carnauba**
- Acai: “superfruit” which grows in tropical rainforest. Project supports local producers with marketing and impact monitoring.
- Carnauba: wax used e.g. for sweets and car polish. Promote sustainable use with focus on traceability through multi-stakeholder initiative.

**Mexico: Agave**
- Agave: many traditional uses, e.g. processed into Mezcal and Tequila. Focus on impact monitoring of measures to protect the habitats of bats as pollinators.

**India: Spices**
- Spices: focus on biodiversity hot spot Western Ghats, Biodiversity Action Plans for improved integration of biodiversity aspects are adapted to small-scale spice production of pepper, cardamom, nutmeg, cinnamon and chili.

At **global level** exchange of experience, methods and results.
India: Biodiversity Action Plans for Spice Production

What is a Biodiversity Action Plan?

• A roadmap for biodiversity improvement on the farm
• Helps farmers to schedule, implement and monitor agricultural measure for the protection of biodiversity
• Serves as a basis for managers and advisors for improving the quality and effectivity of biodiversity measures
• Developed within EU-LIFE Project Food & Biodiversity
India: Biodiversity Action Plans for Spice Production

- **Biodiversity Action Plan** methodology adapted to Indian spice sector
- **Training of multipliers** in order to implement training programmes on integration of biodiversity aspects on farm level
- **Support implementation** of Biodiversity Action Plans with a pilot group of spice producers
- **Conduct awareness workshops** on biodiversity friendly production and commercialization with producers and processing companies
- Partner with companies, starting with **Biodiversity Check**
Private Business Action for Biodiversity

THANK YOU!

Contact:

Andreas.Gettkant@giz.de
Charlotte.Haeusler@giz.de