

## INVITATION TO SIDE EVENT

### “Business and Biodiversity in Transition: 'Biodiversity in Good Company' as an Example for Creating Business Initiatives”

**WHEN: 19 October 2012, 13:15 – 14:45**

**WHERE: Room 1.09 – Level 1**

Lunch will be served

The topic of business and biodiversity is progressing all over the world. Different kinds of platforms, initiatives, organizations, and of course governments are striving to integrate the private sector in the implementation of the CBD goals and targets as well as national strategy plans for biodiversity. The 'Biodiversity in Good Company' Initiative was one of the first business and biodiversity initiatives worldwide organizing companies who are willing to commit themselves to the protection and sustainable use of biodiversity. The initiative was called into life already in 2008 by the German Federal Environment Ministry during the German CBD presidency at CoP 9 in Bonn – a role model mentioned in CoP 10 Decision X/21 on Business Engagement. In 2011, committed member companies transformed the project into a business-

run and not-for-profit association, intent upon ensuring the continued and active pursuit of its goals. It is dedicated to supporting the CBD Global Partnership on Business and Biodiversity.

The event will include:

- Information on the initiative's activities and best practices from member companies (Fujitsu, GIZ, Mars, Saraya, UPM, Volkswagen)
- Sharing experiences with other initiatives and stakeholders on how to sustainably engage the private sector in the implementation of the CBD and national strategy plans
- A presentation of the Brazilian Business and Biodiversity Initiative as another example

Showcasing corporate examples:  
automotive, paper and forest, ICT,  
health and hygiene, food/cocoa

### PROGRAMME

#### Welcoming Words

*Ravi Sharma, Principal Officer Implementation and Technical Support, CBD Secretariat (tbc)*

#### The 'Biodiversity in Good Company' Initiative – Success Story and Challenges

*Carolin Bossmeyer, Managing Director*

#### Keynote German Environment Ministry

#### Members in Focus: How Companies Assume Biodiversity Stewardship – Statements and Panel Discussion

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

Fujitsu Limited: *Michinori Kutami* PhD, Principal Technologist, Corporate Environmental Strategy Unit

Mars: *Henry Wyes*, Advisor Biodiversity

SARAYA CO., LTD.: *Ittoku Saraya*, Chief of Sales Promotion Team, Sanitation Business Division, and  
*Nobuo Nakanishi*, Researcher

UPM Kymmene: *Andrew Heald*, Environmental Manager, Forest Plantations

Volkswagen: *Subodh Singh*, Senior Manager Environment Dept. Volkswagen India Pvt. Ltd., Chakan Plant

#### Cooperating in the CBD Global Partnership on Business and Biodiversity: The Brazilian Business and Biodiversity Initiative as Another Example

*Elisa Romano Dezolt*, National Confederation of Industry Brazil (CNI), for the Brazilian Initiative

#### Closing Remarks