



IUCN – Private sector relations 2009-2012

30 June 2008

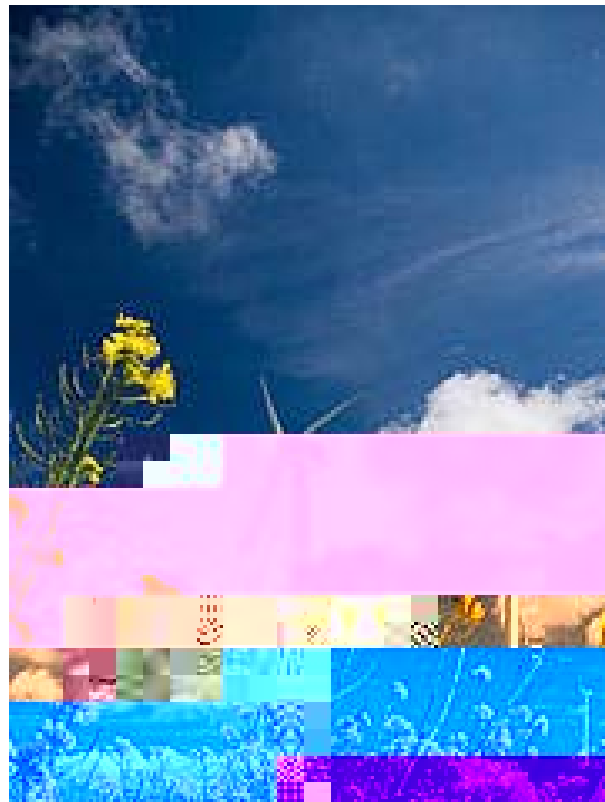


Table of contents

Executive summary	1
Introduction.....	6
Rationale and approach.....	6
Lessons and trends	9
IUCN private sector relations, 2009-2012	10
Vision	10
Overall goals	10
Approach.....	10
Programme results.....	12
Global result 1.1	12
Global result 1.2	13
Global result 2.1	14
Global result 2.2	14
Global result 3.1	15
Global result 3.2	15
Global result 4.1	16
Global result 4.2	17
Global result 5.1	17
Global result 5.2	18
Monitoring, reporting and evaluation	21
Annex 1. IUCN principles for engagement with the private sector	22
Annex 2. Managing risk	23

Executive summary

IUCN recognizes that conservation can only succeed if attention is given to the underlying causes of biodiversity loss, and actions are taken to influence the direct drivers of this loss. The global economy is a particularly potent driver of biodiversity loss.

This paper is IUCN's response to Resolution 3.060 from the 3rd World Conservation Congress, which invited the Director General to submit a detailed proposal for IUCN-private sector relations to the 4th World Conservation Congress.

More and more people and organizations see business engagement as a conservation imperative. The Strategy and Operational guidelines for work with the private sector that have been agreed and published in 2004 and 2006 respectively enable IUCN to respond to this challenge while protecting its credibility against the risk of "greenwashing". Within the conservation community, IUCN is now at the forefront of influencing the private sector to contain its environmental footprint and to mainstream sustainability.

	include environmental criteria.	
	At least 4 companies investing in the maintenance of ecosystem services.	Business and Biodiversity
	At least 2 renewable energy investment schemes incorporate biodiversity and ecosystem services. Private sector and State companies active in the alternative energy	Caribbean

	natural resources sustainably.	
	Decisions on use of natural resources increasingly based on recommendations provided by SSC.	
	At least 4 economic sectors implement good practices for the valuation of environmental goods and services.	SUR
	Regional model of “Waqf” endowment for sustainable environmental financing is established and adopted by IUCN.	WAME
	The private sector incorporates ecosystem friendly policies in their business development strategies in key countries.	
	New approaches of trading systems favouring small and local producers – in particular women entrepreneurs – are developed and adopted in at least 3 countries.	
	Investments in and incentives for sustainable use of watershed services and the equitable distribution of derived benefits.	Water

Private sector engagement is a relatively new concept. It refers to the involvement of private companies and organizations in conservation efforts. This can take many forms, such as providing funding, expertise, or resources. Private sector engagement can be a powerful tool for conservation, as it can help to address the financial and technical challenges that often face conservation organizations. However, it is important to ensure that private sector engagement is done in a way that is transparent, accountable, and aligned with conservation goals. This can be achieved through the development of clear guidelines and standards for private sector engagement, as well as through the establishment of independent monitoring and evaluation mechanisms.

IUCN private sector relations now build on a strong foundation laid over the past several years. After decades of issue-specific involvement, IUCN, in 1996, embarked upon a more comprehensive approach, creating an Economics Unit, which has evolved into today's Business and Biodiversity Programme (BBP). Since its re-organization in late 2003, the BBP has significantly grown in both

In **green enterprises**, frustration with ineffective governmental and multilateral approaches to biodiversity and business has led to a search for new ways to align private and public interests in ecosystem conservation. New ventures such as eco-tourism, market-based conservation

IUCN private sector relations, 2009-2012

Based on the afore mentioned background and rationale, and its private sector strategy, the overall IUCN programme plan for 2009-2012 (draft) provides the framework for the private sector work in the future. The programme plan is premised on the need and urgency to promote biodiversity conservation with the private sector as well as with governments and civil society. It identifies 'Conserving Biodiversity as the core programme area of IUCN work that is underpinned by four thematic programme areas: Changing the Climate Forecast; Naturally Energising the Future, Managing Ecosystems for Human Well-being; and Greening the World Economy. While the last thematic area directly speaks to the issues of markets and private sector, the others too will require significantly increased engagement with the private sector if the programme objectives are to be realized. This consideration inspires the definition of ensuing vision, objectives and results for the IUCN private sector work and relations.

Vision

In 2004, IUCN adopted an overall strategy to enhance its interaction with the private sector (r

The key elements of IUCN approach for its private sector work include:

- (a) Producing cutting-edge knowledge and know-how through applied research, and bringing objective science to bear on policies
- (b) Solving real-life problems by experimenting with pilot projects and demonstrations to apply new knowledge to specific situations and needs
- (c) Fostering new approaches to empower constituencies to develop and put in practice solutions for sustainability
- (d) Establishing common standards for approaches, services and products to enable quality control, adaptation and scaling up
- (e) Developing tools for the conservation and sustainable use of ecosystems
- (f) Promoting more enlightened decision-making by enabling the use of these standards and tools in different geographies and across different scales.

IUCN will seek to deliver its results of influencing the private sector through a multi-faceted strategy , drawing on the strengths of the entire Union. The Business and Biodiversity Programme will provide the overall substantive coordination, as well the space and support for initiating and nurturing new relationships. Work with the private sector will be carried out broadly in the IUCN Global Thematic Programmes, Regional and Country Offices and Commissions, often jointly, and preferably involving the relevant and interested parts of the Union's Membership. The IUCN Secretariat in general, and the Business and Biodiversity Programme in particular, have a vital role to play in making this happen. The Business and Biodiversity Programme will liaise closely with the Strategic Partnerships Unit, but will maintain its focus on substantive engagement of business for the delivery of IUCN Mission, distinct from corporate fund-raising, which will remain the responsibility of Strategic Partnerships Unit.

IUCN will seek to further expand the interface and trust between the business and conservation communities, as a fundamental approach for delivering IUCN's mission. A partnership approach,

It is within this policy and programme framework, that different IUCN's component programmes have identified specific activities with regard to its work with the private sector for them to pursue during 2009-2012. These are detailed later in this document.

policy environment in which businesses can not only fulfill their obligations for nature conservation, but can also find the motivation and encouragement for positive contributions to the environment. To this end, IUCN can usefully collaborate with others to develop relevant policy advice, and to create, adapt and disseminate tools required for policy implementation. The convening ability of IUCN, its extensive network, and its wealth of conservation knowledge will be useful means to deliver on this promise.

1.1 Biodiversity-related policies and governance systems enable

Global result 2.1

Companies are preparing for a carbon constrained future in which they will be obliged to offset those

Global result 3.1

The world is at a point of transition in terms of energy futures. In developed countries, aging energy infrastructure is due for change. In developing countries burgeoning demand is driving investments in energy capital. The companies providing energy solutions for today and the future are being asked to manage their impacts on biodiversity. This has long been the case for the oil and gas sector which has developed sophisticated tools for managing biodiversity issues. These tools now need to be driven down throughout operations – bridging the gap between rhetoric and reality – and expanded out to companies emerging from new global players such as China, Russia and India. But as the world moves away from fossil fuels to alternative energy options, the conservation community must be prepared to act to ensure that biodiversity and ecosystems are not undermined by alternatives coming on the market. Here the need is to raise understanding and awareness of biodiversity risks, and work

5.1 Economic, trade and investment policies better integrate biodiversity values: Private sector-related results	Component Programme	Result Code
---	----------------------------	--------------------

Finance sector companies address biodiversity conservation risks and

a real commitment to change in mainstreaming the environment in their activities. IUCN will work to support full integration of biodiversity concerns and opportunities into business planning at all scales.

5.2 Companies, industry associations, and consumer groups incorporate ecosystem values into planning and action: Private sector-related results	Component Programme	Result Code
At least 5 private sector companies in Asia integrate Corporate Social and Environmental Responsibility principles, including Green Equity Criteria in their business practices.	Asia	AS-5.2.1
At least 4 multinational agri-food companies implement procurement policies for 5 food products that prioritize and reward micro, small and medium enterprises (with a special focus on those with a community link) for sustainable ecosystems management.	Business and Biodiversity	BB-5.2.1
Five or more hotel chains include biodiversity conservation standards in their siting decisions and operations.	Business and Biodiversity	BB-5.2.2
Five tourism operators include in their tourism offers community-run tourism services that have conservation benefits.	Business and Biodiversity	BB-5.2.3
Markets for payments for ecosystem services are pilot tested in 4 ecosystems/landscapes.	Business and Biodiversity	BB-5.2.4
At least 5 companies in large footprint industries are effectively managing the impacts from their operations on ecosystems.	Business and Biodiversity	BB-5.2.5
At least 20 partner government institutions, businesses or conservation organizations have enhanced capacity in addressing business and biodiversity challenges.	Business and Biodiversity	BB-5.2.6

Biodiversity conservation and ecosystem values integrated in corporate

Companies, industry associations and consumer groups incorporate gender criteria into planning and action.	Gender	GE-5.2.1
--	--------	----------

Monitoring, reporting and evaluation

Each component programme is responsible for monitoring progress with respect to each of its programme results. In addition, the Business and Biodiversity Programme will take responsibility for monitoring and reporting on IUCN's overall work with the private sector, and will arrange for programme evaluations and independent reviews to provide feedback on performance and to capture lessons learned.

At the start of the intersessional period, a baseline will be established against which progress can be measured. Monitoring will be decentralized and continuous throughout the four-year period. Two years

