

Green goes mainstream: biodiversity is climbing the corporate agenda

Companies with 'Net Positive Impact' on Biological Diversity are Winners in Resource-Constrained World

One in four global CEOs sees biodiversity loss as a strategic issue for business growth. American and African CEOs are most concerned about impacts of biodiversity loss on business growth prospects—European CEOs are least concerned.

The Economics of Ecosystems and Biodiversity (TEEB) for Business Report

13 July, 2010--Business leaders in biodiversity-rich developing economies are concerned about

risks, realities and opportunities will increasingly define their profitability; corporate profile in the market-place and the overall development paradigm of the coming decades on a planet of six billion, going to over nine billion people by 2050”.

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In another recent report by the World Business Council for Sustainable Development, business leaders expressed their vision of a sustainable future, which include “prices that reflect all externalities: costs and benefits” (WBCSD Vision 2050).

Steps in this direction are already being taken, as evidenced by the growth of markets for biodiversity and ecosystem services. Market data compiled by Forest Trends and the Ecosystem Marketplace showed:

- x The certified agricultural products market was valued at over US\$ 40 billion in 2008 and may reach up to US\$ 210 billion by 2020.
- x Biodiversity offsets, such as wetland mitigation banking in the United States and ‘bio-banking’ in Australia, are predicted to rise from US\$ 1 billion in 2008 to US\$ 10 billion in 2020.
- x Bio carbon/forest offsets including REDD are expected to rise from just \$1 billion in 2006 to over US\$ 10 billion in 2020.

Starting today, businesses can show leadership on biodiversity and ecosystem services by:

1. Identifying their impacts and dependencies on biodiversity and ecosystem services
2. Assessing the business risks and opportunities associated with these impacts and dependencies
3. Developing BES information systems, set targets and report results
4. Taking action to avoid, minimize and mitigate BES risks
5. Grasping emerging BES business opportunities
6. Integrating BES actions with wider Corporate Social Responsibility initiatives
7. Engaging with business peers and stakeholders to improve guidance and policy

The TEEB for Business report will be launched at the first Global Business of Biodiversity Symposium on 13 July at the Excel Centre, London <http://www.businessofbiodiversity.co.uk/>

Notes to editors:

The TEEB for Business report is available at [www.teebweb.org](http://www.teebweb.org)

The lead authors and editors of the TEEB for Business report include staff from Business for Social Responsibility (BSR), Earthmind, the Global Reporting Initiative (GRI), PricewaterhouseCoopers (PwC), the International Union for Conservation of Nature (IUCN), United Nations Environment Programme

Development; Norway's Ministry for Foreign Affairs; The Netherlands' Interministerial Program Biodiversity; and the Swedish International Development Cooperation Agency.

For More Information Please Contact

Georgina Langdale, Communications, TEEB

Tel: +49 1707 617 138

Email [Georgina.Langdale@unep.org](mailto:Georgina.Langdale@unep.org)

Brian Thomson, Media Relations and Campaigns, IUCN

Tel: + 41 22 999 0251 Mobile: +41 79 721 8326

Email [Brian.Thomson@iucn.org](mailto:Brian.Thomson@iucn.org)

Or Nick Nuttall, UNEP Spokesperson/Head of Media

Tel: +254 733 632755

Email [nick.nuttall@unep.org](mailto:nick.nuttall@unep.org)