

# European Business & Nature Summit

Building actions for nature & people

#EUbiodiversity  
#BusinessNatureSummit

Madrid, 7 & 8 November 2019



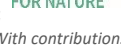
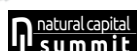
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# European Business & Nature Summit

GS8 —Strategies and frameworks to engage businesses on biodiversity

## GS8 —Strategies and frameworks to engage businesses on biodiversity

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# European Business & Nature Summit

GS8 —Strategies and frameworks to engage businesses on biodiversity

**Ms Kristiina Niikkonen**

Environment Counsellor  
Ministry of the Environment



Ympäristöministeriö  
Miljöministeriet  
Ministry of the Environment

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# Government frameworks for engaging Business for Biodiversity

Designing an appropriate policy interface

Mark van Corschoot, Marcel Kok • PBL •  
Rob van Tulder – RSM Erasmus university



NATURAL  
CAPITAL  
COALITION

Martin Lok – Natural Capital Coalition

# Main subjects

- › Linking economic sectors to biodiversity
  - Impacts and dependencies on B&NC (Biodiversity and Natural Capital)
  - Mitigation options and no-net-loss
- › Stocktaking business responses
  - Inventory of (Dutch) companies
- › Integration of B&NC in business models
  - Wide diversity in company strategies
- › Business cases for commitment to
  - Finance and risk-management
  - Government roles and instruments



# Main points

- › Companies use different strategies to integrate B&NC issues into their business model
- › Strategies are dynamic, change depends on internal leadership and external incentives from societal actors
- › Government needs to consider different motivations for including B&NC in business models, and act appropriately



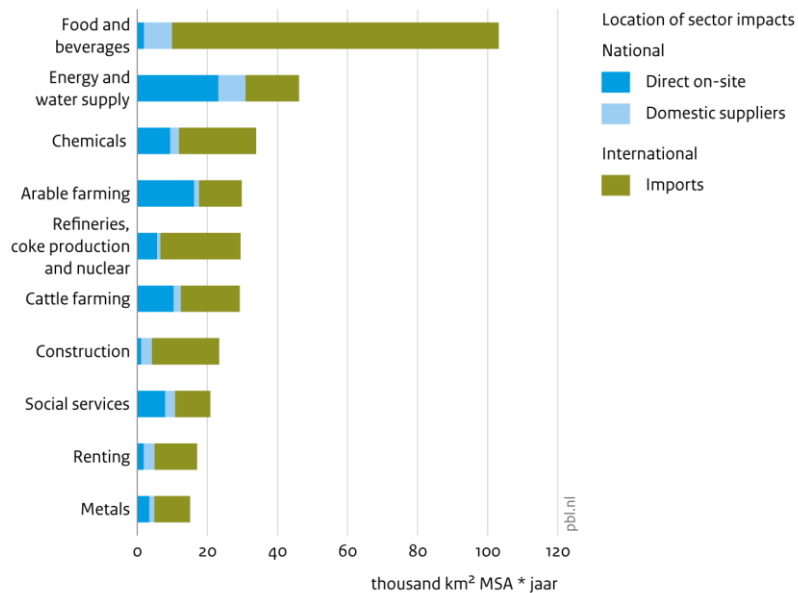
# Post-2020 targets for biodiversity

- › Transformative change needed to bend the curve of biodiversity loss !
- › A large role for non-state actors like business and finance !
- › What (can) companies do to reduce impacts and create positive change ?
- › How do businesses integrate B&NC in their business models ?
- › How can governments promote B&NC integration beyond frontrunner?

# Business is part of the problem.....

- Business biodiversity footprint
  - Include supply chains!
- Large international component
  - Trade and indirect land-use
- High impact sectors
  - Food and beverages (land-use)
  - Energy (GHG)

Biodiversity footprint of Dutch sectors, 2007



Source: PBL



## .... and business is part of the solution

### “The Mitigation hierarchy”

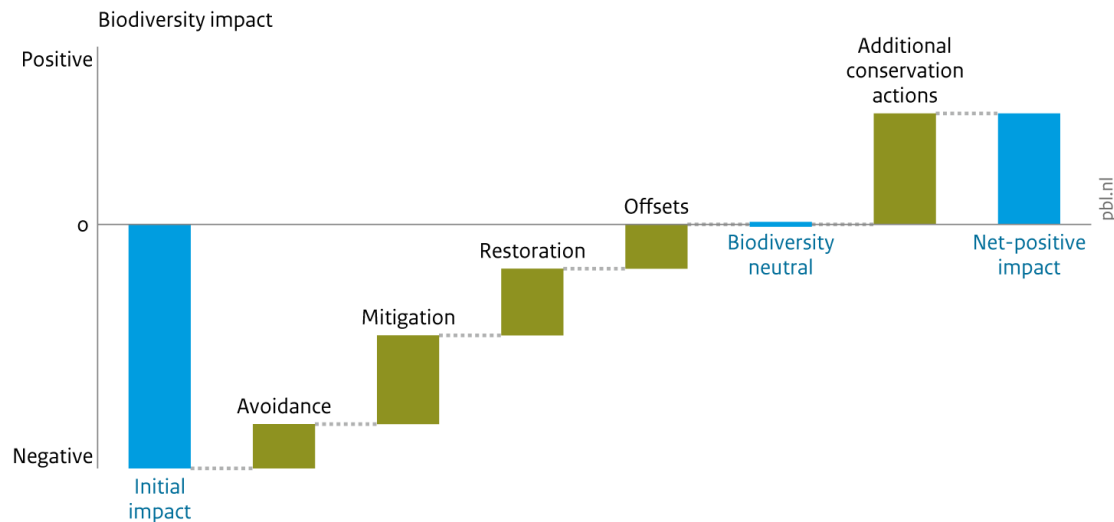
#### No-Net-Loss approach

- Principles, standards, guidelines
- Over 60 companies committed
- Roadmaps for business and government

Consecutive options to mitigate biodiversity loss and work towards no-net-loss

Cooperative action required over supply-chains

### The principle of biodiversity compensation by companies



Source: BBOP

# Stocktaking nature-inclusive action by (Dutch) companies

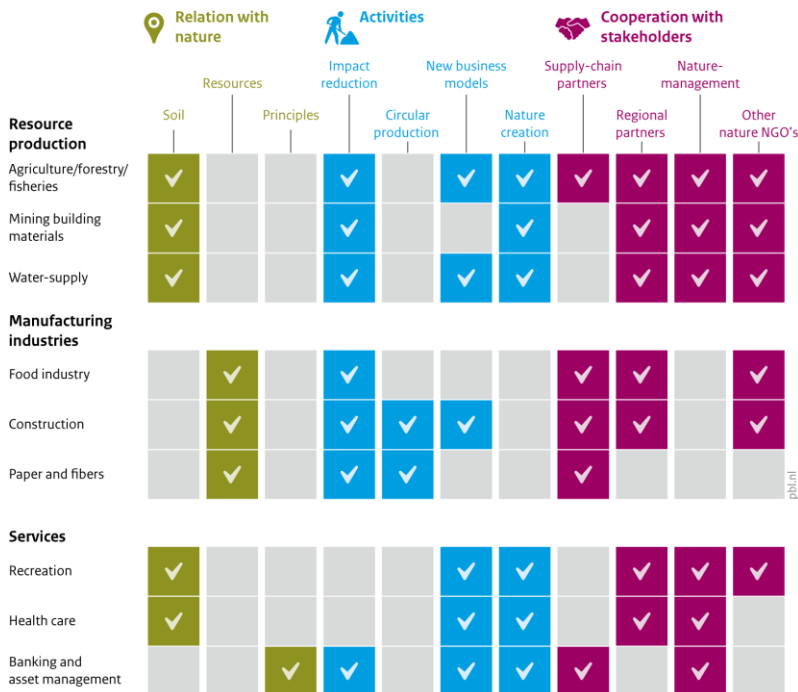
What companies (can) do depends on

- their **position** in the supply-chain
- possibilities and capacity for **partnering**
- their motivation and **strategy** for CSR

Many parts of the puzzle available, but...

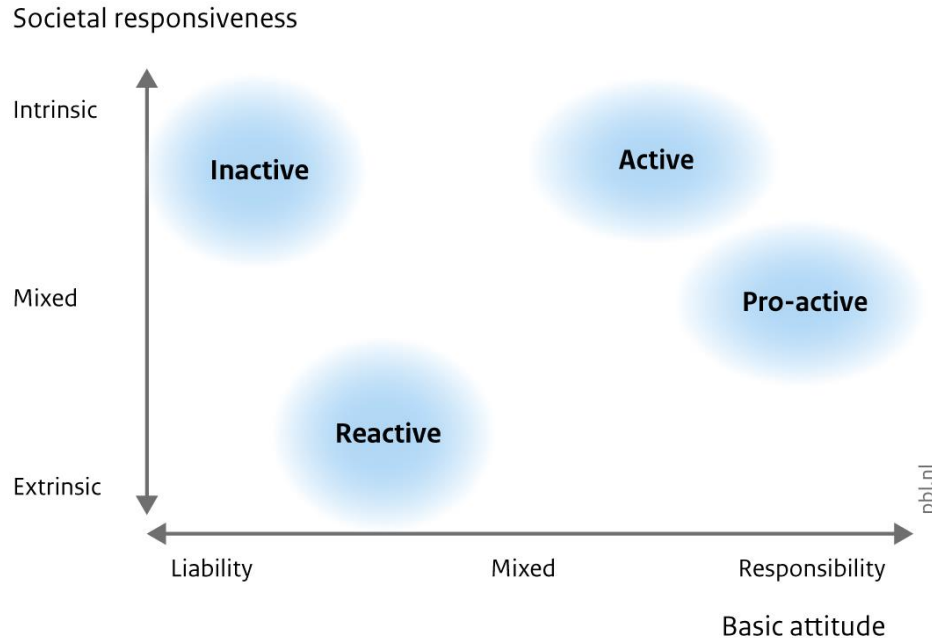
- no systematic monitoring
- results not easy to quantify
- only a coalition-of-the willing is visible
- no signs of mainstreaming

## Aspects of nature-inclusive company initiatives



Source: Harms and Overbeek, 2011; Bouma and Van Leenders, 2013; Breman et al., 2014; Van der Heide and Overbeek, 2017; adapted by PBL

# Company strategies for sustainable entrepreneurship



## Strategies for CSR

### Inactive

- Compliance to regulation
- Cost reduction

### Reactive

- Reputational issues (risks)
- Avoid further regulation (tactical)

### Active

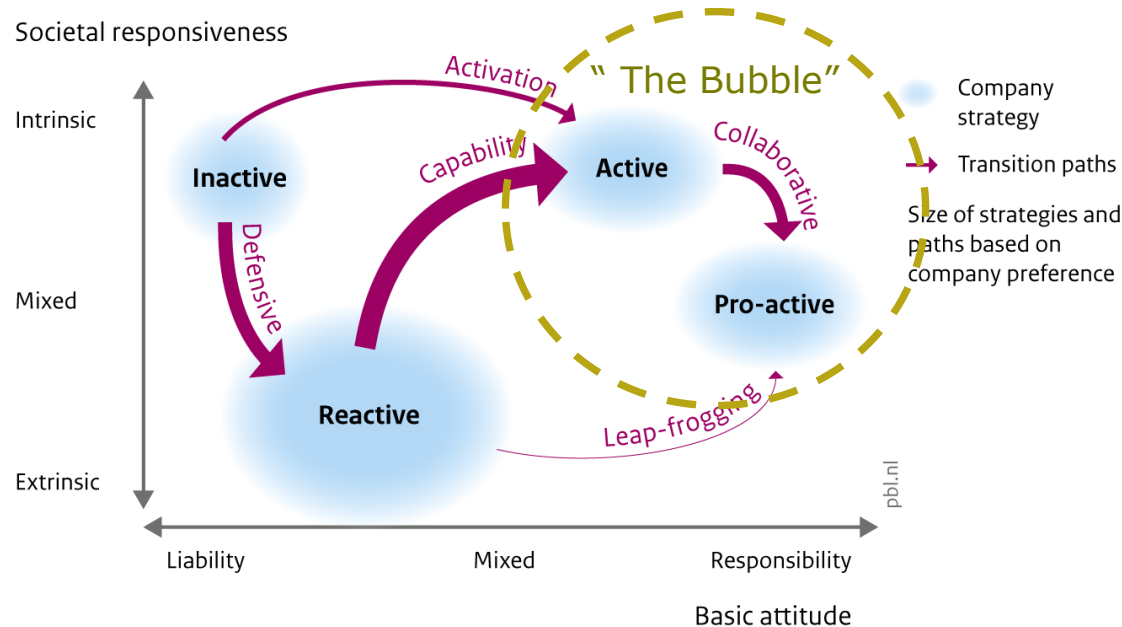
- Strategic innovation (opportunity)
- Competitive advantage

### Pro-active

- Contribution to societal challenge
- Partnering to co-create

Source: Van Tulder Erasmus RSM; adapted by PBL

# Changing the business cases



## Triggers and incentives

### Consumers

- Demand & social media

### Societal stakeholder

- Naming and shaming
- Partnerships

### Finance

- Risk assessment
- Responsible investment

### Government incentives

- Different roles and instruments

**Draft**

Source: Van Tulder Erasmus RSM; adapted by PBL

# Government roles in engaging business

## **Endorsing** – support CSR efforts

Publicity on good practices, public appraisal

## **Partnering** – cooperation and combining resources

Public Private Partnerships, platforms and COPs

## **Facilitating** – reward the business case and remove barriers

Tax and subsidies, public procurement, Green Deals

## **Mandating** – regulation and enforcement

Transparency, fiscal penalties, environmental norms

Transparency => EU Guideline on non-financial reporting



# Diversify Policy-to-Business interventions

	Inactive	Reactive	Active	Pro-active
<b>Endorsing</b>	0	+ / 0	+	++
<b>Partnering</b>	+ / 0	+ / 0	+	+
<b>Facilitating</b>	+	++	++	++
<b>Mandating</b>	++	+	0 / -	0 / -

# Conclusions

- › Many examples of nature-inclusive activities of companies
  - Large variation in specific activities and initiatives
  - Cooperation crucial to reach net positive impact
- › Companies struggle with identifying risks and integrating B&NC
  - Preference for reactive strategies – in response to external triggers
  - Materiality of B&NC (company value) not clear to many companies
  - Rising interest from green finance – focus on reducing financial risks
- › Government has to develop a diverse policy portfolio
  - Previous decade: facilitation and endorsement
    - Awareness and activation programs
    - “Soft policies” serve the Coalition-of-the-Willing
  - Next decade (post 2020): multiple government roles needed
    - Activation beyond the already committed

# GOVERNMENT DIALOGUE ON NATURAL CAPITAL

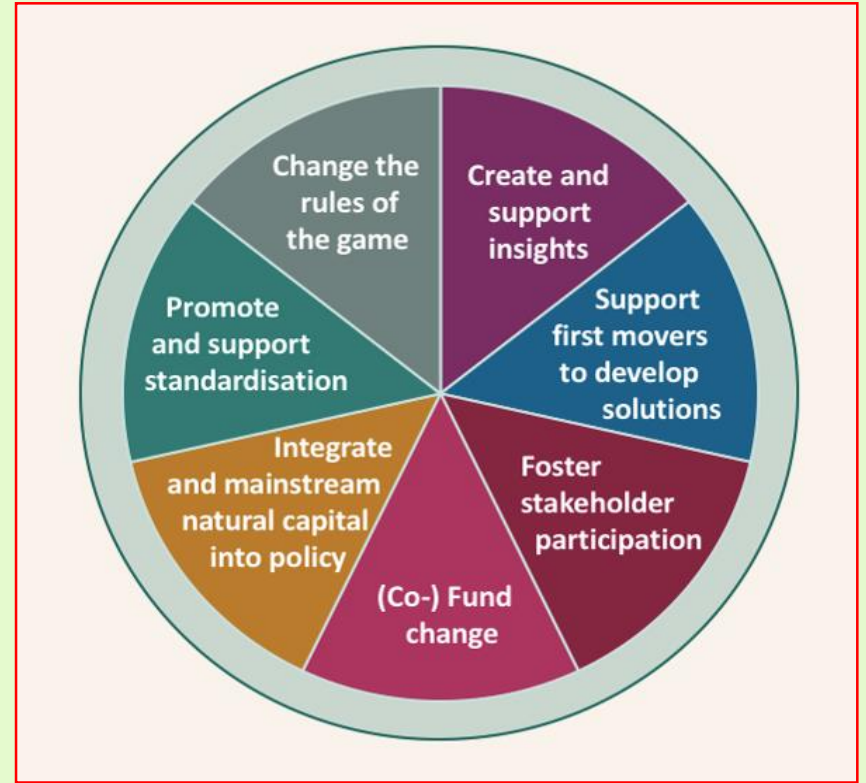
A government led dialogue on their role in creating an enabling environment for natural capital approaches

2018 results:

A [narrative](#) to illustrate why natural capital is important for governments and what they can do

→ 7 levers of change

> 50 examples of best practices





An aerial photograph of a vast agricultural field, likely for growing seedlings. The field is organized into long, straight rows of young green plants, separated by narrow, light-colored paths or furrows. Two workers are visible: one in the upper left corner, wearing a hat and using a long-handled watering can to spray water onto a row of plants, and another in the middle right, also using a watering can. The scene is brightly lit, suggesting a sunny day, and the overall impression is one of organized, large-scale farming.

# BUSINESS FOR NATURE - DEVELOPING POLICY RECOMMENDATIONS



## AT THE LAUNCH: 3 KEY POLICY ASKS

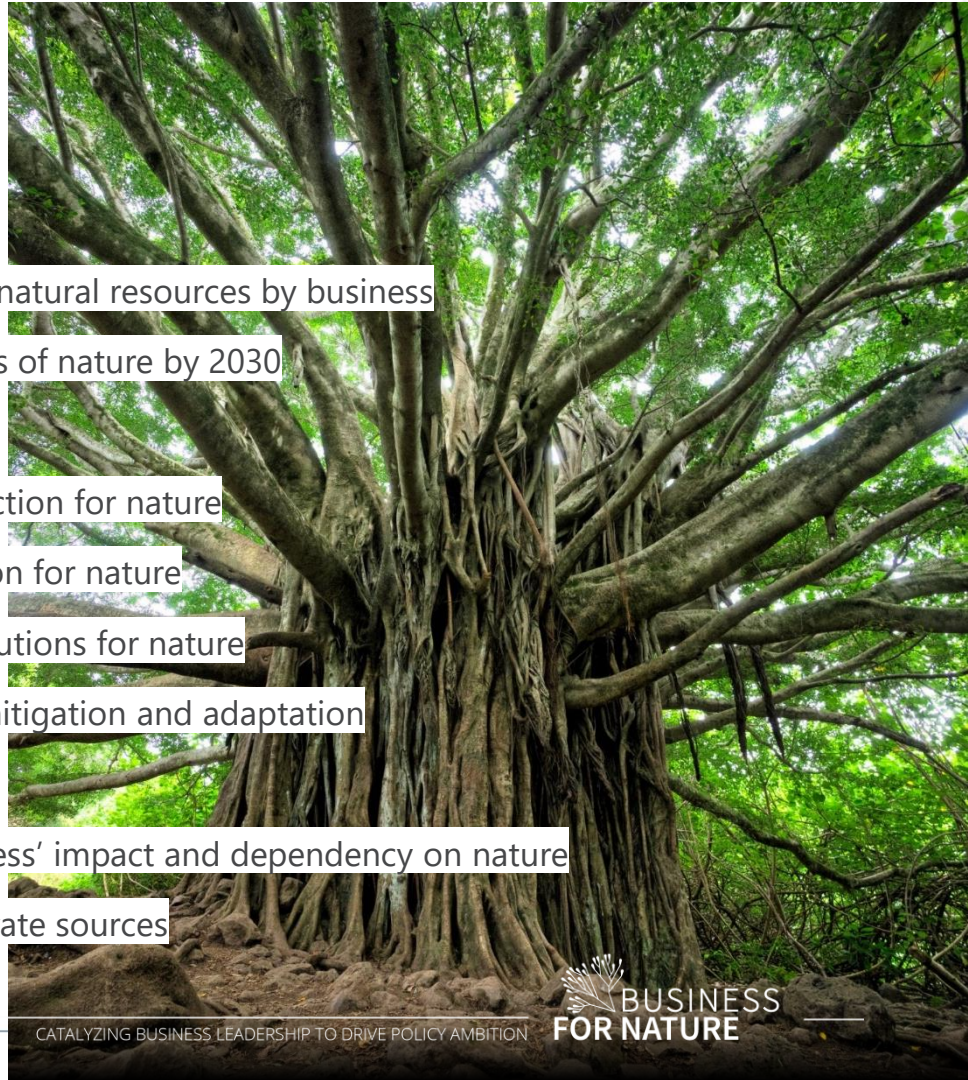
- Support the adoption of an emergency declaration for nature and people
- Agree on science based targets to halt the loss of nature by 2030
- Improve economic and financial systems





# SURVEY TO GET BUSINESS FEEDBACK ON THE NEED TO ...

1. Adopt policy strategies promoting sustainable use of natural resources by business
2. Adopt science-based nature targets to reverse the loss of nature by 2030
3. Shift the food production and consumption system
4. Adopt incentive mechanisms to accelerate business action for nature
5. Adopt regulatory changes to accelerate business action for nature
6. Adopt facilitation measures to accelerate business solutions for nature
7. Promote nature-based solutions for climate change mitigation and adaptation
8. Improve the coherence of the policy framework
9. Improve availability of data and information on business' impact and dependency on nature
10. Increase nature-related financing from public and private sources
11. Other...





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[www.pbl.nl](http://www.pbl.nl) or #PBLNL

# WIFI & Slido

- Connect to WIFI by choosing one of the two following options:
  - WIFI 1: **EBNS2019\_1** → password: **ebns\_madrid1**
  - WIFI 2: **EBNS2019\_2** → password: **ebns\_madrid2**
- Connect through Slido:
  1. Go to: [www.slido.com](http://www.slido.com)
  2. Use the Slido identifier: **#BusinessNatureSummit**
  3. Select your room (Auditorium, Room 1, Room 2)



# What are your thoughts?



## First Slido-round:

1. What are effective business engagement strategies?
2. What is most challenging in engaging business?
3. How governments could support forerunner businesses?



# European Business & Nature Summit

GS8 —Strategies and frameworks to engage businesses on biodiversity

## Mr Javier Cachón

General Director on Biodiversity and  
Environmental Quality  
Ministry for the Ecological Transition, Spain



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GS8 —Strategies and frameworks to engage businesses on biodiversity

**Mr Timo Lehesvirta**

Sustainable Forestry Lead  
UPM



7 & 8 November 2019

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# European Business & Nature Summit

Plenary 1 - Welcoming remarks

## Ms Terhi Lehtonen

Secretary of State

Ministry of the Environment and Climate,  
Finland



Ympäristöministeriö  
Miljöministeriet  
Ministry of the Environment

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**Ms Veronica Veneziano**

Biodiversity in Good Company



BUSINESS AND BIODIVERSITY INITIATIVE

7 & 8 November 2019

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# European Business & Nature Summit

GS8 —Strategies and frameworks to engage businesses on biodiversity

**Ms Claire Varret**

EDF & Act4Nature



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GS8 —Strategies and frameworks to engage businesses on biodiversity

## TOTAL's experience & feedback

Steven Dickinson, Group Biodiversity Expert

TOTAL



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# Main Biodiversity Engagement processes

## 1. Internal @ Corporate level:

- Biodiversity Strategy development (EXCOM & CEO level), built into company culture, since late 1990s & first policy in 2005 and updated since fundamental principles:
  - i. Biodiversity in Business Governance a Strategy
  - ii. SH dialogue & engagement
  - iii. Biodiversity baselines (particular care Sensitive Habitats)
  - iv. Biodiversity impact assessment
  - v. Mitigation Hierarchy for entire life cycle of activities & products, into EMS
  - vi. Monitoring & reporting
- Setting new PUBLIC BIODIVERSITY COMMITMENTS, e.g. **Act4Nature**
- Partnerships development to improve Group capacity
- Continuous Awareness raising of staff



[https://www.total.com/sites/default/files/atoms/files/biodiversite\\_180710\\_va.pdf](https://www.total.com/sites/default/files/atoms/files/biodiversite_180710_va.pdf)

## 2. Internal @ Business unit level :

- Mainstreaming the Biodiversity Strategy into operations through Company Rules
- Operational biodiversity management deployment, with technical training & Partnerships development and with local stakeholders engagement (communities, regulators, NGOs)

## 3. Externally via Organizations, Associations, NGOs:

- Sector association, O&G: IPIECA-IOGP BES Work Group...
- Industry associations, Multi-sectorial : Cross Sector Biodiversity Initiative (CSBI), Entreprises pour l'Environnement (EPE)...
- Non business: UNE-WCMC, IUCN, CBD, exBBOP, GPBB/EU B@B, NCC, AFNOR, IFC, AFD, GIZ...



# Examples of engaging on Biodiversity & Aichi contributions, TOTAL

1. **Long standing Biodiversity Policy including voluntary NO GO** in UNESCO WHS and in Arctic sea ice area (Strategic Goal A , Targets # 4,11)
2. **Act4Nature** initiative and became signatory in July 2018, CEO level: helped further mainstream Biodiversity (Strategic Goal A, Target #5) : **BEST WIN**
3. O&G sector (IPIECA-IOGP, TOTAL rep.) engagement for **CDB's LTAM** development process: uptake of sector practices on biodiversity mainstreaming (Strategic Goal A)
4. **AFNOR Standard on Biodiversity for Organisations** (Strategic Goal A)
5. **Cross-cutting** linkages opportunities: CBD/AFNOR (Strategic Goal A)
6. **Being a first mover** : O&G company to voluntarily contribute its biodiversity data to public platform (**GBIF**), Share its biodiversity screening tools (LEFT Marine), Target #19
7. **Internal Awareness raising**, e.g. **World Environment Day on Biodiversity, 2019 with MNHN**, 10 daily tips for Biodiversity for out staff
8. **NBS business unit**: biodiversity co-benefits & carbon sinks climate solution: 100 M USD/a NBS investment funding (Target #15)
9. Setting up **Independent Biodiversity & Livelihoods committees**
10. **Ad hoc governmental** capacity building support (**COMBO**, biodiversity offset policy Uganda (Strategic Goal E, Target #17)



# Drivers for scaling-up Biodiversity good practice



## Extent of governmental initiative being instrumental in changing our practices:

1. **Generally limited to date: not main driver**, voluntary basis mostly based on international trends/horizon scanning + Soft Law ex IUCN .
2. Engagement remains largely limited to permitting aspects, **missed opportunity**
3. **Some exceptions**, e.g. Biodiversity data share & Offset requirements in certain countries

## Examples of opportunities for scaling up voluntary good practices in the O&G sector:

1. Promoting voluntary Biodiversity Commitments, e.g. Act4Nature
2. Promoting voluntary NO GO for certain sensitive areas, e.g. UNESCO WHS, Arctic sea ice areas
3. Promoting Voluntary Standard on Biodiversity Guidance for Organizations, e.g. AFNOR
4. Biodiversity Data share, e.g. GBIF Global Biodiversity Information Facility
5. Open sourcing Biodiversity Decision Support Tools, e.g.. LEFT, Local Ecological Footprint Tool
6. Capacity Development support, e.g.. COMBO project
7. Engagement with the CDB & other key players to make mainstreaming contributions on sector practices, e.g. O&G sector association (IOGP- IPIECA) engagement with CDB's LTAM mainstreaming document development
8. IFC PS6 and EP requirement voluntary alignment, e.g. TOTAL projects
9. Developing NBS carbon sinks with social & biodiversity co-benefits, e.g. TOTAL NBS business unit
10. Partnerships : Independent Biodiversity & Livelihoods committees with NGO & Academia ; UNE-WCMC's PROTEUS Program data generation



# Some key Learnings

1. Business & Sectorial **Voluntary approaches** e.g. Act4Nature strong opportunity for scaling best practices to date, target CEO support
2. Biodiversity **Mitigation Hierarchy** mainstreaming for in all national regulations is paramount, offering a 'levelled playing field'
3. International **Biodiversity Standard** is key
4. **Awareness raising** within business ('reconnecting people & nature')
5. **Role of finance** is a key driver for scaling biodiversity best practices, e.g. IFC PS6 and EP biodiversity standard,
6. **Joint Biz & Govt Biodiversity Engagement Platforms:** Opportunity to develop feasible good biodiversity practices for Business through engagement and co-building + to identify best incentives (role for CBD?) to scale biodiversity good practices



# GS8 — Strategies and frameworks to engage businesses on biodiversity

**Ms Kristiina Niikkonen**, Environment Counsellor, Ministry of the Environment

**Mr Martin Lok**, Deputy Director of the Natural Capital Coalition.

**Mr Javier Cachón**, General Director for Biodiversity and Environmental Quality, Spanish Ministry for the Ecological Transition.

**Mr Timo Lehesvirta**, Sustainable Forestry Lead, Forest, Global, UPM.

**Ms Terhi Lehtonen**, Secretary of State, Ministry of the Environment, Finland.

**Mr Steven Dickinson**, DG/PSR/HSE/EES/ENV, Senior Environment Adviser, Biodiversity and Water, Total.

**Ms Veronica Veneziano**, Project Manager, Biodiversity in Good Company.

**Ms Claire Varret**, Head of biodiversity, EDF/Act4Nature, France.





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10:40 – 11:00: Coffee & networking

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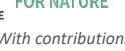
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