

WORKSHOP D

Business & Biodiversity Partnerships (B&B)

Ingredients for successful partnerships

- Proper incentives are key for successful B&B partnerships as well as linking them to the business targets.
- Mutual trust and respect to each other's points of view.
- Ability to commit to joint targets.
- Communication between all actors is essential.
- Companies look for partnerships at global and local level, including all three pillars: social, economic and environmental aspects.

RECOMMENDATIONS FOR THE WAY FORWARD

- A clear EU regulatory framework is required which supports biodiversity conservation and is not obstructive. A clear package of legal and fiscal incentives should be established to promote biodiversity conservation. Regulation should aim to eliminate the problem of “free-riders”.
- There should be forest carbon credit allowed in the EU.
- Encourage subsequent EU presidencies (Slovenia and France) to continue this B&B initiative well beyond 2010.
- Communicate the messages of partnerships and the importance of biodiversity in business activities to the member states which hold the permitting and regulatory responsibility in many cases.
- Design and implement a communication and awareness programme on biodiversity considerations amongst all stakeholders and constituencies.
- Establish peer groups and networks to help governments at the local level. Promote partnerships through secondments between companies and other organizations.

- Valuation of ecosystem services is a priority for the business community to help in making a case for biodiversity conservation, with special attention to remaining wilderness areas.
- Partnerships should also be made with academia as well as with NGOS and Governments.
- Since biodiversity is a global issue the EU should promote solutions at the global scales, take a holistic approach considering all dimensions of the problem and continue to promote commitments and management of natural resources and ecosystems in a sustainable way beyond 2010.
- Secure financing to stimulate replication of best practices, innovation and creativity, making biodiversity core business and to promote private-public partnerships. It was recommended to establish a fund with a 1% contribution of profit from businesses to strengthen capacity for biodiversity conservation.
- The technical assistance unit of the Commission should draw up a shortlist of outcome indicators that companies and governments could be used to measure success regarding their efforts in biodiversity conservation.