

# A Short Profile of the Initiative

**BIO**DIVERSITY  
**IN** **GOOD**  
**COMPANY**

BUSINESS AND BIODIVERSITY INITIATIVE



WITHOUT  
**BIOLOGICAL**  
DIVERSITY  
NO **ECONOMIC**  
DIVERSITY

**'Biodiversity in Good Company':**

# Business for protecting biological diversity

**The 'Biodiversity in Good Company' Initiative is a cross-sectorial collaboration of businesses that have committed to protecting and sustainably using the world's biodiversity. Through this commitment they contribute to implementing the Convention on Biological Diversity (CBD).**

We are one of the first business platforms worldwide that specifically target the challenge of biodiversity protection. Ecosystems have a natural resilience and ability to regenerate, but they too have their limits and can collapse. It is one of the key challenges of our time to protect our natural basis of life, and business practices have to be part of the solution.

The Initiative was founded in Germany where it is still located today. Whereas the focus is in Germany, it is internationally connected and is open to members from around the world.

We consider it to be an integral business responsibility to successfully do business in accordance with the needs of our natural world. Our work is based on the conviction, goals and responsibilities that we have outlined in our 'Leadership Declaration'.

The German Federal Environment Ministry had launched the Business and Biodiversity Initiative together with companies on the occasion of the German CBD presidency in 2008. It was one of the first initiatives of its kind – a real pioneer project to promote business engagement. In 2011, the member companies assumed full responsibility for the network by establishing it as a non-profit association, intent upon ensuring the continued and active pursuit of its aims.

We still actively cooperate with the Environment Ministry, for example by being a supporter of "Unternehmen Biologische Vielfalt 2020", a dialogue and action platform for business and nature conservation associations. We are a member of the EU Business and Biodiversity Platform as well as of the CBD Global Platform on Business and Biodiversity.

What motivates us:

# Biodiversity is not a luxury

**The value chain of every business is dependent upon services provided by nature – directly or indirectly. And every company impacts our world's ecosystems and nature – positively or negatively.**

Biological diversity is nothing less than the foundation of our existence, of human life and economic activity. The dramatic loss of species, ecosystems and genetic diversity represents, along with and connected to climate change, one of the greatest challenges of our time. We know the loss of biodiversity influences the quality of the services that we “freely” draw from our natural ecosystems. According to estimates, the benefits humans gain from the nearly 100,000 protected areas worldwide approach nearly 5 trillion USD yearly. Investing in protecting these sources makes sense and pays off.

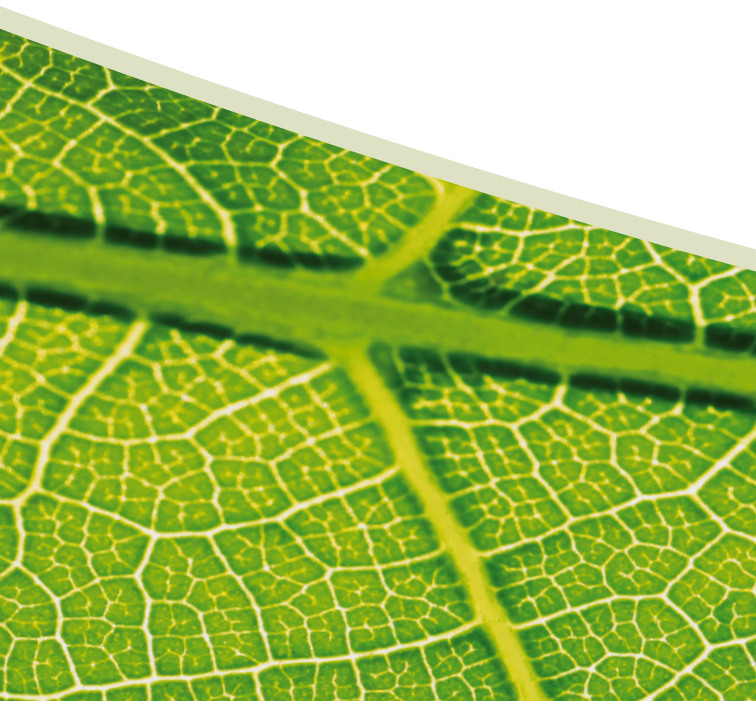
Biodiversity is a complex phenomenon that cannot be explained in terms of a few variables or managed by a single regulatory factor. Due to knowledge gaps and trade-offs it is not always easy to act in a consistent way. An economy that becomes active does so to its own long-term benefit. Businesses need strategies to take on their responsibility to preserve and sustainably use biodiversity. Shortages and business risks are on the rise – but these also represent an amazing opportunity. Many risks can be transformed into competitive advantage. By managing them strategically, businesses can:

- » Realize cost advantages through more efficient resource use and early conformation to new and future framework conditions;
- » Improve company reputation through proactive handling of new challenges and credible communication;
- » Access the benefits of developing new products, services and markets through the strengthening of life-cycle oriented management;
- » Increase overall advantages through long-term and improved financial market access by optimizing risk management and achieving positive evaluations in ratings and rankings;
- » Develop work places that motivate employees.

What we do:

## Combining forces

- As individual companies, we implement the Initiative's 'Leadership Declaration' and thus assume responsibility for implementing the Convention on Biological Diversity (CBD). We learn from each other 'in good company' on how to improve our biodiversity management.
- We develop approaches for integrating biodiversity into the environmental/sustainability management and try to get a deeper understanding of the interlinkages with other topics.
- We try to identify and demonstrate biodiversity business cases and practical business opportunities for action.
- We strive to lead as good examples and work together to create public awareness that mobilizes business innovation potential.
- We foster national and international dialogue with civil society and governments and forge new alliances to achieve our goals together.



## Addressing core business and beyond:

# LEADERSHIP DECLARATION

All signatory companies acknowledge and support the three objectives of the CBD:

- **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**

and commit themselves to:

1. Analysing corporate activities with regard to their impacts on biological diversity;
2. Including the protection of biological diversity within their environmental management system;
3. Appointing a responsible individual within the company to steer all activities in the biodiversity sector and report to the Management Board;
4. Defining realistic, measurable objectives that are monitored and adjusted every two to three years;
5. Publishing activities and achievements in the biodiversity sector in the company's annual, environmental, and/or corporate social responsibility report;
6. Informing suppliers about the company's biodiversity objectives and integrating suppliers accordingly and step by step;
7. Exploring the potential for cooperation with scientific institutions, non-governmental organizations (NGOs) and/or governmental institutions with the aim of deepening dialogue and continuously improving the corporate management system vis-à-vis the biodiversity domain.

To demonstrate ongoing commitment, member companies will provide the Initiative with a progress report every two years.

Pioneers wanted:

# Become a member !



»Are you looking for practical suggestions on how your company can contribute to maintaining biological diversity or are you prepared to take on responsibility yourself? Whether it be first steps towards bringing your premises closer to nature or taking effective measures for protecting

species and habitats in the value-added chain – our network makes available to you a wealth of expertise from its member companies.«

Dr. Stefanie Eichiner, Chairwoman of the Board

Manager Environment & Responsibility CE, UPM Paper ENA (Europe & North America)



**IF YOU WANT TO LEARN MORE ABOUT  
OUR MEMBERS, ACTIVITIES AND PROJECTS,**

please visit our website [www.business-and-biodiversity.de](http://www.business-and-biodiversity.de).

There you can also download the members' progress reports, subscribe to our newsletter or get information on becoming a member.

ARE YOU  
INTERESTED IN  
BECOMING A MEMBER ?  
**CONTACT US !**



**GET INVOLVED.** The United Nations has declared 2011–2020 to be the UN Decade on Biodiversity. The business world must be better incorporated into the implementation of the “Convention on Biological Diversity”. We invite all other pioneer companies of all sizes to join the ‘Biodiversity in Good Company’ Initiative.

**BE A PIONEER – AND DO IT YOUR WAY.** Each company is different. Each industry has its own conditions and challenges. Membership is not about being a perfect company. It is about the goal of wanting to be better. As signatory of the Leadership Declaration, you belong to a circle of progressive businesses that are committed to the cause and who want to sharpen their sustainability profile.

**BENEFIT FROM YOUR MEMBERSHIP.** The Initiative offers not only a centrally and strategically located headquarters directly in the heart of Berlin, but it also brings with it to the table a strong reputation, a first-rate network and dialogue with political decision-makers. Member companies benefit from:

» **Exchange of ideas**

invitations to regular workshops

» **Practical orientation**

participation in biodiversity management projects

» **Public relations**

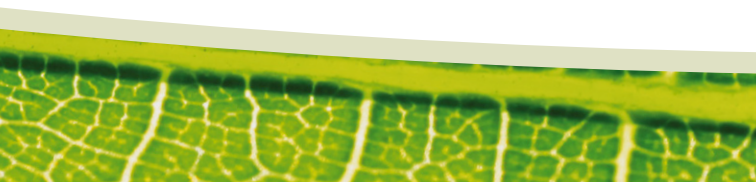
presentation of member company activity  
(events, projects, communications)

» **Coordination**

through the Berlin office

» **National and global networking**

integration into co-operations with national and international partners from politics, academia and society, such as ministries, the secretariat of the CBD, government agencies or nature conservation associations.



# BIODIVERSITY IN GOOD COMPANY

BUSINESS AND BIODIVERSITY INITIATIVE



**Audi**  
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**BahnLog**  
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Seit  1921



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