

BERLIN, 17 JUNE 2014



Ladies and Gentlemen,

This issue of our series of brief newsletters portrays our member company Pharmos Natur. Usually, only large companies can afford large environmental or sustainability departments. However, a company like Pharmos Natur is the perfect proof that commitment to sustainability is first of all a question of "corporate philosophy", of convictions and a sense of responsibility. It is extremely valuable for business networks like 'Biodiversity in Good Company' to have SMEs on board.

In the "Biodiversity Pieces" section you will find, as always, a small number of news. We are particularly pleased that the company Knauf joined our network recently!

Yours sincerely,

'Biodiversity in Good Company' Initiative



»I am deeply convinced that responsible life as well as responsible leadership is based on the three pillars of ecology, economy and social justice and, hence, that there is a close interaction between nature and social entrepreneurship. As a responsible enterprise, we dedicate our special attention to maintain the respect of man and nature in the value creation chain.«

Paul Greineder, CEO of Pharmos Natur Green Luxury GmbH

BIODIVERSITY at ... Pharmos Natur – where the diversity of life becomes visible

The Pharmos Natur medicinal plant cosmetics business proves that you can make big differences in small ways when it comes to biodiversity. Biodiversity can only be sustainably protected if sustainability is implemented in many areas of life. The approach which describes the complexity of biodiversity is therefore very diverse. Maintaining diversity in all areas of life and fostering it for the benefit of people and nature means living and working in a sustainable and holistic way. In its work, Pharmos Natur focuses on natural resources and on the human being. Knowledge from ancient cultures is integrated into new scientific findings. This is why worldwide cooperation projects are given a sustainable basis at Pharmos Natur right from the start.

"Black sesame, terminalia chebula and phyllanthus emblica fruits" cooperation projects

In cooperation with local businesses such as farmers and craftsmen, Pharmos Natur launched the "black sesame, terminalia chebula and phyllanthus emblica fruits" cooperation projects in Nepal back in 1999. Initially, ten small farming families were involved. The aim was to build up a business for the ecological production of local plants according to EU directives, with the involvement of the local population.

Today, there are about 250 cooperation contracts with small farmers in the fields of cultivation and harvests. The first step taken was to counteract malnutrition among the farmers involved and to provide the appropriate infrastructure for the implementation of the project. By creating a "subsistence garden", the farmers were given the opportunity to have a balanced and healthy diet.

In order to integrate the project in the social environment, Pharmos Natur made extensive investments. Not only were infrastructure and accommodation built, an electricity and water supply set up and basic medical care provided for the village population, comprehensive training sessions were also carried out to educate people about ecological farming, hygienic and technological requirements and quality control and assurance issues.

The project contributes to enabling small farmers to benefit from Nepal's natural resources in a sustainable manner and to create stable incomes in the long-term. Qualified employees on-site ensure that the measures are well coordinated and implemented. The level of education among the farmers and their families in both general and specific areas is increasing.

Cooperation with Padre Bertram – "aloe vera" project in Ecuador

For more than 20 years, Padre Bertram Wick has been supporting the parish of Colonche in Ecuador. There is a special connection between his "aloe vera" project and the company founder Margot Esser of



Cultivation of black sesame seeds, Terai region

Pharmos Natur. By closely cooperating, they managed to set up long-term cooperation agreements with local small farmers. Pharmos Natur helps to secure the basis of existence by ensuring fair payment. Pharmos Natur and Padre Bertram work and think in a holistic way in every respect, not only in their heads, but also in their hearts. The plants are harvested manually and with a great deal of care. From pure strip cultivation through harvesting and processing and on to marketing, they work together to realise the claim of sustainability. They also contribute to creating an ecological, economic and social balance.



Intercropping in the aloe vera field

Diversity – sustainability combined with an holistic approach

As special plants were cultivated with small farmers from other cultures, the corporate philosophy is based on integrating traditional knowledge into the latest scientific findings. It is about building bridges between cultures and about recognising that plants are creating new life in a self-repeating cycle, and that they are the foundation for humans to live a healthy and happy life. This must be valued. The holistic work therefore also comprises rituals to express thankfulness for the "richness of nature" and its beneficial and healing power for people each day afresh. Thankfulness that the earth produces such wonderful and powerful plants and such great biodiversity.



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

Knauf Gips KG Joins 'Biodiversity in Good Company'



We are happy to announce that the company Knauf Gips KG joined the initiative as a new member. With gypsum at the heart of the company, the Knauf Group is a multinational producer of building materials and construction systems. Operating more than 150 production sites worldwide, today Knauf is one of the world's leading manufacturers of building materials. The company has a workforce of 23,000 in 40 countries.

Website: www.knauf.com

Knauf press release (German only)

In the coming days, you will find Knauf's membership profile on our website www.business-and-biodiversity.de

Partnership with India Business & Biodiversity Initiative IBBI



Concurrent to India's CBD Presidency 2012 - 2014, Indian companies have joined hands to address the critical issue of biodiversity loss under a national initiative. On 22 May 2014, the International Day for Biological Diversity, the India Business & Biodiversity Initiative (IBBI) was officially launched. 'Biodiversity in Good Company' and IBBI are partners in order to learn from each other and further develop. 'Biodiversity in Good Company's' Leadership Declaration served as the model for the IBBI Declaration. Two companies, Volkswagen und Faber-Castell, are members in both initiatives. IBBI is supported by the Biodiversity Programme of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

Website: www.businessbiodiversity.in

Information on the launching event and partners (PDF)

Business Forum on CBD-CoP 12 in Korea in October



Only four months to go: The 12th Conference of the Parties (CoP) to the Convention on Biological Diversity (CBD) is approaching fast and will take place during 6-17 October in Pyeongchang, Republic of Korea. The CBD Secretariat and and CBD Global Partnership for Business and Biodiversity are planning a Business Forum "Mainstreaming Biodiversity: Innovative Opportunities for Business" between 12th and 14th of October. The 3 day series of business-related activities will comprise business engagement events, including a High Level Segment, a business and biodiversity workshop, a meeting of the Global Partnership, and several media/launch events.

'Biodiversity in Good Company' and member companies will participate in the programme. You can find preliminary information at the CBD website: <http://www.cbd.int/business/bc/cop12.shtml>

"No net loss" - Internet Consultation of the European Commission



In fulfilling the CBD Strategic Plan 2011 till 2020, the EU Biodiversity Strategy to 2020 aims to halt biodiversity loss and to conserve ecosystem services. The strategy contains 6 operational targets and 20 associated actions. Action 7 is to ensure no net loss of biodiversity and ecosystem services. Under action 7, the Commission is foreseen to propose, by 2015, an initiative on No Net Loss.

In this context, the Commission has started the usual process of an internet consultation in order to gather views of various stakeholders. You can participate and deliver your opinion by 15 September 2014 via http://ec.europa.eu/environment/consultations/nnl_en.htm

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Member companies of the 'Biodiversity in Good Company' Initiative

