



XI Conference of Parties  
CONVENTION ON BIOLOGICAL DIVERSITY  
HYDERABAD INDIA 2012

## Press Brief

# Global Platform on Business and Biodiversity

## Why is this important?

Nested in the supply chains of virtually all businesses, across all industries, are components that rely on nature – and therefore on biodiversity. One example of this is in the agriculture industry, where pollination from insects is valued at over \$US190 billion annually. Another example is that 25-50% of the \$US640 billion pharmaceutical market is derived from genetic resources, which are obtained from living libraries such as forests. These are both examples of Ecosystem Services (ES). Although the ES' are free (from a traditional business point of view), they often represent essential parts of a supply chain, without which the end product could not profitably be produced or sold at current price points. When the biodiversity of a particular ecosystem is affected, the industries and companies relying on parts of that ecosystem (directly or through their supply chains) are also affected, often with adverse results.

In addition, those companies that take the lead in acting sustainably may also see benefits such as: an enhanced market share; smoother relations with local communities, regulators and other stakeholders; access to environmental/ethical funds and lower insurance premiums; assurance of long term viability of the supply of raw materials; and lower overall costs associated with production, packaging and other elements due to enhanced efficiencies. Conversely, those companies that lag behind may find all of these potential opportunities turn into risk factors that have to be managed, draining away resources and reputation.

While there is no doubt that there are some up-front costs and risks associated with becoming eco-friendly, these can be seen as the cost of doing business. After all, the IT revolution, with all of its attendant benefits for business, also came with an up-front price tag and some uncertainties.

Becoming ecofriendly is something that all of us will have to do in order to ensure that we can continue to survive and thrive on this precious planet. The fact that it also makes good business sense is just a bonus.



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## What news to expect in Hyderabad?

COP 11 will build upon the important business decision that was issued at Nagoya (COP 10). Issues of particular relevance in this area to be discussed at Hyderabad include:

Ongoing development of the Global Partnership for Business and Biodiversity

Consideration of best practices for standards

Sustainable public procurement and how it relates to biodiversity mainstreaming

Ongoing compilation and dissemination of best practices and case studies

Consideration by business of the drivers of biodiversity loss and how these can be assessed and addressed.

Several side events and other activities are planned by the Secretariat, and partner organizations, that will further elaborate these important topics and help set the agenda for action beyond 2012.

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