



# Canadian Business and Biodiversity Program

Canadian Business and Biodiversity  
Case Studies and Lessons Learned Compendium, Vol. 1

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## Foreword

Canada, along with most nations, is facing significant economic and environmental challenges. Canada's economy is heavily based on its natural resources and Canadians, including Canadian businesses, recognize the importance of considering not only economic but environmental, cultural and social aspects in future decisions to ensure sustainable development.

Today, environmental, social and related economic consequences, together with increasing scrutiny from investors and other stakeholders, are motivating businesses to adopt sustainable strategies and to disclose their performance on environmental and social aspects. Biodiversity policy is becoming a key pillar of companies' corporate responsibility strategies, often involving non-business partnerships, codes of practice, changing land-use practices and other significant new steps in the operations, activities and supply and distribution chains. There are now many good Canadian business success stories and many lessons have been learned about how to do it well. The current economic uncertainty presents an opportunity to reset the conservation bar in a way that strengthens future development prospects rather than impede them.

The Canadian Business and Biodiversity Program was created in 2008 as a government-business-NGO-academia partnership to showcase best practices in conservation, to catalogue and share lessons learned, and to help Canadian businesses integrate biodiversity conservation in their strategies and operations.

This document provides a preliminary look of some best-practice examples on biodiversity conservation from Canadian businesses. As part of Canada's contribution to the International Year for Biodiversity, the comprehensive case studies and lessons learned report will be published in early 2010, along with a guide to assist other businesses in their biodiversity conservation planning.

We hope this initiative will encourage similar projects and welcome any comments or feedback you may have.

Johanne Gélinas  
Chair, Canadian Business and Biodiversity Program Steering Committee  
Partner, Corporate Responsibility and Climate Change, Deloitte

### Acknowledgements

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# Canadian Business and Biodiversity Program

## Background

On December 4, 1992, Canada became the first industrialized country to ratify the Convention on Biological Diversity and now hosts its permanent secretariat in Montreal. The Canadian Biodiversity Strategy was developed jointly by federal, provincial and territorial governments and released in 1996. Many of the provinces and territories have since developed their own specific strategies while some have opted to use the Canadian Strategy as a working guideline.

The conservation of Canada's biodiversity cannot be accomplished by any single agency or organization. Governments, non-government organizations, businesses, aboriginal peoples, academia and the public in general will all play an essential role in conserving biodiversity and sustainably using biological resources. The conservation of Canada's biological resources will not only be critical to maintaining healthy ecosystems, but important in maintaining economic, social and cultural sustainability.

## The CBB Program

The Canadian Business and Biodiversity Program (CBBP) is a government-business-NGO-academia partnership that was initiated from recommendations by government and industry leaders who participated in a Business and Biodiversity Planning Conference in Montreal on June 8, 2008. The need for this conference was stimulated by recognition of the importance of business leadership in the conservation of Canada's biodiversity. The Conference involved over 75 participants, representing 17 different business sectors, as well as environmental NGOs, journalists, academics, international organisations and governments.

The role of the CBBP is to assist Canadian businesses in conserving biodiversity in Canada, as well as through their operations globally, by encouraging the development and implementation of good environmental stewardship practices based on sound science. As a result of their involvement, it is anticipated that Canadian businesses will have an enhanced understanding of biodiversity issues and values and incorporate this understanding into their planning documents and activities to reduce the rate of biodiversity loss from both a domestic and global perspective. This will be accomplished by businesses' internal management practices as well as by cooperating with community groups and other agencies and organizations.

The CBBP will also help Canadian businesses to show leadership in biodiversity conservation and to bring more Canadian businesses on board as knowledgeable biodiversity conservation practitioners. In addition, development of biodiversity friendly business depends on a conducive enabling environment. This includes the framework of laws, regulations, taxes, subsidies, social norms and expectations and voluntary agreements within which companies operate. Opportunities to demonstrate that leadership to a broad audience will arise as we approach 2010 – the year of national and international accounting for biodiversity.







## The CBB Secretariat

The Canadian Business and Biodiversity Secretariat was created to administer to the needs of the CBBP. The Secretariat receives partial financial support from the Canadian government and from individual businesses, with assistance and direction from a multi sectoral Steering Committee that includes resource and non-resource-based businesses, government, and environmental non-government organizations as well as educational and other institutions. The Steering Committee helps in providing the guidance needed to develop the tools and programs designed to help Canadian Businesses to integrate biodiversity conservation in their activities. Management and substantive support functions are provided by the staff of the CBBS, with administrative and logistical support provided by Wildlife Habitat Canada. The Canadian Business and Biodiversity Secretariat and associated Steering Committee will facilitate implementation of the CBBP through 2010 and beyond.

## The CBB Initiatives

Canadian businesses will need a variety of products and tools to assist them in managing for biodiversity conservation. The Secretariat, from recommendations coming out of the Montreal planning conference, has developed a series of initiatives it will strive to produce over the coming period:

- Biodiversity conservation guidelines for business;
- Biodiversity conservation case studies;
- Corporate biodiversity awards;
- Dedicated Website;
- Communications and promotional products;
- Forum for the interaction of industry leaders and conservation practitioners;
- Workshops and conferences,

The initial thrust of the Secretariat has been to produce a case studies document which will be completed and ready for public release early in 2010, and the guidelines document, which will incorporate the lessons learned from the case studies with other cutting edge conservation practices relevant to Canada. The Guidelines will be a living document, with frequent updates, and the initial publication will be ready by summer 2010.

## The CBB Case Studies

The Canadian Business and Biodiversity Case Studies are intended to foster Canadian business involvement in biodiversity conservation through sharing and showcasing Canadian business leadership and best practices across all sectors in biodiversity conservation. Based upon information provided initially by the companies, they are drafted by the Canadian Business & Biodiversity Secretariat with input from corporate officials. Each case study is a 4-page document that outlines the business initiative, the reason for undertaking it and existing or foreseen benefits both for the company and for biodiversity. The final compendium will receive wide distribution and be used to encourage other businesses to be involved in biodiversity conservations by:

- Demonstrating the business case for biodiversity conservation.
- Demonstrating Canadian business leadership in biodiversity conservation across all business sectors.
- Sharing biodiversity conservation ideas and lessons among all Canadian business sectors.
- Operationalizing biodiversity conservation and creating 'doable' commitments.
- Building conservation capacity of small and medium enterprises.

To be considered for a case study, the business must meet the following criteria:

- Be a Canadian company or have operations in Canada.
- Or, be an association that represents a specific Canadian business sector and is actively involved in helping its members deal with environmental considerations and issues.
- And have an active program/project that is having or is intended to have a positive impact on biodiversity. The program/project need not be 'current' except in the sense that its beneficial results remain visible and relevant.

Currently 17 businesses representing 11 business sectors are participating, at the cost of \$5,000 per case study, in the first compendium of Business and Biodiversity Case Studies to be released in 2010.

Those companies have seen positive impacts on their operations as a result of integrating biodiversity conservation management into their day to day activities, including their supply and distribution systems. These results include a stronger social license to operate, a more positive recognition and acceptance of their products in the marketplace, a sense of pride and satisfaction in their employees, including the ability to attract better qualified and more highly motivated employees, improved management practices and, in many cases, reduced operating costs.



# Preview of the Canadian Business and Biodiversity Case Studies

## Aggregates and Cement

### Holcim (Canada) Inc.: Biodiversity Conservation Through Quarry Rehabilitation

Holcim has 77 operations in Canada that produce 21 millions tons of cement and aggregates annually. Holcim, in consultation with local stakeholders, is committed to developing and implementing a comprehensive rehabilitation plan for each site that meets or exceeds all regulatory requirements and includes such techniques as plantings, wetland construction and water management. Implementation is initiated while the site is still operating, with an objective of restoring ecological values as early and to as natural a state as possible. Site management is held accountable for effective and timely restoration through periodic monitoring and assessment.

## Consumer Packaged Goods

### Procter and Gamble: Everyday Wildlife Champions

Procter and Gamble (P&G) markets approximately 300 brands of consumer products to nearly 5 billion consumers in over 140 countries annually. P&G works with their suppliers to help ensure that natural resources are responsibly managed to help sustain natural biological functions and biodiversity for future generations. For over thirty years P&G has made it a priority to assist in wildlife rescue and relief efforts. The Everyday Wildlife Champions program sponsored by P&G's Dawn dish detergent brand is an effort to provide people the opportunity to help wildlife through their everyday actions and to communicate in a social forum. Consumers activate a one dollar donation through a website for every bottle of Dawn they buy during the promotion period, which will be donated to the Marine Mammal Center and the International Bird Rescue Research Center.

## Cosmetics

### L'Oreal: Responsible Sourcing of Argan Oil

Biodiversity conservation, including the impacts of its supply chain and product life cycle, as well as the secure sourcing of natural ingredients are seen as keys to long term business success for L'Oreal. In 2005, it developed the Raw Material Sustainability Assessment Framework for all raw materials used. This is based on collaboration with suppliers, and involves specific tools to assess biodiversity issues from the sourcing of vegetable ingredients, as well as the definition of action plans to minimize the impact of raw materials throughout their life-cycle. This approach has been applied to ensure the sustainable sourcing of argan oil extracted from argan trees grown in a Biosphere Reserve in Southern Morocco, in cooperation with the supplier, local communities and a development NGO.

## Educational

### Granby Zoo: In Situ Conservation of Endangered Species: Recovery of the Spiny Soft-shell Turtle in Quebec

The Granby Zoo is a large-scale tourist enterprise consisting of a zoological park, a water park and an amusement park in the city of Granby, Québec. Through its mission of conservation and education, the zoo has been instrumental in the development of research programs and procedures for biodiversity conservation, both *in situ* (in the wild) and *ex situ* (in captivity). In particular, the Granby Zoo has been a financing and a participating partner of the recovery team for the Spiny Softshell Turtle, designated as threatened by the Committee on the Status of Endangered Wildlife in Canada, through intervention plans since 1997 that include communication campaigns, radio-telemetry, hibernaculum study, necropsie protocol, nest protection, egg incubation and young turtle release.

## Food and Agriculture

### Canadian Cattlemen's Association: The Environmental Stewardship Award

The Canadian Cattlemen's Association (CCA) acts as the national voice of Canada's 90,000 beef producers and helps the industry deal with environmental issues. It encourages the use of environmentally sustainable production practices and effective land-management strategies. One incentive used to promote and reward beef producers who use sound environmental stewardship practices is *The Environmental Stewardship Award*. This national annual award recognizes individual producers who exemplify good management practices and clearly have integrated a conservation attitude into their thinking. They go beyond the average and set a positive example for fellow producers and the general public.

### Syngenta Canada: Atlantic Canada Best Management Practices Program

Syngenta is a leading global company in agricultural crop protection and commercial seeds. The Syngenta role in Canada is one of research, development, marketing, information and training aimed at a sustainable Canadian agricultural economy, compatible with biodiversity and habitat protection. In 2004 Syngenta entered a partnership with Ducks Unlimited Canada to implement a maritime (Nova Scotia, New Brunswick and Prince Edward Island) wetland restoration program. The aim is to assist farmers to restore the ecology of 30 to 50 on-farm wetlands (0.8 to 1.6 ha each) per year through 2013 and to dedicate those wetlands to conservation for 30 years. The program has also resulted in over 10,000ha being covered by 89 on-farm conservation plans.

## Food and Beverage

### Nestlé Waters Canada: Biodiversity Monitoring

Nestlé Waters Canada is Canada's largest manufacturer and distributor of bottled water. As a commercial supplier of spring water, Nestlé Waters Canada recognizes its responsibilities in the sustainable management of water resources, both locally and globally. To maintain a sustainable and high quality supply that will ensure an economically viable business and healthy ecosystem functions, Nestlé Waters Canada actively monitors the surrounding water sources and environmental conditions. The data collected includes information on water quality and quantity as well as biological information on aquatic and other biodiversity that enables Nestlé Waters Canada to manage for a sustainable water resource and to address environmental issues if they arise. They are also working with recycling stakeholders and have partnered with municipal recycling programs in Ontario and Quebec to manage product life cycle.

## Forestry

### Weyerhaeuser Canada: Earthcover, Waterbird and Water Chemistry Inventory

Weyerhaeuser Company has operations in Canada's boreal forest. More than 30 percent of Canada's boreal is covered by wetlands which supply breeding habitat for more than 26 million waterfowl annually. In 2006 Weyerhaeuser entered into a partnership with Ducks Unlimited Canada to conduct a five-year research project on migratory bird habitat on 4.9 million ha of Weyerhaeuser-managed land in Alberta. This project will collect information on waterbird populations, water chemistry and create the fundamental data layers necessary to provide a GIS-based wetland mapping and classification system for Weyerhaeuser Alberta operations. This will enable development of forest management strategies to minimise ecological disturbances.

## Mining

### Vale Inco: The Regreening of Sudbury and the 2009 Biodiversity Action Plan for Greater Sudbury

Vale Inco has been operating mines in the Sudbury region since 1901. It currently has 5 operating nickel mines, a smelter and a refinery in Sudbury, Ontario. During the first half of the 20<sup>th</sup> Century Sudbury's landscape was devastated by both acid rain due to smelting operations and by logging activities. Over the past 30 years, under Sudbury's Land Reclamation Program, 3,300 hectares of land has been re-greened and over 9 million trees and shrubs have been planted. Vale Inco raised more than 3,000,000 of the seedlings. Vale Inco has now partnered with the City and others to develop and implement the *2009 Biodiversity Action Plan for Greater Sudbury* that defines the vision and priority goals for ongoing biodiversity recovery.



### Xstrata Canada: The Biodiversity Challenge at Xstrata Canada Operations

Xstrata operates 8 mines, 7 metallurgical sites and manages 9 closed sites in Canada. Through its Sustainable Development Policy (Xstrata Plc, 2008), Xstrata has implemented a comprehensive operating standard for environment, biodiversity and landscape management at all of its sites in Canada. Site-specific biodiversity conservation plans were completed for all Xstrata operations in 2008. The results from these allow Xstrata Canada to identify and deal with negative impacts on biodiversity resulting from their operations or activities. This included two new nature reserves, old quarries rehabilitated, a fish ladder for salmon and 17 new ponds plus 21 creeks for Arctic char habitat compensation. Xstrata (Nickel) is also an active partner in the *2009 Biodiversity Action Plan for Greater Sudbury*.

## Oil and Gas

### Shell Canada: Southwest Alberta Montane Research Program

Shell Canada is a leading manufacturer, distributor and marketer of refined petroleum products and one of Canada's largest oil sands developers. The exploration and development of natural gas and oil reserves requires the development of infrastructure in many remote and back country areas. Maintaining habitat and reducing disturbance during critical periods is imperative to maintaining healthy and viable elk populations and other wildlife resources. Shell Canada has partnered with stakeholders to carry out a collaborative, multi-year research program to help understand how elk and other wildlife use the montane landscape during critical periods. This will enable the company to plan and undertake measures to minimise negative ecological impacts.



### **Suncor: Suncor Oiled Seabird Rehabilitation Program**

Suncor Energy is a Canadian integrated energy company with operations in the oil sands, conventional gas, refining and marketing, and off shore exploration and production. A seabird rehabilitation center established as part of Suncor's off shore oil exploration and production on the Grand Banks of Newfoundland and Labrador in 2004 is one example of the commitment to mitigate affects of oil and gas operations on ecosystems and biodiversity. The center located in St. Johns, Newfoundland and Labrador, is staffed by a veterinarian and volunteer Suncor employees who clean and rehabilitate birds exposed to oil from offshore exploration and production as well as oil attributed to commercial operations in the area.

## **Power Generation**

### **Hydro Quebec: Conserving Biodiversity along Distribution Lines**

Hydro Quebec is a government-owned utility with a mandate to generate, transmit and distribute electricity in Quebec. As part of its distribution system, Hydro Quebec manages more than 110,000 km of low-voltage lines and carries out vegetation control work on distribution line rights-of-way in order to avoid outages and to ensure safe, optimal operation. As part of its Sustainable development action plan, Hydro-Québec launched in 2007 a new program to reinforce biodiversity conservation during vegetation control operations. In consultation with land owners, new measures are introduced as an alternative to clear cutting, such as selective cutting, waste wood management for micro-habitats and keeping some standing dead trees as habitat elements.

### **Ontario Power Generation: Biodiversity Policy**

Ontario Power Generation (OPG) is the main electricity provider in the province of Ontario and, to minimize its ecological footprint, invests significantly in biodiversity conservation, including species at risk. Its Biodiversity Policy ensures that biodiversity issues are addressed routinely as an integral component of on-going operations. Implementation of the policy at the management level has resulted in the development of biodiversity management plans for all OPG nuclear and fossil plants as well as for their hydroelectric plant groups. Biodiversity results include water flow and habitat management for Sturgeon, American Eel and Brook Trout; re-establishment of tall grass prairie at key sites; wetland management for Black terns, and planting of more than 3.8 million native trees and shrubs on more than 1,800 hectares of land since 2000.

## **Smelting**

### **Alcoa: Application of the Ecosystem Services Review for the Modernization of an Aluminum Smelter in a Biosphere Reserve**

Alcoa is a world producer of aluminum and fabricated aluminum products and operates three smelters in Canada. The Baie Comeau, Quebec, smelter was built in 1957 and is now integrated within the 1977 designated Manicouagan-Uapishka World Biosphere Reserve. As part of the modernization of the facility and with an objective of identifying and preserving the ecological values of the Reserve, Alcoa is applying WRI's Corporate Ecosystem Services Review. This will help Alcoa identify and minimize potential impacts on ecosystem services in the modernization design and encourage further use of the ESR tool to other businesses present on the Biosphere Reserve area.

### **Rio Tinto Alcan: Land Use Stewardship Standard Implementation**

Rio Tinto Alcan operates 1 refinery, 10 smelters and 7 hydro power plants in Canada. Rio Tinto's Land Use Stewardship Standard E9, adopted in 2005 and revised in 2008, is a major step in Rio Tinto's strategy on biodiversity and mandatory throughout its operations worldwide. The Standard requires a comprehensive understanding of local biodiversity conservation and environmental issues on lands they own lease or manage. It also improves the decision making process thanks to a systematic identification of risk and opportunities. By the end of 2009, all Rio Tinto Alcan operations worldwide must have completed an inventory of ecologically significant areas and species within 10 km of the sites and a comprehensive Land Use Management Plan.

## Canadian Business and Biodiversity Steering Committee

### Business

**Deloitte:** Ms. Johanne Gélinas, Partner (Chair)

**Ontario Power Generation:** Mr. Steve Hounsell, Senior Advisor, Corporate Sustainable Development Group

**Suncor:** Dr. Wilfried Staudt, Sr. Environmental Specialist, Corporate EH&S

**Syngenta Canada:** Ms. Judy Shaw, Government Affairs Director

**Xstrata Canada:** Mr. Robert Prairie, Director – Ecological Effects Assessment

### Government and institutions

**Environment Canada:** Mr. Mark Cantwell, Biodiversity Convention Office

**Secretariat for the Convention on Biological Diversity:**

Mr. Ravi Sharma, Director, Implementation, Technical Support and Outreach

### Environmental NGOs

**Alberta Biodiversity Monitoring Institute:** Mr Kirk Andries, Executive Director

**Wildlife Habitat Canada:** Mr. Len Ugarenko, President

### Academia

**University of Guelph:** Dr. Josef Daniel Ackerman, Professor, Dept. of Integrative Biology

### CBBS Staff

Reg Melanson, Head

John Herity, Project Manager

Sylvie Noguer, Senior Manager, Deloitte

## Contact Information

### Reg Melanson

Head, Canadian Business and Biodiversity Secretariat  
1750 Courtwood Crescent, Suite 310  
Ottawa, ON K2C 2B5

☎ Telephone: 613-722-2090, ext. 242

Toll-Free: 1-800-669-7919

Fax: 613-722-3318

✉ melansonr@ns.sympatico.ca

### Johanne Gélinas

Chair, Canadian Business and Biodiversity Secretariat  
Deloitte  
1 Place Ville Marie, Suite 3000  
Montréal, QC H3B 4T9

☎ Telephone: 514 393 5408

✉ jgelinas@deloitte.ca

## Steering committee members

