

## CBD COP 12 Business and Biodiversity Forum

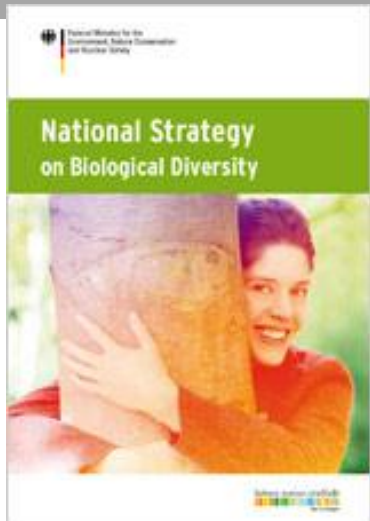
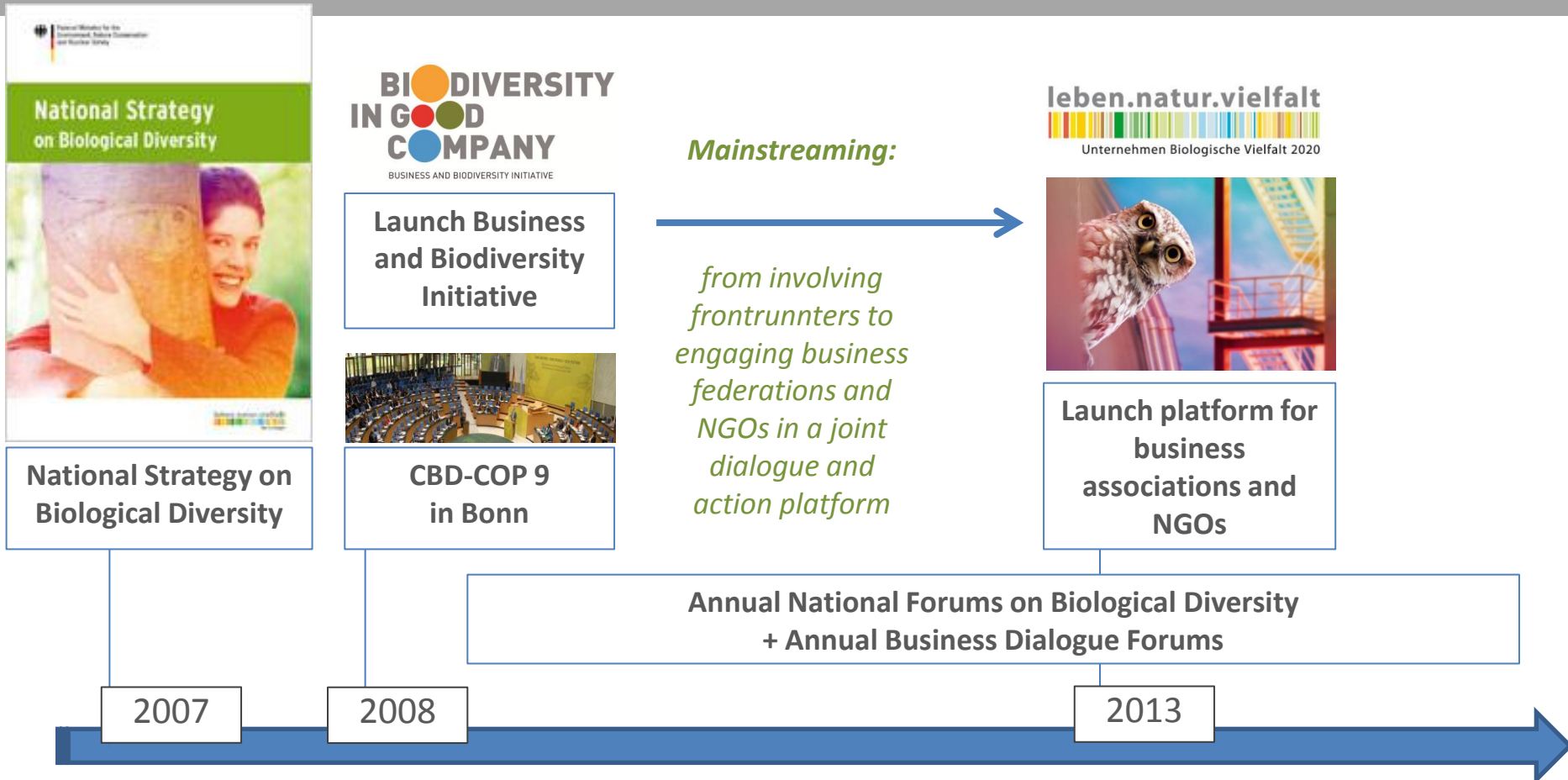
**Global Partnership Panel #2:  
What are some of the Outreach  
Models to Businesses and other  
Stakeholders?**

12 October 2014, 11:40 – 13:00

*Carolin Boßmeyer, Managing Director,  
'Biodiversity in Good Company' Initiative*



# Creating platforms: Involving companies, business federations, and NGOs



**Launch Business and Biodiversity Initiative**



**CBD-COP 9 in Bonn**



**Launch platform for business associations and NGOs**

**Annual National Forums on Biological Diversity + Annual Business Dialogue Forums**

2007

2008

2013

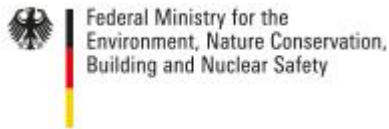
# Outreach to companies via a cross-sectorial business network





## Outreach to business federations and NGOs via „Unternehmen Biologische Vielfalt 2020“

### Ministries and federal agencies



### Nature conservation organisations



### Business federations



### Company networks



## What does outreach mean? Selected elements and activities



- **Comprehensive information** on developments concerning business and biodiversity
- **Showcasing individual company commitment** (Leadership Declaration)
- **Networking** on CBD and EU as well as national German level
- **New information modules** (currently developed, kind of ‚biodiversity for beginners‘)
- **Two main meeting p. a.**
- **Biodiversity Management Indicators Working Group**
- **New: Discussion forum on valuation of ecosystem services** series of events with NGO Deutsche Umwelthilfe (DUH), Helmholtz Centre for Environmental Research (UFZ) and German Centre for Integrative Biodiversity Research (iDiv).
- **Coming soon: Broad outreach to further companies - conference 17 November**  
"On the doorstep and beyond the horizon: Companies addressing the challenges of biodiversity". Special guest: Secretary of State Jochen Flasbarth, Federal Environment Ministry.



# What does outreach mean? Selected elements and activities

leben.natur.vielfalt



Unternehmen Biologische Vielfalt 2020

- **Annual business and biodiversity conferences** open to all stakeholders
- **Steering Committee/round table** of founding members:
  - Approx. 4 full-day meetings annually hosted by one of the supporters in rotation.
  - different focus topics as a unique opportunity to reflect upon important developments
  - responsible for reviewing new projects and activities for the so-called action platform.
- Growing group of **supporting institutions**
- **Website** as part of the internet portal supporting the National Strategy on Biological Diversity ([www.biologischevielfalt.de](http://www.biologischevielfalt.de))
- **Improving communication infrastructure by implementing a comprehensive national contact network** (responsible persons and departments in federations, chambers of commerce and ministries)
- **Showcasing best practices, which have to meet certain criteria, in seven fields of action**

## Limits and constraints for leaving the niche

- We have significant knowledge – but obviously not enough to create the necessary willingness to engage and willingness to pay (according to precautionary approach)
- This is true for society as a whole and business
- Risks and opportunities often remain too vague to evoke individual action – "Where's the concrete problem that I have to meet?"
- Challenges of addressing companies on the problem/measure level
- What is at stake in the end are our overall patterns of production and consumption – which is not addressed in its entire dimension



## Contact

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