

Economic leverages to conciliate economic development with biodiversity

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Is it possible to conciliate business and biodiversity ?

- Was created in 1816
- Dedicated to the economic development of the country : housing, infrastructure, engineering, life insurance, retirement schemes, ski resorts, transport,
- 300 billion Euros under management
- 120 000 people

(started in 2004)

- Try to conciliate biodiversity with economic development
- Signature of the « Natural Capital Declaration »
- Implementation of a biodiversity strategy for the whole Group in coherence with the biodiversity national strategy
- Created in 2008 a subsidiary dedicated to action on biodiversity : **CDC BIODIVERSITE**

Considering the economic leverages of conciliation, three categories of activities appear :

1) Activities which consume renewable resources

Agriculture – Forestry – Fishery

Food industry, Construction, Cosmetics, Textiles

Leverage

- ❑ Final consumer pays to preserve the ability of the ecosystem to produce the resource
- ❑ Ecological certifications / Payment for Environmental Services

2) Activities which destroy natural resources



the expansion and the connection of cities :
roads, railways, airports, business areas...



Leverage

- ❑ AVOID – REDUCE - COMPENSATE
- ❑ Maintain the compensation in the long term

3) Activities which need nature, but don't consume or destroy it



Tourism – Water Industry – City redevelopment



Leverage :

- Choose positive biodiversity solutions, based on the final demand to create value / business

Example: people prefer and pay more to live in a green building, to ski in a resort which respects nature

- The tools exist and action pays off. A lot of ecosystems have been repaired by ecological engineering, and deliver again the services we need
- It is affordable – In France, the total compensation market is about 400 million Euros: less than 0.5% of the 90 billion turnover of the construction industry
- Finally, the market exists because there is a large demand for a greener world
- Some progress has to be made to implement the economic leverages of conciliation, and the legal framework...
- Warning: the market may provide huge financial resources to biodiversity, **but the market is not a public budget**

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