



Ladies and Gentlemen,

*Every issue of our newsletter gives the floor to one of our member companies. Today, HeidelbergCement, a founding member of 'Biodiversity in Good Company', showcases a selection of its activities. The global market leader in aggregates is involved in numerous projects for biodiversity and acts on the basis of an overall strategy, as laid down in the "HeidelbergCement Biodiversity Ambitions 2020" as well as the *Biodiversity Management Plans and Indicators*. We are pleased to welcome biologist Dr. Michael Rademacher, who has been responsible for the company's biodiversity management strategy for many years, as one of the speakers of our forthcoming conference on November 17, 2014 in Hamburg. Another event is approaching even faster. The 12th Conference of the Parties to the CBD is just around the corner. Please see our "Biodiversity Pieces" section for more information.*

Yours sincerely,

'Biodiversity in Good Company' Initiative



»As a company active in the building materials industry, we always strive to use mineral resources – which take millions of years to form – as efficiently as possible. When we commence quarrying operations, we place great emphasis on protecting the diversity of local plants and animals, and frequently engage with local conservation organisations. We rely on a dialogue with conservationists and communities as a basis for good relations with local stakeholders no matter where we are active. However, on occasion, the positive impact of our quarrying activities on biodiversity is misconstrued or misunderstood. In order to share our knowledge with other companies and the public, we're taking part in the 'Biodiversity in Good Company' initiative.«

Dr Michael Rademacher – Manager for Biodiversity & Natural Resources,

HeidelbergCement

BIODIVERSITY ... at the quarries of HeidelbergCement

HeidelbergCement and NABU join forces to protect the yellow-bellied toad



“United for the Yellow-Bellied Toad” is the slogan of a conservation project spearheaded by NABU (the Nature and Biodiversity Conservation Union) with the help of the German government, three German federal states and various other partners. HeidelbergCement has been implementing species protection projects with the Baden-Württemberg branch of NABU for years at its quarry in Nussloch, including measures to protect the yellow-bellied toad. Quarrying sites constitute essential elements of a biotope network for pioneer species like the yellow-bellied toad. It is not hard for visitors of the quarry to see that the toads in Nussloch are not just happy – they are thriving. Thanks to species protection policies, the ponds, once completely overgrown with reeds and without much of a toad population to speak of, are now home to dozens of tadpoles and young animals.

HeidelbergCement conducts year-round grazing project at the Gerhausen/Beiningen quarry

Heck cattle and wild Konik horses have been grazing the 75-hectare grasslands surrounding the Gerhausen/Beiningen quarry near Blaubeuren all year round since June 2012. This is the first year-round grazing project involving wild horses and cattle on this scale in Baden-Württemberg. HeidelbergCement and its partner, Blautal-Land-und-Forst GmbH & Co. KG, have provided the land for grazing. The project's cooperation partners are the Stone and Earth Industry Association (ISTE), the Baden-Württemberg chapter of NABU and GeoPark Swabian Alb.



This dynamic process of landscape conservation, in which the animals graze in a near-natural habitat year-round, keeps human intervention to a minimum. When Konik horses and Heck cattle roam and graze freely, it helps reduce the growth of trees and shrubs, maintain the half-open character of the landscape, and increase the diversity of the species in the grasslands. This not only benefits the amphibians living in the quarry, but also the birds and a variety of insects, such as dragonflies and beetles, as well.

Public-private partnership project in Tanzania

In order to promote sustainable land use in the areas surrounding the quarries of the Tanzania Portland Cement Company (TPCC), a subsidiary of HeidelbergCement, the company and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) initiated a public-private partnership (PPP) in 2010. At the heart of this project was the tree nursery established in cooperation with external environmental organisations. Today, this

nursery creates local jobs and supplies native plant materials to help restore the disused quarry. It also supplies trees to reforest depleted woodlands in and around Dar es Salaam. These urban woodlands not only serve to create habitats for endangered plants and animals, but also to provide the people of the city with a green space for recreation and a sustainable supply of firewood (meaning that only so many trees will be cut down that allows new trees to grow). This project is thus a model for sustainable forestry management.

In this project, HeidelbergCement is working closely with the local government and organising training courses on sustainable land use in cooperation with universities, schools and NGOs. A network of national and international institutions and other companies in the industry is supporting this knowledge transfer and promoting additional projects. Since September 2011, HeidelbergCement has been working with the internationally renowned Jane Goodall Institute on the implementation of the project. The company cooperates on a project level, but also transfers knowledge by, for example, hosting lectures for the Jane Goodall Foundation's "Engage in Conversation" higher-education programme. Since then, a number of youth groups involved in the Jane Goodall Institute's Roots & Shoots programme have been established in the area surrounding the quarry and the tree nursery. All groups visiting the company-owned tree nursery are taught about sustainable reforestation techniques and plant trees in their home communities.



Quarry Life Award: A competition that promotes more than just biodiversity

HeidelbergCement established the Quarry Life Award (QLA) in 2011. This international research and education competition takes place every two years. The goal of the competition is to increase the knowledge of biodiversity in quarries and to develop new ideas for ways to promote that diversity. In addition, the competition aims to draw attention to the unique flora and fauna of quarries and gravel pits. In 2013 science and research experts as well as students and schoolchildren submitted over 300 project proposals in 22 countries. What was common to all of the proposals was the expressed wish to learn more about the special nature of the species that live in and around quarries, and the desire to share that new knowledge.



Until the end of September 2014, participants will be implementing their projects in the quarries of HeidelbergCement worldwide. At the end of the year, the best projects of the competition will be awarded nationally and internationally in four categories (discovering biodiversity in mineral extraction sites; biodiversity and rehabilitation; biodiversity and education; biodiversity management during extraction).

In addition to encouraging contact between stakeholders, the competition promotes scientific understanding that the company can use to improve its biodiversity management. "Through these extraordinary projects, we have the opportunity to study the biodiversity at our quarries beyond what's required by the regulatory framework," explains Dr Michael Rademacher, Manager Biodiversity and Natural Resources. "Our competition participants have made discoveries and observations that we have integrated into our existing biodiversity management plans."

[Further information on the Quarry Life Award](#)

For further information on the HeidelbergCement Biodiversity Ambitions and the Biodiversity Management Plans and indicators please contact [Stefanie Kaufmann](#), Sustainability Communications

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Conference 17 Nov 2014, Hamburg: 'Biodiversity in Good Company' Invites Companies to an Exchange of Experience



'Biodiversity in Good Company' invites company representatives to join an exchange of knowledge and experience on November 17, 2014. The conference (German only) „Vor der Haustür und hinterm Horizont: Biodiversität als unternehmerische Herausforderung" ("On the doorstep and beyond the horizon: Companies addressing the challenges of biodiversity") will be hosted by the retail company Otto Group in Hamburg. Special guest: Secretary of State Jochen Flasbarth from the Federal Environment Ministry.

Biodiversity, natural capital, and ecosystem services have become key concepts in policy development – in Germany, the EU and globally. What does it mean for businesses? What are the opportunities and limits of corporate responsibility?

How can companies both in their environmental management and in reporting deal with an issue that is so difficult to measure? What are reasonable indicators? While some industries are particularly in focus due to direct biodiversity impacts or critical commodities, every company faces opportunities and risks somewhere in the value chain.

We want to discuss these questions with other companies that are not part of our network, share our practical examples and look in turn forward to other companies' points of view.

Programme and registration procedure (German only)

Next Month: World Conference on Biodiversity CBD-COP 12



"Biodiversity for Sustainable Development" is the motto of the 12th Conference of the Parties (CoP) to the Convention on Biological Diversity (CBD), taking place on 6-17 October in Pyeongchang, Republic of Korea. We will be there.

Our member companies Aleph, Beraca, Fujitsu, GIZ, Mars, Saraya und Sumitomo Mitsui Trust Bank will participate in the side events programme and use the opportunity to address challenges and solutions from a business perspective.

- **The "Business and Biodiversity Forum"**, organised by the CBD Secretariat, will take place from 12th to 14th of October. The 3-day series of events comprises an extensive number of workshops and panel discussions, covering various business-related topics. A programme overview as well as the detailed programme can be found at "[Business and Biodiversity Forum](#)". Integrated into the forum will be the 4th Meeting of the Global Partnership on Business and Biodiversity that we will participate in as one of the partners.
- **Side Event:** As in previous years, the two weeks of COP negotiations will be accompanied by an extensive side events programme. 'Biodiversity in Good Company' will be holding its own event on 15 October, 18:15 - 19:45 h: "Taking business efforts to protect biodiversity and natural capital - tangible examples for business action". Further information under ID 3120 in the [calendar of side events](#). Our member company Saraya is offering an event on 13 October, same time in the early evening (ID 3214). They will show how they realized an elephant sanctuary in Borneo in a collaboration with partners.

- **Business and Biodiversity in Germany:** In 2013, Germany's Federal Environment Ministry initiated the Platform "Unternehmen Biologische Vielfalt 2020" ("Enterprise Biological Diversity 2020"), a forum for business federations, nature conservation organisations and government to foster dialogue and action in favour of the CBD and the German national biodiversity strategy. The approach has proven to be very successful. 'Biodiversity in Good Company' as both one of the partners and the coordination office of the platform will inform the international audience in Korea about latest developments.

What will be in the centre of negotiations at COP 12? The CBD published the draft decisions for the conference [in one document](#). Business is being addressed in quite a number of decisions and topics, but just as in previous years there is one decision especially dedicated to the role of companies (item 29, p. 132 et seq). It underlines several issues already stated in previous decisions and acknowledges the ongoing work of existing initiatives like ours. What is new, however, is a special focus on reporting. Both Governments and companies are asked to step up their efforts to better integrate biodiversity into company reporting. The member companies of 'Biodiversity in Good Company' already report on their objectives and activities in [their progress reports to the Leadership Declaration](#) they signed.

COP 12 will also see the publication and discussion of the "**Global Biodiversity Outlook 4 (GBO4)**", one of the most important CBD publications. This GBO edition will be a kind of interim report on the implementation of the Aichi Biodiversity Targets.

REFIT and Fitness Checks: EU Nature Legislative Framework Under Evaluation

The EU nature legislation is currently undergoing a so-called Fitness Check. This has been decided and planned for a while. Jean-Claude Juncker, the new President-elect of the European Commission, recently gave political weight to this policy evaluation in his [Mission Letter to the designated Commissioner for Environment, Maritime Affairs and Fisheries, Karmenu Vella from Malta](#).

"In the first part of the mandate, I would ask you to carry out an in-depth evaluation of the Birds and Habitats directives and assess the potential for merging them into a more modern piece of legislation", writes Juncker concerning the assessment of effectiveness, efficiency, coherence, relevance and added value of the two main pieces of EU nature legislation.

Many environmental and conservation NGOs are heavily criticising the priorities and focus of this mission letter and are missing a clear mandate for the Commissioner to consistently implement nature legislation and to work towards the EU 2020 biodiversity targets. In addition, the entire new structure of the Commission and the resulting division of labor is highly controversial in terms of making progress in sustainable development.

Nature conservation is not the only area of law that is subject to a comprehensive policy evaluation. [REFIT \(Regulatory Fitness and Performance Programme\)](#) is the name of an extensive programme for a "smart regulation", adopted in 2012.

[On the EU Commission's website](#) you can learn more about what the fitness check of nature legislation means in detail.

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