



**WE VALUE
NATURE**

Advocating for ambitious nature policies:

How can your company be a positive change-maker?


10-DAY
CHALLENGE


11–24 March 2021


Events and activities for
naturally-smarter businesses



**BUSINESS
FOR NATURE**

 contact@businessfornature.org

 businessfornature.org

 [@BfNCoalition](https://twitter.com/BfNCoalition)



**WE VALUE
NATURE**

Supporting



**CAPITALS
COALITION**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821303

wevaluenature.eu
info@wevaluenature.eu
[@WeValueNature](https://twitter.com/WeValueNature)

VISION 2050

TIME TO TRANSFORM

**25
MARCH**

Register for free [here at www.wbcasd.org](http://www.wbcasd.org)

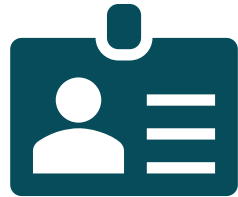
Welcome!



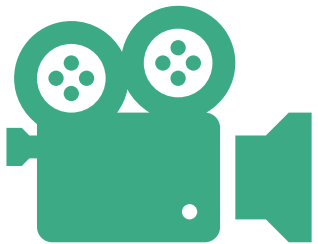
Keep the conversation going in the chat. Feel free to ask questions and make comments.



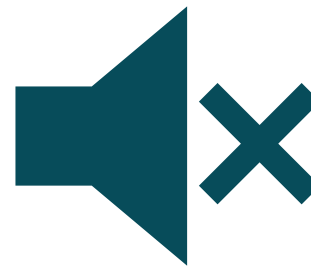
Camera on if possible. We understand though if you have connectivity challenges or would simply prefer to leave it off.



Introduce yourself! Say hi in the chat, and change your name to include your company if possible.






Miss something? We'll share the slides and recording (*discussion and breakouts omitted*).



We hope you'll join today's discussions, but **please stay on mute until you'd like to speak.**

OBJECTIVES OF THIS SESSION

-  Learn about and discuss the role of business in nature-related advocacy
-  Develop ideas for how you and your company can begin advocating for ambitious nature policies
-  Walk away with a network of other business leaders passionate about pushing for positive change

AGENDA

- **Introduction to Business for Nature**

Eva Zabey, Executive Director, Business for Nature

- **Why is advocacy key for creating a level playing field for business to act?**

Thomas Lingard, Global Sustainability Director Climate and Environment, Unilever

- **The Convention on Biological Diversity (CBD). How can companies engage?**

Carmen Thissen, Associate, Business for Nature

Constanza Torres, Advocacy Associate, Business for Nature

- **Breakout rooms**

- **Reconvene and Discussion**

- **Concluding remarks**

WHY NATURE?

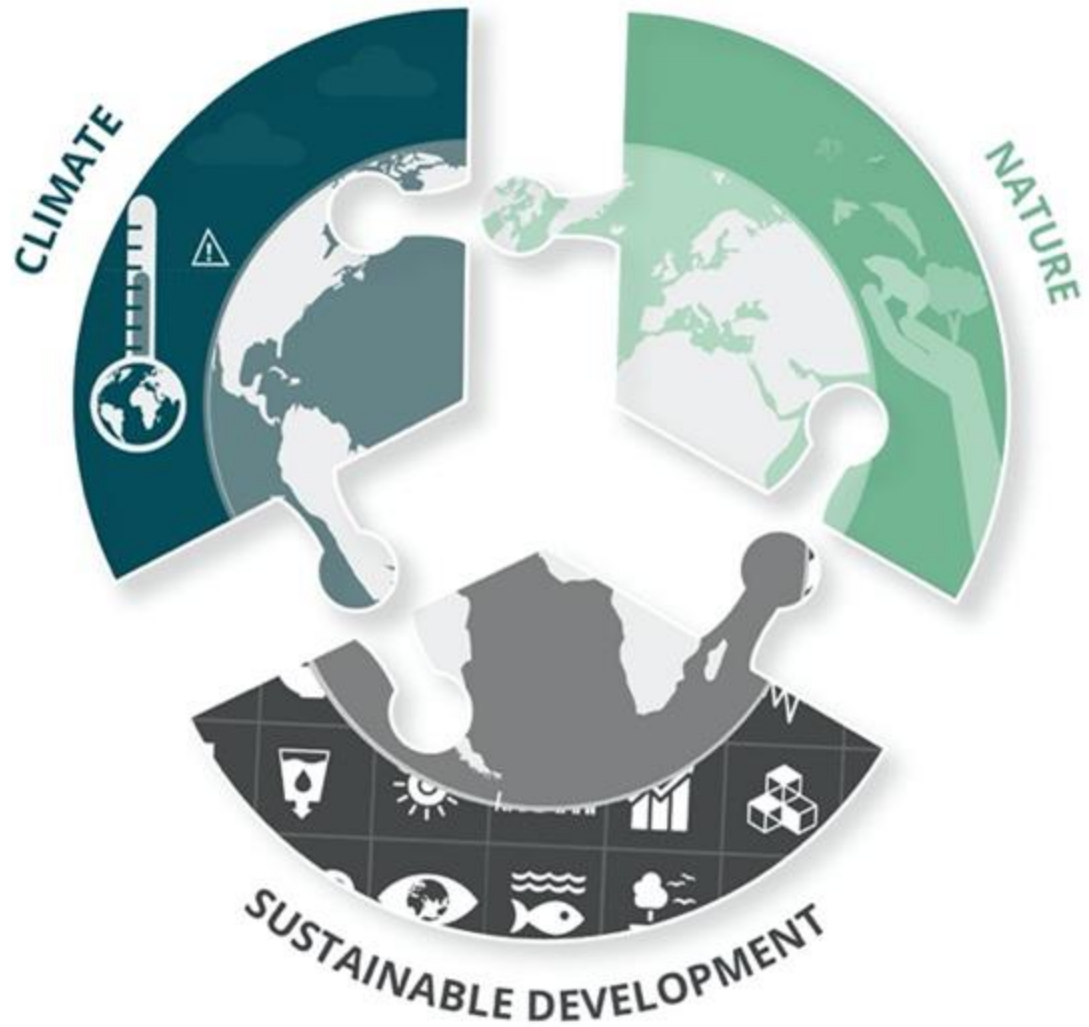
Because **nature is everyone's business.**

- ▶ Every business **relies on nature** – for food, clean water, pollination, fiber, and more.
- ▶ **Nature is at a tipping point** – over half of the world's total GDP is at moderate or severe risk due to nature loss (World Economic Forum, 2020).

In 2021 and beyond, world leaders can forge international agreements on nature to give our societies and economies a chance to become more resilient and to thrive within nature's limits. Businesses must be part of the solution.



AN INTEGRATED RESPONSE FOR A SUSTAINABLE FUTURE



COVID-19 has emphasized how **interconnected** everything is, nature, people, climate, health, food, finance, economy

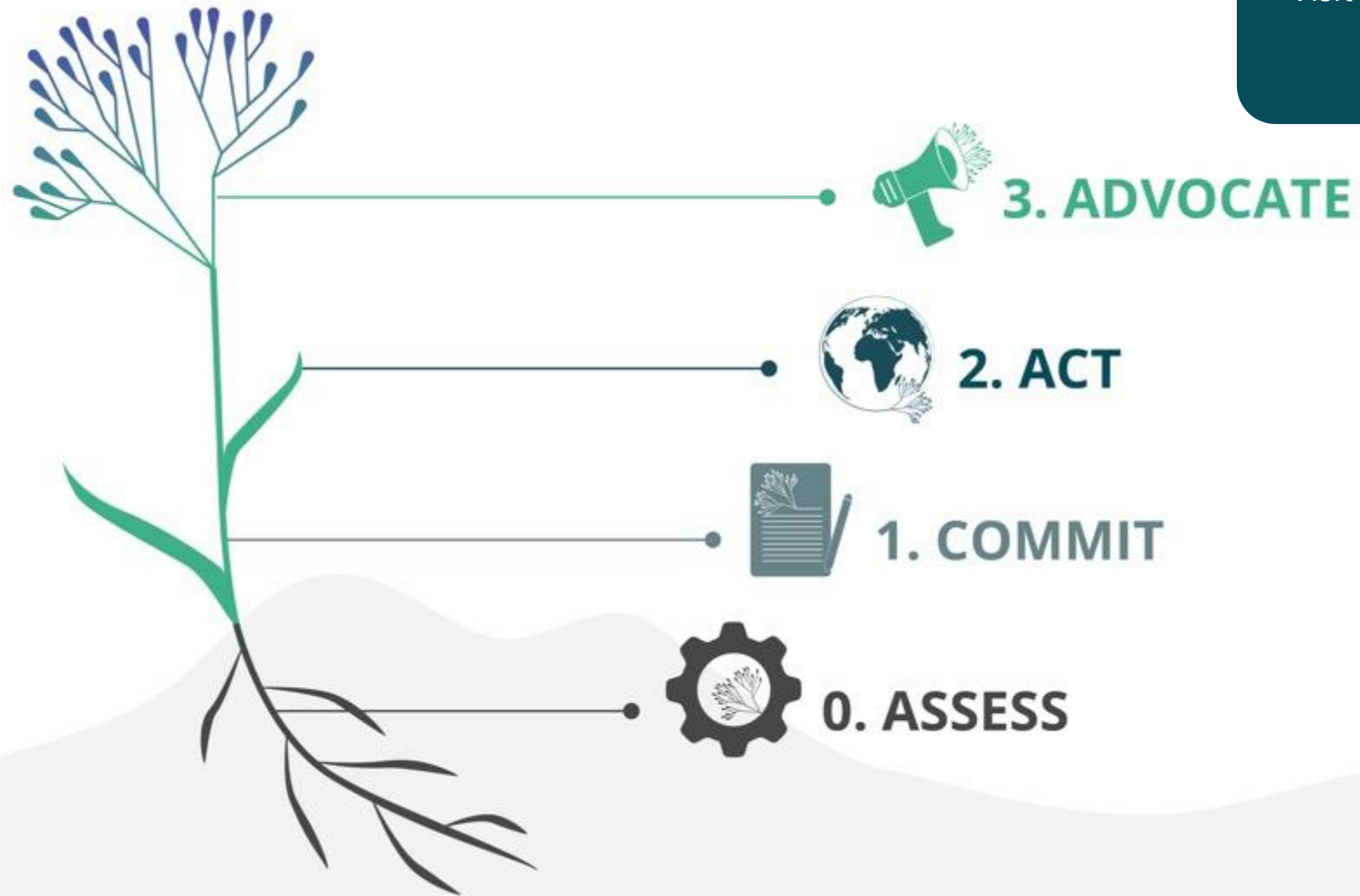
WHO IS BUSINESS FOR NATURE?



Business for Nature is a **global coalition** that brings together business and conservation organizations and forward-thinking companies.

BECOMING NATURE-POSITIVE: **STEPS YOU CAN TAKE NOW**

Visit bit.ly/naturepositive
for more info



WHAT DO **WE AIM TO DO?**

Together, we demonstrate and amplify credible **business leadership** on nature calling for governments to adopt policies now **to reverse nature loss by 2030.**

CREATING A **POSITIVE FEEDBACK LOOP**



Adapted from ambitionloop.org

WHAT IS **ADVOCACY**?

An activity by an individual or group that aims to influence decisions within political, economic, and social institutions.

For example, when someone from your company:

- Meets with a government representative, minister or head of state
- Publishes an Op-ed
- Participates in a trade organization
- Signs up to a call to action
- ...



Companies can advocate in **positive** and **negative** ways

POSITIVE

Advocacy for:

- Domestic violence survivors, insurance coverage for women's health (e.g. [Mary Kay](#))
- Childhood health through physical education (e.g. [Cartoon Network](#))
- Equivalence of technical degrees across international borders (e.g. Hewlett-Packard)
- Ambitious climate and nature policy through coalitions like We Mean Business and Business for Nature

NEGATIVE

Advocacy for:

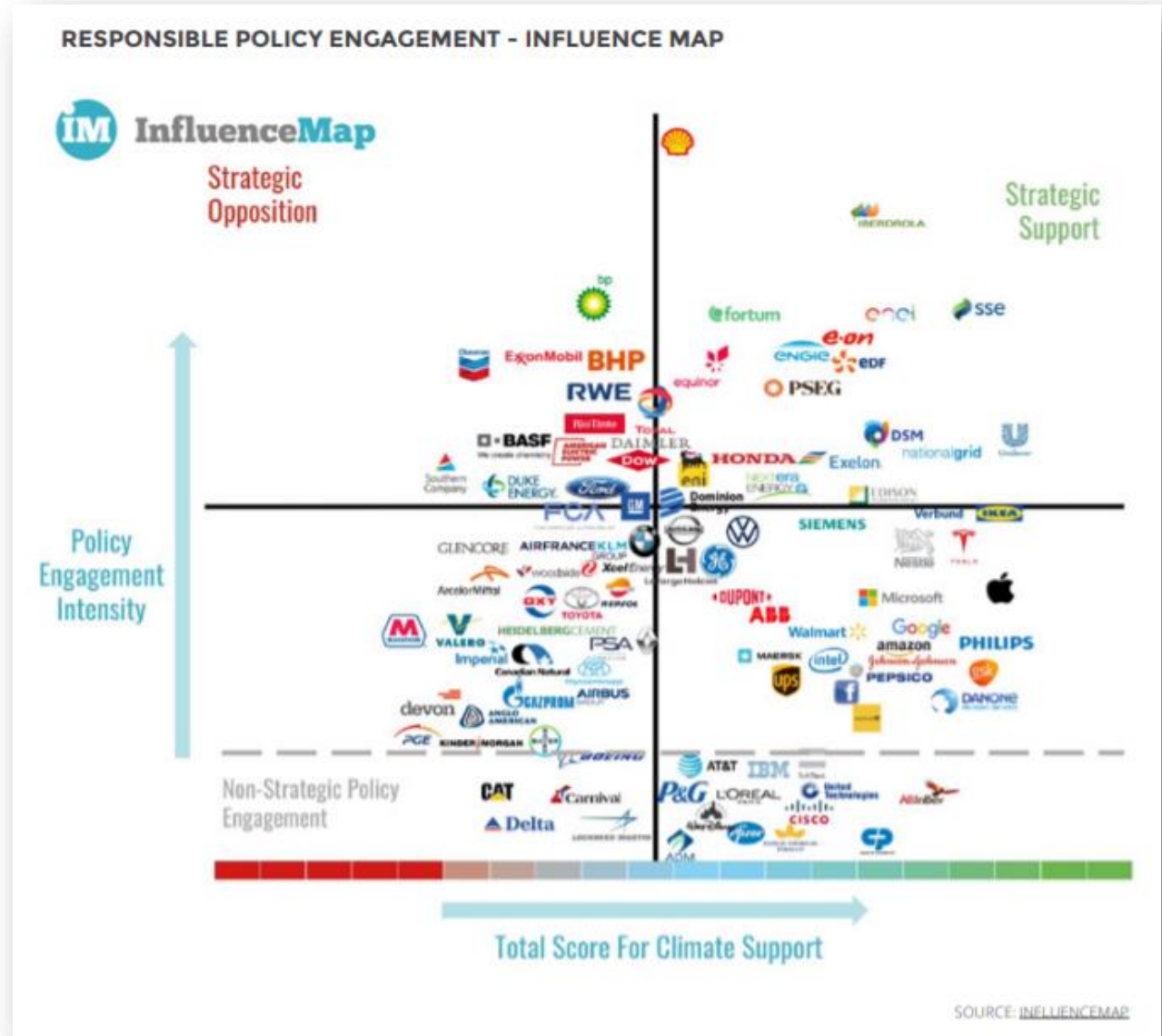
- Halting minimum wage increases
- Regressive product safety laws
- Regressive climate policies, misaligned with the Paris agreement
- Repealing clean air and water laws

CONSISTENCY IS KEY

"We cannot have companies that lobby against climate action, no matter what their reason for doing so." CDP

Do you know where your company is on this graph?

Reference: *Climate Leadership Now, We Mean Business, 2020*



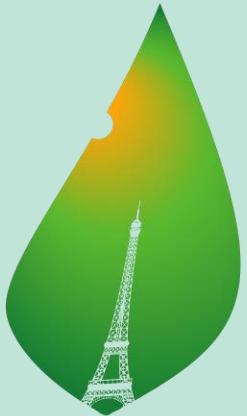
COMPANIES ADVOCATE FOR CLIMATE

"We believe the negotiators can achieve a legally binding agreement [which] needs to include mitigation, adaptation and resilience."

EDF, France

"The company hopes that the United Nations Climate Change Conference, that will be held in Paris in December 2015, will result in an internationally agreed upon framework that will be adopted by countries around the world to limit global warming to below 2 degrees Celsius. The company believes that a legally binding agreement with respect to limiting emissions would be effective in achieving the target reduction in global temperature rise."

Ambuja Cements, India



PARIS2015
UN CLIMATE CHANGE CONFERENCE
COP21·CMP11

AMERICA IS ALL IN

1140 Businesses

At the start of the conference, 75 CEOs joined with the head of the AFL-CIO, which represents 12.5 million American workers, to issue a statement asking for President Donald Trump to rescind his decision to pull the US out of the Paris Agreement.

DANONE POLICY ON ADVOCACY



"Business is at the heart of many of our society's challenges, from climate change to malnutrition to rising inequalities. That is why people today expect more of businesses than ever before. Not just the products and services they offer, but the contribution they make to society too."

**WE MEAN
BUSINESS**
COALITION

COMPANIES ADVOCATE FOR NATURE



BUSINESS FOR NATURE
 Business for Nature inputs on the Zero Draft of the Post-2020 Global Biodiversity Framework

Business for Nature (BfN), a global coalition bringing together influential organizations and forward-thinking businesses, welcomes the opportunity to comment on the Zero Draft of the Post-2020 Global Biodiversity Framework. We congratulate the team on making significant progress, which is well recognized and much appreciated. We also attach a copy of BfN's Policy Recommendations, which have been developed after extensive consultation with partner organizations and companies, and which were launched by CEOs in Davos on 21 January 2020. We look forward to contributing to future discussions and drafts.

In addition, we offer the following comments:

1. General comments

- The document currently focuses strongly on policy and could be strengthened by emphasizing the role of business and finance as part of the solution. The draft framework mainly addresses one of the three key drivers for mainstreaming (as identified in business, finance and civil society) and only mentions in a very limited way as part of the goal. The growing number of commitments and actions that business enterprises to reverse biodiversity loss clearly shows that non-state actors can and should also play their 'good' (including the role of technology and innovation). For example, there is no parallel in UNFCCC's approach with non-state party commitments.
- The theory of change that forms the backbone of the draft framework is helpful focus on key issues (tools and solutions for implementation and mainstreaming) threats to biodiversity, and meeting people's needs). However, the number of goals/targets is still overwhelming and many of the proposed goals/targets need to be much more relevant to drive action in the private sector. Business and financial targets are clearly relevant to the private sector (business and financial) and economic activities, given that there has not been sufficient progress on these. It is clear why the outcome would be different with such a similar approach.
- There is a need to clarify 'who does what?' which was an identified reason for the of the Aichi targets, and also - what exactly should be done? (The Zero Draft (page 6)) by stating conditions, but not what these transformative actions are taken, and we will try to clarify this in relation to the sustainable use of wild species. There will need



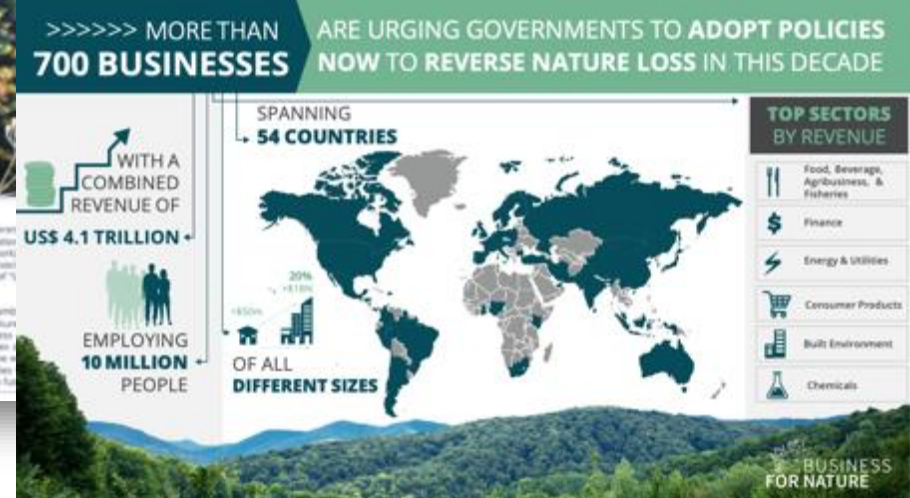
BUSINESS FOR NATURE

A BUSINESS GUIDE TO THE UNITED NATIONS CONVENTION ON BIOLOGICAL DIVERSITY

TOWARDS POST-2020 MOBILIZATION OF #15

NO BUSINESS ON A DEAD PLANET — WHY ADOPTING AN AMBITIOUS POST-2020 GBF MAKES ECONOMIC SENSE

Business for Nature Statement
 OEWG 2 – CBD
 24 February, 2020, Rome, Italy



QUICK POLL

Have you personally been involved in policy/advocacy work with your company?

This could include advocacy on nature, climate, social justice, safety, or anything else.

1. Yes
2. No
3. Somewhat



LET'S HEAR FROM **BUSINESS.**



Unilever

Thomas Lingard

Global Sustainability Director - Climate & Environment, Unilever

QUICK POLL

How familiar are you with the Convention on Biological Diversity and the Post-2020 Framework?

1. Very familiar
2. A bit familiar
3. Not familiar



THE CONVENTION ON BIOLOGICAL DIVERSITY (CBD)

The objectives of the CBD are:

1. **Conservation** of biological diversity
2. The **sustainable use** of its components
3. The **fair and equitable sharing of the benefits** arising from the utilization of genetic resources



Strategic Plan for Biodiversity 2011-2020

THE AICHI TARGETS



Post-2020 Global
Biodiversity Framework

WE NEED AN **AMBITIOUS GLOBAL AGREEMENT ON NATURE**

The **CBD Post-2020 Global Biodiversity Framework** is the equivalent for nature to the **2015 Paris agreement on climate**.

It is expected to be adopted at the next conference (**COP 15**) in **Kunming, China**.



UN BIODIVERSITY CONFERENCE
COP 15 - CP/MOP10-NP/MOP4
Ecological Civilization-Building a Shared Future for All Life on Earth
KUNMING · CHINA

The Framework is expected to:

- ✓ Set the international **ambition** for nature to 2050
- ✓ Adopt a **Mission** for 2030: a “global goal for nature” and targets
- ✓ Adopt a target on **subsidies and incentives**
- ✓ Adopt an approach to **increase financial resources** for nature
- ✓ Promote **mainstreaming** in all decision-making
- ✓ Adopt a stronger **implementation mechanism**
- ✓ Potentially extend access and **benefit sharing** obligations

BUSINESS ENGAGEMENT IS VITAL FOR A SUCCESSFUL CBD COP 15

WE CATALYZE BUSINESS LEADERSHIP TO DRIVE POLICY AMBITION



Available on: www.businessfornature.org/news



A BUSINESS GUIDE TO **THE UNITED NATIONS CONVENTION ON BIOLOGICAL DIVERSITY**

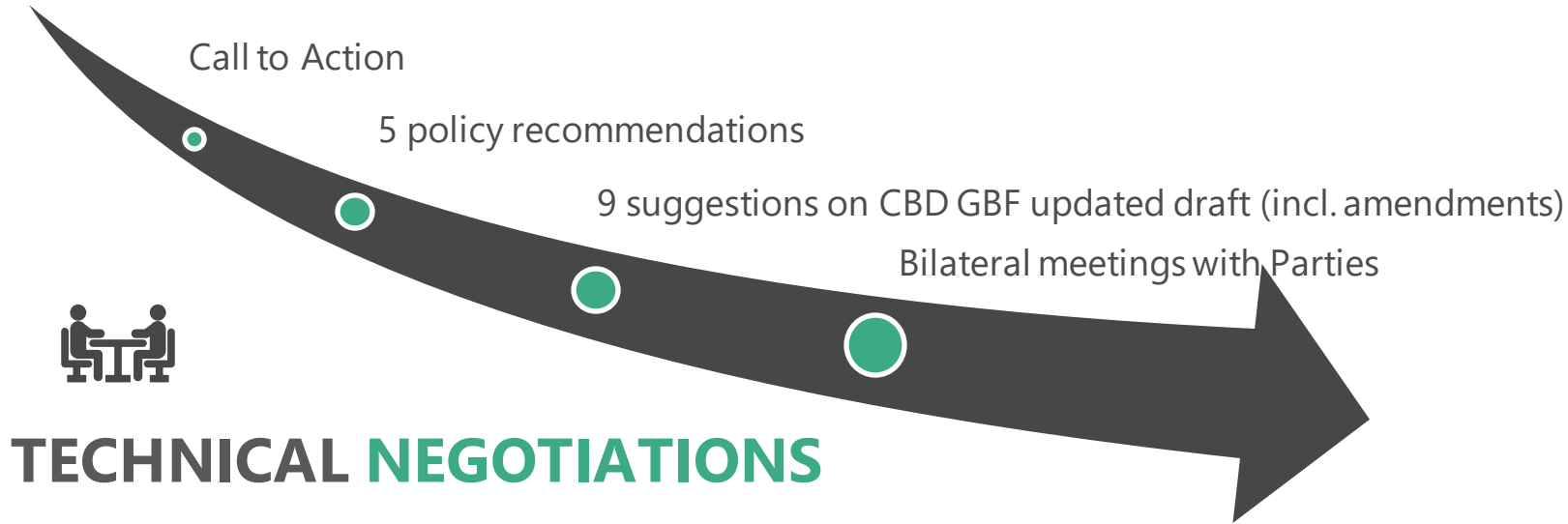
OCTOBER 2020



The United Nations Convention on Biological Diversity (CBD) 15th Conference of the Parties (COP15) will take place in Kunming, China.¹ It is expected to adopt a new Post-2020 Global Framework for Biodiversity (Post-2020 Framework). This framework is intended to include goals, targets and policy directions for our global society over the next three decades which will lead the way to achieving the CBD 2050 vision of “Living in Harmony with Nature”².

RAISING **POLICY AMBITION**

GOVERNMENT **LEADERSHIP**



TECHNICAL **NEGOTIATIONS**



TOP DOWN



INFLUENCE A TRANSFORMATIVE **POST-2020 FRAMEWORK**



BOTTOM UP

BfN POSITION ON CBD POST-2020 FRAMEWORK JAN 2021

BUSINESS FOR NATURE'S SUGGESTIONS TO STRENGTHEN THE CBD POST-2020 FRAMEWORK

[Go to webpage for more info](#)



CBD TECHNICAL WEBINAR - 3 MARCH



Dr Anne Larigauderie
Executive Secretary, IPBES

GLOBAL GOVERNMENT LEADERSHIP IS RISING



Leaders' Pledge for Nature

United to Reverse Biodiversity Loss by
2030 for Sustainable Development

Adopted during the **UN Biodiversity Summit 2020**

Now signed by **84 Heads of State** and EU President

10 commitments, including green recovery, transformative CBD Post-2020 Framework, sustainable production and consumption ...



High Ambition Coalition

Protecting **30% of the planet by 2030**





Launch during the **One Planet Summit 2021**

50 countries commit to **protect 30% of the land and ocean by 2030**

These countries are asking for **this objective to be included in the CBD Post-2020 Framework**

BUSINESS ENGAGEMENT IS VITAL FOR A SUCCESSFUL CBD COP 15

LEARNING FROM PARIS

-  UNIFIED BUSINESS VOICE
-  COMPELLING NARRATIVE
-  ACTIONS AND COMMITMENTS
-  ALIGNMENT ON POLICY ASKS

WE NEED A STRONG BUSINESS VOICE



BREAKOUT ROOMS

Led by Business for Nature team

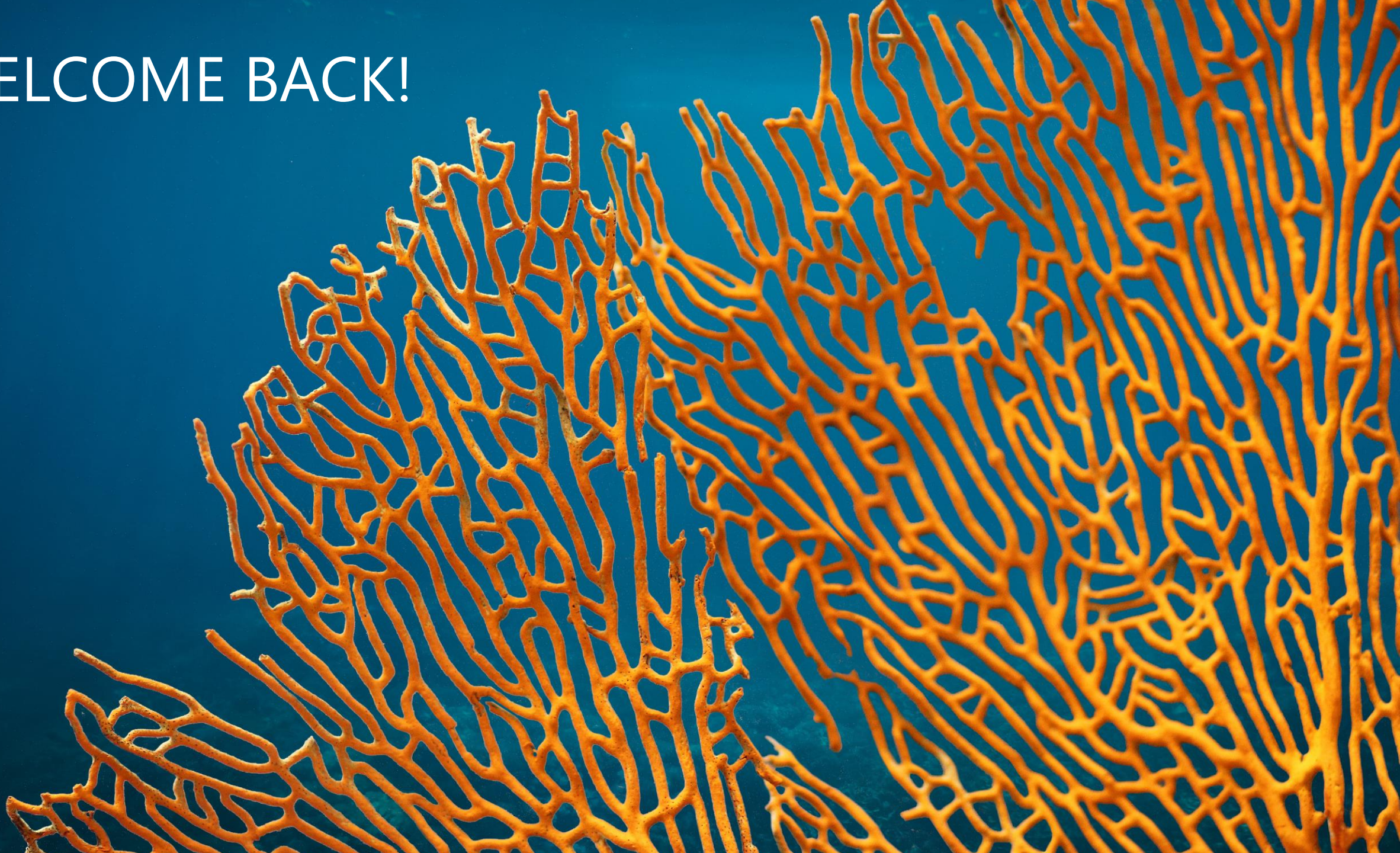
20 minutes



Discussion questions:

1. Do any of your company activities include **advocacy for more ambitious nature policies** (i.e. speaking to governments, etc.)? Do you know? **Do you work with colleagues in your company's government affairs / policy team?**
2. What public policy & regulation would help **overcome challenges your company/sector face to protect and restore nature?**
3. How can we get more **business engagement on advocating for nature?**

WELCOME BACK!



WHAT COMPANIES CAN DO NOW

1. Sign the Call to Action Nature is Everyone's Business
2. Complete our Business engagement survey
3. Raise your voice for nature
4. Attend the CBD events

1- SIGN UP TO THE CALL TO ACTION

to demonstrate the business momentum and level of ambition needed

**NATURE IS
EVERYONE'S
BUSINESS**

**“ Healthy societies, resilient economies and thriving businesses rely on nature.
Governments must adopt policies now to reverse nature loss in this decade.
Together let's protect, restore and sustainably use our natural resources.”**

 **BUSINESS
FOR NATURE**



businessfornature.org

2 COMPLETE OUR BUSINESS ENGAGEMENT SURVEY

Express your interest in engaging in BfN advocacy activities by filling the survey below:

➔ www.businessfornature.org/news/will-your-company-engage

3 RAISE YOUR VOICE FOR NATURE

-
- **Send us a quote of support on our policy recommendations**
- **Publish an Op-ed from your CEO on nature**
- **Share your support on your website and social media**

LinkedIn, twitter (@BfNCoalition) and Facebook.



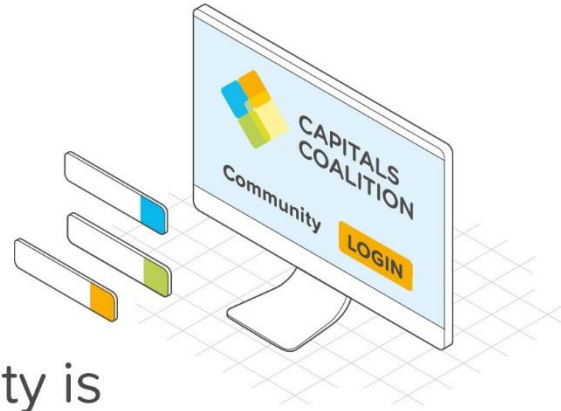
contact@businessfornature.org

4 ENGAGE AT COP15 AND PRE-COP CBD EVENTS

- Tentatively 'save-the-date' and express interest in speaking opportunities



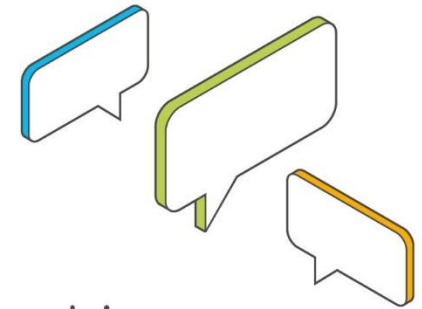
contact@businessfornature.org



The Capitals Community is the networking space for the We Value Nature 10-Day Challenge.

Sign up and join the We Value Nature group to take part in the conversations:

<https://community.capitalscoalition.org>



We want your feedback!

Please share your thoughts on this session and the overall 10-Day Challenge event at:

<https://wevaluenature.eu/Feedback>



BUSINESS FOR NATURE

WE CATALYZE BUSINESS LEADERSHIP TO DRIVE POLICY AMBITION

Thank you!



contact@businessfornature.org



businessfornature.org



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