

# Promotion of business case for Biodiversity in Europe

Vineta Goba, Programme Manager Business and Biodiversity

ECNC-European Centre for Nature Conservation

London, June 3, 2008

# Contents of this presentation

- Introduction to ECNC
- European policy context for Business and Biodiversity
- Addressing biodiversity at the company level
- Characteristics and success factors for Pro-Biodiversity Business
- BTAU and other ECNC projects and activities
- Challenges and priority actions needed for further promotion of Pro-biodiversity business

# ECNC profile

- Public interest foundation, established in 1993
- Devoted to promoting nature conservation within public policy and scientific research
- Mission – conservation of biodiversity in a Pan-European setting
- 20 staff members
- Network partners in 45 countries

# ECNC Business and Biodiversity Programme

- Promotes integration of biodiversity concerns in economic activities
- Promotes development of dedicated instruments for biodiversity investment

# European policy context

- Lisbon process (2000) – to make EU most dynamic, competitive, knowledge-based society in the world by 2010
- Goteburg process (2001) – environmental dimension to Lisbon process, adoption of European biodiversity target to halt the decline of biodiversity by 2010

# European policy context - cntd

- Most of European countries – National Biodiversity Strategy and Action plans
- EU Business and Biodiversity Initiative (2007)
- High level Conference on Business and Biodiversity, Lisbon, Portugal, November 12-13, 2007 – “Message from Lisbon”
- EU currently setting up Business and Biodiversity TA Platform, aiming to bring together public and private sector entities
- German Business and Biodiversity Initiative – announced April 2008, supported by German government, involving more than 20 corporate entities, governmental, NGO’s, academic sector

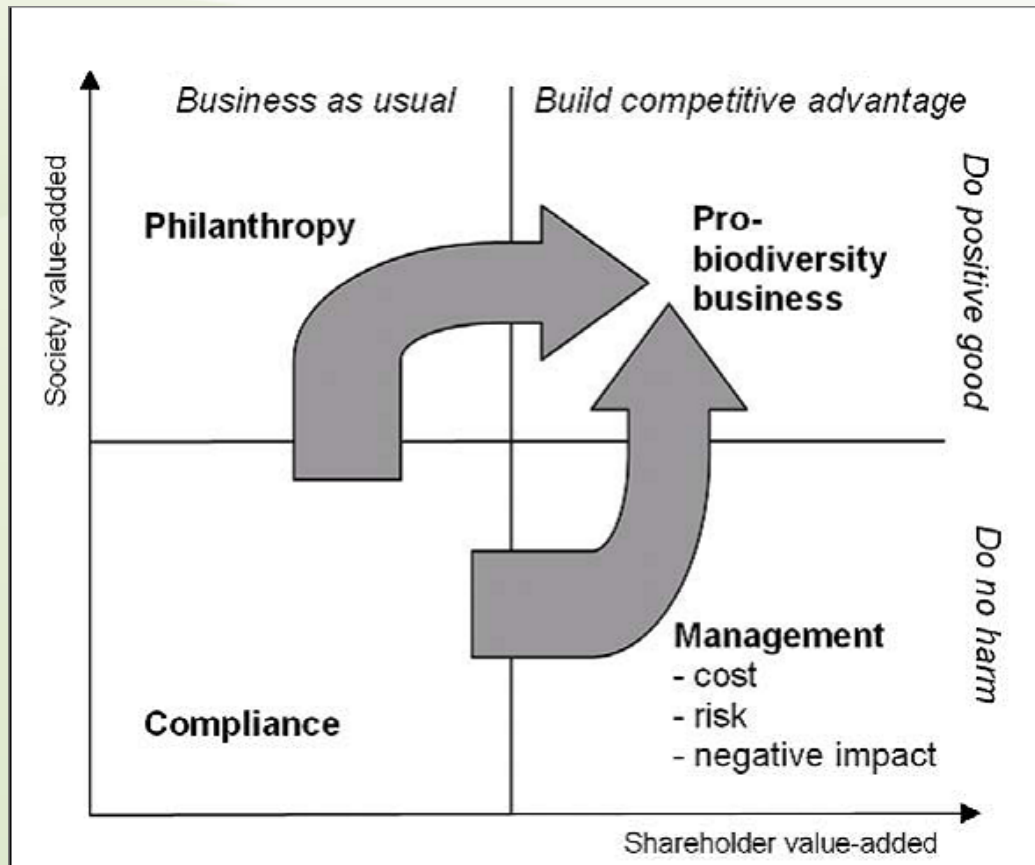
# Involvement of ECNC in Pan-European policy processes

- ECNC – co-author of the Pan-European Biological and Landscape Diversity Strategy
- Since 2002 – ECNC coordinating activities of European Biodiversity Resource Initiative and Task Force on Banking, Business and Biodiversity
- Developed concept of European Biodiversity Finance Facility
- Developed pilot project “Biodiversity Technical Assistance Units in Poland, Hungary and Bulgaria” (2007-2010; funded by EU)

# Some results of EBRI and Task Force

- Created operational framework for bringing together need for biodiversity resourcing and interests of banking community/ IFI's
- Confirmed, that there is potential for biodiversity investments, especially in Central and Eastern Europe
- Brought biodiversity on the agendas of financiers, such as EIB, EBRD, Rabobank, etc.

# Addressing biodiversity at a company level (source: IUCN, 2007)



# Pro-biodiversity business

Pro-biodiversity business generates positive financial and biodiversity benefits.

Sectors include (not limited to):

- Agriculture
- Sustainable forestry/NFTP
- Fishing/aquaculture
- Hunting
- Eco-tourism
- Medicinal plants/Health/Pharmaceutical products

# Pro-biodiversity business - cntd

- Mostly small and micro-enterprises
- In the EU – 23 mln SME's represent about 99% of all EU enterprises and 57% of GDP
- Smaller companies – often possess greater understanding of the dynamics of ecosystem and can more easy achieve win-win for income generation and biodiversity conservation

# Benefits of the PBB development

- Protected area (Natura 2000) management goals
- Regional development goals (provision of jobs and income in rural areas)
- Economic growth (through promotion of investment)
- SME's development (access to investment funding, gained reputation, opportunities for marketing)

# Biodiversity Technical Assistance Units in Poland, Hungary and Bulgaria

- Pilot project funded by EU DG ENV, 2008-2010
- Aims to identify, encourage and provide technical assistance to and develop pro-biodiversity businesses that strive to generate positive financial and biodiversity returns
- Project managed by RSPB, in co-operation with ECNC- European Centre for Nature Conservation and Birdlife partners in project countries (OTOP, MME and BSPB)

# BTAU – results of the first year

- BTAUs set up in 3 countries to identify eligible PBBs and provide TA to prepare investment projects;
- Networks of expertise established;
- Information seminars held/databases prepared;
- Brochure for entrepreneurs, company assessment toolkit, Draft Handbook for Development and implementing Pro-Biodiversity business projects prepared

# Some findings

- Most of pro-biodiversity businesses would be micro and small enterprises;
- Pro-biodiversity businesses can give significant, in some cases even essential contribution to better management of protected territories (Natura 2000 network) and offset some of management costs;
- There is limited and conditional commercial (banking) support for SME's working in biodiversity-connected activities;
- Understanding of the connection between business and biodiversity spheres in government, financial institutions, business associations and conservation bodies remains poor

# Some findings - cntd

- SME's compose large share of total number of enterprises in all three project countries
- In Poland 10% of SME's or about 120.000 thousand of enterprises are biodiversity dependent/potential PBB's; similar figures for Hungary and Bulgaria
- Currently no one financial institution or/and commercial bank provides credit lines which are specifically dedicated to SME's in Natura 2000 areas and which are biodiversity focused

# Examples of eligible PBBs

- Farming in Ostoja Poprazka, Poland
  - Activity - maintaining the open landscape by sheep grazing on mountain meadows
  - Benefits - old indigenous sheep race is preserved, mountain meadows and pasture biodiversity preserved, and environmental objectives of Landscape park supported
  - Investment needed to expand the scale of production and to sell regional products based on local biodiversity

# Examples of eligible PBBs - cntd

- Medicinal plants cultivation in Plovdiv, Bulgaria
  - Main activity – cultivation and collection of medicinal plants and herbs in high nature value areas, incl. Central Balkan National Park and Strandja Nature Park
  - Most of production exported to the Netherlands, Germany, France, to regular customers
  - Organic certification
  - Investment needed for purchase of land and production equipment, upgrade of distillery, new technology for processing raw materials

# Success factors to sustainable SME development in combination with biodiversity conservation

- Investigations of consumer demand
- Marketing activities (labelling of products, etc.)
- Adhering to recognised standards/obtaining certification
- Efficient distribution chains
- Ensuring sufficiently trained and skilled staff
- Developing specifically required infrastructure
- Networking with SME's with similar goals/the same chain of production, to ensure co-operation/transfer of knowledge

# Current challenges

- To enhance market oriented biodiversity conservation
- To increase sustainable use of ecosystem services
- To demonstrate, that pro- biodiversity business can create a good living and livelihood for local communities
- To develop partnerships and knowledge sharing at pan-European, national and local levels, in order to facilitate biodiversity investments

# Priority actions required

- Governments should create the right conditions through policy frameworks, legislation and financial incentives
- Business leaders to lead promotion of biodiversity and the sustainable management of ecosystems
- Financial institutions should create biodiversity relevant investment schemes, which go beyond mitigation measures

# Thank you!

Vineta Goba  
Programme Manager  
Business and Biodiversity  
goba@ecnc.org