



Agenda

15:00 – 15:10

Opening Remarks

[Julia Marton-Lefèvre, Director General, IUCN](#)

15:10 – 15:20

Market Solutions for Environmental Scarcity

[Andrei Marcu, Senior Vice President, Head of Regulatory and Policy Affairs, Mercuria Energy Group](#)

15:20 – 15:30

The Business Case for Biodiversity in Switzerland

[Robert Lamb, Senior Policy Advisor, Federal Office for the Environment \(FOEN\)](#)

15:30 – 15:40

The New “Big Plan” for Nature – What Does It Mean for Business?

[Jane Smart, Director of Biodiversity Conservation Group, IUCN](#)

15:40 – 16:10

The Economics of Ecosystems and Biodiversity: Implications for Business

[Joshua Bishop, Chief Economist, IUCN](#)

16:10 – 16:30

TEEB – The Business Community’s Echo

[Thomas Scheiwiller, Senior Partner, PwC Zurich](#)

16:30 – 17:30

Next Steps for Business and Biodiversity in Switzerland

[Moderated Discussion](#)

17:30 – 18:30

Cocktail Reception

The Business Case for Biodiversity

The global loss of biodiversity – the variety of genes, species and ecosystems that constitute life on Earth – has become one of the major challenges of the 21st century. The concern for biodiversity is integral to sustainable development, competitiveness, economic growth, and improved livelihoods. The private sector plays a critical role in determining how biodiversity is used and conserved.

The business case for biodiversity is based on a company's need to access natural resources, obtain a legal and/ or social license to operate, access capital, insurance, and consumer markets, and attract and retain good employees. Very often, businesses' supply chains depend on functioning ecosystems hence on a service which they currently get for free. For industries that depend on or heavily impact biodiversity, access to resources, capital and markets is becoming increasingly dependent on a company's reputation, biodiversity record and management practices.

Biodiversity will become more and more relevant as a risk, as societal expectations and government regulations with regard to biodiversity management increase. There are clear benefits to businesses stemming from improved environmental performance. Companies that manage their biodiversity-related risks effectively, by means of good biodiversity practices, may benefit

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[Julia Marton-Lefèvre, Director General, IUCN](#)

Julia Marton-Lefèvre has a longstanding interest in humanity, science, the environment and education, and has served on numerous boards, councils and committees. Previously, she was rector of the University for Peace, a graduate-level international university mandated by the United Nations and providing education, training and research on issues related to peace and conflict. Earlier offices include executive director of Leadership for Environment and Development International, a programme to bring together and train mid-career leaders worldwide in improving their leadership skills around sustainable development, and executive director of the International Council for Science, which brings together scientific academies and unions to promote scientific activities for the benefit of humanity. Julia has also co-authored numerous books and papers.

[Andrei Marcu, Senior Vice President, Head of Regulatory and Policy Affairs, Mercuria Energy Group](#)

Andrei Marcu joined Mercuria Energy in September 2009. In his role as Head of Regulatory Affairs, Environment and Climate Change he develops strategic relationships and new business opportunities for the company, provides advice on major regulatory and policy developments to the desk and senior management and represents the companies with outside stakeholders. Mr. Marcu has been one of the corporate sector pioneers in the area of climate change, greenhouse gas (GHG) markets and related areas of sustainable development. Since 1993, Mr. Marcu has been actively involved in many areas of climate change related initiatives, including as Chief Executive Officer of BlueNext, the environmental exchange, based in Paris.

[Jane Smart, Director of Biodiversity Conservation Group, IUCN](#)

Jane Smart is Director of IUCN's Biodiversity Conservation Group and Head of the Species Programme. The Biodiversity Conservation Group comprises the Species Programme, Protected Areas Programme, Global Marine Programme as well as the Invasive Species Initiative. Jane also takes a lead role in facilitating work to implement the Core Programme Area of IUCN's Programme (2009-2012). As Head of the Species Programme Jane is responsible for around 35 staff based in Switzerland, Washington DC, US and Cambridge, UK and is responsible for managing the compilation and production of The IUCN Red List of Threatened Species™. She is focal point for the Species

Survival Commission. Jane trained as a botanist and began her professional life as a plant ecologist. In 1989 Jane founded Plantlife International, becoming its first Chief Executive. In 1993, she initiated Planta Europa, the network of organizations working for plant conservation across Europe. Prior to joining the IUCN Secretariat Jane was Chair of the IUCN UK National Committee, as well as a long standing member of the IUCN SSC Plant Conservation Committee. In 2003 she was awarded the OBE for services to international conservation.

[Joshua Bishop, Chief Economist, IUCN](#)

Joshua Bishop is a natural resource and environmental economist. In his current position at IUCN, Bishop seeks to promote economically-efficient approaches to nature conservation, while presenting the case for conservation

The Event is Co-hosted by

[IUCN, International Union for Conservation of Nature](#), is the world's oldest and largest global environmental network - a democratic membership union with more than 1,000 government and NGO member organizations, and almost
