



Ladies and Gentlemen,

"By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably." This is target 1 of the 20 "Aichi Biodiversity Targets", adopted by the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD) in 2010 as part of the Strategic Plan for Biodiversity for the 2011-2020 period.

Weleda's project "Weleda: The Garden" and the Weleda Experience Centre demonstrate that companies can do a lot to help implement this target. This is why we would like to share with you this good practice example in the current issue of our newsletter. By the way: Do you know the other [Aichi targets](#)?

The day after tomorrow, 22 May, is the International Day for Biological Diversity - followed by the World Environment Day on 5 June. In the "Biodiversity Pieces" section you will learn about some creative activities of our member companies on the occasion of these days.

Yours sincerely,

'Biodiversity in Good Company' Initiative

BIODIVERSITY in ... Weleda's Garden: Biological diversity to look at, smell and experience

The Landesgartenschau 2014 (Regional Garden Show) is taking place in Schwäbisch Gmünd, Germany, between 30 April and 12 October. "Weleda: The Garden" and the Weleda Experience Centre form part of the Wetzgau landscape park, newly created for the Landesgartenschau. Weleda AG is making it possible to experience the world of medicinal plants and the biodiversity on an almost ten acre (4 hectare) sized area in the "Himmelgarten" (Heavenly Garden), part of the Landesgartenschau. A landscape of hills and valleys, raised beds, a stream, a 'root gallery', a birch grove and fields of medicinal plants provide the framework for a diverse programme of experiences and events.



The garden theme belongs to the core of the world's leading provider of holistic natural cosmetics' and medicinal products' identity, with an anthroposophical therapy orientation, as Weleda cultivates the world's largest biologically dynamic medicinal plant garden in Wetzikon. More than 250 plant species thrive there on more than 50 acres (20 hectares); about 180 of these are used to produce natural cosmetics and medicinal products and then find themselves on the way to more than 50 countries throughout the world from Schwäbisch Gmünd. In bio-dynamic farming, dealing with nature carefully plays a central role; this is expressed, for example, through active soil cultivation and biological diversity. Effective products can only be created from the valuable medicinal plants if they are handled with extreme care. For this reason, utmost care is involved in every production step at Weleda: in other words, from the field to the shelf. This comprehensive quality demand is therefore firmly rooted in the values of the 90-year-old Weleda AG, just like protecting biological diversity, which is essential for mankind.

On the magnificent boulevard to Weleda

Colours and fragrances welcome visitors upon entering the Weleda area through the western entrance of the "Himmelgarten" near Wetzgau: Lush raised beds covered with medicinal plants line the boulevard and point the way to the centre of the Weleda Garden, past lavender, irises, pasqueflowers, white mallow, purple coneflowers, St. John's Wort and many other medicinal and cosmetic plants.



The root gallery provides ...

.... a look inside the soil. A significant portion of a vegetable's existence unfolds in secret, namely under the surface of the soil, around the roots. In the Weleda Garden, visitors can take a look at the grass and other plants from below and discover amazing things. If you prefer it airy and fragrant, you will find a different facet of the plant kingdom in the neighbouring "Ereignishaus" (Experience House): the world of essential oils. Weleda uses only natural essential oils for its products and has acquired enormous expertise in the development of fragrance compositions and their effect on humans over a period of many years. As a result of this, "Duftreisen" (fragrance trips) are held at the "Ereignishaus" (Experience House) several times weekly. A drop of lavender oil, a drop of citrus oil and a touch of rose - participants mix their own fragrance blend using these genuine essential oils and use this to refine a Weleda cream.

Children discovering nature

Children can experience how exciting nature can be while crafting completely harmless bombs made of seeds: Take a colourful mix of a wide variety of seeds and form a ball from these using some soil. What you end up with is a potent piece of nature that can cause many a grey spot to start blooming! Young gardeners are playfully introduced to gardening during the transplanting of young plants. And if someone just wants to play,

the oversized marble run at the Schwäbisch Gmünd Waldorf School is just the thing.

World of Experience - Four Elements

The trainees from the companies Weleda AG, memo AG and Neumarkter Lammsbräu have constructed a pavilion in a multi-company project, allowing visitors to experience the four elements of water, earth, air and fire in terms of biological diversity. Insect hotels, a flowering meadow, butterfly bushes and a plant covered pavilion beckon the visitors to discover the microcosm of flying insects.

Find out more about Weleda

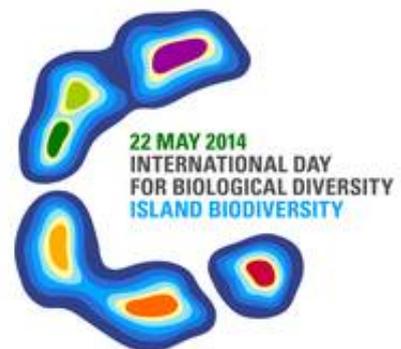


For further information on [Weleda](#) please follow the link.

+++ Biodiversity Pieces +++ Biodiversity Pieces +++ Biodiversity Pieces +++

22 May and 5 June: International Day for Biological Diversity and World Environment Day - Members' activities

This year's International Day for Biological Diversity on 22 May is dedicated to island biodiversity. Islands and their surrounding near-shore marine areas constitute unique ecosystems often comprising many plant and animal species that are endemic—found nowhere else on earth. Islands are also key to the livelihood, economy, well-being and cultural identity of 600 million islanders. The International Day for Biological Diversity as well as the World Environment Day on 5 June provide good occasions for companies to advocate for environmental and nature protection - regarding islands and beyond.



At ForestFinance, diversity begins in the office: CEO Harry Assenmacher with the "corporate" insect hotel

ForestFinance: Diversity starts at home! This is why ForestFinance hosts a Facebook photo competition under the motto "Diversity on your doorstep" on the occasion of the International Day for Biodiversity from 19th to 25th May. You can win insect hotels for your own garden or balcony.



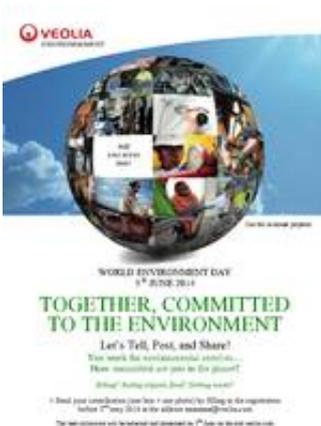
Lake in the quarry in Nußloch near Heidelberg

HeidelbergCement: On Sunday 1 June, **HeidelbergCement** opens the gates of the quarry in Nußloch near Heidelberg from 11.00 am till 03:00 pm and invites the public to a variety of activities: A *natural historical guided tour* through the recultivated and renatured area of the quarry provides insights into the evolutionary history of the mined limestone millions of years ago. Experts explain how the raw material is mined today and how important the mined land, as well as its professional restoration, is for rare animals and plants. The *stone and concrete workshop* is about the various stones of Baden-Württemberg and their formation. Thereafter, the visitors are invited to look for fossils and to work with the building material concrete. A visit to the *exhibition 'Quarry Life'* rounds off the day of biodiversity in the quarry Nussloch. In a vivid way the exhibition approaches the term "biological diversity". It also shows how HeidelbergCement protects animal and plant species in its mining sites and contributes to the conservation of biological diversity. Impressive images show the diverse habitats in quarries and sand and gravel pits.



Wild apple

HiPP: The company **HiPP** again participates actively in the International Day for Biological Diversity with a special event: 20 nest boxes for birds and bats will be installed on the company premises in Pfaffenhofen, Germany, to give a home to rare and threatened species. Further information (German only) will be published on 22 May on: <http://www.hipp.de/ueber-hipp/bio-qualitaet-nachhaltigkeit/>



Veolia poster for 5 June activity

Veolia: "Let's tell, post, and share! You work for environmental services ... How committed are you to the planet? Biking? Eating organic food? Sorting waste?" TOGETHER, COMMITTED TO THE ENVIRONMENT is the title of **Veolia's** initiative calling for contributions answering this question. The best contributions (deadline was at the beginning of May) will be presented on 5th June on the site www.veolia.com.

New website of the EU Business and Biodiversity Platform



The EU Business and Biodiversity (B@B) Platform entered its 2nd phase at the beginning of 2014. Now the European Commission launched the new website of the project.

http://ec.europa.eu/environment/biodiversity/business/index_en.html

'Biodiversity in Good Company' is a "member state participant" in the platform that provides an EU level forum for sustained and strategic dialogue about the links between business and biodiversity. There are three main

workstreams: 1. Accounting for Natural Capital, 2. Innovation for Biodiversity and Business, 3. Access to Finance and Innovative Finance Mechanisms.

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