




# **BUSINESS & BIODIVERSITY AN ASIAN EXPERIENCE**

**26TH MARCH 2010 – TOKYO, JAPAN**

INTERNATIONAL UNION FOR CONSERVATION OF NATURE



How do we balance the needs of people  
with the needs of the planet that supports us?





## ASIA TODAY

### HOME to:

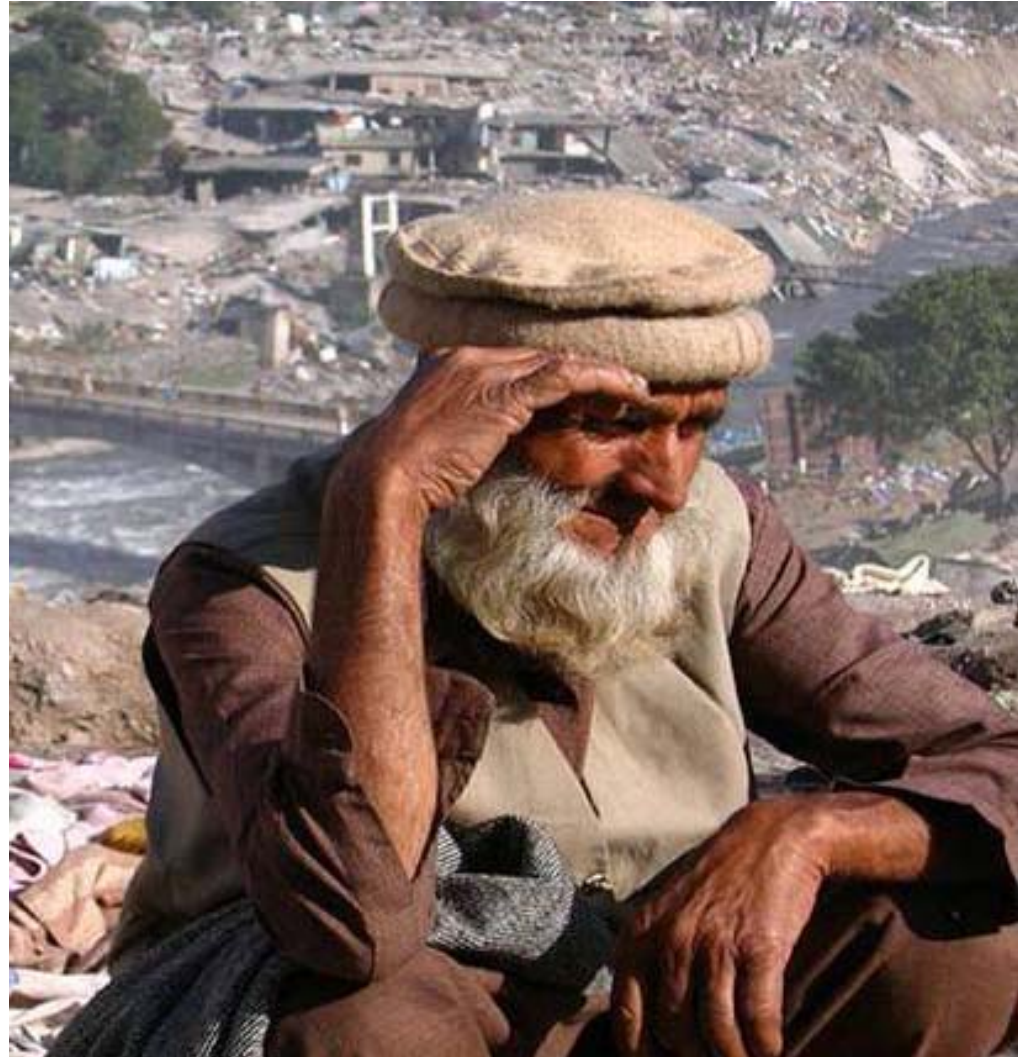
- over half (60%) of the global population and over 70% of the world's poor ....
- over half (55%) of global biodiversity
- almost half (40%) of the global economy





## ECOSYSTEMS AND LIVELIHOODS REMAIN AT RISK

- Alarming rates of species and habitat loss
- Top 10 disaster prone countries in the world are located in the Asia and Pacific region
- The poorest are the hardest hit by natural disasters
- Environmental challenges are compounded by continued air, water and land degradation in the quest for growth







## THE REALITY

- The private sector is the engine of growth in Asia
- Even in tough times, most countries have enjoyed six to seven percent economic growth
- Sustaining high growth rates whilst not compromising on environmental issues remains the challenge



## IUCN

### Members

- 1.141 Members in more than 160 countries
- States, Government agencies, NGO
- More than 60 regional and national committees



### Commissions

- 10.000+ volunteer experts in 6 thematic groups:



### Secretariat

- 1.000 permanent staff worldwide
- 350 temporary staff and consultants
- HQ in Gland, Switzerland
- More than 40 offices worldwide





## IUCN's Value Proposition

- ✓ Credible and trusted knowledge
- ✓ Partnerships for action
- ✓ Local to global / global to local reach
- ✓ Standards and practices





## RIISING TO THE CHALLENGE



- **IUCN in Asia now positioned as a regional organization**
- **Presence in 11 Countries**
- **Strengthening our presence in China, India and Indonesia and in North Asia**





# THE ROLE OF BUSINESS

- **Businesses have both potential and a responsibility**
- **Today's markets aid conservation**
- **Development regardless is self defeating**
- **Conservation and profits are not mutually exclusive; but entail trade offs**
- **Business must make informed choices**





# ENGAGEMENT STRATEGIES

- **Help companies reduce their environment footprint**
- **Refine tools, guidelines and capacity building efforts**
- **Enable business to positively contribute to conservation**
- **Support economic value addition on natural capital**
- **Leverage finance sector influence for conservation**
- **Synergise conservation and development**



# THE FOCUS

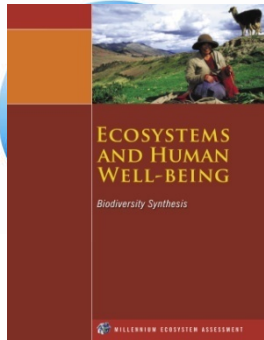
## Sectors

- Large footprint
- Biodiversity dependent
- Green enterprise
- Finance Industry

## Substance

- Policy: Public and Corporate
- Standards tools and guidelines
- Policy-practice links
- Knowledge and understanding





# Millennium Ecosystem Assessment: Opportunities and Challenges for Business and Industry (2005)

1. Ecosystem services that are freely available today will cease to be available or become more costly
2. Loss of ecosystem services will affect conditions in which businesses operate:
  - customer preferences
  - shareholder expectations
  - regulatory regimes
  - availability of finance and insurance
3. New business opportunities will emerge as demand grows for more efficient or different ways to use ecosystem services, mitigate impacts or track or trade services



## ILLUMINATING THE PATH: SAKHALIN ENERGY

- Since 2004, IUCN has worked with Sakhalin Energy in order to provide advice and recommendations on how the company can minimize risks associated with its operations on the Western Gray Whales and their habitat.





SHELL

- Enhance biodiversity conservation performance by Shell and its Affiliates as a measure of their sustained profitable operations;
- Raise biodiversity performance standards in the energy sector and its supply chains







## TATA – Dhamra Port Development

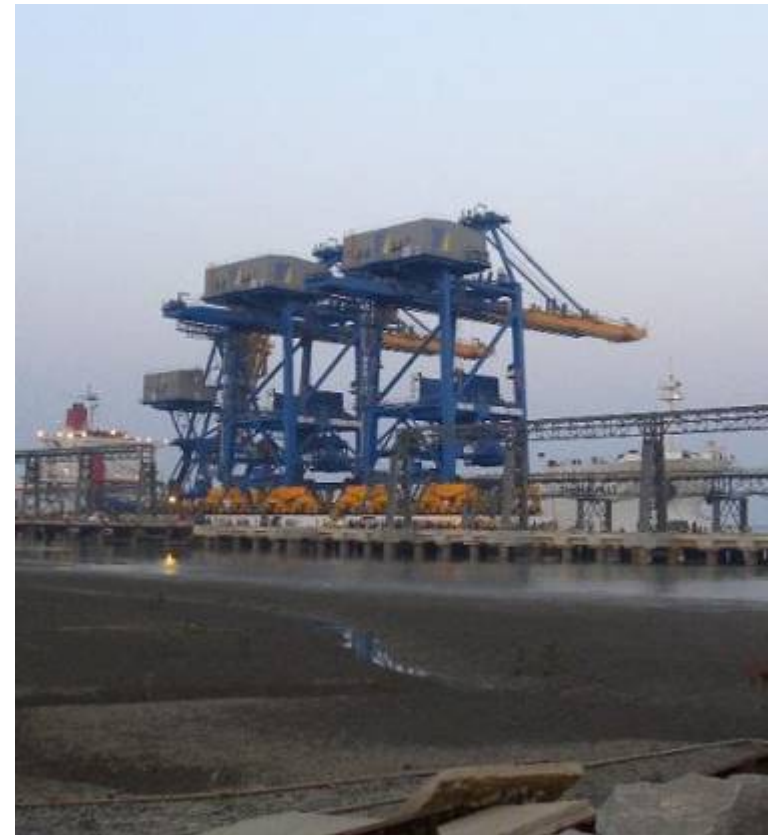
- Minimizing and mitigating the impacts of Dhamra Port development on Olive Ridley turtles
- Improving the project's environmental performance
- Contributing to raising national and global standards for environmentally responsible development of mega projects





## MORE ABOUT DHAMRA PORT...

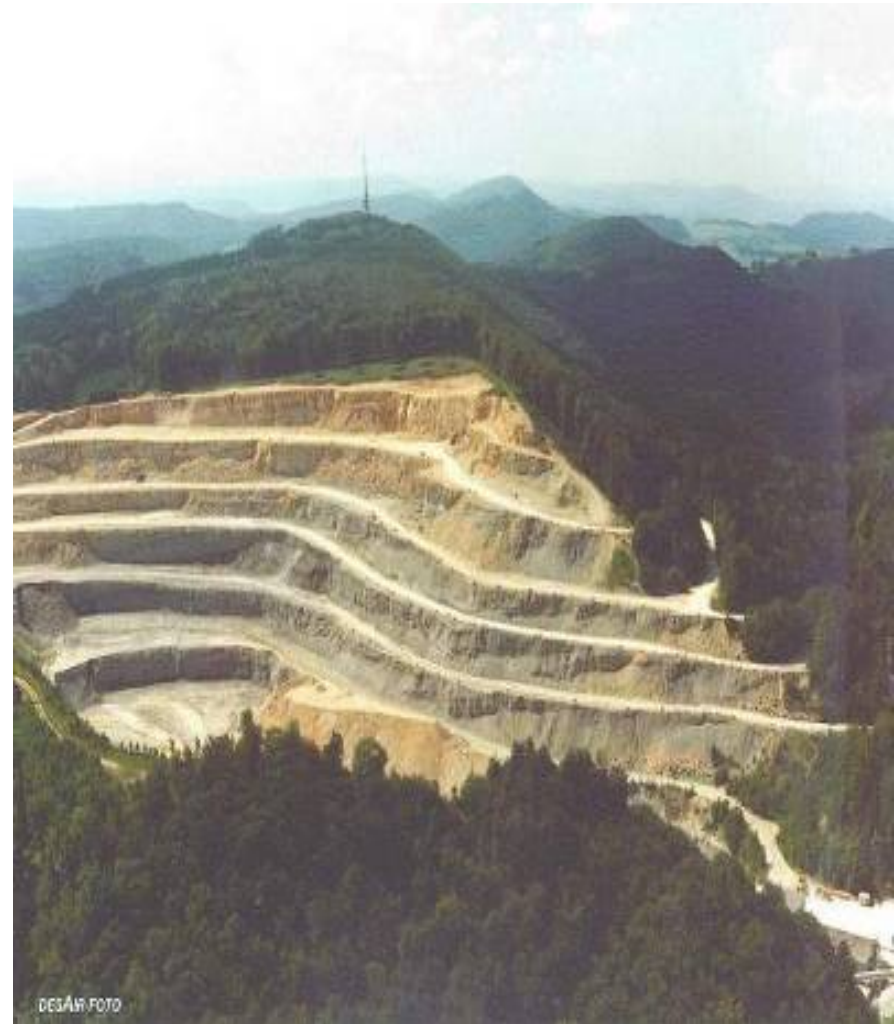
- Dhamra Port, is one of India's largest deep sea ports
- Located in Orissa at mouth of river Dhamra, about 15 km north of Gahirmatha, a mass nesting site of olive ridley turtles.
- IUCN continues to advise on the port with the best conservation science available as long as the law permits construction of the port, and IUCN's terms of engagement are honored by the company





- **Develop a more comprehensive corporate biodiversity policy and strategy for the Group.**
- **Develop joint initiatives particularly those supporting sustainable livelihoods and biodiversity conservation.**
- **Promote good practice by sharing the learning with the wider industry and conservation communities**

**HOLCIM**







## DILMAH TEA

- **Launch of Dilmah Conservation**
- **Community empowerment**
- **Biodiversity and Species Conservation**
- **Communicating the Conservation message**





## SIX SENSES RESORTS and SPAS

- **An innovative strategic partnership in biodiversity conservation management**





## INNOVATIVE PARTNERSHIPS IN THE CONSERVATION MANAGEMENT OF THE SRINART RAJINI MANGROVE ECOSYSTEM LEARNING CENTRE



SIX  
SENSES.  
RESORTS & SPAS

  
Mangroves for the Future  
INVESTING IN COASTAL ECOSYSTEMS

INTERNATIONAL UNION FOR CONSERVATION OF NATURE





## Why Co-operate ?

### Six Senses

- Links its brand name to conservation
- increases awareness on the importance of mangroves as an ecosystem
- Supports biodiversity conservation
- Provides guests with an enjoyable biodiversity experience
- Provides alternate livelihoods

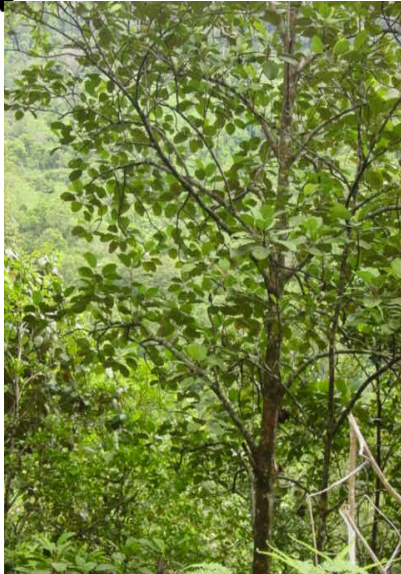
### IUCN/MFF

- Promotes biodiversity conservation
- Promotes participatory management of natural resources
- Facilitates public private partnerships in nature conservation
- Provides an opportunity to field test guidelines for private sector use of protected areas
- Provides a model for linking ecosystems and livelihoods





# CHEVRON



- Independent monitoring of biodiversity during seismic surveys in Bangladesh



## Economic value of the Environment

- The environment provides goods (food, medicines, raw materials etc) and services (tourism, recreation etc) that are of direct economic value
- An estimated 40% of the global economy is based on biological products and processes

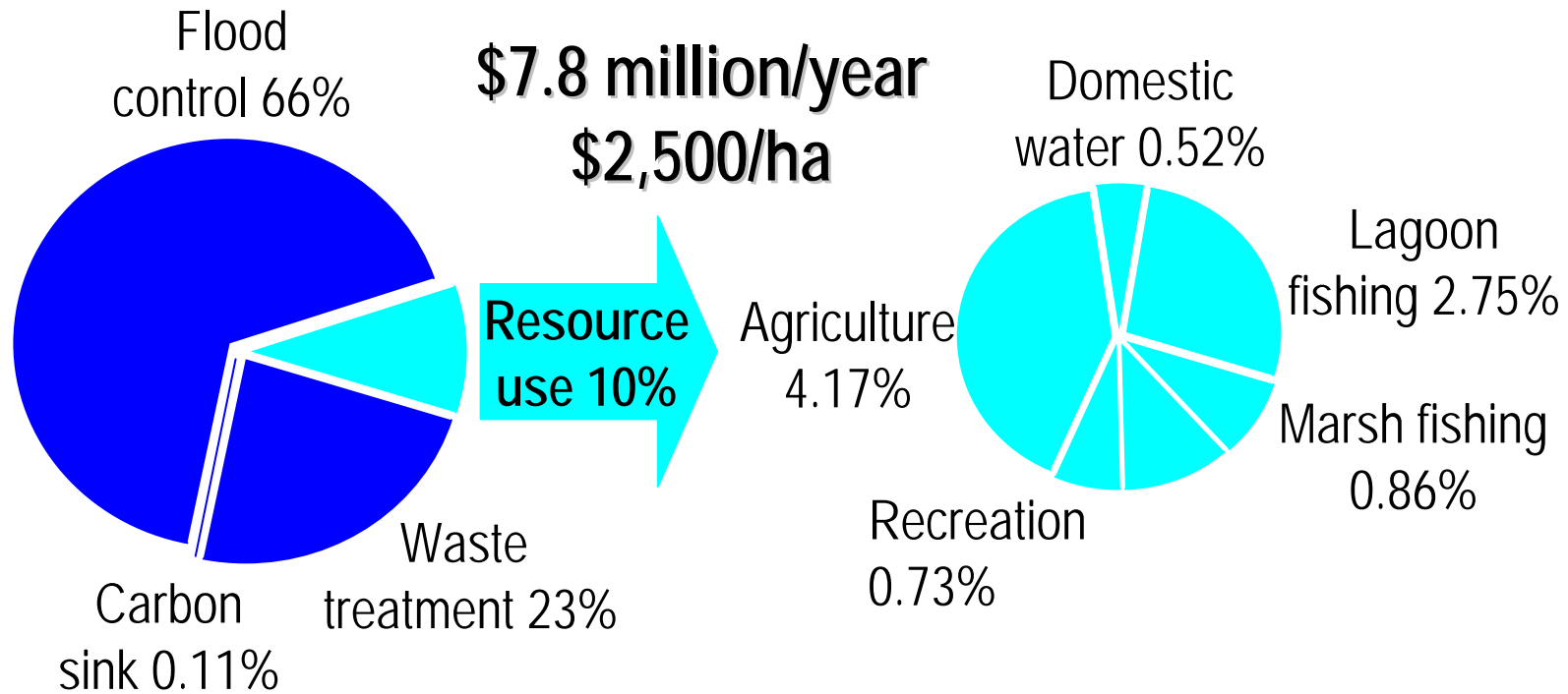


## Where Environment is business

- Beijing is facing a serious water crisis located in a harsh, semi arid environment, surrounded by degraded ecosystems
- The Miyun Reservoir is the main source of drinking water for the 17 million residents of Beijing.
- Large areas of forest cover are degraded with about 75% of the forests classified as “sub-healthy”.
- Soils and forests in the watershed filter water for the 17 million residents of Beijing
- Providing clean water required either:
  - building of a filtration plant at a construction cost of \$8 billion and annual operating cost of \$300 million
  - restoration of the ecological integrity of the watershed at a cost of less than \$2 billion
- Watershed restoration has begun with possible savings of \$9 billion over 10 years



# Wetland benefits and beneficiaries



- 3,000 households living on marsh fringes
- 12,000 lagoon fisherfolk
- 150 industries
- 25,000 semi-urban dwellers





## Reducing biodiversity risks: New tools for business

- **Integrated Biodiversity Assessment Tool**

- <http://www.biodiversityinfo.org/ibat/>
- Database for site-level risk assessment
- Developed by Birdlife, Conservation International, UNEP-WCMC, IUCN
- Based on World Database of Protected Areas, World Biodiversity Database, IUCN Red List of Threatened Species



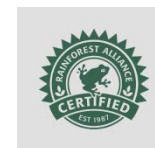
- **Business and Biodiversity Offsets Program**

- <http://www.forest-trends.org/biodiversityoffsetprogram/>
- guidance on designing and implementing biodiversity offsets to ensure “no net loss”
- Led by Forest Trends, Wildlife Conservation Society and Conservation International, with many others including IUCN



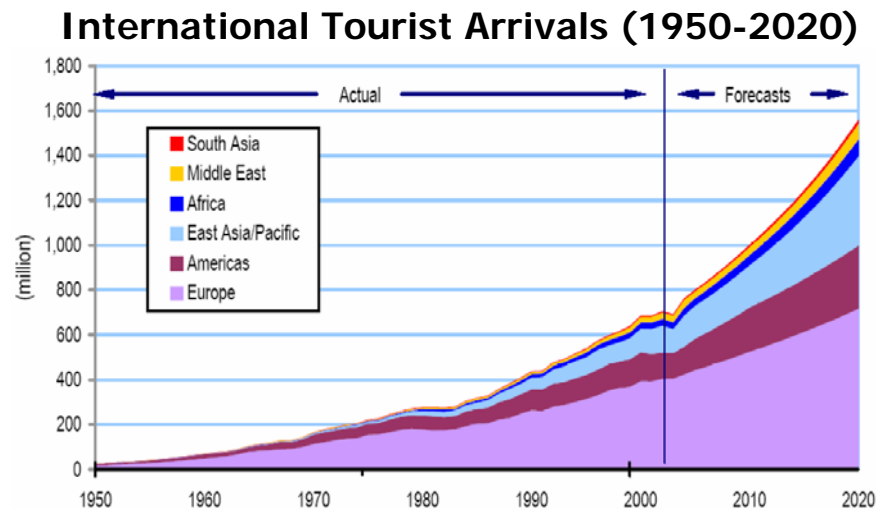
- **Certification and labelling**

- <http://www.isealalliance.org/>
- global hub for social and environmental standards
- 8 full/founding members represent fair trade, forest stewardship, organic agriculture, fisheries, etc.





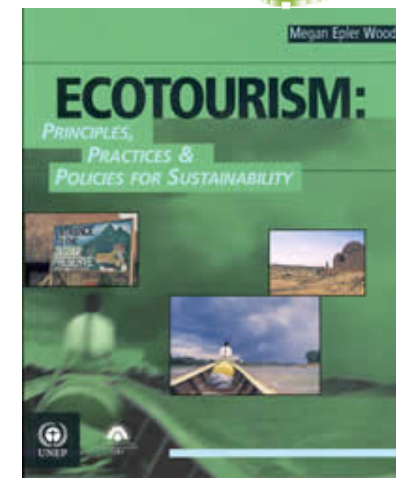
## Biodiversity business opportunity: meeting consumer preference



Eco-Tourism is “the fastest growing sector of the largest industry on earth”, with annual exports up to **US\$100 billion** and growing **three times faster** than other segments of the tourism sector ([www.world-tourism.org](http://www.world-tourism.org), [www.ecotourism.org](http://www.ecotourism.org))

International Year of  
**Ecotourism**

2002





## **Sri Lanka – Tourism hot spot for Blue Whales**





## Putting it all together: The Economics of Ecosystems and Biodiversity (TEEB)

### TEEB for business

1. Introduction
2. Business impacts & dependence on biodiversity
3. Measuring, valuing & reporting on biodiversity
4. Reducing biodiversity risks in business
5. Increasing biodiversity business opportunities
6. Business, biodiversity and sustainable development
7. Mainstreaming biodiversity in business



[www.teebweb.org](http://www.teebweb.org)





## INTERNATIONAL YEAR OF BIODIVERSITY

- Join us in celebrating the start of 2010 – the International Year of Biodiversity, declared by the United Nations. Throughout the year we will be celebrating biological diversity – the variety of life on earth – and boosting awareness of how important it is for our lives.



THE IUCN RED LIST  
OF THREATENED SPECIES™

### Get Involved

- **Add Species of the Day to your website**
- For 'Species of the Day', we have created an eye-catching button to place on your website, which will link directly to our Species of the Day webpage.
- **Follow us on Twitter!**
- Species of the Day now has its very own Twitter feed! Head over to <http://twitter.com/speciesoftheday> and follow us for daily Species of the Day tweets, and help us spread the word!
- **Donate to help save species**



NOT EVALUATED	PASS EVALUATION	LEAST CONCERN	NEAR THREATENED	VULNERABLE	<b>&lt;ENDANGERED&gt;</b>	CRITICALLY ENDANGERED	EXTINCT IN THE WILD	EXTINCT
NE	PE	LC	NT	VN	<b>EN</b>	CR	EW	EX



Geographical range

[www.iucnredlist.org](http://www.iucnredlist.org)  
[www.sscg.org](http://www.sscg.org)  
[www.arkive.org](http://www.arkive.org)



Species of the Day  
is sponsored by



The problem is the lack of information of threatened species...  
 a more positive message is to focus on the positive...  
 such as the...  
 biological diversity of the world.

## Species of the Day: Grevy's Zebra

**Grevy's Zebra**, *Equus grevyi*, is listed as "Endangered" on the IUCN Red List of Threatened Species™. It is restricted to Ethiopia and Kenya, and is most easily distinguished from the more common Plains Zebra by its narrower stripes.

Grevy's Zebra has declined by over 50 percent in recent decades, with only around 750 mature individuals now left in the wild. Hunting for skins in the 1970s may have contributed to its decline, but habitat loss through overgrazing, competition with livestock, and a reduced water supply are now the major threats. In some areas hunting continues to be a major threat, while disease outbreaks pose an additional hazard to the already reduced population.

Grevy's Zebra is legally protected in Ethiopia and safeguarded by a hunting ban in Kenya. At present, protected areas only cover a small portion of its range, although they may prove to be crucial to the preservation of some populations. Kenya has developed a national conservation strategy for the species, and research and community-based conservation efforts are ongoing in both Kenya and Ethiopia.



## Biodiversity: My hotel in action

- **Designed to make the hotel industry more aware of the importance of biodiversity - launched by IUCN, in partnership with Accor, the European leader in hotels**
- **Biodiversity assessments, biodiversity audits, advice on policy integration**



Biodiversity: My hotel in action  
*A guide to sustainable use of biological resources*



ACCOR Eco





## Working with the Chambers

- Business leadership – **to be leading business advocates on issues connected with sustainable development.**
- Policy development – **to participate in policy development in order to create a framework that allows business to contribute effectively to sustainable development.**
- Best practice – **to demonstrate business progress in environmental and resource management and corporate social responsibility and to share leading-edge practices amongst members.**
- Global outreach – **to contribute to a sustainable future for developing nations and nations in transition.**







## Is it Making a Difference?

- Not much; Not yet.
- It is a drop in the ocean
- Much of the world is oblivious
- Poverty pervades, environment degrades
- Business is growing: ever more powerful and profitable



Change is imminent ---

We can a part of it , shaping its course and of our future and our businesses ---



We live in a borrowed world. It is ours as long as we remain creditable with our debtors: nature and society





- **IUCN's unique knowledge base, convening power, networking strength and global reach are available to any corporate leader ready to step up to the challenges of sustainable growth. The capital, technology, human resources and innovative capacities of the business community are among the most powerful tools at our disposal to make the world a better place. Conservation is everybody's business.**

**IUCN, 2008**



**Thank You**



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