

'BIODIVERSITY IN GOOD COMPANY' INITIATIVE

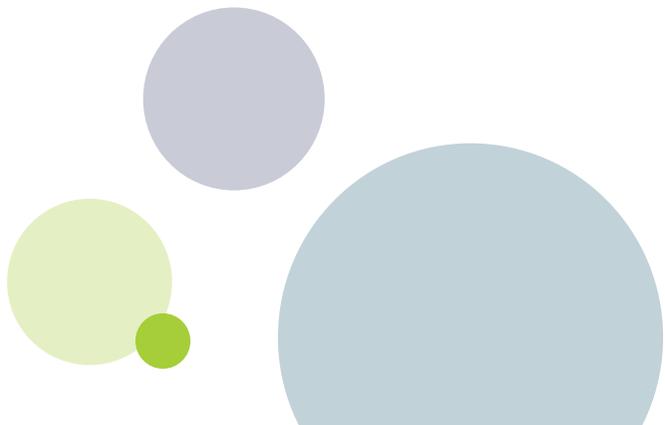
FROM COMMITMENT TO ACTION

MEMBER COMPANIES REPORT



BUSINESS AND BIODIVERSITY INITIATIVE







Ecosystems are the basis for all life. Their services are indispensable for mankind. Nevertheless, biological diversity in our world is disappearing at a disturbingly rapid pace. If we continue to destroy the environment, we will not only eliminate the basis of our future existence but also of our future economy.

To stop this alarming tendency, it is essential that all players join forces and pool their efforts in order to combat the global loss of biodiversity. With concerted efforts progress towards this end can be made. There is an urgent need for international and national cooperation between policy-makers, science, the public and especially the business sector. Economy and ecology are not opponents, but rather they are interdependent. They are two sides of one coin.

The Business and Biodiversity Initiative 'Biodiversity in Good Company' leads the way in this regard. It is partnered by companies of international standing which have actively incorporated biological diversity into their business concept and thus established themselves as pioneers in the field.

In this compilation companies that signed the Initiative's Leadership Declaration present their efforts to combine commercial success with responsible business practices. Thereby they also serve as positive examples for others.

I thank the participating companies for their commitment and I hope this illustrative presentation sends out a powerful message of how business can play its role as an active agent in, and as a beneficiary of, efforts to protect biodiversity.

Dr. Norbert Röttgen
Federal Environment Minister

INTRODUCTION

BUSINESS AND BIODIVERSITY INITIATIVE 'BIODIVERSITY IN GOOD COMPANY'

With the increasing loss of biological diversity, there is an increase in risk for both society and business. The purpose of the international Business and Biodiversity Initiative 'Biodiversity in Good Company', which was initiated by the German Ministry for the Environment in 2008, is to increase the business community's awareness of the importance of biodiversity and to support them in their efforts to integrate aspects of biodiversity management into their corporate activities. As one of the first international programmes dedicated to biodiversity in the private sector the Initiative takes a leading role in this regard.

Since the 9th Conference of the Parties (CoP9) in Bonn more than 40 companies from Germany, Japan, Brazil, Switzerland and South Africa have signed the Initiative's Leadership Declaration. They have committed themselves to integrating biodiversity protection and conservation into their corporate policies and management systems.

Not all companies are alike, different sectors may require different plans and approaches. Some companies are more experienced with biodiversity than others. With this in mind, membership is not about being a perfect company, instead it is about companies that are prepared to initiate an internal reflection process and signal their willingness to integrate biodiversity considerations into their corporate objectives.

The Leadership Declaration is therefore implemented through an individualised approach. Companies will determine their own steps and goals regarding the integration of biodiversity objectives within corporate policy and activities.

LEADERSHIP DECLARATION

All signatory companies acknowledge and support the three objectives of the Convention on Biological Diversity:

- Conservation of biological diversity
- Sustainable use of its components
- Fair and equitable sharing of the benefits that arise out of the utilization of genetic resources.

Signatory companies furthermore commit themselves to:

- Analyze corporate activities with regard to their impacts on biological diversity.
- Include the protection of biological diversity within their environmental management system, and develop biodiversity indicators.
- Appoint a responsible individual within the company to steer all activities in the biodiversity sector and report to the Management Board.
- Define realistic, measurable objectives that are monitored and adjusted every 2 to 3 years.
- Publish activities and achievements in the biodiversity sector in the company's annual, environmental, and/or corporate social responsibility report.
- Inform suppliers about the company's biodiversity objectives and integrate them accordingly.
- Explore the potential for cooperation with scientific institutions, non-governmental organizations (NGOs) and/or governmental institutions with the aim of deepening dialogue and continuously improve the corporate management system vis-à-vis the biodiversity domain.

This compilation documents the ongoing efforts of the companies to combine commercial success with responsible business practices on the occasion of the 10th CoP on the Convention on Biological Diversity. Each company therefore put together a fact sheet presenting its specific take on integrating biodiversity aspects into its management system, highlighting best practices and summarizing the benefits of these practices both for business as well as for biodiversity.

Additional information about the Initiative and its member companies is available at: www.business-and-biodiversity.com

MEMBER COMPANIES:



ALEPH

Sapporo, Japan

www.aleph-inc.co.jp

Member since: 2008
Industry: Restaurant, agriculture
Main products: Hamburger steak

Contact person: Mr. Takeshi Inada,
t_inada@aleph-inc.co.jp

OUR VOLUNTARY COMMITMENT

We have set our company's biodiversity targets based on the Leadership Declaration in the following way:

As part of the food industry, we aim to preserve biodiversity at the food production site with the medium to long term goal of achieving a domestic food efficiency ratio of 60% or more by 2018. With our "Rice paddy with rich living things" project we aim to have a total planted acreage of 100 ha by 2011. Additionally, we always strive to purchase seafood from fishermen who are concerned about sustainability. Paying close attention to our food and business materials procurement practices we contribute to the preservation of forest resources.

In addition, Aleph is working on reducing the effects of the non-native European Bumble Bees. To accomplish this, we purchase tomatoes and mini-tomatoes grown with local pollinator bumble bees and we continue to aid efforts to re-instate bumble bees native to Hokkaido. Aleph also preserves the native Hokkaido boreal vegetation.

Further, Aleph contributes to the conservation of biodiversity by doing its part in the fight against climate change. We aim to reduce 50% of our CO₂ emission per sale by 2020 compared with 2000. We are also working on ways to reduce one-third of the amount of water used per sale by 2020 compared with 2000.

Aleph also engages in popularizing the meaning of biodiversity to producers, customers and consumers.

BEST PRACTICES

In order to improve food safety we select chemical free locations for our food production. As a result, our farms offer natural habitats free of chemicals, increasing the overall biodiversity of the area and improving the quality of the products produced there.

For instance, beef used for our main product "hamburger steak" is procured from farms in New Zealand and Australia. We have direct contact with the farmers enabling us to maintain a production standard that guarantees the cattle only receive necessary medicines and are fed only with pasture, hay and silage without grain. The majority of beef cattle bred in Japan is fattened by grain fodder. This increases the illness rate, as grain is not the original fodder for cattle, and it pushes up the administration of antibiotics.

At Aleph's contract farms, they thoroughly manage intensive grazing systems and pasture controls for 100% grass-fed cattle. By reducing agricultural chemicals the soil, and therefore the grass, provide the grazing cows with natural food.

Regarding the rice we serve in restaurants, we protect biodiversity through the production process. Since 2006 we have been offering "Reduced-chemical rice", which is free of agricultural chemicals and only uses herbicides once a year. Moreover, in 2009, we began using rice from the project "Rice Paddy with Rich Living Things". Producers grow rice while at the same time considering their impact on biodiversity. Also in 2009, we set three requirements for cultivation: first producers should grow rice without any agricultural chemicals and chemical fertilizer; second to they should create biotope areas or winter-flooded rice paddies that strive to protect the living creatures in the area; third, rice growers should be aware of the living things at the rice paddies. About 1% of the entire amount of rice purchased that year met these three requirements. We aim to expand the use of such rice up to 10% of the entire consumption by 2012.



BENEFIT

We earnestly believe that the benefit from procuring ingredients with a consideration for biodiversity is connected with strengthening the brand image of our company. Concretely speaking, “A genuine taste can be offered to the customer by drawing out the taste of the original ingredient.” Reliance of the company that treats the ingredient with consideration of environment can be increased. The incentive to buy, the investment enthusiasm, the willingness of employment, and the buyer’s eagerness to select can be increased because of this reliance.

In addition, production farmers also benefit because the ingredients that consider biodiversity are selectively procured. It means that farmers can sell their production for higher than usual and it can lead to the stability of management. In other words, biodiversity and farmers’ businesses can be defended simultaneously. Moreover, it is possible to price the product with additional value as a brand ingredient.

Farmers can be confident that they are making a significant contribution to the biodiversity in their rice paddies by continuing to reduce the use of agricultural chemicals. Customers can participate in the preservation of biodiversity in their region by coming to restaurants and choosing the products from such rice paddies. We can tie producers to customers through restaurants. We can keep up the activity for preservation of sustainable biodiversity with the good relationship between customers and producers by increasing the number of fan of our restaurants.

We strongly believe that the steady benefit can be brought to consumers, producers and the company by considering biodiversity in the scene of the ingredient procurement.



BERACA

São Paulo, Brazil

www.beraca.com

Member since: 2008

Industry: Raw materials for the health & personal care industry

Main products: Vegetable oils, extracts, scrubs and active ingredients

Contact person: Mr. João Matos,
joao.matos@beraca.com

OUR VOLUNTARY COMMITMENT

Beraca has a tradition of promoting the sustainable use of biodiversity. By joining the 'Biodiversity in Good Company' Initiative Beraca committed itself to the implementation of the Leadership Declaration, and especially to achieve its three goals: conservation of biodiversity, sustainable use of its components, fair and equitable sharing of the benefits that arise out of the utilization of genetic resources. To begin implementation, Beraca started corporate programs at the Health & Personal Care division – for example creating the Biodiversity Enhancement Program a department responsible for the communities approach and relationship, transparent relations with all the people involved, conservation of the forest and social responsibility actions.

The Biodiversity Enhancement Program is important because it has generated a transparent communication channel with the communities enabling Beraca to develop a good rapport with them. The first step is to map the communities; the second is to map the commercial possibilities of each one, avoiding the inappropriate use of the natural resources; the third – price establishment, which is above the minimum price set by the Brazilian Federal Government; the fourth step – make a contract between the parts in order to guarantee the community and Beraca's commercial part. It is important to highlight that Beraca never buys the entire products forests supply; we only buy part of it to make sure we maintain the forest. Through the Biodiversity Enhancement Program we have established guidelines for our production sites, in order for us to deal in the same way with all the communities and also to guarantee the forest conservation and the products quality and pattern.

Moreover, we have taken some structural measures as well, such as starting a reporting program to the directory board and communicating our results to the market through our Sustainability Report. We have also nominated a biodiversity leader, Mr. João Matos - former Amazonas Environment Secretary, who is responsible for leading the Biodiversity Enhancement Program and making the network worldwide to collect best practices and put them into action at Beraca.

BEST PRACTICES

Supply Chain Management

In 2010 Beraca established the first sustainable dialogue with its suppliers (associations and cooperatives). All community leaders were brought to the city of Belem, in the state of Pará, for two days of information exchange among its own leaders and employees from all departments of the company (manufacturing, quality control, purchasing, logistics, and others).

Encouragement of sustainable production methods and promotion of local economic structures

In 2003 Beraca created the Biodiversity Enhancement Program with the purpose of promoting the sustainable use of the Brazilian biodiversity through environmental practices. Therefore, the trading of non-timber forest products has been based on negotiations that value both the biodiversity and the communities. It not only adds income to families living in the Amazon region, where communication and logistics are scarce, but also provides credit support (held in the harvest period of each forestry species).

The partnership with private companies, social organizations, and governmental institutions has allowed the regulation of a minimum price for products such as Brazil nut, açai, babaçu and andiroba. Through partnerships established with both its clients and development agencies, Beraca has empowered associations and cooperatives that supply raw materials. Some of the benefits provided to the communities were the construction of headquarters/factories, the purchase of equipment for oil manufacturing, the installation of dryers, the co-creation of technologies, and the provision of technical assistance.

Concrete example - COOPEMAFLIMA

The tradition of andiroba seed collection by riverside populations in the Brazilian Amazon was inherited from older generations and has been identically replicated throughout the last century. Beraca's project takes part in this story. However, this time a group of women went beyond the traditional role of merely collecting andiroba seeds and established their own business through a cooperative called COOPEMAFLIMA



BERACA

(Cooperative of Forestry and Marine Producers of the Marajo Island) located in northern Brazil, municipality of Salvaterra, state of Pará.

The volume of seeds is dealt directly between Beraca and the communities in each harvest, based on the estimated production of the species for a given year. If the forecasted volume is low, Beraca seeks to reduce the purchase or to share it with other communities that supply raw materials. This avoids compromising their genetic basis, which is responsible for the reproduction of species and serves as source of food for the local wildlife.

Eight years after the program started, Beraca sought to strengthen its relationship with COPEMAFLIMA, which was possible through a partnership with the L'Occitane Foundation. Based on its experience in Africa, the Foundation together with members of the cooperative, invited by Beraca, invested in the building headquarters to hold the processing of seeds and oils and also to host the cooperative meetings. At the same time, a partnership with the Vitoria Regia Institute and the Pará Forestry Institute (IDEFLOR) made it possible to provide the plant with all the necessary equipment for the production of andiroba, pracaxi, murumuru, and ucuuba oil both for the local market, which hardly ever has the opportunity to enjoy their own biodiversity, and the cosmetic industry.

BENEFIT

Beraca currently has a network of suppliers in five different Brazilian states, 3 ecosystems, 1,500 families and 58 communities. This allows us to expand the number of beneficiaries, taking into consideration that financial resources stimulate local economic development. It also helps supporting the concept that biodiversity is a key tool for Amazonian and Northeastern populations, where opportunities are rare and the destruction of ecosystems increases every day.

Close cooperation and agreements with local producers enable Beraca as well as the cooperatives to guarantee price and volume of trade to its members. This model of partnership involving three sectors - business, community, and government - has been our focus for delivering real improvements to the local communities. It strengthens the supply chains of Amazonian species and the empowerment of local groups, besides presenting a new perspective of life for all the natives and supporting the sustainable use of environmental and social resources.

ADDITIONAL INFORMATION

Beraca has been presenting such models for sustainable development worldwide and we have also been honored by awards as UN Seeds Awards, BBC World/Newsweek World Challenge, and Von Martius Sustainability Award (carried by the German Chamber of Commerce).



BIONADE

Ostheim/ Rhön, Germany

www.bionade.com

Member since: 2008

Industry: Non-alcoholic refreshment drinks

Main products: Non-alcoholic refreshment drink that is produced purely organically by a fermentation process using natural raw materials

Contact Person: Mr. Michael Garvs,
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OUR VOLUNTARY COMMITMENT

Right from the onset in the 1980s, when the product BIONADE was invented, the company has made sustainable thinking and acting its guideline. With a non-alcoholic refreshment drink produced purely organically – featuring eco-quality according to the EU Eco-regulation – the company, which is rooted in the region and has its headquarters right in the middle of the Rhön Biosphere Reserve, is striving for a pioneering role. On its way to international expansion, BIONADE sees itself as an inspiration for other regions.

The goals to be achieved with the Leadership Declaration of the ‘Biodiversity in Good Company’ Initiative are fully in tune with BIONADE’s general goals and claims. In the future, the company wants to be able to conduct all business transactions bearing in mind biological diversity. Its implementation is burgeoning into a permanent development process: Through the recent introduction of an environmental management system, environmental and quality standards are to be ensured; concurrently, the industrial production process is to be continuously improved.

We are currently gearing the entire supply chain towards sustainable development by including procurement, production and logistics in the process. The raw materials necessary for the production of the refreshment drink are to be procured from regional organic farmers to an ever greater extent, and likewise the global procurement of raw materials is going to be improved. Suppliers are given specifications of social and ecological criteria, and an own supply pool will be built up on the basis of long-term contracts, taking these conditions into account. Educational work with the focus on sustainable development is practised at BIONADE, both in-house and externally, and will be continually expanded.

The first BIONADE sustainability report is being prepared at the moment so as to be capable of presenting the company’s progress in these terms, transparently and truthfully.

BEST PRACTICES

The three BIONADE flagship projects described below reflect the fact that sustainable development in terms of the Leadership Declaration is being truly lived at BIONADE:

In its “Bio-Landbau Rhön” (Rhön Organic Farming) project, BIONADE combines ecology-based activities with business activities for the benefit of biological diversity. Within the scope of the project, regional procurement is being optimised through having producers for BIONADE grow their elderberry according to the guidelines of the German growers’ associations on the basis of long-term contracts in the Rhön region itself. 100% of the organic barley malt of “Naturland” (a German growers’ association) quality being used in our beverage is already being procured within a radius of 15 km around the Ostheim/ Rhön location. The processing of the barley malt is also being done in a neighbouring city, located 7 kilometres away.

With the project “BIONADE. We plant drinking water.” BIONADE, in conjunction with the “Trinkwasserwald e.V.” association, is transforming monoculture coniferous forests into deciduous forests, so-called “Drinking Water Forests”. The procedure is scientifically proven; 800,000 litres more drinking water annually are being generated on the transformed forest area per hectare. An area totalling 65 hectares has been transformed into “Drinking Water Forests” within the last three years already; thus the amount of drinking water needed for bottling of the refreshment drink has been compensated for.

As a partner of the “KLASSE!” projects under the aegis of Main-Post, BIONADE is also quite active in environmental education. Teaching material, entitled “Vom Feld in die Flasche” (From the field into the bottle), compiled by “KLASSE!”, is being furnished to 1,200 teachers in all types of schools and every grade who are participating in the project in Lower Franconia. The focus of the educational material is on sustainability, regionalism and biological diversity.

BENEFIT

“Bio-Landbau Rhön”, “KLASSE!”, and “BIONADE. We plant drinking water”, as well as numerous other social and ecological projects undertaken by BIONADE, show in practice how a benefit evolves through a long-term commitment to both biological diversity and society, while concurrently making sustainable use of biological diversity.

The “Rhön Organic Farming” project, for instance, pushes organic farming, thus avoiding the utilisation of chemical fertilisers and pesticides and their seeping into the soil and groundwater. This in turn improves the drinking water in the immediate surroundings, the Rhön. In addition, regional procurement provides local farmers with new opportunities of marketing; long routes of transport are avoided; and traditional native species are protected and supported.

BIONADE does not only feel strongly about acting with ecological awareness by itself, it is also interested in supporting ecological education and passing this understanding for sustainable development on to others. For biological diversity can be sustained on a lasting basis only through imparting to children and teenagers how important the protection of nature and the environment are. “KLASSE!” is one of the projects that contributes to that. But also in the activities of planting “Drinking Water Forests” employees, school classes and business partners are integrated.



CAIXA ECONÔMICA FEDERAL

Brasília/DF, Brazil

www.caixa.gov.br

Member since: 2009

Industry: Banking and finance

Main products: Housing loans and mortgages, urban infrastructure, sanitation, lotteries, savings, funds

Contact person: Mr. Jean Rodrigues Benevides,
jean.benevides@caixa.gov.br

OUR VOLUNTARY COMMITMENT

CAIXA believes that reaching sustainability is directly related to the businesses it carries out and manages, which are mainly anchored in the principles and guidelines of its Corporate Credit Policy, Environmental Policy, and Corporate Social Responsibility Policy.

Therefore, the corporation's actions are oriented towards:

- Financing development aimed at sustainability;
- Considering socio-environmental impacts and costs when granting credit;
- Promoting sustainable consumption of natural and material resources in internal processes;
- Informing about, building awareness for, and permanently engaging stakeholders with CAIXA's sustainability policies and practices;
- Promoting the development of sustainable cities.

Socio-environmental Responsibility when Granting Credit

By incorporating socio-environmental criteria to the process of credit analysis and granting, CAIXA gets closer to its clients, learning more about the characteristics of their business and actively contributing to a better credit offer focused on practices of more sustainable production.

Credit to companies in the Amazonian biome is conditioned to criteria that ensure the financed activities do not contribute to illegal deforestation; Environmental licensing is required when financing activities or enterprises that either effectively or potentially pollute, or use natural resources in the production process; Companies taking credit of USD 6 million and over must undergo a socio-environmental analysis carried out by CAIXA; The financing of sanitation and infrastructure projects is preceded by a socio-environmental sustainability assessment, in order to identify risks and recommend mitigating and compensatory measures; The employment of a methodology to environmental analysis of brownfields, allowing for risk management for future housing use and implications to the real estate business.

BEST PRACTICES

Environmental Compensation Fund

CAIXA has created an investment fund to receive offset payments for environmental compensation. These offset payments are a financial mechanism through which companies are required to invest resources in the maintenance or creation of conservation units, as compensation for their businesses' negative environmental impacts.

Legal Wood Action

Our project "Ação Madeira Legal" (Legal Wood Action) contributes to the reduction of deforestation in the Amazon region by hindering the use of illegal wood in construction financed by CAIXA. Construction companies taking credit at CAIXA are required to show proof that the wood used in their enterprises comes from legal sources..

Energy Efficiency

CAIXA has incorporated energy efficiency items into its administrative buildings and branches, such as highly efficient lighting systems; smart air conditioning; roof insulation; rainwater containment systems and water saving devices, among others. The company was the first Brazilian bank branch awarded with the Level "A" Energy Efficiency Label for commercial buildings launched by the Brazilian Labeling Program (PBE).

Solar Power

CAIXA grants financial incentives for the installation of solar heating systems in housing enterprises for families with an income of up to three minimum wages.

Investing in Renewable Energies

CAIXA supports the reduction of the volume of greenhouse gases in the atmosphere by financing energy generation based on renewable sources, such as biomass and wind, as well as hydroelectric power plants, small hydropower plants, and alternative sources of energy.

The CAIXA logo is displayed in a bold, blue, sans-serif font. The letter 'X' is stylized with an orange and yellow gradient. The logo is positioned within a large, light gray circular graphic that has a smaller, solid light green circle overlapping its right side.

BENEFIT

Actions for biodiversity management taken on by CAIXA have contributed to reducing natural resource consumption and preserving Brazilian biodiversity, by restricting credit to companies that either effectively or potentially pollute and/or operate in the Amazon biome.

The Legal Wood Action has supported the reduction of deforestation and the dissemination of information about the control over the origin of the wood.

The search for maximum energy efficiency in administrative buildings and branches has led to an economy of 35% in the consumption of energy and 65% in the consumption of water in buildings awarded with label "A".

The Brazilian Government and Caixa Econômica Federal have set up a partnership for subsidizing Water Solar Heating Systems for homes built in the "My Home, My Life" Brazilian social housing programme. The subsidy was approved in February 2010 and will benefit 40 thousand families with an income of up to 3 minimum wages, in the South, Southeast and Middle-West of Brazil (cooler regions). Studies show that solar heating may represent a reduction of 30% in energy bills, which makes a big difference for low-income families. In 2009, CAIXA invested more than USD 10 billion in energy generation.



CENTROFLORA GROUP

São Paulo and Piauí State, Brazil

www.centroflora.com.br

Member since: 2009

Industry: Vegetable extracts manufacturing

Main products: Pilocarpina and vegetable extracts

Contact person: Mr. Michael Andersen,
michael@vegeflora.com.br

OUR VOLUNTARY COMMITMENT

Centroflora Group works on the three main goals of the CBD: conservation of biodiversity, sustainable use of the biodiversity and benefit sharing. In line with this commitment Centroflora joined the 'Biodiversity in Good Company' Initiative and committed itself to the implementation of biodiversity management structures as laid out in the Initiative's Leadership Declaration.

Therefore, the Centroflora Group, through its companies, joined two other initiatives/organizations, the Union for Ethical Biotrade and the Global Report Initiative, as recognized international tools to contribute to biodiversity management. These memberships help the company to organize all the work already developed by Centroflora on biodiversity issues, establishing clear policies with concrete goals and clarifying corporate guidelines on biodiversity management.

In cooperation with other institutions, Centroflora Group is investing in research involving biodiversity, e.g. herbal raw material and activities of extracts; developments of new bioproducts and promoting environmental and social projects. To this effect, the Centroflora Group was selected to receive government funding to research about Brazilian biodiversity, thereby aggregating the value of genetic resources available.

BEST PRACTICES

On conservation of biodiversity, Centroflora maintains native areas on two different Brazilian biomes and medicinal plant gardens with more than 200 different species. We also develop and promote forest management plans on 4 different Brazilian biomes, scientific research as well as social and environmental projects, through the Floravida Institute, an NGO founded and maintained by Centroflora.

On sustainable use of the biodiversity, Centroflora has put in place a supply chain management program – "Partnerships for a better world" – which ensures quality, traceability and fair trade throughout the supply chain. In addition, forest management plans on 11 different Brazilian states enable the sustainable use of Brazilian Biodiversity on our vegetable extracts. Centroflora also invests in scientific research related to raw material production to increase the ingredient content of the raw material, to enable sustainable production techniques (preferably organic) and to improve the monitoring of forest management plans.

On benefit sharing, Centroflora works in different ways. The company has developed its own policy on access and benefit sharing, promoting the integration of the supply chain. The social and environmental technologies developed in the Floravida Institute have been used to share the benefits with the Brazilian society. Furthermore, we diffuse the knowledge and the interpretation of Brazilian law on Access and Benefit Sharing among our clients. Finally, we have worked with the Brazilian government to improve the national and international legislation on this subject.



**CENTROFLORA
GROUP**

Partnerships for a better world.

Supply chain management and sustainable production

As described before, Centroflora developed the institutional program “Partnerships for a better world” to guarantee quality, traceability and fair trade along the supply chain. It involves rural communities, associations, cooperatives and small farmers, which are pre-selected to become medicinal plant suppliers. The species selected for cultivation undergo a botanical, agronomic and feasibility study to ensure promotion of the desired species.

Partnership agreements are established between the customer and Centroflora and subsequently between Centroflora and the farmer, whereby Centroflora, through its Botanical and Sustainability Department, guarantees the purchase of planned harvests and the required technology transfer to the field, thus integrating the entire production chain in a responsible manner. A percentage of the products turnover is previously agreed with the customer to promote social and environmental projects as volunteer or mandatory benefit sharing.

When the plants are sent to the Centroflora facilities the active ingredients are extracted in an ecologically sound production process using for example safe and recyclable solvents (water, ethanol sugarcane alcohol and vegetable glycerin).



BENEFIT

Some benefits resulting from access are incorporated along the entire supply chains as development and technology transfer of new agricultural crops, commitment to purchase planned harvests paying fair prices, investment on research that in future would aggregate value to biodiversity and would develop new suppliers and/or strengthen existing ones.

To voluntarily share the benefits resulted from the Centroflora business, the Floravida Institute, a non-profit organization, was founded in 2002 by Centroflora with the mission of contributing to the social and environmental transformation in the communities involved by promoting education in defense of life. Based on three major pillars – conservation of biodiversity, environmental education and social inclusion – Floravida has implemented various projects. Considered as social and environmental technologies, the projects developed by Floravida are able to be adapted to the reality of the particular communities’ needs.

A fruit of the partnership between Vegeflora (a company of Centroflora Group) and GTZ is the project “Valorização do Jaborandi”, which aims at supporting the sustainable exploration of jaborandi by family pickers. The project is thereby targeting the native jaborandi supply chain structure. This is a typical project to maintain forests by aggregating value on biodiversity.

ADDITIONAL INFORMATION

Centroflora, through its Innovation Area, is working on developing new products from Brazilian biodiversity while acting as a link for foreign companies interested in investing in Brazil’s natural resources. These activities are being carried out in accordance with national guidelines aligned with the Convention on Biological Diversity.



DENTSU

Tokyo, Japan

www.dentsu.com

Member since: 2009
Industry: Service industry
Main products: Advertising company

Contact person: Mr. Yoji Yokoyama,
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OUR VOLUNTARY COMMITMENT

We are in the process of integrating our business activities into the Leadership Declaration of the ‘Biodiversity in Good Company’ Initiative:

1. Analyze corporate activities with regard to their impacts on biological diversity.

More than 20% of our office site, 3,462 square meters, is saved for open green space. Since 2002, our site has been integrated into the local government, Minato Ward’s “Green facility promotion program”.

We received an “AA+” rating from the Tokyo metropolitan government’s “Anti-global warming plan” in 2008.

To encourage employees to use public transportation, we stopped our employee taxi ticket program in 2009.

As a member of the Japan Business Initiative for Conservation and Sustainable Use of Biodiversity, we are undergoing steps to conduct research on our local ecosystems, including our office site.

2. Include the protection of biological diversity within their environmental management system, and develop biodiversity indicators.

Our “Dentsu Green Event Guide”, a manual for environmentally-friendly events, includes items covering biodiversity.

3. Appoint a responsible individual within the company to steer all activities in the biodiversity sector and report to the Management Board.

We have an “Environment Strategy Board”, chaired by our CEO.

4. Define realistic, measurable objectives that are monitored and adjusted every 2 to 3 years.

We are monitoring the percentage of people who understands the meaning of biodiversity in order to evaluate our campaign’s effectiveness.

5. Publish activities and achievements in the biodiversity sector in the company’s annual, environmental, and/or corporate social responsibility report.

Plans to publish our company’s CSR report are currently underway, in which we describe our activities and achievements.

6. Inform suppliers about the company’s biodiversity objectives and integrate them accordingly.

As an advertising agency, giving advice to our client companies and the media is our job. Our goal is to influence our suppliers’ activities towards more biodiversity-friendly methods.

7. Explore the potential for cooperation with scientific institutions, non-governmental organizations (NGOs) and/or governmental institutions with the aim of deepening dialogue and continuously improve the corporate management system vis-à-vis the biodiversity domain.

We cooperate and have established strong relationship with NGO’s and scientific institutions in environmental issues, thereby making it possible for us to develop further such relationships on the issues of biodiversity.



fig. 1



dentsu

BEST PRACTICES

Raising public awareness to lead development of new markets

One of our main activities is to create advertisement which sells goods. When we deal with the issue of biodiversity, we try to promote products and services that costumers desire while at the same time support conservation or sustainable use of biodiversity. For this reason our first goal is to raise public awareness on the topic.

To acknowledge the importance of biodiversity, in 2008 we published 8,000 copies of the magazine “ADVERTISING vol.17” explaining biodiversity, and 5,000 copies of a brochure about biodiversity-related communication activities. These were distributed to major companies, the media, government offices, and NGOs. We held seminars and made brochures for companies and the media to show that studying the impacts of and including biodiversity in their activities is now an essential issue for sustainable development and environmental protection. Dentsu has also been assisting the Japanese government’s biodiversity campaign.

One of our achievements is an advertorial feature from 2009 in the NIKKEI newspaper coordinated by NIKKEI and our company. It was a series of about seven instalments, each consisting of one full-page statement by NIKKEI followed by a page of advertisements combined with articles on biodiversity (fig.2). All the NIKKEI statement and ads included the official logo for biodiversity (fig.1). Readers easily recognized it as part of the seven-day campaign on biodiversity. The logo, produced by our company’s creative team, consists of three parts: the top slogan means “For all life on earth”, the bottom “Biodiversity”, and between them is a brilliant colour bar made of 100 different colour segments representing the diversity of life and species.

Another example of our achievements is serving as secretariat for the Japan Award for Biodiversity in 2009 sponsored by the AEON Environmental Foundation. Because this award was the first award in Japan for biodiversity, more than seven newspapers have reported on the ceremony and the award winners. The Japan Award for Biodiversity not only encourages people who have made considerable contributions to biodiversity, but it also raises public awareness by showing examples of how others can engage in activities that promote conservation or sustainable use of biodiversity. In accordance with our effort, the number of times the word “biodiversity” appeared on major newspapers and magazines has been continuously rising from: 657 times in 2006 to 3,729 times in 2009 (Jan.-Nov.).

BENEFIT

We have helped to construct and maintain domestic and international networks of people and entities on biodiversity in an effort to improve our business in environmental issues communications. These networks have not only made business opportunities for our company but also helped other companies and NGO/NPO’s to find partners –we also assist connections. Our effort in developing new markets for biodiversity-friendly products has become the centre of a national movement for understanding and acting for biodiversity in Japan.

ADDITIONAL INFORMATION

Our news releases can be found on our website:
www.dentsu.com



fig. 2

DER GRÜNE PUNKT

Duales System Deutschland GmbH
Cologne, Germany

www.gruener-punkt.de

Member since: 2008

Industry: Provider of take-back systems,
recycling of packages

Main products: Disposal services

Contact persons: Mr. Klaus Hillebrand,
klaus.hillebrand@gruener-punkt.de
Ms. Sonja Lessmann,
sonja.lessmann@gruener-punkt.de



Der Grüne Punkt –
Duales System Deutschland GmbH

OUR VOLUNTARY COMMITMENT

Intact natural cycles and an unpolluted environment are essential for all living creatures. Conserving resources and minimising environmental impact are the expressly defined goals of the corporate sustainability strategy embraced by Duales System Deutschland GmbH. Since being founded back in 1990, DSD has been synonymous with a successfully practised closed-cycle economy. The annual Environmental Success Report vividly evidences the high eco-efficiency of packaging recycling.

Through its involvement with the ‘Biodiversity in Good Company’ Initiative, DSD has undertaken to integrate more closely the aspects of nature conservation and preservation of biodiversity in its corporate sustainability management. This means, for example, incorporating further parameters in the annual Environmental Success Report that affect climate protection, nature conservation and the preservation of biodiversity. The results are continuously analysed along the value creation chain, and can accordingly provide clues as to where and to what extent a thrust for improvement can best be applied. DSD GmbH is thus constantly upgrading its contribution towards nature conservation and climate protection. Duales System Deutschland GmbH also undertakes to progress its intensive dialogue with nature conservation organisations, customers, representatives from the business and political communities, and consumers. In addition, DSD supports major nature conservation and sustainability projects.

BEST PRACTICES

DSD Environmental Success Report:

In the year 2009 alone, DSD saved 60 billion megajoules of primary energy by recycling 2.75 million tons of used sales packages. This would be sufficient to power nine billion television sets rated at 120 watts for a period of 90 minutes, twice as many sets as actually exist worldwide.

At the same time, DSD prevented the emission of 1.5 million tons of carbon dioxide equivalents – enough to fly 237,000 enthusiastic fans from Frankfurt/Main to the World Cup in Johannesburg and back.

Another plus is the reduction in further emissions – particularly the substances that contribute towards overfertilisation or acidification of soil and bodies of surface water. Overfertilised bodies of water may die, plants may perish in acidified soil; improvements in the value creation chain contribute towards preserving biodiversity in our eco-systems.

Environmental certificate for every customer

The calculations contained in the Environmental Success Report are verified and confirmed by an independent institute. Since 2007, DSD has been the first system operator to certify for its 500 biggest customers how much CO₂ they have saved by having their packages recycled. Since 2008, DSD has been specifying this amount for all its customers.

The “Greenhouse” project

In order to progress this effect, DSD is promoting the “Greenhouse” project of the National Nature Heritage of the German Nature and Biodiversity Conservation Union (NABU). The foundation is preserving large portions of the former lignite open-cast mines in the Lausitz region as refuges for species under threat. DSD transfers to its customers a sponsorship commitment for a piece of “Greenhouse” in proportion to their share of packaging recycling.

Agenda for sustainable packaging

The Environmental Success Report supplies DSD not only with results on the environmental impact, but also with specific indicators on the further development of packaging recycling. Goal: to keep the packaging materials even longer in the business cycle (cradle-to-cradle). The aim is to have products designed in such a way that they circulate in natural or technical cycles without impacting on the natural environment. For this purpose, DSD has joined forces with selected partners from the retailing, filling and package manufacturing sectors to set up the “Sustainable Packaging Agenda” pilot project.

BENEFIT

The pioneering achievements and successes of Duales System Deutschland GmbH in the field of packaging recycling, the closed-cycle economy are undisputed. The Grüner Punkt is a paradigm for success in 26 European nations.

The firm’s involvement in the ‘Biodiversity in Good Company’ Initiative is a logical step forward in progressing its corporate commitment to sustainability. Analysis of suitable parameters and processes leads to continual optimisation. The enhancement of packaging design with selected partners from the retailing, filling and package manufacturing sectors under the aegis of the Sustainable Packaging Agenda is intended to foster close mutual feedback between all the protagonists concerned, leading to further ecological and economic improvements. This pays off for all parties involved – and, for the environment as well.

The additional transfer of sponsorship commitments within the framework of the “Greenhouse” conservation project not only renders the issue “tangibly comprehensible”, but also in itself makes a meaningful contribution towards preserving biodiversity.

Under the aegis of the ‘Biodiversity in Good Company’ Initiative, mutual feedback between the business community, industrial enterprises, retailers and conservationist organisations is continuously intensified. This not only promotes mutual understanding, but also acts as a fertile provider of ideas for new, sustainable approaches and projects.

ADDITIONAL INFORMATION

All results and details of the DSD Environmental Success Report for 2009 can be found under: www.gruener-punkt.de



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FABER-CASTELL

Stein, Germany

www.faber-castell.com

Member since: 2008

Industry: Writing and drawing instruments

Main products: Wood-cased colour and black-lead pencils

Contact person: Mr. Hermann Belch,
hermann.belch@faber-castell.de

OUR VOLUNTARY COMMITMENT

A significant pillar of the corporate philosophy is the social and ecological responsibility towards man and environment. In 2008, Count Anton Wolfgang von Faber-Castell assumed responsibility and signed the 'Biodiversity in Good Company' Initiative's Leadership Declaration with the objectives to which the company committed itself. These objectives have been implemented in a progressive way:

Analysis of corporate activities with regard to biological diversity

The 10,000 hectares of pine forests in Brazil were certified acc. to FSC in 1999. 28% of the forests are left in their natural condition. They are a habitat for numerous native animal and plant species some of which are threatened by extinction. A further forest project with nearly 40 farmers started in 2009 in Colombia. The current forest area of about 500 hectares will be extended to 2,000 hectares in the next years. The farmers cultivate the plantations and earn a regular income while staying owner of the forest areas. This forest project can be considered as exemplary pioneer work in Colombia and beyond.

Appointment of a responsible contact person within the company to control all activities in the field of biological diversity and to report to the company management

In 2008, this responsibility was transferred to the "Corporate Quality & Systems" dept. which is monitoring the quality, environment and social affairs since 1999. The results are reported to the managing board in the annual group report.

Publication of all activities and successful projects in the field of biological diversity in the annual report and in the sustainability report

In the sustainability report 2008, the essential activities and successful projects for the preservation of the biological diversity were published for the first time. The next report will be published in 2011.

Integration of biological diversity into environmental management including the definition of indicators

In 2008, biodiversity was integrated into the existing management system. Essential indicators were complemented in the environmental part of the reporting system.

Objectives related to biological diversity, integration of suppliers and co-operation with potential partners

For this further measures are scheduled for 2011/2012.



BEST PRACTICES

Reforestation project in Brazil – field of action: supply chain, raw materials and other materials

In 1985, Faber-Castell already launched a comprehensive reforestation project in Brazil on 10,000 hectares of land to provide the raw materials required for the pencil production in an ecological and sustainable way. On the whole, Faber-Castell processes 81% FSC wood. For 2013 the objective is a proportion of approximately 90%. In the period from 1999 until 2008 all production plants, sawmills and sales organisations of the Faber-Castell group were certified in accordance with FSC-CoC.

The 2,800 hectares natural woodland area within the plantations is protected within a special environmental program. The program “Animalis”, for example, is used to document the local diversity of species, to secure the stock and to allow further diversity. The annual inventories are based on observations, foot prints and excrements. Additional camera records prove that the areas have become a sanctuary for approximately 232 bird and 55 mammal species and that the diversity has continually increased since 1992. 13 of the observed species are threatened by extinction - a discovery that attributes national importance to this project.

Water-based varnish for pencil production – field of activity: product

Another example of eco-friendly pioneering work is the varnish Faber-Castell uses for coating its graphite and colour pencils. In Germany, Faber-Castell replaced the previously used varnish containing organic solvents with eco-friendly varnishes based on water in 1993. Unlike the varnish based on acetone, marginal solvent vapours are emitted during the drying process, the sewage contamination is kept very low and no hazardous waste is produced.

ADVANTAGE OF THE BEST PRACTICE-PROJECTS

Reforestation project in Brazil

The natural forests covering roughly 2,800 hectares are spread throughout the pine forests and have provided an excellent development space for flora and fauna for more than 20 years. Since 1992, Faber-Castell has co-operated with independent biologists in Brazil who have been recording the development of both flora and fauna. The annual inventories have shown a significant increase in the diversity of species. To watch out for forest fires, observatories were immediately set up to initiate measures in case of emergency. It is Faber-Castell’s objective to maintain and foster the diversity of the species, to make the staff and the population sensitive for the aspects of environment protection and biodiversity. This reforestation project has an important advantage for the sustained wood supply of Faber-Castell, a fact that fits in very well with the increasing environmental awareness of the consumers.

Water-based varnish used in the pencil production

Thanks to an odourless and nearly solvent-free manufacturing process, the environmentally-friendly water-based varnish is a decisive improvement for the staff in the production. The varnish residues are disposed of in the domestic refuse without any problems, a further positive aspect enhancing the efforts to reduce emissions. Due to the use of eco-friendly water-based varnishes, Faber-Castell created an important product innovation – the GRIP colour and black-lead pencil assortment.



FUJITSU

Tokyo, Japan

www.fujitsu.com/global/

Member since: 2008

Industry: Telecommunication systems, information processing systems, electronic device manufacturing and services

Main products: Computer, cellular phone, semic

Contact person: Mr. Yoshihiko Hatakeyama,
bird.hatakeyama@jp.fujitsu.com

OUR VOLUNTARY COMMITMENT

Fujitsu Group Biodiversity Action Principles

Recognizing that corporate activities benefit from the riches of the Earth's biodiversity while at the same time impacting it, the Fujitsu Group strives for a sustainable, prosperous global society. Accordingly, the company endeavours to harness its technological and creative capabilities as a global ICT company to pursue, together with society, an optimal relationship between nature and humankind.

Fujitsu's Approach

Pursuing the Conservation of Biodiversity and the Sustainable Use of Natural Resources in Business Activities

The Fujitsu Group will work to conserve biodiversity and utilize natural resources in a sustainable manner. It will accomplish this by analyzing and evaluating the company's impact on biodiversity at every stage of its business activities, and by working to reduce its impact on biodiversity throughout the entire lifecycle of its products and services.

Contributing to Building a Society which Ensures the Conservation of Biodiversity and the Sustainable Use of Natural Resources

The Fujitsu Group will strive to contribute to its customers' and society's initiatives to conserve biodiversity and utilize natural resources in a sustainable way. It will accomplish this by offering its technologies, the knowledge it has acquired with its own in-house biodiversity initiatives, as well as through its own environmental contributions to society.

Priority Measures: 1. Applying ICT to Biodiversity Conservation; 2. Contributing to the Promotion of Biodiversity Throughout Society; 3. Global Initiatives

BEST PRACTICES

Tropical forests reproduction activity in Borneo island, Malaysia

Fujitsu group has been participating in the reforestation of 37,500 trees in the 150 ha "Fujitsu Group Malaysia Eco-Forest Park" in Sabah State, Malaysia since 2002. We are aiming to regain biodiversity-rich tropical forests by afforesting and fostering trees, for example the native dipterocarp and fruit trees, as well as the introduced acacia mangium species. Our employees from Japan and the students from local Japanese schools are working on the tropical forests reproduction activity together. Moreover, we are implementing the environmental delivery class for the students at a Japanese school.

Aiming at the construction of the ecological network by utilizing the ICT

We began the Japanese nationwide dandelion distribution investigation. Employees participated using the camera function on their cellular phones to take pictures of dandelions as part of the Information Communications Technology (ICT) for the biodiversity conservation in April, 2010. Through this project, it became possible to understand the distribution of the foreign and the native dandelions in the whole country by accumulating the images of the dandelion taken by the cellular phone with the GPS function from the whole country. By doing this the flowers were mapped out throughout the country. This project was a chance to verify the possibility to use ICT for biodiversity conservation, and for the employees to recognize the importance of the biodiversity conservation. Furthermore, we are now planning to establish the ecosystem network in each region around each office and plant through application of this system.



FUJITSU

BENEFIT

Contribution to biodiversity conservation by tropical afforestation activity

It is said that 50% or more of all flora and fauna around the world live and grow in tropical forests. Afforestation and regeneration of tropical forests provides new habitats for a variety of animals and plants, and is leading to the conservation of biodiversity. For instance, the flop-nosed proboscis monkey has been seen in a recently afforested area near mangrove woods. Beginning in 2007, we have been contributing to public awareness for biodiversity protection by organizing eco-tours throughout the afforested areas we support.

Contribution to employees' and the citizens' awareness of biodiversity conservation through ICT utilization

Investigation of dandelion, which is a familiar plant, utilizing ICT provides employees the chance to think about the maintenance of the hometown mountain where the introduced dandelion species and the native species exist. Moreover, the accumulated data gains the attention from scientists, and is expected to contribute to the research. It is urged in local governments throughout the country to make a biodiversity regional strategy in the country now. It is necessary to understand the species of wild fauna and flora that lives and grows, for the region to plan the strategy in the region, and to execute the biodiversity conservation activity. Moreover, it is necessary to inform the local people about biodiversity. This ICT system can answer to these demands, and can contribute to the biodiversity conservation through the business.

ADDITIONAL INFORMATION

In elementary and junior high schools throughout the country we are implementing an environmental education class using the global environment card game "My Earth". While playing the game, students study the relationship between environmental issues and human beings - such as global warming, resource depletion, and extinction of species, etc. The point is to promote awareness by giving students the chance to think about global environmental issues and to take action.



HEIDELBERGCEMENT

Heidelberg, Germany

www.heidelbergcement.com

Member since: 2008
Industry: Building materials
Main products: Aggregates, cement and concrete

Contact person: Ms. Stefanie Kaufmann,
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Dr. Michael Rademacher,
michael.rademacher@heidelbergcement.com

OUR VOLUNTARY COMMITMENT

Traditionally, HeidelbergCement has placed the highest priority on environmentally sound mining methods and subsequent measures for the renaturation and restoration of quarrying areas. Numerous mapping, renaturation, and maintenance projects over the last 20 years demonstrate the ecological value of the Group's quarrying sites.

HeidelbergCement, in joining the 'Biodiversity in Good Company' Initiative and in order to practically implement the Leadership Declaration, created the new Group department Global Environmental Sustainability in 2008, which reports directly to the Managing Board. Within this department, a specialist directs activities across the Group in the area of biodiversity.

HeidelbergCement was the first European company in the building materials industry to implement a guideline to promote biological diversity at its quarrying sites. Its ten principles are geared towards promoting dialogue with all parties involved - such as environmental authorities, nature conservation organisations, and the general public - as well as increasing biological diversity during and after quarrying in order to protect the native landscape and nature. In addition, the guideline defines goals to promote biological diversity at the quarrying sites, which HeidelbergCement aims to achieve by 2020, using tried and tested renaturation concepts and management plans. Information about progress on concrete goals is provided regularly on the Group's website and in the Sustainability Report.

We also inform our suppliers and customers about our commitment and our goals in the area of biodiversity, e.g. at events or via our customer magazine. Throughout the world, we co-operate at a local level with nature conservation organisations and universities in order to develop our environmental and biodiversity management in a technical sense. We play an active part in environmental education through lectures and publications, and a large number of our plants collaborate closely with schools.

BEST PRACTICES

Species conservation programme for the Sand Martin

The conservation programme for the Sand Martin is in place at more than 70 HeidelbergCement locations in Europe. For the smallest European swallow, it is hard to find suitable breeding sites. Their original habitat—steep sand walls on coasts and riverbanks—is rather rare nowadays. The freshly broken off walls at HeidelbergCement's gravel and sand pits make ideal nesting sites for the small birds. Nevertheless, gravel extraction and breeding sites can interfere with each other if the animals settle down in places where quarrying is necessary for production reasons. The Sand Martin species conservation programme serves to identify possible conflicts between quarrying interests and the interests of species and nature conservation in advance. Suitable maintenance and development measures ensure that the breeding population is permanently maintained during the quarrying activities and the number of breeding pairs increases in the long term.

Partnerships for the promotion of species diversity

In October 2009, we started a 3-year public-private partnership project in Georgia together with the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ). The aim is to restore and preserve the biodiversity at all our Georgian quarrying sites, increase acceptance of modern renaturation and recultivation methods, and promote the exchange of knowledge with different interest groups. In the first phase of the project work, a co-operative network was established with various representatives from the spheres of politics, business, and science, as well as nature conservation organisations, local residents, universities, and colleges. All participants were involved in the implementation and development via numerous events. Close collaboration also takes place with colleges; up to four theses are allocated and supervised as part of the project.



HEIDELBERGCEMENT

BENEFIT

Our quarries and sand and aggregate pits are extremely important for species conservation as they form a mosaic of very different habitats. Minimal disturbance, a lack of nutrients, and strong dynamics all combine to make them areas of retreat for rare animal and plant species. While the cultural landscape of Central Europe is used intensively today, the newly created habitats in quarries allow nature to develop undisturbed. Quarries, aggregate pits, and other extraction sites play a valuable role in nature conservation throughout Germany as stepping stone biotopes. In line with the efforts to plan biotope networks across the country, they help to stabilise and support rare plant and animal populations. Examples include the Eagle Owl, the Little Ringed Plover, and the Sand Martin.

Quarries are also valuable geotopes and provide important insight into the Earth's history for laymen and specialist scientists alike. The combination of tangible geology and diverse biology makes quarrying sites interesting meeting places. They provide visitors with the opportunity to observe nature undisturbed. Quarries and operators also fulfil an important educational function, with nature adventure trails as well as numerous collaborative events with schools and nature conservation organisations.



HIPP

Pfaffenhofen, Germany

www.hipp.de

Member since: 2008
Industry: Food industry
Main products: Baby food, baby care products

Contact person: Mr. Johannes Doms
Ms. Karin Pretzel,
karin.pretzel@hipp.de

OUR VOLUNTARY COMMITMENT

The development of a sustainable industry is one of the objectives HiPP has committed itself to in all of its entrepreneurial efforts. It is beyond doubt that social, economic and ecological aims need to be integrated in as harmonious a manner as possible.

As a leading baby food manufacturer, HiPP feels particularly committed to its responsibility towards future generations. HiPP got involved in the 'Biodiversity in Good Company' Initiative from the very start and played an active role in its development with the aim of making a dedicated contribution towards the protection of biodiversity and the shaping of a sustainable future worth living in, not merely within the company itself, but also to the public by promoting an open dialogue between business, politics and society.

HiPP's most central goal is ecological and sustainable business management. In order to control all "Biodiversity" activities, HiPP takes a top-down approach and has appointed a member of its management as Sustainability Manager. This will ensure that relevant ideas and suggestions concerning the implementation of the sustainability principle are incorporated into the company's day-to-day work routine. HiPP has set up a special company biodiversity project, which will be implemented over the next five years and accompanied by scientists and NGOs.

BEST PRACTICES

In accordance with HiPP's corporate philosophy, environmental protection, sustainable business management and the preservation of biodiversity have become firm parts of its corporate mission. HiPP lives by these values, actively and responsibly. Apart from what it has already accomplished, the company strives to step up further research into gentle industrial processing techniques and a paradigmatic biodiversity programme for food producers. Furthermore since 2009 HiPP works together with the AoEL (Association of ecologically producing food manufacturers) on a project aiming at defining entrepreneurial indicators to preserve biodiversity.

With regard to climate protection, HIPP has achieved carbon neutral production at its Pfaffenhofen site (approx. 1,000 employees), thanks to its consistent transition to regenerative energy sources (biomass-fuelled thermal power plant, biogas systems, Green Power, solar panel systems, upgraded insulation, vegetable oil-fuelled vehicles).

HiPP continues to promote biodiversity by taking measures to protect the two most endangered habitats in the world: to protect the tropical rain forests against deforestation and the seas against overfishing. This is why HiPP exclusively uses paper and packaging materials made from recycling paper and, where possible, the raw material fish, required for production and the company canteen, is purchased from organic or MSC-certified stocks.



HiPP

Das Beste aus der Natur.
Das Beste für die Natur.



Sustainable production and supply chain management

HiPP would like to take on a pioneer role and develop a systematic biodiversity management system and, among other things, achieve a very ambitious goal, i.e., to set up a model manufacturing operation intended to demonstrate to suppliers how biodiversity protection can be integrated into their day-to-day farming routine.

Awareness raising and public relations activities

As the equilibrium of nature and of biodiversity is an extremely complex communication system based on its own rules, it is very important to HiPP to stop the widespread use of genetic engineering, which is a growing threat in every way. This is why HiPP has actively promoted the school edition of "Leben außer Kontrolle" (Life out of Control) which the Bayerische Lehrerverband e.V. (registered Bavarian teachers' association) in cooperation with nature conservation organisations would like to use to inform students about agro-genetic engineering. HiPP regards it a particular duty to prevent the extreme loss of species and varieties caused by this kind of genetic engineering and its dramatic effects on biodiversity. Ultimately, this is about nothing less than the basis of all livelihood and, consequently, of the future of our children on this planet.

BENEFIT

HiPP has been purchasing raw materials from organic farms for the production of superior-quality baby food for more than 50 years. This means that 15,000 hectares of land and about 122.5 million cubic metres of ground water are protected against artificial fertilisers and pesticides. Accordingly, HiPP was also awarded the German Sustainability Prize 2010 in the area Most Sustainable Purchasing.

In the public, HiPP's sustainability efforts for environmental protection and biodiversity are being watched closely and are very well received. The list of awards which HiPP has received for its environmental commitment is correspondingly long.

ADDITIONAL INFORMATION

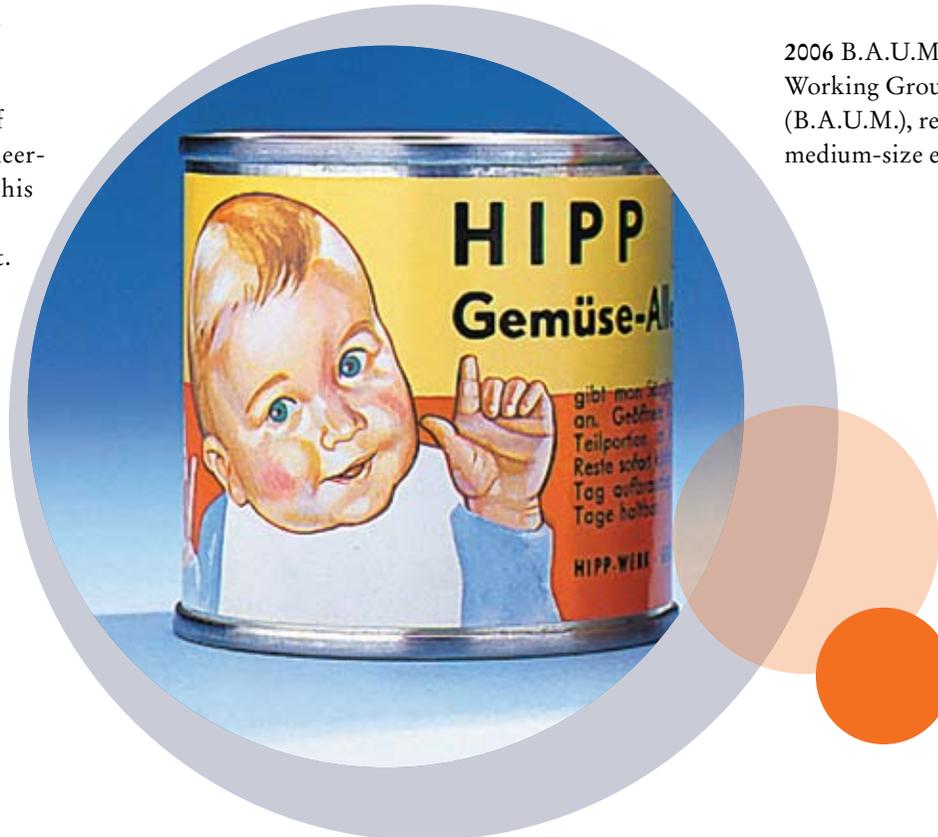
HiPP's latest awards relating to sustainable and biodiversity-friendly business

2010 German Sustainability Award 2009 for achievements in the area Most Sustainable Purchasing

2009 Environmental Protection Prize "Golden Flower of Rheydt" – Germany's oldest environmental protection prize for the preservation of the environment and nature

2008 1. 1st place for being the most environmentally friendly office in Germany in the "Office & Environment" competition held by the Federal German Working Group for Environmentally Conscious Management (B.A.U.M.), registered society
2. CSR Mobility Prize for its exemplary business travel management system

2006 B.A.U.M. Environmental Prize [Federal German Working Group for Environmentally Conscious Management (B.A.U.M.), registered society] in the category small and medium-size enterprises



KAJIMA

Tokyo, Japan

www.kajima.co.jp/english/welcome.html

Member since: 2008

Industry: Construction, real estate value,
landscape design, greening

Main products: Urban biodiversity, ecological network
evaluation method,
japanese honeybee project

Contact person: Mr. Katsunori Koike,
kkoike@kajima.com

OUR VOLUNTARY COMMITMENT

As a company with “a vision for all eras,” Kajima is pursuing its mission of maintaining a rich environment for future generations and building high-quality social infrastructure for society. Kajima will take initiatives for the conservation and sustainable use of biodiversity through its related activities in its construction business.

Kajima adopted its first biodiversity guidelines in August 2005. The guideline was revised in September 2009 taking into account the Leadership Declaration of the ‘Biodiversity in Good Company’ Initiative and the perspective for the sustainable use of biodiversity.

Kajima Biodiversity Guidelines

Participation of All Employees

Kajima shall promote company-wide efforts for the conservation and sustainable use of biodiversity by raising awareness of the value of nature among its employees and disseminating information on biodiversity.

Development of the Construction Industry

Kajima shall aim for the conservation and sustainable use of biodiversity by offering proposals that make use of information and technology related to biodiversity and promoting environmental considerations at construction sites.

Improvement of the Supply Chain

Kajima shall aim to reduce the impact on biodiversity by improving the supply chain for construction materials and office supplies.

Pursuit of Research and Development

Kajima shall accumulate information and technical expertise related to the conservation and sustainable use of biodiversity, and pursue research and technology development in this area.

Consideration of Social Demands

Kajima shall not only comply to laws and regulations related to biodiversity, but also respect related policies and social demands, and apply its expertise in this field to its construction business.

Promotion of Communications

Kajima shall share its achievements and research results related to the conservation and sustainable use of biodiversity and promote cooperation and dialogue with stakeholders.



Ecological Network Evaluation Method

The ecological network evaluation method uses high resolution satellite data, a digital surface model (DSM), and Geography information system to recognize features that are normally difficult to fully assess, such as the height and number of trees in a residential areas and along roadsides. With this data it becomes possible to analyze whether there is enough quality and quantity of green space for wild birds such as the Great Tit or the Japanese Pygmy Woodpecker to nest. The Great Tit and the Japanese Pygmy Woodpecker are known to be indicator species that can be used to evaluate urban biodiversity.

Kajima Japanese Honeybee Project

The environment in which the honey bees can thrive is likely to be a pleasant living environment for people as well. Not only do the honeybees make honey, but they also pollinate and help the fructification of vegetable and fruits. In urban areas where pollinators are scarce, they can contribute to the biodiversity of the surrounding environment through pollination. Using an indigenous species, the Japanese Honeybees, “Kajima Japanese Honeybee Project” monitors the surrounding green space and studies the role of the honeybee as a pollinator and an indicator species. Also, in using the honeybee as an environmental education tool, various activities have been carried out to raise the awareness towards the biodiversity issue.

Contribution to the Surrounding Ecosystem

The ecological network evaluation method contributes to the conservation of valuable green space and creation of new green space by making it possible to recognize the quality and quantity of the green space necessary for wild birds such as the Great Tit or the Japanese Pygmy Woodpecker to nest. Also, the method which uses the GIS as a base component, allows the examination of multiple future scenarios at low cost, and it is an effective method for building consensus between green space planners and landscape architects. In the Honeybee project, the honeybees will pollinate vegetables and fruits of rooftops gardens and the roadside trees within the foraging area of 2 km radius. If trees fructify, the birds that aggregate to eat the fruits will prey on pest insects and are expected to contribute to the biodiversity in an urban area by regenerating a healthy ecosystem. Also, the monitored data from the foraging area will be a useful guide for selecting nectar producing trees or considering the appropriate method for using pesticides. It will give an opportunity to think about the landscape design in which living creatures and people can coexist.

Implementation to City Design

An environment comfortable for wild birds and honeybees is a good living environment for humans as well. A landscape design that considers biodiversity can be realized by investigating the surrounding natural environment resources, and the conditions original to the site from the time and space perspective. Through these processes, it is possible to raise the real estate value such as attractiveness, customer satisfaction, media value.

Raising Awareness Activity for Biodiversity Conservation

In urban areas where opportunities to interact with living creatures are limited, providing opportunities to experience and realize the importance of ecological services by using well recognized indicator species has a significant effect. Raising the awareness of the regional residents is essential for the conservation of biodiversity, and projects such as the Honeybee Project are an effective method in providing opportunities to view the surrounding environmental resources from living creatures’ perspective.



KfW BANKENGRUPPE

Frankfurt, Germany

www.kfw.de

Member since: 2008
Industry: Finance
Main products: Advice and financing

Contact person: Mr. Lorenz Szyperski,
lorenz.szyperski@kfw.de

OUR VOLUNTARY COMMITMENT

With our environmental and social principles, we set high standards that require all of the parties involved to act “sustainably”: we assess the ecological opportunities and risks of all projects and programmes we support before making a decision on whether or not to provide financing, taking a particular look at where the weak points in the environmental protection system lie. We help our partners to solve environmental problems. If projects are likely to result in an unacceptable environmental burden or social disadvantages, we do not consider them for financing. This is why binding sustainability guidelines have been developed for all of our business areas, setting out the requirements that the specific business areas have to fulfill when assessing how environmentally and socially sound particular projects are, as well as the processes required in order to implement them. The sustainability management system is the structural umbrella for KfW Bankengruppe’s environmental and social commitments. It sets out the organisational framework, duties and responsibilities required to ensure sustainable products and processes. This sustainability management system also sets the framework for the implementation of the Leadership Declaration we signed as a member of the ‘Biodiversity in Good Company’ Initiative.

KfW Bankengruppe not only promotes environmental protection, it also demands it of itself. Extensive in-house environmental protection measures are implemented by an internal network of specialists. They ensure that energy and material flows are tracked, analysed and optimised in a systematic manner at all of the bank’s locations. To ensure that its employees act with as much environmental awareness as possible internal communication informs on in-house environmental protection issues. The package of measures includes extensive report-ing on the intranet, training courses for all new employees and the provision of regular information to key bodies and target groups, e.g. the staff councils and operational management companies. Furthermore, an average of one trainee workshop a year is organised on issues relating to in-house environmental protection.

BEST PRACTICES

A green light for the storks – Gabal el Zayt wind farm, Egypt
The area along the Red Sea coast in the west of Egypt offers optimum conditions for harnessing wind. Gabal el Zayt, in particular, however, is also on the main flight path of migrating birds. The Egyptian authorities originally planned to erect several wind farms covering an area of around 630 km² with total output of up to 3,000 MW in this region. KfW Entwicklungsbank was to finance a 200 MW wind farm in the north of the region, together with the European Investment Bank and the European Commission.

The extensive bird migration study stipulated by KfW Entwicklungsbank recommended to protect the southern area of the project, which accounted for around 60% of the areas originally planned, for bird migration. The protection of the main migratory corridor in the south was agreed upon with the Egyptian Government. According to NABU “the permanent safeguarding of the most important migratory corridor in the south has done a lot for bird protection”. (www.nabu.de)

BBOP

The international initiative Business and Biodiversity Offsets Program (BBOP) aims to encourage companies to take voluntary measures to offset significant negative impact on the natural environment. These so-called “biodiversity offsets” are acknowledged by CBD as a significant contribution of the private sector for the protection of biodiversity. The private sector has been invited by CBD to compile case-studies, methodologies, tools and guidelines on biodiversity offsets in collaboration with relevant organizations and initiatives, such as BBOP.

BBOP has developed an extensive set of guidelines for the development of biodiversity offsets which is available on the Internet at www.bbop.forest-trends.org/guidelines/. KfW Bankengruppe has been working with BBOP since September 2006 and has supported the work on the handbooks financially.



BENEFIT

All business areas of KfW Bankengruppe focus on promoting environmental and climate protection. Measures designed to boost energy efficiency, the increased use of renewable energies, environmentally friendly urban development, enhancing industrial environmental protection and energy-saving mobility considerably contribute to the conservation of biodiversity.

ADDITIONAL INFORMATION

www.kfw.de/sustainability



© KfW-Bildarchiv: Rüdiger Nehmzow



© KfW-Bildarchiv: Thomas Klewar

KLABIN

São Paulo, Brazil

www.klabin.com.br

Member since: 2008

Industry: Pulp and paper

Main products: Timber in logs from planted forests;
packaging paper and boards
corrugated boxes and industrial sacks

Contact person: Mr. Reinoldo Poernbacher,
rpoernbacher@klabin.com.br

OUR VOLUNTARY COMMITMENT

As a member of the 'Biodiversity in Good Company' Initiative and in line with the signed Leadership Declaration Klabin drew up a Policy of Sustainability to make certain that its real commitment to promoting Sustainable Development in projects, investments and undertakings was clearly understood by all interested parties.

Every level of the company was involved in the elaboration of Klabin's Policy of Sustainability, which received approval from the Board of Directors, and that reads as follows:

"Klabin SA is a company producing wood, packaging paper and boards, corrugated boxes and sacks. It operates on the domestic and export markets and respects the following principles of sustainability in all activities relating to its products and services:

1. To seek competitive quality, targeting sustained improvement in its results, and continuously improved processes, products and services so as to meet the expectations of customers, employees, shareholders, the community and suppliers.
2. To guarantee a sustainable supply of harvested wood to its industrial plants, without causing damage to neighboring, natural ecosystems.
3. To practice and promote recycling pulp fibers in its chain of production.
4. To avoid and prevent pollution by reducing environmental impacts related to hydric effluents, solid waste and atmospheric emissions.
5. To promote personal and professional growth among its employees as also the quest for ongoing improvement in work, health and safety conditions.
6. To practice Social Responsibility especially in the communities where it is operating.
7. To comply with legislation and regulations which apply to the product, environment, health and safety."

BEST PRACTICES

Klabin has managed to conciliate large-scale paper and packaging production with environmental conservation and sustainable development.

Forest management

The best example of this lies in its forests. Two hundred twelve thousand hectares are composed of forests planted with pines and eucalyptus, which supply pulp fibers, the raw material used to make paper. One hundred ninety one thousand hectares consist of totally preserved forests. In fact we have approximately 60% of planted forests intermingled with 40% of native woodlands. This system is known in forest management as a "mosaic" one. It keeps the so-called ecological corridors intact and unbroken, which ensure the reproduction of native species and completely preserve both fauna and flora. Thanks to this practice, Klabin was the first in Brazil to have its forests and its production processes certified by the FSC (Forest Stewardship Council).

Socioenvironmental Initiatives

Klabin has integrated biodiversity into its management through various socioenvironmental initiatives such as Klabin's Program of Apiculture, which has trained residents to work with bee-keeping activities in our Forestry Business Unit; and Phytotherapy Program, in which more than 240 different plant species have been appraised for use in phytotherapy and over 60 phytotherapy medicines and cosmetics have been developed – bringing benefits to both employees and the local community.

Breeding of rare species and reintroduction to the wilderness

Klabin's Scientific Breeding Ground for Wild Animals is registered with IBAMA and comprises 53 pens and cages which house 230 animals, belonging to 60 species of mammals, birds, reptiles, fish and insects. A special program to reintroduce species of forest animals which are already extinct begins with breeding them in captivity. This program is based on the study and collection of data from the probable areas where they are to be released. The breeding grounds offer conditions for treating animals which have been captured during controls or



Klabin

inspections, with veterinary care, feeding and re-acclimatization, permitting them to be reintroduced to the wilderness.

Awareness and education

Klabin promotes a number of programs which encourage respect for the environment, benefit rural producers, develop environmental education and recuperate native woodlands of the regions, thereby showing its commitment to social and environmental responsibility in the communities where it is operating. One of these initiatives is the Caiubi Project, an environmental education program directed to teachers from the municipal and state school networks preparing them to educate future generations to preserve their environment.

BENEFIT

Biodiversity has been the big winner with the adoption of Klabin’s Policy of Sustainability. Until now, more than 659 species of animals and 1,146 species of plants have been identified in Klabin’s forests in the State of Parana. 695 species are listed in Klabin’s territory in Santa Catarina.

None of this is at risk because we have a strict, wide-ranging program to monitor the biodiversity, which allows us not only to preserve what already exists in terms of fauna and flora, but also to discover new species and stimulate their reproduction.

For example, there are more than 100 pumas estimated to be living in our forests. At the end of 2005, two puma cubs were found in an area of planted forests. This goes to show the importance of Klabin’s forest stewardship, since a wealth of biodiversity is necessary for the survival of these cats, which are at the top of the food chain and threatened with extinction in Brazil.

ADDITIONAL INFORMATION

Initiatives and projects such as the best practices described above are the reason why Klabin was considered the first “Trend-setting Company in Sustainable Development” in Brazil by the internationally known organization, Rain Forest Alliance.



© Divulgação



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MARS

McLean, Virginia, U.S.A.

www.mars.com
www.mars.de

Member since: 2008
Industry: Food industry
Main products: Chocolate, petcare, food, plantcare and drinks systems; confections & gum

Contact person: Mr. Fritz Schröder-Senker,
presse@mars.de

OUR VOLUNTARY COMMITMENT

Mars Germany is a founding member of the 'Biodiversity in Good Company' initiative and has signed the Leadership Declaration. For Mars, biodiversity is imperative for their business because many of the ingredients they use are only able to thrive long-term in a biologically diverse environment. Therefore, Mars sees business actions and biodiversity as being very closely linked.

Two years ago, Mars took it one step further and translated its business objectives into three pillars known as the Triple Bottom Line: "Performance - People - Planet". Mars has put its objective of business success on par with its commitment to people and sustaining our planet. The company has set targets to manufacture all their products CO₂ neutral by 2040. Raising energy efficiency and moving to sources of renewable energy are other important building blocks needed to achieve this goal.

In the field of logistics, Mars has developed a sustainable distribution network of consumer goods in Germany through a cooperation with competitors that allows for a joint use of vehicle fleets.

An internal management system at Mars based on ISO 9000 ff and 14000 ff ensures their compliance with these standards and the further development of highest environmental, quality and safety standards.

BEST PRACTICES

Sustainable Agriculture

In April 2009, Mars made the commitment to process only certified cocoa from sustainable production by 2020. As the first global chocolate company to do so, Mars has begun collaborating closely with the Rainforest Alliance and UTZ Certified. Their common goal is a sustainable cocoa industry supported by productive and profitable smallholders generating prosperity for their farming villages to ensure that natural resources are preserved for future generations. Mars is confident that their engagement for cocoa from sustainable sources will contribute towards securing the long-term sustainability of a significant commodity.

The company is investing \$4.5 million in the Mars Partnership for African Cocoa Communities of Tomorrow (iMPACT), a program focused on protecting the environment and also the economic and social needs of the cocoa-farming communities. Partners in this initiative are: Africare, GTZ, the International Cocoa Initiative, the International Foundation for Education and Self-Help (IFESH), Rainforest Alliance, and the Sustainable Tree Crops Program (STCP). In 2010, Mars signed a Memorandum of Understanding with the government of Côte d'Ivoire to support the country in its efforts in building a vibrant and sustainable cocoa sector. The initiative, "Theobroma Cocoa: Tree of Life - Future of West Africa" activated by Mars in 2008 kicked off ongoing discussions among all who are part of the cocoa supply chain. In collaboration with non-governmental organizations, the Mars Center for Cocoa Science in Brazil is working on developing so-called Best Practices in the area of cocoa cultivation.

Mars also contributes to maintaining biodiversity through its "Seeds of Change" division - one of the largest organic seed companies in the USA. Above that, Mars promotes sustainable rice growing methods through numerous initiatives that maintain biodiversity and prevent the destruction of eco-systems.



MARS

BENEFIT

Protection of Endangered Fish Populations

As the first company to take this action in the pet food segment, Mars Incorporated committed to use only fish from sustainable sources as of 2020. In view of rapidly dwindling global fish stocks, Mars, who is one of the largest manufacturers of pet food, has been working with World Wildlife Fund (WWF) to develop this commitment to the sustainable use of fish populations. Mars aims to achieve the following milestones across its entire pet food portfolio: Only using fish from 100% sustainable wild catch and sustainable aquaculture sources; replacing all wild catch with sustainable fish by-products and sustainable aquaculture; and only using sustainable alternatives to marine fish ingredients. An important milestone in this process will be the introduction of pet food products in Europe by the end of 2010 that have been certified by the Marine Stewardship Council (MSC).

Seventy percent of the global cocoa production comes from West Africa. More than 10 million people in West Africa depend on cocoa for their livelihoods. Mars is supporting these smallholders to achieve a better position of acting as buffer against the continued destruction of biodiversity in these cocoa-growing regions. This is done by breeding disease-resistant strains of cocoa that use water and nutrients more efficiently and then making them available to the farmers. The efforts of Mars are targeted at preserving biodiversity and consequently supporting the sustainability of cocoa cultivation. This will help to ensure the long-term cocoa supply, while at the same time enabling farming communities to achieve social and economic prosperity.



MITSUI SUMITOMO INSURANCE COMPANY

Tokyo, Japan

www.ms-ins.com/company/sustainability/index.html

Member since: 2008

Industry: Non-life insurance

Main products: Automobile insurance, fire insurance

Contact person: Mr. Takafumi Fujino,
takafumi.fujino@ms-ins.com

The logo consists of the letters 'MS&AD' in a white, sans-serif font, centered within a dark green rectangular box. This box is positioned inside a larger, light grey circular graphic that is partially cut off by the left edge of the page.

Mitsui Sumitomo Insurance

OUR VOLUNTARY COMMITMENT

1. We have analyzed the influence our business has on biodiversity. On the “negative side” we recognize that we use quite a bit of paper. This could be a cause of forest reduction. Additionally there is a possibility that the land use of our business sites may have influence on the surrounding area. On the “plus side” we are implementing a tropical rainforest recovery project in Java, Indonesia, where we are trying to improve the biodiversity of 350ha of a wildlife reserve. Also, to encourage corporate awareness, we hold the biodiversity symposium “Story of life told by a corporation” as an educational activity for business persons every year.
2. At present, we are working on developing a biodiversity index for our environmental management system with the aim of reducing our paper usage.
3. We have integrated a new administration department, designed to take on the issue of biodiversity, called the Global Environment & Community Relations Section. The head of this new department regularly reports on its activities and the current situation at board meetings.
4. We participate in the group “Japan Business Initiative for Conservation and Sustainable Use of Biodiversity” (JBIB), which studies various approaches to the issue of biodiversity. For its member companies, the JBIB has set the behavioural objectives “the JBIB challenge 2020”. We are in the process of continually evaluating our impacts on biodiversity, reporting on them and taking steps to reduce our overall affect on the environment.
5. We disclose our activity in our CSR report, disclosure magazine and website.
6. We continually examine our cooperation with suppliers. We consider that we will set up a concrete target especially on paper and immediately build cooperative relationships with suppliers.
7. We cooperated with scientific research organizations to establish the environmental organization consortium of the Tohoku University Ecosystem Adaptability GCOE. Moreover, at the symposium businesses have the opportunity to exchange ideas with scientific research organizations and NGO specialists.

BEST PRACTICES

Tropical Rainforest Recovery Project (Java, Indonesia)

We are running the tropical rainforest recovery project from 2005 to 2011 to recover biodiversity in the Paliyan Wildlife Reserve in Java, Indonesia, and contribute to the regional economy.

In the 1990s the designated reserve was illegally logged due to the economic crisis leading to total devastation of the area. After political conditions stabilised, the government developed a national forest rehabilitation movement and asked us to support the renewal of the reserve. We decided to seize this opportunity with the condition that farmers using the land would not be eliminated, but rather should benefit from the rehabilitation efforts. Therefore we included fruit trees as part of the land restoration and they should be a future source of income for the farmers.

To evaluate our progress we cooperate with the Gadjah Mada University of Indonesia. Two evaluation indexes were chosen. One monitors how the ecology of “wild birds” and “insects” is changing compared to the ecology of neighbouring rich tropical rainforests. The other analyses the contribution to the regional economy, by interviewing neighbouring residents of Paliyan.

Five years have passed. Monitoring results reveal that recovery of biodiversity has certainly progressed. As a result of the interviews, the Gadjah Mada University recommended we do environmental education courses. In 2009, we started such education classes for elementary school students around the reserve. Additionally we are developing a scheme to evaluate the overall achievement of the project.

BENEFIT

Tropical rainforest recovery project

Through our engagement, species whose habitats were devastated, and the biodiversity of the reserve area have been recovering. Moreover, afforestation has increased the number of trees for fodder and fruit trees, thereby improving local farmers' incomes and resulting in positive evaluations from the local residents.

The green space project in the Surugadai building

The Mitsui Sumitomo Insurance Surugadai building, which was completed in March, 1984 has dedicated a green space area of 5,200 square metres from the 12,000 square metre site. This includes garden areas from the ground level and the rooftop of the lower building. We wanted to improve the quality of life by bringing more green into the area, thus enabling us to live together with the surrounding area and natural ecosystem. Therefore, we designed a system to allow employees and the local residences to use part of the rooftop as a vegetable garden.

Along with the redevelopment site adjacent to the Surugadai building, whose completion is scheduled in 2013, we have developed a plan to expand the total green open space to improve quality. When this is completed, the formation of an ecological network connecting the Ueno Park to the Imperial Palace will be finished. This will have expanded the safe habitat region providing a sphere of activity for wild birds in the heart of Tokyo.

Biodiversity symposium "Story of life told by a corporation"

Since 2007 we have hosted, and will continue to host, the symposium "Story of life told by a corporation" every year. We hope to help companies increase their efforts in biodiversity. In the last three years more than 650 people have participated in this event. We consider the symposium to be a key element in contributing to education and awareness for biodiversity. According to polls from participants, 94% of them were satisfied with the contents and praised the symposium for its work.



MORI BUILDING

Tokyo, Japan

www.mori.co.jp

Member since: 2008
Industry: Urban landscape development
Main products: Urban redevelopment

Contact person: Mr. Akihiro Suzuki,
aki-suzuki@mori.co.jp

OUR VOLUNTARY COMMITMENT

As a member of the 'Biodiversity in Good Company' Initiative we are committed to the Initiative's Leadership Declaration, comprising the following activities:

Analyzing the impact of the company activities on biodiversity
Analysis will be conducted on the impact on biodiversity from the planning stage of the new urban development project. The influences on biodiversity through existing projects will also be analyzed.

Introducing the concept of biodiversity preservation to the environment management system of the company and develop guidelines
As integral part of an exterior design manual, currently being prepared, biodiversity guidelines will be developed.

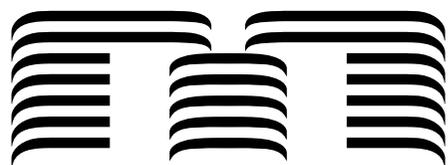
Unification of all the activities for biodiversity and selection of staff responsible who will make reports to the Board
A new section will be arranged in the existing Sustainability Office, which will unify all activities for biodiversity. The manager of the new section will make presentations to the Board of the Environment Enhancement Committee, in meetings that are held fortnightly.

Establishment of realizable and measurable goals and the review / amendment every two or three years
As part of the urban development projects, the company will establish goals that will contribute to biodiversity which require a monitoring process, from planning to completion of buildings, and continuing after the completion. Goals will be reviewed and amended depending upon the results of the monitoring.

Publicizing the activities and achievements of the biodiversity section with annual reports, environmental reports and CSR reports
At the time of the reporting to the Environment Enhancement Committee, the activities and achievements of the biodiversity section will be publicized via websites and public relations magazines.

Encouraging suppliers to shift their activities to achieve goals for biodiversity by providing information about biodiversity
Construction companies will be informed about the goals for biodiversity and instructed about the rules in accordance. Moreover, Mori Building will manage the project as an orderer by mentioning the subject of the protection of biodiversity on the Particular Specifications for Constructions.

In order to continuously improve the management systems of the biodiversity section, Mori will enhance interaction with science organizations, NGOs and government authorities
Urban development activities will be implemented with consideration for biodiversity in accordance with the viewpoint and advice of NGOs. Advice from experts will be effectively used for the future planning, while the results of the activities are reported to various institutes such as the Ecological Society of Japan.



MORI BUILDING

BEST PRACTICES

Implementation of urban development with consideration for biodiversity

The Toranomom-Roppongi District Urban Redevelopment Projects (operation size: approx. 2.0 ha) is one of Mori Building's urban redevelopment activities that will be completed in 2012. Based on the concept of "Greener Life in the Urban Center", external designs of the buildings have been produced with consideration for the area's biodiversity, as one of the main features of this project. Thereby it serves as an important leader and model urban green activity.

The following were four key points considered for external design of the buildings:

- Having a green plan using domestic species and supportive vegetations as its principal, the project area's green has been regenerated.
- The project has attempted to enhance the effectiveness of green and the relationship with the surrounding area by placing plants closely together.
- The plants were arranged three-dimensionally to contribute to the bio-environment, which will help various species to live and thrive in each layer. The order of the plants is: 1) ground cover plants, 2) low trees, 3) subalpine trees and 4) high trees.
- There has also been special consideration for handling dead trees and leaves. This aims to improve the area's environment for many kinds of life, both current and in future.

Based on the above plans, the project has been evaluated for the ratio of its contribution to biodiversity using a quantitative evaluation method called JHEP. The evaluation result was "AAA", the highest score of the JHEP.

BENEFIT

Initiating education in society

The activity has triggered concerns about the relationship between urban areas and biodiversity. Co-operators (land-owners and developers) have started paying more attention to biodiversity and the impact of the activities has been seen in the resultant behavior of the investors, developers of the private sectors, and construction companies (expansion and depth). In addition, the project has become a model case of an urban development business giving consideration to biodiversity and as such will play a role as a guideline for people dealing with urban development, including the government and other key players.

Enhancement of company values

People usually have a good impression of environmentally-friendly companies. The value of Mori Building has greatly improved as it has become a well-known company continually dealing with global environmental issues through its urban development activities with a global and longterm viewpoint.

Enhancement of property value

Many workers are happy to work in a biodiversity-concerned environment. This can be thought of as the environmental value impact on property value. Therefore, this fact will also contribute to the attraction of tenants and meet the demands of various investors.

Advertising effects

Mori Building's biodiversity activities have been promoted internationally by media. This has largely contributed to increased awareness of the Mori Building brand and promotion of the company's biodiversity activities.

ADDITIONAL INFORMATION

Mori Building continues to maintain three main concepts for biodiversity activity: 1) Concern for biodiversity in new urban development projects, 2) Continual review of existing developing areas with the viewpoint of biodiversity, and 3) Promotion of the formation of ecological networks in expansion areas with the co-operation of various sectors.



NATIVE ORGANICS

Sertãozinho, SP, Brazil

www.nativeorganics.com.br

Member since: 2008
Industry: Sugar and alcohol
Main products: Organic sugar, organic ethanol

Contact person: Mr. Fernando Alonso Oliveira,
alonso@canaverde.com.br

OUR VOLUNTARY COMMITMENT

As a member of the 'Biodiversity in Good Company' Initiative and in line with the signed Leadership Declaration our commitment is to develop and implement a sugarcane agro-ecological production system that is biodiversity friendly, as well as to monitor our fauna biodiversity as an indicator of environmental quality in our farms.

BEST PRACTICES

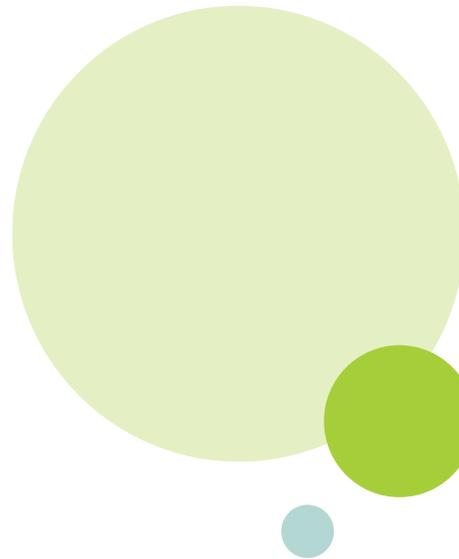
Sustainable farming methods

In 1982 we started to *biologically control the sugarcane borer*. This system is currently widely used in Brazil and is highly effective.

In 1986 we started a *reforestation program* aiming to protect our water resources and create biodiversity islands in our farms. We have already planted more than 1 million native trees on our farms so far.

Also in 1986 we started developing a *new agricultural production system*, named the "Green Cane Project", aiming to realize the ecological potential of sugarcane crops. This system is based on green cane harvesting, in opposition to the traditional production system that burns sugarcane straw before harvesting. Millions of dollars were invested in developing a mechanical harvester, systematizing the sugarcane fields for mechanization, and on researching new cultivars and soil compactions. The new system was developed quickly and the last sugarcane burning in UFRA fields was in 1994. It is important to highlight that avoiding burning sugarcane not only protects wildlife during the fire itself, but also provides strong mulch over the soil – sugarcane straw leftovers can add up to 15 metric tons of dry matter per year to the ground/soil, it also recycles nutrients and provides better conditions to the enhancement of soil micro-fauna.

A *soil fertility building program* was also carried out, based on the rational use of our agro industrial effluents. A sugar and alcohol factory relies on physical and biological principles only; therefore all effluents are organic fertilizers. Another important part of our fertilization system is our rotating green manure crop with leguminous plants to add biomass and nutrients to the soil through symbiosis. We believe soil fertility is a combination of chemical, biological and physical factors, so we also control the soil compaction by using special high flotation tires and tracks in all equipment entering the sugarcane fields.



In 1995 we started converting our sugarcane fields into the *organic production system*. Since then we have stopped using synthetic chemical pesticides and fertilizers.

Research projects

After seeing many unusual animals in the company’s organic fields, a specialized team was hired to research the existing fauna. In 2002, researchers from Embrapa Monitoramento por Satélite (Embrapa Satellite Monitoring) headed a team of ecologists, biologists, agronomists and other researchers to make an inventory of the existing superior vertebrates in the farms. This project is still ongoing, and the results are very impressive: so far, 1,474 surveys have been undertaken and 312 species of mammals, birds, reptiles and amphibians have been found, out of which 245 are considered rare, 54 are occasional, 10 are frequent and only 3 are highly frequent. This means on our farms the biodiversity is 23 times higher than what is found on conventional sugarcane farms in the same region.

BENEFIT

The combination of our green cane harvesting, organic production system, soil fertility building, biologic control and reforestation program resulted in an appropriate environment for an extensive micro-fauna in and above the soil, formed by thousands of species of insects, other arthropods, microbes etc. These life forms generate a reliable basis for the establishment of a sophisticated food web.

Native Organic’s agricultural yield has improved from an average of 90 metric tons per hectare in the 90’s to 105 metric tons per hectare in the past years. Furthermore, the average production in conventional plots in our region is currently of 85 metric tons per hectare. This shows our production system is not only biodiversity friendly, but also very productive and effective.



OAK VALLEY ESTATES

Oak Valley Wines

Elgin, South Africa

www.oakvalley.co.za

Member since: 2009

Industry: Agriculture

Main products: Deciduous fruit, greenhouse cut flowers,
free range cattle and pigs, vineyards and wine

Contact person: Mr. Anthony Rawbone-Viljoen,
mail@oak-valley.co.za

OUR VOLUNTARY COMMITMENT

Oak Valley commissioned a comprehensive Environmental Management Plan in October 2000 which was revised and updated in May 2008. This document outlines the goals for the preservation of biological diversity on the property and sets timelines for actions to be performed to achieve these goals. The Managing Director of the company takes responsibility for the implementation of the programmes which are audited annually in terms of the SA Wine Industry's Biodiversity and Wine Initiative (BWI). These efforts are part of Oak Valley's commitment to implement the Leadership Declaration as a member of the 'Biodiversity in Good Company' Initiative.

BEST PRACTICES

The Oak Valley property includes 282 hectares of pristine mountain "fynbos" and is located within the buffer zone of the Kogelberg Biosphere Reserve, a UNESCO registered World Heritage Site which sits at the epicentre of the Cape Floral Kingdom. This biome is home to over 9,600 species of plants which makes it the smallest but most diverse plant kingdom on earth. Oak Valley is itself home to five Red Data species of plants which are highly threatened by human and alien vegetation encroachment. The company has given a formal undertaking to preserve the natural mountain habitat and has actively introduced a programme of alien eradication with an annual budget dedicated to this purpose. All permanent employees are trained and made aware of the goals of the project and the need to implement interventions in order to preserve the property's rich biodiversity.

ANNO



1898

OAK VALLEY WINES
ELGIN



BENEFIT

Responsible management practices and leadership by example are required to create a broader awareness of the threat to the biodiversity which is an integral part of the Oak Valley property. The implementation of programmes to preserve and protect the threatened biodiversity has an impact on the way our products are grown and the way customers react to these products.



ADDITIONAL INFORMATION

Oak Valley Estates (Pty) Ltd is committed to environmentally sustainable agricultural practices as the following accreditations will serve to illustrate.

- Oak Valley was the 9th Biodiversity and Wine Champion, and the 1st in the Overberg region to be certified under the SA Wine Industry’s BWI scheme.
- Oak Valley was invited to become a member of the Business & Biodiversity initiative based in Berlin, Germany.
- Oak Valley was the overall winner of the inaugural 2007 Rudnet Farm Health Awards programme which recognises social investment and employment conditions on wine farms.
- Oak Valley was one of the first three farms outside the EU to achieve Tesco’s Natures Choice accreditation. This has since been upgraded to the Gold Class.
- Oak Valley is GlobalGap certified and accredited.
- Oak Valley was runner-up in the Woolworth’s SA Eco-Efficiency Awards programme in 2007. (Woolworths is a major South African multiple retailer).
- Oak Valley was the first company to be audited in terms of the WIETA protocol (Sedex Wine Industry Ethical Trade Audit).
- Oak Valley is a founder member of the Green Mountain Eco Route, branded as the world’s first biodiversity wine route which focuses on eco-tourism around the Groenlandberg Mountain, of which the Oak Valley property forms a part.
- Oak Valley was the winner of the 2009 Nedbank Green Award for Best Environmental Practices within the SA wine industry.



OEKOM VERLAG

Munich, Germany

www.oekom.de

Member since: 2009
Industry: Publisher for ecology and sustainability topics
Main products: Publications

Contact person: Ms. Kajsa Schwerthöffer,
schwerthoeffe@oekom.de

OUR VOLUNTARY COMMITMENT

Editing magazines, books, brochures and online media the oekom verlag has become a leading publisher for sustainability topics in German-speaking countries. Since the start, oekom has aimed at contributing actively to the protection of the environment and to the sustainable development of society. Its journals, its rapidly growing booklist as well as numerous brochures bring together relevant players in the field of sustainability: opinion leaders and decision makers from politics and public authorities, science and academic teaching, business and the media, and those involved with organizations and associations.

According to our principle 'From Knowledge to Action' oekom made it its business to lead by example with its own management practice. Its main focus lies hereby on the protection of biodiversity, supporting sustainable forest management and climate protection.

As a member of the 'Biodiversity in Good Company' Initiative oekom aims at auditing and optimizing its previous environmental protection activities concerning the aspect of biodiversity conservation according to the Leadership Declaration. oekom assures an ecological production of all its publications. Its employees follow the concept of using resources efficiently and in an environmentally friendly way. oekom's Sustainability Representative is responsible for safeguarding sustainability and is in control of the impact the business' activities have on biodiversity. The company regards its role in the dissemination of information as part of its sustainable management. This includes its relations with its service providers such as printing press and distribution partners.

BEST PRACTICES

Conserving biological diversity and climate protection are closely interrelated: climate change threatens the existence of many plant and animal species because they may lose their habitats and are unable to reach those habitats that might develop instead. Climate protection at oekom means avoiding or reducing as far as possible the use of harmful greenhouse gases in all business areas (office organization and employee mobility as well as printing and distribution). The company compensates for emissions which cannot be avoided by investing in a Gold Standard project for renewable energies. In order to avoid unnecessary transport routes, oekom verlag works with a printing press and distribution partners in the Munich area. In this way, the oekom verlag works climate neutrally.

The oekom verlag prints its publications only on recycled paper and paper certified by the Forest Stewardship Council (FSC). The paper used in the office is recycled paper carrying the eco-label Blue Angel.



BENEFIT

By avoiding, reducing and compensating for harmful emissions, oekom verlag contributes actively to climate protection and therefore to the conservation of biological diversity. Being Germany's first climate neutral publishing house, oekom verlag positions itself in a pioneering role within the media industry.

oekom verlag compensates for its unavoidable emissions by investing in the project "Wind power in Üvecik, Turkey", which generates electricity from wind as a renewable energy source. The energy generated by this project is fed into the regional electricity grid. The renewably generated electricity replaces part of the mains power, which in Turkey is produced largely by conventional thermal power stations. The project makes a strong contribution to climate protection and the sustainable development of the region and fulfils all the criteria of the Gold Standard.

As a company which relies on wood, the oekom Verlag is aware of the fact that the depletion of tropical forests will destroy irretrievably the habitat of many animal and plant species. Therefore the publishing house's highest priority is purchasing paper from responsible forest management.

ADDITIONAL INFORMATION

oekom verlag has received many awards for its exceptional concept, careful management, ecological practice and social commitment. These include the Lammsbräu Nachhaltigkeitsspreis 2008, the Münchner Umweltpreis 2009 of the Bavarian state capital Munich, and the Binding-Preis für Natur- und Umweltschutz 2009.

With its publications concerning biodiversity like *Schatzkammer Natur*, *Fokus Biodiversität* or *Baum für Baum* oekom draws attention of a wide range of target groups on this topic and thus sensibilises society for the need of protecting biodiversity.

For more information please see under www.oekom.de

Fig.01: Felix & Freunde: *Baum für Baum. Jetzt retten wir Kinder die Welt.* 112 Seiten, München, 2010

Fig.02: Hopffisterei, Museum Mensch und Natur (Hrsg.): *Schatzkammer Natur. Von der Vielfalt heimischer Arten.* 224 Seiten, München, 2010.

Fig.03: Volkmar Wolters, Stefan Hotes: *Fokus Biodiversität. Wie Biodiversität in der Kulturlandschaft erhalten und nachhaltig genutzt werden kann.* 304 Seiten, München, 2010.



Fig.01



Fig.02



Fig.03

OTTO GROUP

Hamburg, Germany

www.ottogroup.com

Member since: 2008
Industry: Multichannel retail
Main products: Textiles, furniture, electronics,
as well as financial and logistics services

Contact person: Mr. Alexander Bartelt,
alexander.bartelt@ottogroup.com

The logo for Otto Group, featuring the words "otto group" in a bold, lowercase, red sans-serif font. The logo is positioned within a large, light gray circular graphic that has a smaller, solid light green circle overlapping its right side.

OUR VOLUNTARY COMMITMENT

As far back as 1986, trading firm OTTO announced environmental protection as a specific corporate aim. Today, the conviction is firmly embedded in the Otto Group's company culture that it will only achieve its aim and secure its own future if it follows sustainable business practices. As a visible sign of this, in 2010 the Otto Group embedded 'assuming our responsibility towards people and nature' as a leading philosophy of its new corporate vision.

The Otto Group has signed the 'Biodiversity in Good Company' Initiative's Leadership Declaration; in accordance with this the Otto Group has studied the impacts that its business activities have on biodiversity and has defined indicators to measure these. Thus, conserving biodiversity and the sustainable use of its components have been integrated into the Otto Group's environmental management system. As a Group comprising retailers and commercial service providers, biodiversity considerations – particularly in terms of its product assortment and advertising materials – play a central role. This is why measurable and realistic aims were set as part of its 2010-2013 CR Strategy for the companies in which the Otto Group has a majority shareholding. This applies in particular to the area of sustainable products (i.e. articles made from organic cotton, sustainable cotton or FSC-certified timber (FSC: Forest Stewardship Council)) in order to improve the conservation of biodiversity. For instance, the Otto Group's largest trading company OTTO will have increased the share of FSC-certified articles in its wooden furniture assortment to 15% by the 2012/13 financial year.

The Corporate Responsibility area (CR) manages and coordinates CR activities across the Group and regularly reports to the Group Executive Board. The Otto Group also publishes its progress, aims and challenges in a Sustainability Report that appears every two years. On top of this, the Group informs suppliers about biodiversity objectives and activities and where appropriate, involves suppliers as part of the Group's stakeholder dialogue activities.

BEST PRACTICES

Manufacturing products from raw materials such as cotton and timber has an impact upon natural habitats and consequently on biodiversity. For this reason, the timber sourcing activities of the Otto Group are governed by the Group's 'Timber Sourcing Policy' which was approved in 2007 and which supersedes the Group's Tropical Timber Policy. It is intended to ensure that no timber is sourced from illegal forestry. At the same time, the Timber Sourcing Policy is intended to ensure that the share of FSC-certified articles continually rises – with the long-term aim of the Otto Group's entire assortment being FSC-certified.

As part of the Otto Group's new CR Strategy, measurable aims to expand sustainable assortments were agreed with the trading companies involved, covering both expansion of the product offer and communicating this expansion to customers in the right way. This works by linking a clear conscience with individual user benefits and an enjoyable shopping experience. One example of this is the ECOREPUBLIC Online Shop, used by the trading companies OTTO and Schwab, which carries a sustainable and at the same time highly modern textile assortment of own-brand and third-party-brand articles.

Furthermore, the Otto Group is a global leader in the production of printed materials in accordance with the FSC standard: since 2007 the FSC logo has been printed over 370 million times on the Group's paper products, including special catalogues, envelopes or employee newsletters. The Group companies OTTO, Baur, Schwab and bonprix have already successfully undergone the FSC certification process.

The Otto Group is also pursuing very ambitious targets in terms of climate protection, aiming to halve its carbon emissions by 2020. It aims to achieve this through efficiency measures and expansion of its use of renewable energies. For some areas of the Group, the additional measure of carbon offsetting will be necessary. When selecting carbon offsetting projects, their benefit in terms of conserving nature and species was a key criterion.

BENEFIT

The Otto Group's activities in the area of biodiversity are making an important contribution to achieving its vision, which places 'taking responsibility towards people and nature' at its heart. The Group's activities are made visible internally, such as through its exhibition for employees and via the intranet, as well as externally through PR work.

The Otto Group's constantly increasing range of sustainable articles made from organic cotton, sustainable cotton or FSC-certified timber is combined with positive messages and makes it easier for customers to shop responsibly. This approach thus enables Group companies to tap into the LOHAS (Lifestyle of Health and Sustainability) target group – i.e. people who combine consumption with ethical and health aspects – ever more effectively. This commitment also has a positive impact on the Group's image.

Furthermore, the Otto Group is gathering valuable experience and expertise in managing a resource-friendly value chain. At a time when the global demand for raw materials is continually rising, this serves not only to conserve biodiversity, but also makes an important contribution towards securing the Group's future.

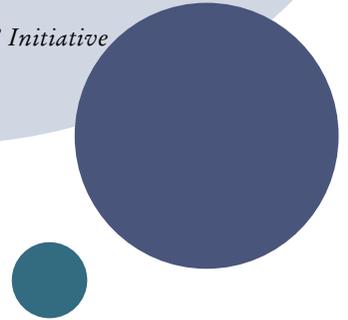


ADDITIONAL INFORMATION

The Group's Sustainability Report offers an overview of the Otto Group's activities in the area of sustainability. It can be downloaded at: www.ottogroup.com/sustainabilityreport



*Yarn production, Benin,
'Cotton made in Africa' Initiative*



PRECIOUS WOODS

Zug, Schweiz

www.preciouswoods.com

Member since: 2008
Industry: Forestry
Main products: Tropical timber

Contact person: Dr. Carl-Ulrich Gminder,
carl-ulrich.gminder@preciouswoods.com

OUR VOLUNTARY COMMITMENT

Precious Woods is a pioneer in sustainable management of tropical forests. Its forests are located in Brazil, Gabon, Costa Rica and Nicaragua. The vision and measures of the Leadership Declaration of the 'Biodiversity in Good Company' Initiative are integral to our business model. Only if we are able to conserve the forest, its biodiversity and inhabitants, we can use the forest in the long term as a precious resource. We put this vision into practice by having certified all forests and mills with the internationally most credible and challenging standard of FSC (Forest Stewardship Council). FSC includes the protection of biodiversity and high conservation values in the forests.

Beyond FSC we support and finance projects which study biodiversity in the forests. We want to get insights on the impact of logging in order to improve our activities and management of the forests. Such projects are usually in cooperation with organisations like NGOs, zoos, universities, etc.

Dr. Carl Ulrich Gminder, Head of Ecoservices at the Precious Woods Holding, is responsible to ensure that the goals of the Leadership Declaration are accomplished. He reports directly to the CEO and coordinates the different activities in the subsidiaries. Precious Woods publishes the measures, activities and results in its Annual Report and in semi-annually reports to the stakeholders. You can download those reports and look up other information at www.preciouswoods.com.

BEST PRACTICES

Gorillas in Gabon

In Gabon Precious Woods manages 616,000 ha tropical forest as concession. The operations are FSC-certified. The forests are a habitat for many animals; the most prominent are gorillas, chimpanzees and forest elephants, which are still plenty. Since 2008 we have been researching the conduct of gorillas and their reaction in logging areas where work is going on and workers settle in camps. The existing local population likes to eat gorillas even though it is prohibited by law. Thus we use emotional films from the project to run sensibilisation programs in the villages, in particular in schools. In 2009 over 1000 pupils in 19 villages were reached out to. Still to be solved is the local population's conflict with the elephants, which regularly destroy the gardens filled with bananas, maize and other planted vegetable and fruits.

Mosaic Plantation in Central America

In Costa Rica und Nicaragua Precious Woods reforests 6,600 ha of abandoned cattle grazing land with Teak and local species. The operations are FSC-certified. We are implementing the so-called „mosaic plantation system“. Existing forest islands and valuable single trees are left for conservation, also buffer zones around rivers and creeks. On average 15-40% of the land is put under conservation to enhance biodiversity and avoid monoculture effects of teak. In addition, we plant 5-10% of the area with local species. However, there is always room for improvement. Collaboration with local NGOs shows that we should link the conservation zones in the future systematically, so that the black spider monkeys can move without barriers across longer distances to find food and new territories.



PRECIOUS WOODS

BENEFIT

Protection of biodiversity is integral to the Precious Woods philosophy, mission and business model. We are convinced that using the forest in a sustainable, FSC-certified manner is the most effective way to protect it – because it is blocked for other usage and earns income for the local populations and the company shareholders. Biodiversity is attributed with a financial value and thus not threatened by conversion into soy bean or oil palm plantations. Also, illegal logging or slash and burning are avoided. Taking out wood selectively utilizes the resource in a sustainable way.

ADDITIONAL INFORMATION

www.preciouswoods.com and www.fsc.org



PUMA

Herzogenaurach, Germany

www.puma.com

Member since: 2010
Industry: Sporting goods
Main products: Design and development of footwear, apparel and accessories

Contact person: Dr. Reiner Hengstmann,
reiner.hengstmann@puma.com

OUR VOLUNTARY COMMITMENT

As the creative leader in Sportlifestyle PUMA has the opportunity and responsibility to contribute to a better world. Overall PUMA's initiatives aim at protecting the environment, improving social and working conditions, raising awareness for global Peace Day on September 21st and supporting artists and creative organisations. PUMA does so through its own programs – puma.safe (environmental and social issues), puma.peace (supporting global peace) and puma.creative (supporting artists and creative organizations) – as well as through joining already established projects such as the 'Biodiversity in Good Company' Initiative. PUMA's initiatives aim at protecting the environment, improving social and working conditions, raising awareness for global Peace Day on September 21st and supporting artists and creative organisations.

BEST PRACTICES

Supply Chain Management

For several years PUMA has worked on the elimination of harmful substances in its products and supply chain. The independent environmental organization Greenpeace confirmed that PUMA's commitment has set industry standards. In 2005, Greenpeace reviewed like-minded companies and rated them from red to green based on the "eco-friendliness" of their products. After examining PUMA's product range, our company obtained the best category "green" in 2007. PUMA works with designers, suppliers, and manufacturers to ensure compliance with its Restricted Substance List (RSL) and detailed testing procedures. Likewise, all PUMA products have been PVC-free for many years. PUMA has also engaged on a capacity building project for its suppliers to encourage sustainability reporting. In cooperation with the Global Reporting Initiative (GRI) and the Gesellschaft für Technische Zusammenarbeit (GTZ) PUMA participates in the GRI's GANTSCh program which supports supplier factories reporting on their social and environmental initiatives. Ten reports from PUMA suppliers have already been published and PUMA has agreed with 20 key suppliers in South East Asia and other major sourcing regions to issue their own sustainability reports from 2011 on.



Raising Awareness

The PUMA / United Nations Environmental Program (UNEP) partnership “Play for Life” supports the 2010 International Year of Biodiversity through:

- Raising awareness worldwide about biodiversity and the International Year of Biodiversity among football fans and the general public during football events including the African Nations Cup and international friendly games.
- Raising awareness through Public Service Announcements featuring football stars.
- Encouraging the public to take action to conserve biodiversity.
- Raising funds through the Africa Unity Kit and other PUMA Unity football products under the Yellow “life” label to support biodiversity projects in Africa.

The “Play for Life” campaign focuses on Africa, a continent that hosts exceptional biodiversity including two of the five most important wilderness areas on Earth – the Congo Basin, and Miombo-Mopane Woodlands and Savannas of Southern Africa. Nine of the planet’s 35 Biodiversity hotspots, the richest and most threatened reservoirs of plant and animal life on Earth, are also in Africa. As the sponsor of 13 African national football teams and a history of innovative initiatives and campaigns in Africa, PUMA is uniquely positioned to help drive this effort with UNEP.

BENEFIT

PUMA’s ultimate objective is to give back to the environment what it has taken. PUMA’s longstanding work and efforts to improve social, labour and environmental standards throughout its operations date back to 1999. Since then, PUMA has continuously incorporated environmentally-friendly practices to reduce its impact on the planet.

PUMA’s mission is to become the most desirable and sustainable sportlifestyle company and it has implemented a long-term sustainability program throughout all its operations. Increasing sustainability in its supply chain through sustainability reporting is therefore an important element in PUMA’s overall sustainability strategy. The GANTSCh project helps to ensure that PUMA suppliers fully embrace the concept of sustainability and introduce respective programs in their companies.

With all eyes on Africa during the 2010 football season, the Africa Unity Kit made a compelling global statement. PUMA’s profits from sales of the Unity Kit replica fan wear – the first-ever FIFA-backed continental football kit – helped fund biodiversity programs in Africa, that endeavour to protect endangered species.

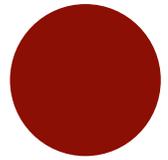


ADDITIONAL INFORMATION

PUMA recently launched the next phase of its long-term sustainability program and laid out ambitious targets to be achieved by 2015. These are:

- 25% reduction of CO₂, energy, water and waste in PUMA offices, stores, warehouses and direct supplier factories.
- Paperless office policy through a 75% reduction and offsetting initiatives for the remaining paper usage such as tree planting initiatives.
- 25% CO₂ reduction through more efficient product transport solutions by our logistic partners.
- Begin collaborating with our strategic suppliers and logistic service providers to offset their own footprints in the long-term.
- Introduction of the PUMA S-Index (Sustainability-Index) standard that serves as a benchmark for sustainable products and communicates the products’ sustainable features to consumers.
- 50% of PUMA’s international collections will be manufactured according to the PUMA S-Index standard by 2015, using sustainable materials such as organic cotton, Cotton Made in Africa or recycled polyester as well as applying best practice production processes.

In April 2010 PUMA launched its cutting-edge sustainable packaging and distribution system by renowned industrial designer Yves Béhar. The new innovative solution will significantly reduce the amount of waste and CO₂ emissions that traditional product packaging such as shoe-boxes and apparel polyethylene bags generate and underpins PUMA’s environmental targets.



RICOH

Tokyo, Japan

www.ricoh.com/environment/

Member since: 2008

Industry: Office equipment

Main products: Digital copiers, color copiers, analog copiers, printing machines, facsimiles, digital cameras, and others

Contact person: Mr. Kazuyuki Kishi,
kazuyuki.kishi@nts.ricoh.co.jp

OUR VOLUNTARY COMMITMENT

“We preserve biodiversity by maintaining and improving the self-recovery capabilities of the global environment through our business activities as well as our social contribution activities.”

As indicated in Ricoh’s Environmental Principles, introduced in 1992, the Ricoh Group does not see environmental conservation activities and business management as two incompatible issues. Instead, we see conservation of the global environment as a natural responsibility of a global citizen. Conservation of the global environment requires measures not only to reduce impact of our business operations and products on the environment but also to maintain and improve the self-recovery capabilities of the global environment. Recognizing that our businesses depend on the global ecosystem and that biodiversity plays an indispensable role in the health of the ecosystem, the Ricoh Group laid down the Ricoh Group Biodiversity Guidelines based on the Leadership Declaration of the ‘Biodiversity in Good Company’ Initiative. This is to further develop the various conservation measures we have been taking, such as ecosystem conservation activities, promotion of voluntary activities by employees, and “social contribution in environmental conservation” (e.g., awareness-raising programs to encourage other community members), and ecosystem preservation through CDM projects. To these measures, we have added measures to reduce the impact of our business activities on biodiversity by using the new policy as our basic guideline on biodiversity preservation.

BEST PRACTICES

Ricoh Group Biodiversity Guidelines

Human society largely depends on the ecosystem. But our society has had a tremendous impact on the ecosystem, placing a wide-scale burden upon it. In the past 50 years, biodiversity has been badly degraded due to human activities. If we do not act now to start conserving biodiversity and change our way of using natural resources to a more sustainable approach, the survival of human society may even be at risk. To articulate this idea in a concrete form, the Ricoh group laid down the Ricoh Group Biodiversity Guidelines in March 2009. The Guidelines combined the existing measures of the Group toward global environmental conservation and new measures for biodiversity conservation to help develop and promote specific activities. With these Guidelines, the Ricoh Group will continue our efforts to realize an affluent society built on a sustainable global environment.

Ricoh’s Forest Ecosystem Conservation Projects

On the earth, various life habitats exist and unique ecosystems are maintained in forests, lakes and ponds, coral reefs, and oceans. If these ecosystems are damaged, the natural environment that is indispensable for maintaining the life of human beings will be harmed. Ricoh places priority particularly on forest ecosystems with rich biodiversity and has been promoting forest ecosystem conservation projects since fiscal 1999 in partnership with environmental NGOs and local communities. Unlike simple afforestation, the main aim of these activities is to protect the habitats of indigenous species and the life of residents, and in such activities, priority is given to creating a partnership with environmental NGOs and local residents. The projects are financed by the social contribution reserve that Ricoh established to continuously carry out social contribution activities.



RICOH

BENEFIT

We address the conservation of biodiversity concurrently in order to reduce the environmental load. It will enable many people to acquaint themselves with our business activities, which we as a company contribute to create a sustainable society with various stakeholders.

Restoration of Boa Nova Lowland Tropical Forests

The Boa Nova Lowland Tropical Forests area along the Atlantic coast in Bahia, Brazil, is the nation's third largest vegetative area after the Amazon and the shrub grassland area and serves as an important habitat for rare species. Habitat destruction due to illegal logging, plantations, slash and burn farming, overgrazing, and other human activities has shrunk the area to 7% of its original size. Bird Life Asia, an environmental NGO, has been carrying out a reforestation project with agro forestry and bird tourism to create a resource recirculating society whereby the residents and forests can exist in harmony. Ricoh has been supporting the program since 2007. In fiscal 2008, events and activities provided by Ricoh included an ecological survey of hummingbirds (the symbol of the project), field studies with local elementary schoolchildren, seminars for residents, and surveys on firewood usage. Also, 80 land owners were invited to related ceremonies. We need a lot of time to improve its biodiversity. But we tirelessly pursue this task to establish the rural sustainable forest management led by the regional community to restore the wealth of biodiversity in the Boa Nova Lowland Tropical Forests.



RITTER SPORT

Waldenbuch, Germany

www.ritter-sport.com

Member since: 2008
Industry: Confectioner
Main Product: Chocolate bars

Contact Person: Mr. Thomas Seeger,
t.seeger@ritter-sport.de

OUR VOLUNTARY COMMITMENT

For years, Ritter Sport has made environmentally friendly policies an important part of its mission statement. The company views protecting natural resources, which also includes preserving biodiversity, as one of the most important challenges facing mankind in the future.

As a member of the 'Biodiversity in Good Company' Initiative and in order to implement the Leadership Declaration, Ritter Sport has agreed to analyse its business activities and their effects on biodiversity. The insights gained from this will serve as a basis for further possible activities. These projects will be coordinated by a selected Ritter Sport employee.

The chocolate manufacturer's suppliers shall be informed of the company's biodiversity goals and included in this goal wherever possible. In addition to this, the company is investigating the possibility of entering into cooperation with NGOs and/or environmental groups and whether this would make economic sense.

To make it possible to assess how successful Ritter Sport is in promoting biodiversity and sustainability, the company has identified a few main focal areas. Using the progress sheets for these core focal areas, their development can be analysed every 2 to 3 years and corrected if necessary.

BEST PRACTICES

Protecting the Rainforest through Sustainable Cocoa Farming

Ritter Sport has already been realising its corporate responsibility since 1990 in the way it sources the most important raw material for chocolate – cocoa – with the CACAONICA project in one of the poorest developing countries in Central America, Nicaragua. By encouraging organic cocoa farming we hope to secure farmers' livelihoods on the one hand, and limit the deforestation of the rainforest on the other.

The CACAONICA Project

Seventy percent of the population of Nicaragua is dependent on agriculture; falling prices for agricultural products on the global market are threatening their livelihood. To compensate for these falling prices with better harvests and more livestock breeding, agricultural land is being reclaimed via slash-and-burn and deforestation. This has meant that around 80% of the original rainforest area has already been lost. In cooperation with the Deutscher Entwicklungsdienst (DED – German Development Service), and with the support of the Asociación para la Diversificación y el Desarrollo Agrícola Comunal (ADDAC – Association for Diversification and the Development of Communal Agriculture) and the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), Ritter Sport is trying to reverse this trend.

Production that Conserves Resources –

Alternative Sources of Energy

Making chocolate from cocoa beans requires a great deal of energy – both human and electric. The use of alternative sources of energy is Ritter Sport's second real passion, after making chocolate. This is clear from the fact that only "ecologically correct" electricity flows into Ritter Sport chocolate. The company's own combined heat and power (CHP) plant and the Schönau Power Station provide electricity and heat for the company. The waste heat from the CHP plant and the heat produced by the chocolate production process is piped by Ritter Sport directly back into the heating system. An additional 142.1 kWh of energy from the sun is also gained each year from two new solar panels with a total area of 1,100m².



BENEFIT

Sustainable Cocoa Farming

Over the last two years, Ritter Sport has succeeded in increasing the area given over to cocoa production using agroforestry by over 30%, by providing consultancy services (particularly training in ecological cocoa farming), constructing a cocoa purchasing and drying station and paying cocoa prices well above the global market value (as of 2009, USD 3,650 per tonne for organic cocoa and USD 3,100 per tonne for regular cocoa). The number of certified organic cocoa producers has risen from 350 in 2007 to 2000 in 2009. Cocoa trees are very sensitive and need an environment similar to that of a rainforest, with larger trees to provide shade and protect the cocoa trees from the sun. This leads to the development not of monocultures, but of diverse systems of mixed cultivation.

The introduction of a central drying station and energy-efficient drying methods (tunnel and rack drying) also saves 465,000 kg of firewood a year (for 500 t cocoa), further reducing deforestation and conserving vital habitats.

Growing high-quality organic cocoa has created benefits for all involved – for farmers, for the rainforest and for Ritter Sport.

Alternative Sources of Energy

Ritter Sport's increased use of alternative sources of energy also benefits the environment. The generation of electricity by conventional means, using nuclear fission, coal, etc., heats up the coolant, which kills fish and leads to the growth of dangerous algae when it is discharged into rivers. The exhaust produced by the generation of energy in coal power plants, for example, exacerbates the greenhouse effect, leads to global warming and changes many ecosystems, destroying the habitats of many species. The consequence: the extinction of many species of flora and fauna.

The most impressive combination of all Ritter Sport's ecological efforts and its commitment to sustainability is in its organic chocolate bars: raw materials from controlled organic production come together with organic cocoa from Nicaragua, are made into chocolate using green energy and finally packaged in a fully recyclable polypropylene wrapper.



SARAYA

Osaka, Japan

www.saraya.com

Member since: 2008

Industry: Professional and Household Hygiene and Sanitation

Main products: Alcohol hand rub, hand soap, detergents, dispensers, disinfectants, natural sweetener

Contact person: Ms. Atsuko Takahashi,
takahashi@saraya.com



SARAYA

OUR VOLUNTARY COMMITMENT

In recent years, we have seen the rate of extinction grow faster than any other time. For this reason, we must make extreme progress to save and protect the threatened wildlife still left on our planet while re-evaluating the way our companies do business and regard the environment. Therefore Saraya has committed itself to the implementation of the 'Biodiversity in Good Company' Initiative's Leadership Declaration.

As Saraya's main business centers on health and hygiene, which includes a variety of hand soaps and detergents made from palm oil, we consider ourselves connected to the environmental stresses palm plantations are causing on the Borneo rainforest. While palm oil based detergents and soaps are biodegradable, irresponsible palm planting without consideration for the local wildlife is breaking up natural habitats in Borneo. In response, we support and give back to Borneo by helping establish the Borneo Conservation Trust (BCT) NPO in Malaysia and BCT Japan to build a Green Corridor along the banks of the Kinabatangan River. We also sponsor the BCT's activities that help threatened wildlife, such as the Borneo elephant and the orangutan.

Apart from the BCT activities we are currently conducting various other projects. Saraya works on developing detergents and disinfectants that reduce the environmental burden along all steps of the supply chain. As a contributing member of the Roundtable on Sustainable Palm Oil (RSPO) Saraya specifically works on introducing products in the near future made from sustainable palm oil certified by the RSPO. Complementing the other efforts Saraya pushes environmental communication with stakeholders to promote environmentally sustainable hygiene and sanitation in professional, food and infection control industries and a sustainable lifestyle for household consumers.

BEST PRACTICES

RSPO Certified Palm Oil

In 2010 we successfully produced sophorolipid biosurfactant for our Yashinomi Neo Laundry Powder with RSPO certified palm oil set for limited sale in October. From 2011 on, Saraya will be switching over to all RSPO certified sustainable palm oil, and we are working to obtain RSPO certified palm kernel oil to use in our many other products.

Protecting the habitats where we procure raw materials

Saraya considers biodiversity along the entire supply chain. In addition to participating in the RSPO and purchasing sustainable palm oil as raw materials many of our products are developed considering their effect on the environment. 1% of Saraya's Yashinomi brand sales are donated to the Borneo Conservation Trust for development of the Green Corridor along the shores of the Kinabatangan River in Borneo, Malaysia. Currently the BCT has acquired 20ha of land along this river. While the goal of 13,000ha is still far off, we desire to protect an additional 1000ha each year. This particular area is an essential habitat for orangutans and elephants, which also allows Saraya to participate with the BCT in protection and rescue projects of these endangered creatures.

Public Relations for the Wildlife of Borneo

Borneo is an important source of food and shelter for the people of Japan. Lumber is used for building houses and concrete forming structures. Palm oil, which must be grown in the tropical habitat unique to Borneo, is found in an unimaginable amount of foods, cosmetics and industrial goods. Our lives are in many ways dependent on Borneo, which is surprisingly unknown to most people. Without public knowledge of the importance of the island and its wildlife, garnering strong support for protecting Borneo is difficult. PR is necessary to connect with consumers. Some PR events include palm oil sustainability symposiums in Tokyo and Borneo eco-tours for Saraya customers. We also use common media routes such as websites and internet campaigns; magazine, radio and newspaper ads; as well as subway poster advertisements to spread consciousness and understanding on Borneo.

BENEFIT

Gaining Respect

Nikkei Business Publications conducted a survey of 20,000 consumers to select the top Environmental Brands. Over the years Saraya ranked 4th in 2008, first in 2009, and recently 9th in 2010 as well as being named in the Best 10 category.

Inviting Green Purchasing

In Japan, an annual sustainability report is vital for companies working to push green purchasing. Our efforts to protect biodiversity in Borneo has given us the ability to provide a full and captivating sustainability report.

Recruitment Merits

Japan and many other countries are experiencing economic downturns and the employment market is getting more competitive. What we have found is that since our activities to protect biodiversity started in 2004, more and more young graduates and mid-career job transfers have brought an understanding of Saraya's environmental activities to the interview. We find our activities have somewhat become a way to attract more talent that are concerned about biodiversity.

Employee Motivation

We find incorporating pro-biodiversity goals into the company identity increases our own employees' desire to commit to our cause. Together this adds up to a large amount of time and energy being given back to society.

Public Recognition

Since 2006, Saraya has received 12 awards associated with environmental protection and education. This has led to a change in how the company is perceived. Before we were simply a detergent maker, and now Saraya is regarded as an ecologically-minded/green company. This greatly benefits our relationship with customers and the industry.



SEKISUI HOUSE

Osaka, Japan

www.sekisuihouse.co.jp/english

Member since: 2008
Industry: Housing & landscape gardening
Main products: Houses, landscaping, exterior construction

Contact person: Mr. Takashi Shimada,
simada@ga.sekisuihouse.co.jp

OUR VOLUNTARY COMMITMENT

As a homebuilder using large amounts of lumber and one of the largest gardening and greenery businesses in Japan, Sekisui House has long been paying attention to biodiversity in gardening and wood procurement. The membership in the 'Biodiversity in Good Company' Initiative and the commitment to its Leadership Declaration was therefore only consistent with this.

We are trying to preserve local biodiversity in cooperation with customers in the "Gohonn no ki" gardening concept (fig. 1), aiming at regenerating nature like "Satoyama" and ecosystem networks through selective planting of traditionally indigenous autochthons and native species in each region of Japan. In a survey started in 2008, the "Gohonn no ki" gardening concept was proven to be beneficial to its environment, as evidenced by the demonstrated increase in animal life, along with the growth in plants in residential areas planted in line with this concept.

Further, impacts through supply chains are reduced by organizing the "Wood Procurement Guidelines" with consideration for biodiversity (fig.3). It improves suppliers' efforts to preserve biodiversity and contributes to a reduction of impacts caused by the whole housing industry as well.

Sekisui House further promotes environmentally thoughtful leafy regional development according to the guidelines of the "Urban Development Charter"; supports mountain and forest conservation activities and inspires people's interest in wildlife, e.g. birds and butterflies, thereby contributing to the conservation of the ecosystem network (fig. 2) and biodiversity.

Sekisui House will continue to lead essential biodiversity conservation activities through our business, while involving more stakeholders.

BEST PRACTICES

Consideration for biodiversity through the "Gohonn no ki" Gardening Concept

Sekisui House promotes the "Gohonn no ki" gardening concept for creating residential gardens by modelling their designs after the original Japanese "Satoyama" landscape. We support ecosystem conservation through selectively planting autochthons and native species appropriate for each regional climatic division, which attracts creatures like birds and butterflies to gardens.

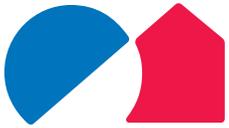
We have created a network of about 80 gardening companies and plant producers in Japan who agree with the concept to positively grow trees for gardening use in the "Gohonn no ki" gardening concept.

We have been working on training "Green Experts" (through an in-house qualification) with comprehensive knowledge on gardening, planting and biodiversity conservation. Launched in 2005, 45 certified "Green Experts" have been trained within our group until now.

We positively promote an awareness campaign for spreading the importance of biodiversity accumulated through the "Gohonn no ki" gardening concept. For example, we provide an environmental education program, "Letter from Dr. Forest", which can be downloaded for free at our website.

Sustainability-focused "Fair Wood" Procurement

We procure wood in a socially fair and environment-oriented manner so that our building projects use sustainable wood products. Timbers are classified into four procurement ranks, i.e. S, A, B and C. The ranking is based on the ten Wood Procurement Guideline principles, established in April 2007. We promote the procurement standards by increasing S and reducing C ranked timbers in cooperation with suppliers and NGOs. It is important to promote our procurement practices to share the meaning and efforts for it within the company. We advance it by providing wooden house representatives with opportunities to learn about the background and the procurement policy as well as its future direction. They can then convey this knowledge to customers.



SEKISUI HOUSE

BENEFIT

The “Gohonn no ki” Gardening Concept

Advancing the “Gohonn no ki” gardening concept (to plant indigenous tree species frequently used by creatures), trees grown in each garden are matched to those found in the surrounding areas to create an “ecosystem network”. Thus it contributes to preserving biodiversity by regenerating native regional wildlife.

Based on our “Town Planning Charter” established in 2005, “Town Observation Day” is held twice a year to publicly show attractive towns that are landscape and environmentally conscious. The project created better communities by “Town Planning for Society” and “Town Brand Establishment”. “Green Experts”, focused on biodiversity, actively work as specialists teaching landscapers to support various gardens. Clients and firms have come to know and trust our highly skilled certified experts.

The “Gohonn no ki” gardening concept creates pleasant dwelling environments with rich nature for residents. The activities of birds and butterflies lured by various greens give them rest and comfort, reminding them of joy and love for animals and the importance of biodiversity. Furthermore, gardens well-balanced with animals are relatively easy to care for.

“Fair Wood” Procurement

With the positive support of our suppliers, we were able to improve our procurement methods with regards to flooring material. By altering the tree species used in floor coverings, we are able to use fair wood for our floor covering materials. Today 80% of the forests we use are self sufficient as opposed to 10% in 1960. However, mountain ecosystems were severely damaged in the past, resulting in the need for proactive restoration projects. For this reason the “Adoption of home-grown Wood” principle was initiated as part of the Wood Procurement Guidelines. It activates forestry and the conservation of mountain and forest ecosystems.



Fig.01

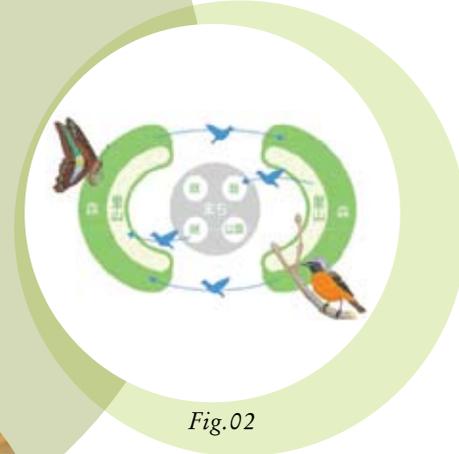


Fig.02



Fig.03

Fig.01: Garden based on “Gohonn no ki” gardening concept
Fig.02: Ecosystem network
Fig.03: Biodiversity-oriented wood



THE SUMITOMO TRUST

Tokyo, Japan

www.sumitomotrust.co.jp/IR/company/index_en.html

Member since: 2008

Industry: Banking

Main products: Retail business, wholesale business, real estate business, fiduciary services, global markets business

Contact person: Mr. Tsukasa Kanai,
kanai@sumitomotrust.co.jp



Sumitomo Trust
& Banking Co., Ltd.

OUR VOLUNTARY COMMITMENT

We have been actively involved in a variety of biodiversity related activities, recognizing that as a company from Japan, the COP10 hosting country, we should encourage the ongoing involvement of the private sector in biodiversity-related issues since the COP8.

In particular, we established the basic principles on biodiversity issues in July 2008 and joined the 'Biodiversity in Good Company' Initiative on the recognition that this matter is one of the two most important global environmental issues, the other being global warming. In order to accelerate the process, we launched an action plan called Sumitomo Trust's Biodiversity Program in October 2009, and incorporated business processes reflecting biodiversity issues into our business activities.

We will actively support both individuals and companies that participate in biodiversity activities through the development of financial products and services as well by providing information related to biodiversity.

Sumitomo Trust's Biodiversity Program

Project 01: Contribution to the Success of COP10 in

Nagoya as a Business Leader

Project 02: Development of Financial Products and Services related to Biodiversity

Project 03: Consideration of the Company-wide Development of Nature Conservation Program

Project 04: Consideration of Group-wide Sustainable Use of Paper Resources

BEST PRACTICES

Preferential Rate Loan for Environmentally-friendly Companies

We started providing a preferential rate loan for environmentally-friendly companies in March 2010. The loan product provides preferential interest rates according to our own comprehensive evaluation including evaluation of biodiversity related activities, as well as common end points regarding measures against global warming and environmental management system. A company can adopt preferential interest rates with a maximum discount of 0.6% from the standard rate. We also offer a feedback service reporting rates to each evaluation item together with comprehensive evaluation so that our clients can recognize their own strengths and weaknesses.

Development of a Mutual Fund Investing in Stocks of Biodiversity-friendly Companies

In July 2010 we started providing a biodiversity SRI fund that invests in stocks of Japanese companies actively engaged in biodiversity conservation. In selecting investment target stocks and building portfolios, we place emphasis on the following three points: whether a company is actively working on reducing the effect its business activities have on biodiversity (Risk Management), whether a company offers skills and services that contribute to the protection of biodiversity (Opportunity), and whether a company establishes long-term goals such as action plans to preserve biodiversity.

Biodiversity-Friendly Development and Construction Consulting

We are working on real estate consulting to promote the protection of biodiversity in urban development. The first such project involved consulting for a building construction in Tokyo which started in May 2009. We provided advice on the maintenance of 'Green in the City' for local natural life such as bush warblers by introducing afforestation with native species for almost half of the exterior.

BENEFIT

Preferential Rate Loan for Environmentally-friendly Companies

A company utilizing this loan can enjoy the preferential interest rate described above. In addition, if the company meets our screening standards, it can expect to gain recognition and enhance its status as a protector of the environment and biodiversity above certain standards.

Development of a Mutual Fund Investing in Stocks of Biodiversity-friendly Companies

Being selected as an investment target of our biodiversity mutual fund, a company can expand its financing method. Also, the company can expect to gain recognition and enhance its status as a leading company in this field in Japan, whose biodiversity activities meet the criteria of selection of our fund. Individuals who are interested in biodiversity issues can achieve a feeling of satisfaction that they indirectly contribute to the solution of the issues by investing in the fund.

Biodiversity- Friendly Development and Construction Consulting

The construction consulting project was adopted as a Model Project for ‘the Promotion of CO₂ Reduction for Housing and Buildings by the Ministry of Land, Infrastructure, Transport and Tourism for the implementation of ‘Green in the City’ cooling spots. We put to use our solid skills in creating an operation system for an energy conserving building. The building, as a leading model in line with our company, gained recognition and enhanced its status. In addition, it could achieve cost reduction by receiving government subsidies for a part of its maintenance costs. We believe that the expansion of this kind of activities will revitalize urban ecology.

ADDITIONAL INFORMATION

We also focus on providing information and educational activities on biodiversity. For example, together with the Ecosystem Conservation Society-Japan and The Japan Research Institute, Ltd., we translated the The Economics of Ecosystems and Biodiversity (TEEB) interim report, which was issued at COP9, and put it on our website downloadable for free. Additionally, we have been a co-sponsor of Green TV Japan which is an Internet broadcaster specialized in environmental issues since its foundation in November 2007, and have also provided in-house produced videos. Furthermore, we positioned biodiversity at the core of our social contribution activities in which each branch plays a central role, and are working on educational activities nationwide through exhibitions in branch lobbies as well as seminars.



TUI

Hanover, Germany

www.tui-sustainability.com

Member since: 2008
Industry: Travel & tourism
Main products: Travel services

Contact person: Mila Dahle,
sustainability@tui.com

OUR VOLUNTARY COMMITMENT

As a global player, TUI is aware that its business operations all the way along the value chain at local, regional and global level have an impact on biodiversity. At the same time, tourism is dependent on a healthy natural environment. Our biodiversity strategy is based on the Leadership Declaration we signed as a member of the 'Biodiversity in Good Company' Initiative. To integrate biodiversity protection into our business processes effectively, we systematically analyse our commercial operations to determine their impact on biodiversity. In deriving the most urgent protective measures, we define suitable indicators and update them continuously through dialogue both internally and with outside partners.

The Group's Environmental Management/Sustainable Development department directs all activities in the field of biodiversity and directly reports to the Executive Board. A whole range of approaches have already been developed, with concrete examples of successful biodiversity projects and further environmental measures all the way down the value chain.

Our future focus will be to consolidate these initiatives, systematically derive lessons from the experience we have gained and promote best practice across the Group. The commitment to protecting natural biodiversity is enshrined in the Code of Conduct of TUI AG. We implement this by setting targets for action and quality which are then translated into practical measures across the Group.

Regular reviews of our progress and broad internal and external communication, e. g. in the Annual Report and Sustainability Report and on our website www.tui-sustainability.com, serve critical analysis of our protective measures and help to build awareness and confidence among our guests, employees and partners. We continually encourage the sensitivity of our partners throughout the value chain to issues of biodiversity, progressively involving them in our objectives. We draw on the expertise of researchers and academics, government departments and NGOs, thereby building our competence.

BEST PRACTICES

Futouris – the Sustainability Initiative

Sustainable development is a common task that we can pursue to even greater effect as part of a cross-sector campaign. In 2009, TUI AG, TUI Deutschland, TUI Austria, TUI Suisse, airtours, Gebeco and TUI Leisure Travel founded the sustainability initiative Futouris, which is a registered not-for-profit association. The German Travel Industry Association (DRV) has accepted the role of patron. The tour operators Thomas Cook and Neckermann became active members in July 2009. The cruise companies TUI Cruises and AIDA joined in June 2010.

The sustainability initiative is engaged in projects to improve the lives of local residents, promote education, protect the climate and the environment and preserve biodiversity. In addition to the efforts of its members, Futouris is gradually involving others in its work: people with responsibilities in the destinations, environment and development organisations, staff, travel agents and customers.

The project of the year in 2009 was a reforestation scheme in Kenya aimed at restoring biological diversity in the area around the Taita Hills, while at the same time contributing to the livelihoods of the local population.

In Sri Lanka, the association supported the Global Nature Fund to preserve mangrove forests, involving local communities in its reforestation scheme. Mangrove forests play an important role by providing a natural barrier against coastal erosion, flooding, tidal surges and storms.



BENEFIT

Nature and biodiversity are the capital of holiday destinations, the landscapes of the earth, the wealth of natural treasures. For our customers this is the main focus of their dreams, fantasies and yearnings – consumers increasingly factor in the perceived ecological and social responsibility of companies in taking purchasing decisions. The long-term sustainable valorisation of biological diversity can only be successful when working together with local inhabitants and communities. In the best case this will result in mutual benefits for each party.

A sustainable reforestation of mangrove forests and the introduction of sustainable use concepts create lasting value: Mangrove forests play a key role as a natural buffer against coastal erosion, floods, tidal waves and storms. Current studies have also shown that one hectare of mangroves absorbs around 3.2 tonnes of carbon dioxide per year and thus helps to break down CO₂ gases. Furthermore the project has created new employment opportunities for people from nearby communities in the mangrove nurseries and environmental education centres.

In cooperation with the Global Nature Fund, a nature and culture trip to the mangroves in Sri Lanka was developed in 2009. The excursion takes the participants to Lake Madampa in the tsunamistricken Ambalangoda region, enabling them to learn the methods of local fishermen and explore indigenous bird life. The local education centre offers detailed information about biodiversity in the lake.

ADDITIONAL INFORMATION

Our commitment has already become a tradition, and in 2010 we are celebrating an anniversary that – for the tourism industry – is itself impressive: 20 years of environmental and sustainability management at TUI. Our TUI AG Sustainability Report 2009/2010 will give you a broad impression of our approach. We will be happy to send you the report or just download it on www.tui-sustainability.com.



UPM

Helsinki, Finland

www.upm.com

Member since: 2008
Industry: Forest products
Main products: Paper, pulp, energy, timber & plywood

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heini.lehti@upm.com

OUR VOLUNTARY COMMITMENT

UPM is one of the world's largest forest owners and wood users. The company has a long forest history and our appreciation of nature and good forest management is deeply rooted. Biodiversity has been one of the main drivers for UPM when developing sustainable forest management practices. Joining the 'Biodiversity in Good Company' Initiative was therefore a logical step for UPM. Forest biodiversity provides us with our main raw material, wood, and gives us future options for as yet unknown, unutilized resources e.g. bio chemicals. Preserving biodiversity will also help our forests and the species living there to adapt to the potential impacts of climate change.

In line with the signed Leadership Declaration UPM has developed a global biodiversity programme that covers company owned forests and wood fibre sourcing in different countries. The programme aims to maintain and increase biodiversity in forests as well as promote best practices in sustainable forestry.

The biodiversity programme identified six common key elements considered important for forest biodiversity - native tree species, forest structure, deadwood, water resources, valuable habitats, natural forest. Global targets have been set for each key element that will be implemented through country level targets and local action plans:

The programme started in 2007 and includes biodiversity training for staff, implementation of the country level targets and action plans, the development of monitoring systems and the advancement of biodiversity research through specific projects.

BEST PRACTICES

Biodiversity is the basis for our business. UPM depends on forests to deliver raw materials for our products and it is vital to our business success that we act responsibly and promote biodiversity in our everyday forestry and wood sourcing operations.

In our role as wood buyers or forest owners and managers, biodiversity protection is part of sustainable forest management. Our efforts focus on the implementation of our biodiversity programme, but there are many other ways in which we promote biodiversity.

Within the company UPM uses an ISO and EMAS-certified management system that helps manage impacts on biodiversity. This includes policies and operational level guidelines in forestry and wood procurement. Additionally UPM implemented a comprehensive supply chain management that includes FSC/PEFC forest certification and an origin of wood tracking system as well as supplier audits and operator training. In order to practically implement its biodiversity programme and to improve know-how, UPM provides biodiversity training and workshops for its employees and contractors. UPM also carries out biodiversity projects and research, for example the conservation of Palm Savannas in Uruguay. This project is an example of a local level action plan as part of UPM's global biodiversity program.

Please visit our websites www.upmbiofore.com and www.upmforestlife.com



UPM

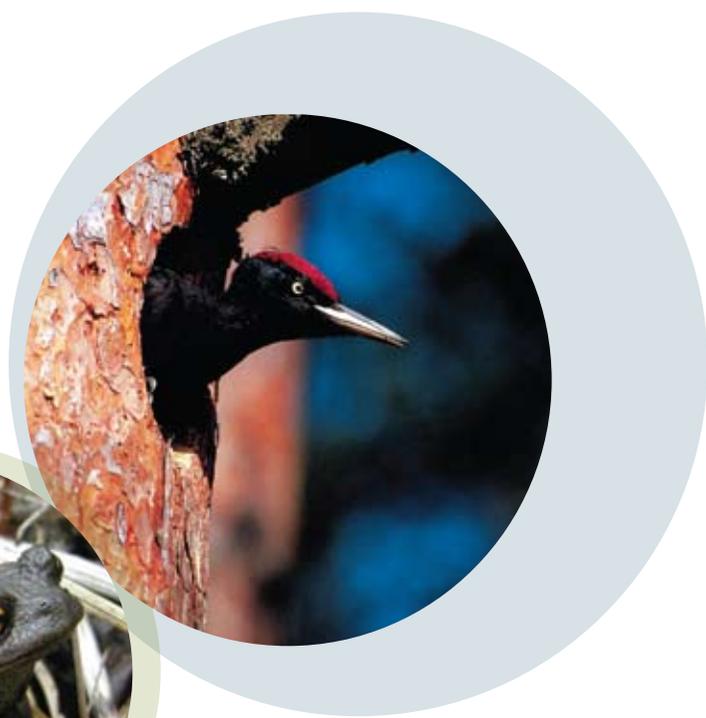
BENEFIT

UPM sees many biodiversity benefits from the implementation of its programme, particularly when referring to the chosen key elements. *Native tree species* for example support higher species diversity than their non-native counterparts and many species are dependent on native tree species for habitat, shelter and food. *Deadwood* provides important habitat, shelter and food source particularly for insects, especially beetles, fungi and lichens, but also birds, bats and other mammals. *Structure* that is mixed meets the needs of species that require variety in the distribution of trees either vertically or horizontally in a stand or across the forest. *Water* ecosystems provide a range of habitats for different mammal, plant, bird and insect species. Fresh waters are also important for drinking water, agriculture and industry.

There are several business benefits from connecting biodiversity and the bottom line. The forest provides wood as our *raw material*, an ecosystem service worth about € 6 billion annually. Income derived from the sale of non-wood products and nature management services provides an additional source of *revenue generation*. From an *operational* perspective careful site planning and implementation ensures license to operate in the forest. *Funding* for new investments often requires high conservation values to be protected as part of any agreement. From a *regulatory and legal* point of view adherence with the law avoids prosecution and safeguards reputation. From a *sales and marketing* perspective biodiversity management is worth the effort as protecting biodiversity is an integral part of forest certification and that allows UPM to use product labels such as FSC or PEFC. This in turn improves the company's *reputation* amongst customers, investors and other key stakeholders.

ADDITIONAL INFORMATION

- www.upm.com
- www.upmbiofore.com
- www.upmforestlife.com
- www.upmcarbonlife.com



VOLKSWAGEN

Wolfsburg, Germany

www.volkswagenag.com

Member since: 2008
Industry: Automotive
Main products: Passenger cars

Contact person: Dr. Christiane von Finckenstein,
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VOLKSWAGEN

AKTIENGESELLSCHAFT

OUR VOLUNTARY COMMITMENT

Volkswagen Group runs sixty production facilities all over the globe. These facilities are responsible for large parts of our direct biodiversity footprint. This footprint is even larger when taking our relatively long supply chain into account.

As a member of the “Biodiversity in good Company” Initiative Volkswagen is also in the process of integrating biodiversity into its environmental management and is creating new indicators, instruments, procedures and responsibilities for this. As a first step, data from all our factories have been collected and analysed (biodiversity footprint, compensation activities like reforestation, projects that aim at the protection of species etc.). We have been able to collect data in a systematic way and start a discussion on the factory level about biodiversity.

In addition, Volkswagen actively supports the spatial groupings of traffic routes designed to permit free movement for animals. Our company also enjoys a long-standing partnership with NABU (member of BirdLife International), and works together with the NGO on specific projects. This includes the protection of wolves, recently returning to Germany after decades of extermination.

Securing biodiversity is also dependent upon the reduction of climate-relevant emissions. For this reason, Volkswagen is pushing forward the development of efficient technologies and innovative vehicle concepts and initiates projects for the development of economical and at the same time environment-friendly driving.

BEST PRACTICES

Green Fleets

The FleetCompetence eCO₂ programme of Volkswagen Leasing enables fleet managers to protect the environment and the climate and save costs at the same time. This programme consists of three components that have been developed by Volkswagen and the German member of BirdLife International (NABU). First of all, Volkswagen Leasing makes sure that only the most efficient models of a model range are chosen. To enable drivers to fully utilise the savings potential of their cars, the leasing package also contains an eco driving course at very favourable conditions. A smart manner of driving reduces fuel consumption by up to 20%. The third component of the programme supports projects or technologies that protect the climate. The first project thus funded is the rehabilitation of the Theikenmeer, a moor that had fallen dry in East Friesland.

Rain Water infiltration in Mexico

Water is a scarce resource in Mexico. The water-supply situation is particularly critical in the Puebla Tlaxcala valley. With its two million inhabitants, the city of Puebla alone requires vast amounts of water. That demand is further increased by the many commercial facilities operated by international companies including the automobile factory run by Volkswagen de México. That is why the company joined forces with specialists from the Comisión Nacional de Áreas Naturales Protegidas and the Free University of Mexico City to examine the groundwater situation in the region as a whole. The analysis found that groundwater replenishment in the valley was contingent to a substantial degree on the functionality of the ecosystems on the volcanic slopes of Popocatepetl and Iztaccíhuatl. It was important, therefore, to re-cultivate the deforested slopes between the Popo and Izta volcanoes in the source region of the Rio Atoyac. In 2008 and 2009, 300,000 Hartweg’s Pines (a native Mexican tree) were planted at an altitude of up to 4,000 meters. To help this process along, some 21,000 pits were also dug out on the slopes and about 100 larger earth-banks were erected throughout this terrain.

BENEFIT

Green Fleets

Three out of five new cars in Germany are fleet vehicles. If CO₂ emissions are to be reduced fast, fleet managers need to be won over. The package that was developed by Volkswagen and NABU is a powerful instrument to bring the most efficient cars onto the roads quickly. The secret of success of FleetCompetence eCO₂ is the convincing combination of economic and environmental advantages that can easily be measured in terms of cost savings and reduced CO₂ Emissions. The third part of the FleetCompetence eCO₂ programme opens an additional perspective: Moors like the Theikenmeer are not only valuable carbon sinks, but also habitats for rare species.

Rain Water infiltration in Mexico

The project described above helps to retain the rainwater and facilitates water infiltration into the deeper soil layers. We expect these measures to enable more than 1,300,000 additional cubic meters of water per annum to be fed into the ground reserves in the source region - significantly more groundwater than Volkswagen de México itself consumes every year.

Over the long term, the biomass now growing there will also help to bond CO₂ and to improve living conditions for the native fauna.

The company has also committed itself to creating public awareness about the complex correlations that exist between the ecosystem and groundwater deposits. An agreement entered into with the Mexican Ministry of Education will see school classes visiting the forestation site, educational trails featuring information boards will be set up, and factory employees will be selected to be trained and to act as mentors for the renaturation scheme.



WELEDA

Arlesheim, Switzerland

www.weleda.de

Member since: 2008

Industry: Pharmaceuticals and natural cosmetics

Main products: Anthroposophical medical treatments, facial care, body care, baby care

Contact person: Mr. Holger Biller,
hbiller@weleda.de

OUR VOLUNTARY COMMITMENT

Weleda has been manufacturing natural cosmetic products and anthroposophical medical treatments for 90 years. The products are based on natural raw materials. The plants used are mainly organically or biodynamically grown or wildcrafted. They also include protected plant species such as Arnica montana. This is why the preservation of biological diversity is a guiding principle of Weleda's commercial operations.

By signing the Leadership Declaration and taking part in the Business & Biodiversity Initiative, Weleda hopes to establish the preservation of biological diversity even more firmly within the company and, at the same time, raise awareness among other companies and the public and motivate them to become similarly involved.

The company has a designated officer for the protection of listed species, who is responsible for the identification of such species and the implementation of the relevant legislation. It is the job of environmental management to map biological diversity in the environmental management system. This means informing and advising all the relevant departments and processes within the company and working together with them to draw up measures designed to preserve biodiversity. To do this, it is important to analyse the company's impact on biodiversity in order to develop appropriate measurable indicators. We are working towards this in conjunction with companies involved in the Business & Biodiversity Initiative. A variety of media and promotional campaigns are used to inform staff, suppliers, customers and the public about the importance of preserving biological diversity. Weleda is collaborating with universities and NGOs on a number of projects to promote sustainable wildcrafting and the cultivation of plants. Cultivation and wildcrafting projects consistently strive for fair commercial dealings and a balance of interests with local suppliers.

Weleda will continue to work on the preservation and promotion of biodiversity by systematically implementing the Leadership Declaration.

BEST PRACTICES

Preservation and promotion of wild stock

Arnica Montana – Sponsorship of Arnica habitat (Germany)
Over the next 5 years Weleda is contributing to the costs of maintaining the Arnica habitat in the "Entlesboden" nature reserve near Waldenburg. In addition, there is an ongoing professional exchange between experts at Weleda and nature conservation experts with regard to the development and promotion of Arnica stocks. This sponsorship is not simply about commercial exploitation. Arnica is a vital raw material for Weleda. It acquires the plants used in its own production by means of cultivation and sustainable wildcrafting in Romania and the Vosges.

Supply chain management – Direct local involvement Sandalwood – sustainable cultivation (New Caledonia)

Weleda is collaborating with the local administration to create a new and sustainable source of revenue for people living in the Loyalty Islands, which offers an alternative to emigration. In so doing, Weleda is tapping into a sustainable FSC-certified source of sandalwood at the same time, which complies with high biological standards. A fixed quota is specified for each island, replanting and reforestation are guaranteed (min. 3 trees per felled tree), the harvesters are officially approved, the origin of the wood is precisely documented and the use of every part of the tree, including the roots, is assured.



WELEDA

In harmony with nature
and the human being

BENEFIT

Groundnuts – sustainable cultivation and development of local economic structures (Ghana)

Since the spring of 2008 Weleda has been actively involved in the Sunuga project for organic groundnut cultivation in Ghana, in cooperation with the YHFG (Youth Harvest Foundation Ghana). By paying for a project coordinator and guaranteeing to purchase the entire harvest, Weleda is making a substantial contribution to this project. At the end of 2008, the 100 or so farmers taking part gathered in their first harvest of around 9 tonnes of organically grown nuts (in shells), the equivalent of around 5 tonnes after shelling. The aims of the project for 2010 are a doubling of the harvest, an increase in the number of farmers taking part from 100 so far to around 300, and the certification of organic farming practices.

The overarching aims of the project and of cooperation with YHFG include the sustainable development of communities through economic independence, a reduction in child labour and migration to towns, a greater awareness among parents and the promotion of schooling, an improvement in the social status of women and a general strengthening of agriculture.

Supply chain management – Direct local involvement

- Direct purchase results in widespread independence from traders and speculators in the raw materials markets.
- Win-win situation: Weleda receives the required quality and quantity. The suppliers have a guaranteed buyer at fixed prices.
- Plants grow in protected habitats and species diversity is preserved.

ADDITIONAL INFORMATION

Focal points of collaboration with producers/suppliers:

- Cultivation projects / Fair Trade (probably from 2011)
- Habitat preservation / Sustainable wildcrafting (certified collection areas, collection permit from authorities)
- Domestication / Cultivation of endangered plants
- In-house cultivation in biodynamically farmed medicinal plant gardens
- Supplier audits
- Advice and/or financial support if required



WERNER & MERTZ

Mainz, Germany

www.werner-mertz.de

Member since: 2009

Industry: Chemicals industry

Main products: Washing detergents and cleaning agents for private consumers and industrial users

Contact person: Dr. Detlef Matz,
dmatz@werner-mertz.com

OUR VOLUNTARY COMMITMENT

Protecting resources, sustainability and the preservation of bio-diversity has always been the green focus of our company – and not just since the launch of our “Frosch” range of products in 1986.

With the aim of emphasising the urgency surrounding the topic of bio-diversity, however, the goals set out in the “Biodiversity in Good Company” Initiative Leadership Declaration are to be integrated in Werner & Mertz’ existing environmental management system – certified in accordance with the stringent EMAS guidelines issued by the EU. To this end we have created a sustainability management staff unit and entrusted its managers with the monitoring and control of our biodiversity activities.

Regular features on our bio-diversity protection aims and successes, achieved partly in co-operation with environmental protection agencies such as NABU and WWF, are included in the Werner & Mertz Group sustainability report.

BEST PRACTICES

Supply chain management

During 2009 we reworked our guidelines on environmentally-oriented supply and added questions on aspects of sustainability to our supplier survey. In our correspondence with suppliers we provide information on our biodiversity protection activities and make every effort to encourage their involvement where possible.

Packaging

Our activities cover both external and internal aspects, with the emphasis on the latter: in our experience the credibility of an environmentally-oriented brand such as Frosch also depends on the extent to which it consistently fulfils a whole range of sustainability aspects. These days, in addition to the environmentally-friendly nature of formulae, the entire orientation of the manufacturing company and even its packaging design are playing an ever greater role. That’s why at the beginning of 2010 Frosch introduced primary packaging consisting of over 50% recycled materials, while ensuring the same packaging quality was maintained. Research into raising the recycled percentage still further is ongoing. This is just one example of how consumers who decide to purchase our Frosch cleaning agents - harnessing the power of nature – can contribute to protecting humanity and the environment.

New headquarters – a “plus energy balance” building

Fields of activity: locations, real estate and human resources
Thanks to the parallel use of wind energy turbines, a photovoltaic system and combined geothermal energy, the new administrative headquarters generates more than the company’s entire energy needs for heating and cooling. Optimum use is made of the unique geological and climatic conditions on the banks of the Rhine. “We have thus created a pleasant working atmosphere over approximately 9,000 m² for our employees and implemented a model energy concept in the process”, comments Reinhard Schneider.



WERNER & MERTZ GMBH

Support for environmental protection projects

Together with NABU and WWF, Werner & Mertz sponsors the preservation of natural riverscapes and moors. Under the motto “Frosch for frogs!”, for instance, the company is sponsoring a project aimed at preserving the Rhine water meadows, a major habit for amphibians. Similar projects are underway in Austria and France.

BENEFIT

Supply chain management

With regular surveys and follow-up assessments our company ensures consistent quality standards along the entire supply chain: to the benefit of sustainability and bio-diversity.

Packaging

Forty-eight percent of the packaging and cardboard boxes we use are manufactured on site at our plant in Mainz. Thanks to the in-house production of bottles and canisters 1,500 road haulage assignments are saved every year. This amounts to approx. 900,000 trucking kilometres and some 220,000 litres of diesel fuel p.a. thus avoiding approx. 570 tonnes of CO₂ emissions per year.

The strain on the environment is also greatly reduced by using recycled PET; in contrast to the production of new PET bottles, there is no need to use fossil fuels. As well as the obvious protection of resources, this means less energy is consumed and CO₂ emissions remain lower: to the benefit of the environment and bio-diversity.

New headquarters – a plus energy balance building

In planning the necessary new premises the company considered it natural to avoid developing any new “green field” site and instead an integrated environmental approach was adopted, with the new headquarters being constructed on an already sealed area on an existing industrial estate. Werner & Mertz considers this too as a move to help preserve bio-diversity. The company was awarded the Environment Prize 2010 by the Rhineland Palatinate for its use of optimum sustainable construction methods.

Support of environmental protection projects

Frosch for frogs – projects with NABU and WWF

By engaging in measures aimed at restoring the Rhine water meadows in the Mainz area, it has been possible to re-introduce the tree frog, a principal species for this particular biotope, and stabilise stocks of existing amphibians. The reclamation of old areas of moor and the creation of new areas such as in Mürmes in the Eifel region not only preserve the valuable habitats of many rare animals and plants, but also secure tracts of moorland as huge CO₂ sinks for the long-term.

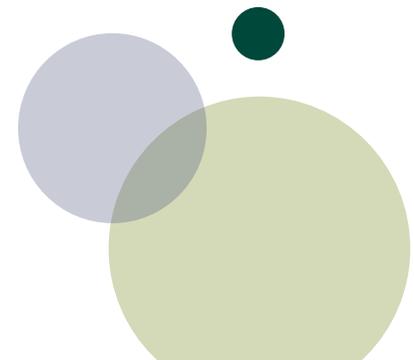
These and other sponsored projects also help communicate information about the environment to local populations, for instance through exhibitions or the high visibility and recognition of committed conservationists in the region.

ADDITIONAL INFORMATION

You can find more information on the www.integrally-sustainable.com website and a video on our new administrative headquarters’ sustainable energy concept at www.werner-mertz.de/english/about-wm/the-company/new-ecological-building.



NOTES:



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