

# European Business & Nature Summit

Building actions for nature & people

#EUbiodiversity  
#BusinessNatureSummit

Madrid, 7 & 8 November 2019



Organisers



Collaborators



Funders



With contributions from:



# European Business & Nature Summit

Day 2 – Welcoming by moderator

**Ms Eva Zabey**

Executive Director, Business for Nature  
Moderator



7 & 8 November 2019

#BusinessNatureSummit



# European Business & Nature Summit

Plenary 6 – Welcoming remarks

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Plenary 6 – Welcoming remarks

## Only Business Unusual Can Save Us Now

Marco Lambertini  
Director General, WWF



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# We Know The Planet is in the **Red**





## The Planet is in crisis

**1°C**

Temperature increase  
since pre-industrial  
times...

**6<sup>th</sup>**

Mass extinction, the first  
since the disappearance  
of the dinosaurs, and the  
first driven by  
humankind

**60%**

overall decline in  
vertebrate population in  
40 years!!



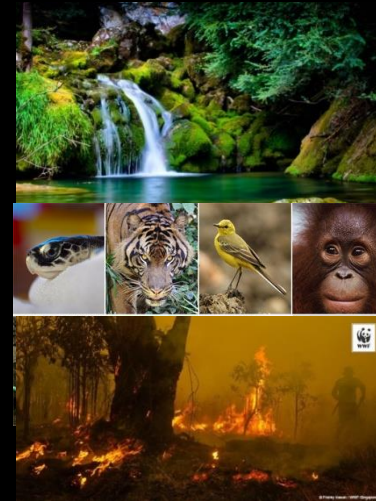


# The two sides of today's ecological challenge

## Climate Change



## Loss of Nature





" What we do in the next few years will profoundly affect the next few thousand years."

**Sir David Attenborough**







**There is Hope**

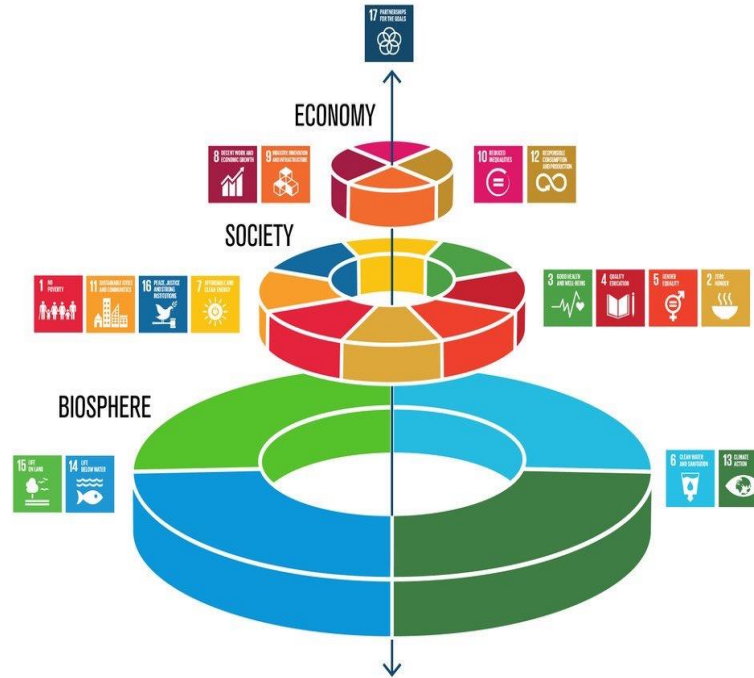
**We (begin to)  
Understand**

**the  
consequences**





# No prosperity in a degraded Planet

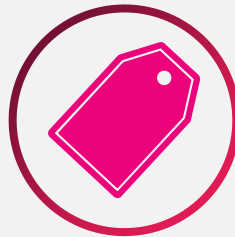




reports provides  
science-based  
evidence of the  
crisis and  
consequences



**Earth is in crisis:** Awe have lost or altered 70% of the Planet's natural spaces on land and at sea



**Major economic and social costs:** the **cost of ecological degradation on lost productivity** will be staggering

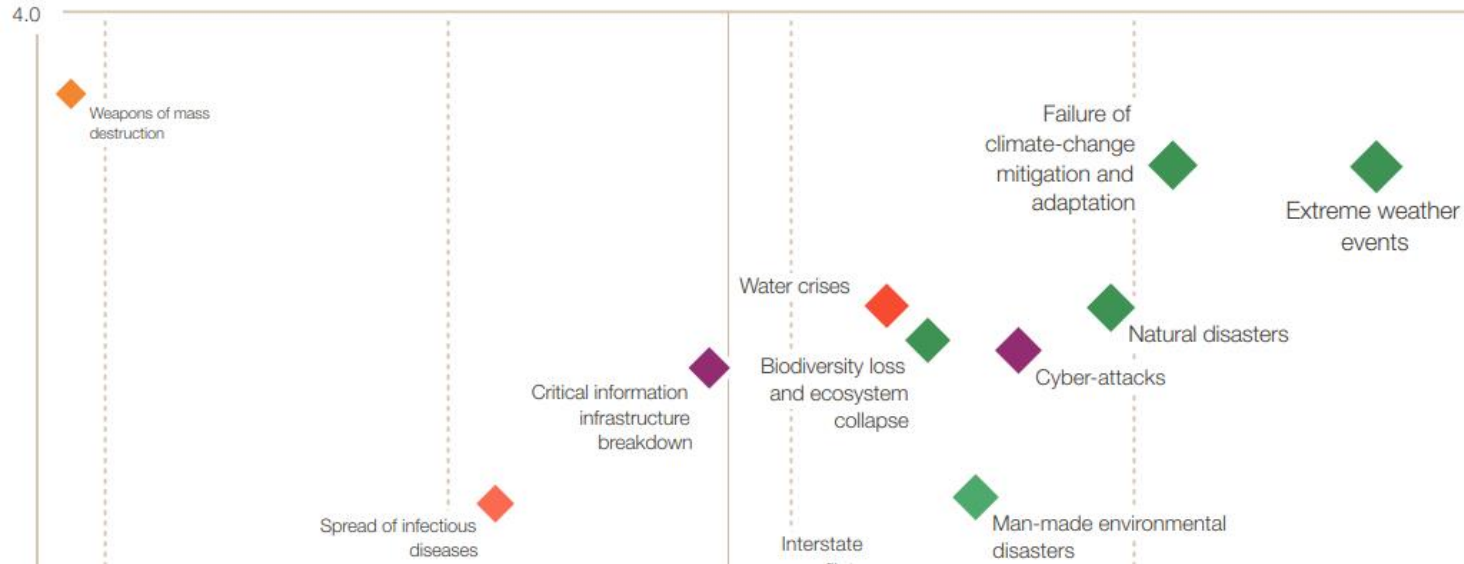




# The Global Risks Report 2019



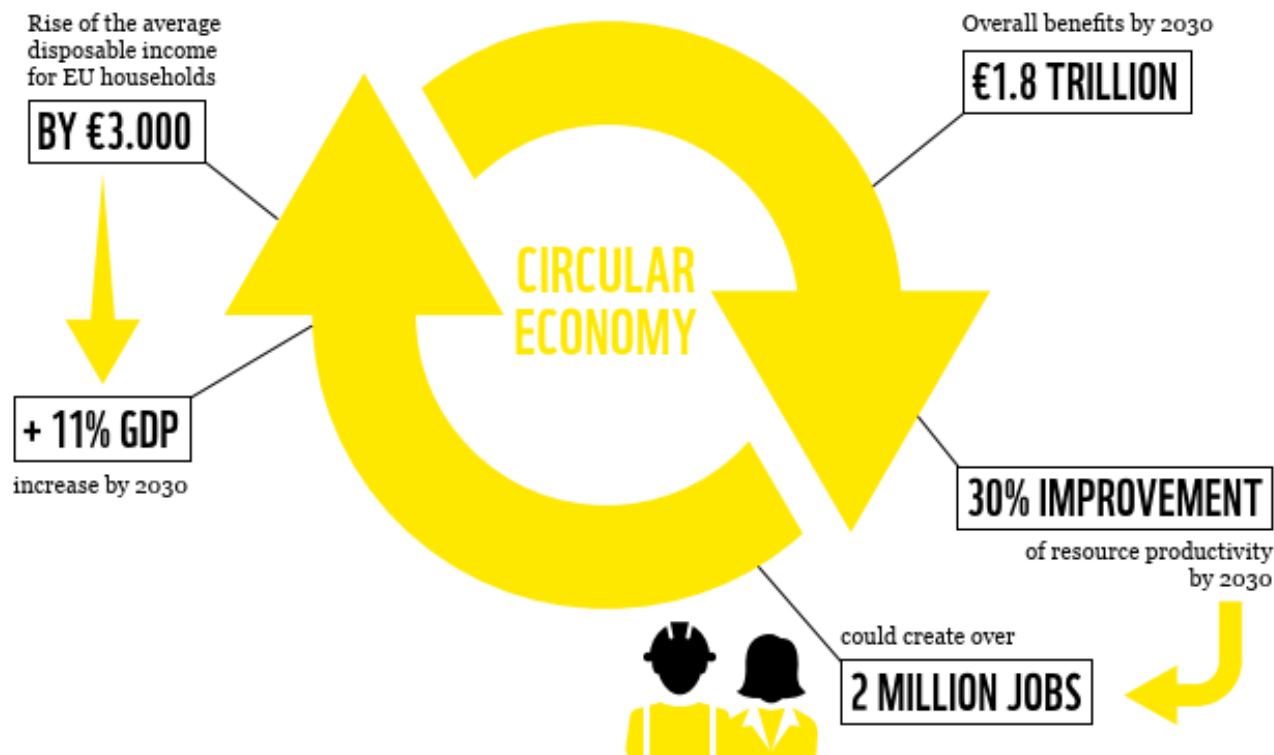
COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD





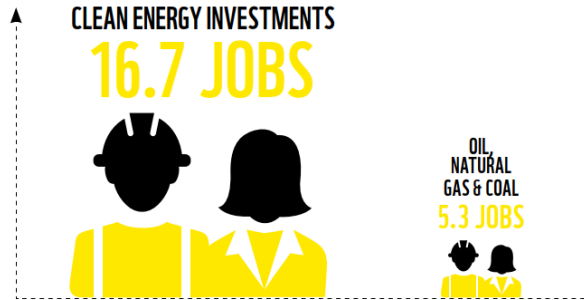


# CIRCULAR ECONOMY'S DEVELOPMENT POTENTIAL





**JOB CREATION  
THROUGH  
\$1 MILLION  
IN SPENDING**



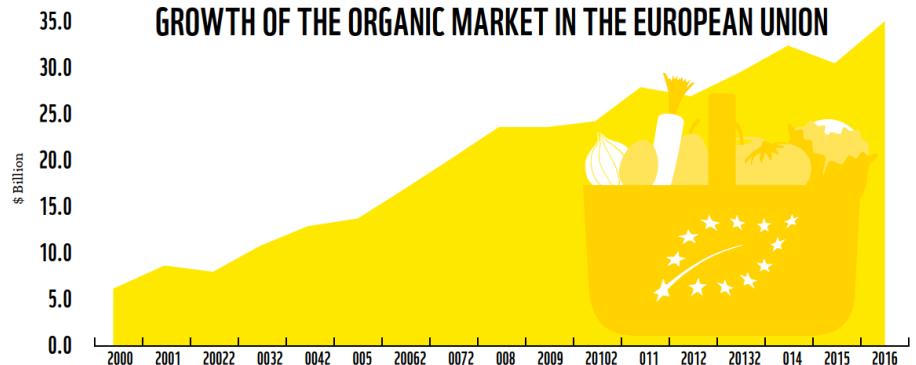
**AVERAGE FULL-TIME EQUIVALENT  
PER AGRICULTURAL HOLDING**

**ORGANIC FARMS**

**2.4**

**NON-ORGANIC FARMS**

**1.5**





**\$ 280 BILLION**

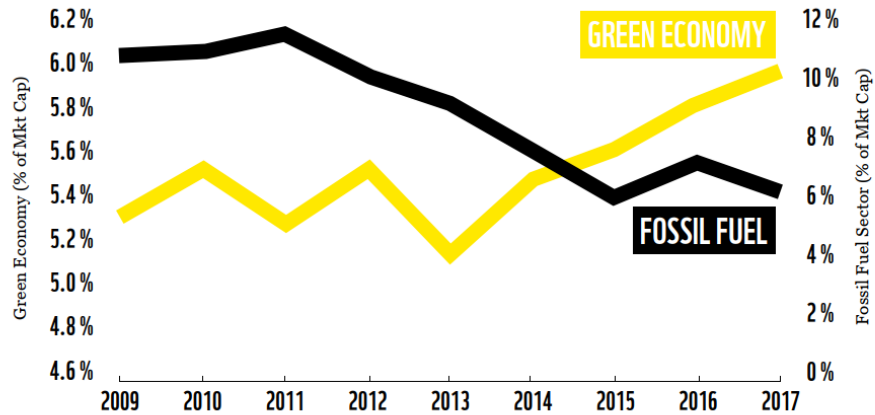
was invested in new  
renewable energy  
generation in 2017



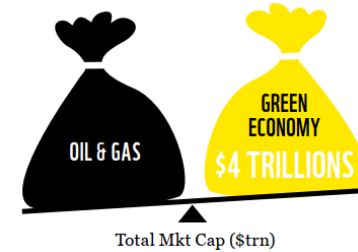
**\$ 103 BILLION**

was invested in  
fossil fueled power  
plants

### GROWTH OF THE GREEN ECONOMY VS FOSSIL FUEL SECTOR



### MARKET CAPITALIZATION

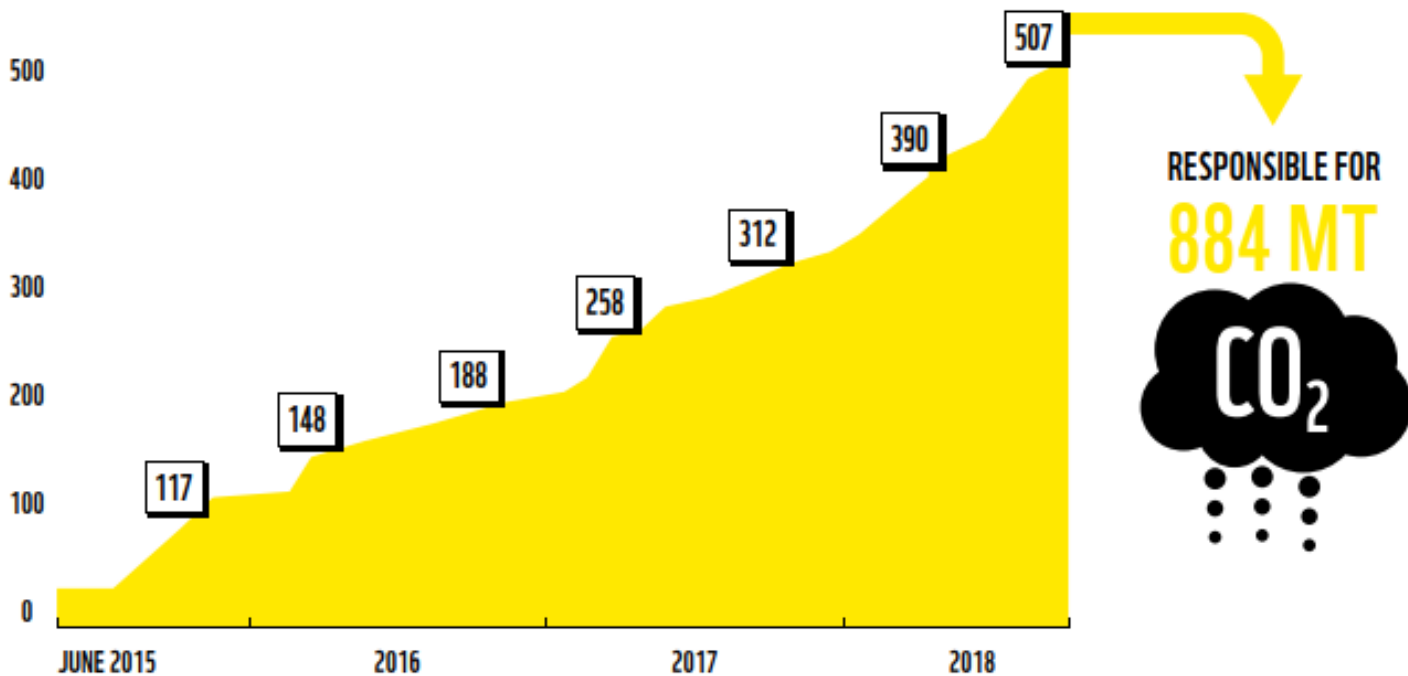


Green economy's market  
capitalization now goes head to  
head with oil and gas sectors.



SCIENCE  
BASED  
TARGETS

## NUMBER OF COMPAGNIES THAT HAVE SET OR COMMITTED TO SET SBT SINCE JUNE 2015







Companies to  
act and lead to  
speed up  
transition

**Commit** to science  
based targets that  
help to stabilise  
climate, reverse  
nature loss and  
restore natural  
systems



**Take action** for  
climate & nature by  
mitigating impact ,  
developing scalable  
'solutions', and  
embracing a circular  
economy.

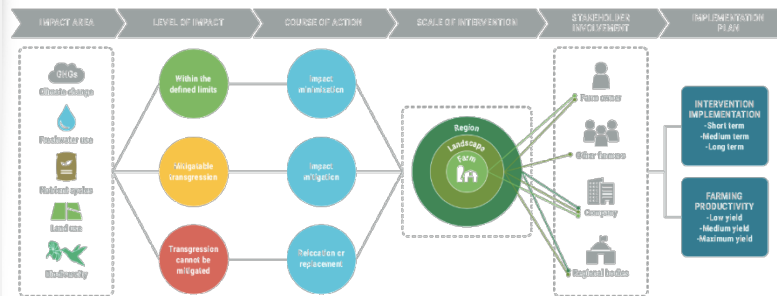
**Show leadership** within the sector  
and in support of progressive  
regulation



# Alpro & WWF Science Based Targets for Nature

Analysed impacts of Alpro's almond and soya supply chains and set science-based targets for four planetary boundaries:

- land-use
- freshwater extraction
- biogeochemical flows (nitrogen and phosphorus)
- biodiversity





# H&M & WWF in the Buyuk Menderes basin

- Analyse of critical wetlands, rivers, tanneries, textile plants, and cotton growers
- Identify major apparel brands sourcing from the region
- Create bankable projects for cleaner production

## Millions of Dollars Flowing into Cleaner Textile Production in Turkey

Posted on 01 April 2019

Inspired by WWF's Bankable Water Solutions initiative, seven textile companies in the Buyuk Menderes basin have already invested €6.5 million in more efficient production techniques, saving 1.5 million cubic metres of water.



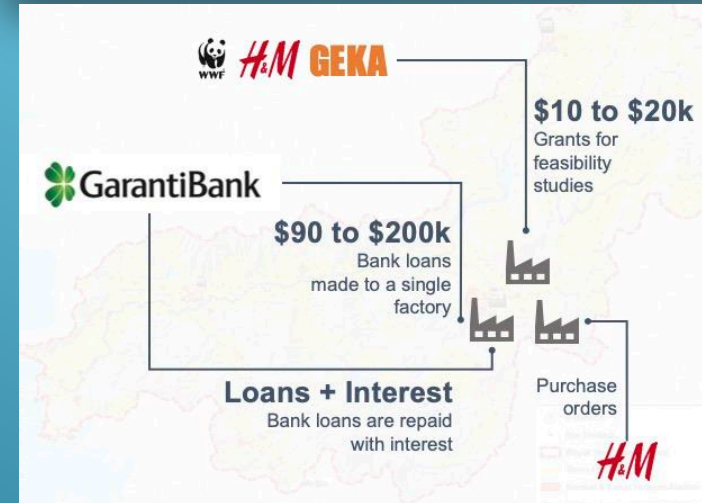
Buyuk Menderes Basin  
© WWF Turkey

The success of this innovative programme – launched in 2018 by WWF-Turkey and the South Aegean Development Agency (GEKA) – has encouraged a host of other companies to sign up, with 12 more textile producers now committed to investing in cleaner processes. An additional investment of €3 million is already lined up.

Furthermore, another four national and international fashion brands – Altınyıldız, Boyner Group, Koton and Yünsa – have joined The Collective Action Committee, which was pioneered by H&M Group and strengthened by the involvement of Inditex (Zara). All committee members are expected to actively participate in the process, emphasize the importance they give to sustainable production and support the transformation of textile producers in Buyuk Menderes.

### RELATED LINKS

- [Bankable Water Solutions](#)





The power of  
an ambitious  
vision & clear  
targets

The vision of Net Zero by 2050

The 'apex' target of 1.5°C  
(nature positive → restoration)







# THE NEW DEAL FOR PEOPLE AND NATURE

STOP AND REVERSE THE DOWNWARDS DECLINE OF BIODIVERSITY TO PROTECT AND RESTORE NATURE BY 2030, FOR THE BENEFIT OF PEOPLE AND THE PLANET, IN SUPPORT OF THE SUSTAINABLE DEVELOPMENT GOALS.

## THE PROBLEMS

MASSIVE  
DESTRUCTION OF  
NATURAL SPACES



MASS LOSS  
OF SPECIES AND  
DIVERSITY OF LIFE



UNSUSTAINABLE  
PRODUCTION  
AND CONSUMPTION  
OF NATURE'S RESOURCES



# A unique opportunity to mobilize for nature and people in 2020 via an integrated approach to the climate, nature and development agendas

**2020**



First review  
of progress against  
**environmental  
targets** of the  
SDGs



**75th UN  
anniversary**  
an opportunity to  
identify where to  
redouble efforts to  
address global  
challenges



A new **Ocean  
Treaty** for the  
conservation of  
**living marine  
resources in high  
seas**



**Convention on  
Biological  
Diversity CoP**  
held in China  
and **2030  
targets  
reviewed**



**Nationally  
Determined  
Contributions**  
become operational;  
**opportunity to raise  
ambition**





# 2020

## A NEW DEAL FOR NATURE AND PEOPLE

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**A New Ambition &  
Action Agenda  
for Climate, Nature &  
People**



together possible.





# European Business & Nature Summit

End of Day 2

**Thank you!**  
**Muchas gracias!**

