

C B B C

**Canadian Business &
Biodiversity Council**



Linking Biodiversity with Business in Canada

Nov. 24, 2011

Steve Hounsell

Director

Canadian Business and Biodiversity Council

Outline



Beginnings



CBBC Values



Initial Outputs



Future



Beginnings



Triggers For Action

- The Convention on Biological Diversity sets the global groundwork for conservation and sustainable use
- The Canadian Biodiversity Strategy guides Canadian conservation planning
- The global “2010 Commitment” made in 2002 provided the specific challenge to reduce biodiversity loss
- Canadian businesses recognize the social and economic importance of biodiversity
- Canadian businesses decide to collaborate to optimize and recognize their efforts

First Steps

BUSINESS & BIODIVERSITY CONFERENCE (JUNE 2008)

80 participants from 17 business sectors, government, academia and NGOs

Agreed on need for multi-sectoral collaboration

Noted progress made and need to encourage and share best practices

Noted potential for Canadian business leadership

Decided first steps of formal collaboration

Business-led steering group, involving government, NGOs & academia

Small secretariat

Compilation of case studies

Biodiversity planning guide

CBBC Initial Structure

A Business – Government – NGO – Academia Partnership

STEERING COMMITTEE (chaired by Johanne Gelinas, Deloitte)

- 6 businesses
- 2 government (federal & provincial)
- 3 Environmental NGOs
- 1 Academia
- 1 Ex-officio (SCBD)

ROLE

- Provides direction to the CBBC Secretariat
- Advises/directs/ assists further CBBC development
- Reviews work conducted by CBBC Secretariat
- Prepare for formal incorporation as a non-profit Council
- Support and facilitate product-based funding for initial outputs

Incorporation

CBBC incorporated as a national non-profit organization under Part II of the Canada Corporations Act in February 2011

- Current Steering Committee members to become the first Board of Directors
- New Board Chair – Judy Shaw, Syngenta
- Initiating business membership drive



CBBC Values

Canadian Business & Biodiversity Council

VISION

Canadian businesses will have an enhanced understanding of biodiversity issues and values and will incorporate this understanding into their corporate policy and planning to reduce the rate of biodiversity loss from both a domestic and a global perspective.

Canadian Business & Biodiversity Council

MISSION

The CBBC will promote the conservation of biodiversity by Canadian businesses in all sectors through recognition of the value of biodiversity and sustainable use of resources, and the implementation of good environmental stewardship practices, based on sound science.

Canadian Business & Biodiversity Council

GOAL 1

Provide guidance to Canadian businesses on how to integrate biodiversity conservation into ongoing business operations.

Canadian Business & Biodiversity Council

GOAL 2

Provide Canadian businesses a collection of best practices and related lessons, and showcase results of biodiversity conservation actions by businesses.

Canadian Business & Biodiversity Council

GOAL 3

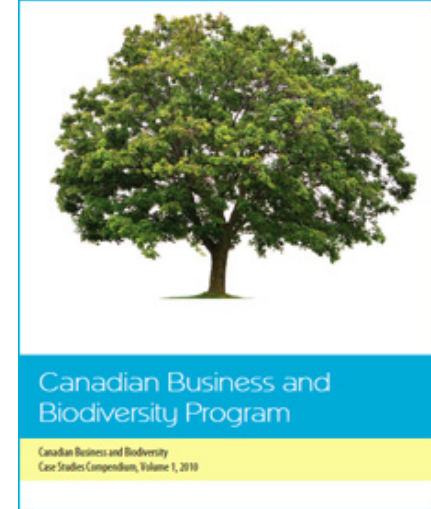
Inform and advise Canadian businesses on emerging domestic and international biodiversity policy directions, leading-edge science and legislation, including through networking opportunities.

Initial Outputs



Canadian Business and Biodiversity Case Studies

Volume 1, June 2010



- A compendium of Canadian business best practices in biodiversity conservation
 - 17 businesses contributing
 - Released June 8, 2010
- Case study structure:
 - Corporate policy
 - Business initiative and rationale
 - Existing or foreseen benefits for the company and for biodiversity
 - Lessons learned

9 SECTORS REPRESENTED

➤➤ Agriculture	2
➤➤ Construction Materials	1
➤➤ Education	1
➤➤ Electric utilities	2
➤➤ Food and Beverage	1
➤➤ Household and Personal Care Products	2
➤➤ Metals and Mining	4
➤➤ Oil and Gas	3
➤➤ Paper and Forest Products	1

Lessons Learned

Social License

Businesses must operate in harmony with their social & ecological surroundings

Corporate Leadership

High level executive enthusiasm needed for implementation support

Corporate Policy

Corporate strategies must be flexible & adaptive; show long-term commitment; build a corporate culture for sustainability

Supply Chain & Business Partners

A life cycle approach is essential; suppliers & partners must follow the same corporate policies to retain integrity

Lessons Learned

Community Engagement

Corporate programs must resonate with community values; earning support takes time and sincere effort

Data & Information

Progress must be measurable & indicators selected pragmatically; reliable data and scientific consensus are often difficult to obtain

Communications

Transparency is key; people must know what's going on; frequent communications, both internal and external, maintain momentum & enthusiasm

Building Trust

Building trust is a critical step in a skeptical social environment; independent verification of plans & progress can help

Guides

A Guide to Biodiversity Conservation for Canadian Business

Pre-publication Release: October 19, 2010, Nagoya, Japan

Incorporating Biodiversity Considerations into the Management of Small to Medium Enterprises

Pre-publication Release: October 19, 2010, Nagoya, Japan

A Guide to Biodiversity Conservation For Canadian Business

Purpose

- To provide a business-oriented perspective on the status and importance of biodiversity and ecological services
- To facilitate an understanding of why and how businesses might respond to the importance of sustaining biodiversity and ecological services
- To provide current, cutting edge ideas about biodiversity conservation and best business practices, drawn from Canadian and global sources

A Guide to Biodiversity Conservation For Canadian Business

Key Sections

Part 1: The Business Case for Biodiversity

Biodiversity and its Benefits to Business
Status and Trends of Biodiversity
Governmental responses (National, International)

Part 2: Business and Biodiversity Agenda for Action

Valuations / risk & opportunity assessment
CBBC Recommended Agenda for Action for Canadian Business
The Economics of Ecosystems and Biodiversity
Incorporating biodiversity into corporate systems
Planning, Implementation, monitoring, review, reporting
Partnerships & sharing knowledge

Incorporating Biodiversity Considerations into the Management of Small to Medium Enterprises

Purpose

A supplement to *A Guide to Biodiversity Conservation for Canadian Business 2010* intended for use by Small and Medium Enterprises (SMEs)

Key Content

- The Business Case
- The Importance of SMEs
- The Meaning and Value of Biodiversity
- The Influence of Consumers
- Planning for Sustainability
- The Role of Partnerships
- Sustainability Reporting

Business Declaration (Draft)

Purpose

- To support the goals of the Convention on Biological Diversity and Canada's biodiversity objectives by obtaining commitments of companies from all sectors to undertake activities aimed at achieving these objectives
- Signatory companies to the Declaration will be expected to confirm their willingness to integrate biodiversity considerations into their business objectives
- The Canadian Business and Biodiversity Council, through its Secretariat, will support signatories of the Declaration



Future Activity

Future Initiatives

Canadian Business & Biodiversity Awards

- Recognize and publicize Canadian businesses that have demonstrated leadership in biodiversity conservation
- A partnership between business, government and NGOs

Future Initiatives

Business & Biodiversity Workshop Series

- Pre-publication Guide reviews
- Small & Medium Enterprises
- Biodiversity Offsets
- The Planning Cycle
- Reporting
-

Future Initiatives

Knowledge Sharing

- Annual case study edition
- Lessons-learned assessments
- Annual members conference

Ongoing Support

Secretariat Commitments

- Web site upgrade
- Periodic newsletter for members
- Case study updates
- One-on-one consultations
- Engagement with associations

C B B C

**Canadian Business &
Biodiversity Council**



Contact us:

**Reg Melanson
Executive Director
Canadian Business and Biodiversity Council
120 Iber Road, Suite 207
Ottawa, ON, K2S 1E9**

**Telephone: 1(613) 722-2090 ex: 242.
Toll-Free: (800) 669-7919
Cell: (613) 203-0063
Fax: (613) 722-3318**

Email: reg.melanson@businessbiodiversity.ca

Web site: <http://www.businessbiodiversity.ca>