

*act*4nature
Business for Biodiversity

act4nature Why commit to *act4nature*?

- **Anticipate/respond social demand**
 - 90 % people worried about biodiversity loss (YouGov 2018);
 - 5 alarming regional **IPBES** reports, first synthesis on May, 6th 2019
- **October 2020 COP15 in China expected to make history: business interest is to participate to this success**
- *act4nature* is a **ready-made initiative built by business**
 - Several companies and partners already engaged
 - Pledge is adapted to all businesses
 - Scientifically solid, recognized by stakeholders
- **Strong benefits in the longer term**
 - Learning by doing: risks and opportunities;
 - Connect climate change and biodiversity action;
 - Mobilise your employees, encourage bottom-up approach;
 - Build a stronger business legitimacy on biodiversity.

10 common commitments

+

Specific individual commitments

-  Specific
-  Measurable
-  Additional
-  Realistic
-  Time-bound

Signed by CEO

SMART

Progress-oriented approach

More specifically, we the signatories undertake to:

- 1 Integrate biodiversity into our corporate strategy, founding our action on available scientific knowledge;
- 2 Engage in dialogue with all our stakeholders regarding their expectations and our impacts, actions and progress;
- 3 Assess the various components of biodiversity of concern to us, using direct and indirect impacts indicators, risk and performance indicators and, when relevant for decision making purposes, assess in economic terms our impacts as well as our reliance on smoothly functioning ecosystems;
- 4 Promote the progressive integration of biological diversity into decisions throughout our value chains, from the production of natural raw materials to the final stage of our products life cycle after use by consumers;
- 5 Primarily avoid, reduce and ultimately offset our impacts, by seeking on a case-by-case basis no net loss as a bottom line and even a net gain of biodiversity⁽⁴⁾ in our activities and geographical areas of influence, and by factoring in the need for ecosystems to adapt to climate change;
- 6 Give priority to the development of Nature-based Solutions⁽⁵⁾, ensuring that they are implemented in a science-based and biodiversity-friendly manner, and promoting a certain variety in such solutions;
- 7 Incorporate biodiversity into our dialogue with policymakers so that this issue is progressively embedded into public policies. When invited to do so, contribute to the national biodiversity strategies of countries where we operate;
- 8 Raise awareness of and train our employees in biodiversity and its relation to their jobs. Promote and encourage nature-friendly initiatives by them and provide due recognition to such actions and practices;
- 9 Mobilise resources and establish appropriate partnerships to support and monitor our actions taken in the field;
- 10 Publicly report on the implementation of these commitments and of our individual commitments set out below.

Moreover, we call on other organisations across all sectors to join us in making and fulfilling these commitments. The individual undertakings set out below take stock of these collective commitments based on our respective activities.

Cristiana Pasca Palmer
10 juillet · G

(English follows)
La réponse extraordinaire des sociétés françaises à #act4nature démontre bien que les entreprises profitent de plus en plus des occasions qui leur offrent des consommateurs plus sensibilisés que jamais de contribuer à un monde où, les gens, le secteur des affaires et la biodiversité sont en plein essor. Leurs gestes confirment que la conservation et la durabilité basées sur la diversité biologique sont rentables. Les efforts que nous avons entrepris avec des partenaires multiples, les gouvernements, le secteur privé, la société civile et ses citoyens feront de la vision 2050 pour la biodiversité une REALITÉ.

The tremendous response by French companies to #act4nature demonstrates that businesses increasingly seize the opportunities offered by growing consumer awareness to contribute to a world in which people, business and biodiversity thrive. Their actions also show that conserving and sustainably using biodiversity is smart business. Working together among multiple partners- governments, the private sector, civil society and citizens - we WILL make the 2050 Vision for biodiversity a reality.
<http://www.act4nature.com/>



IPBES @IPBES

Anne Larigauderie, Exec Sec of @IPBES, addressing the #Act4Nature event in Paris: 65 major #French companies launching new #biodiversity charter. Action by these companies = part of both International and French priorities, therefore of particular importance.

Traduire le Tweet

WBCSD @wbcscd - 10 juil.

Congratulations to the 65 signatory companies of #Act4Nature in #France an initiative designed to protect #biodiversity and the signature of collective and individual commitments. @epe_0300 #act4nature act4nature.com

Traduire le Tweet



La valeur ajoutée du secteur privé pour les ODD

Pierre Victoria est intervenu dans une session sur « la valeur ajoutée du secteur privé dans le dialogue politique ». Il a montré, à travers 3 exemples concrets, comment catalyser les investissements, les innovations et les expertises du secteur privé pour mettre en œuvre les ODD.

- dans le secteur de l'eau : le mise en place d'un cadre d'action réfléchi et largement défini pour l'accès à l'eau et l'assainissement.
- imaginer des solutions mixant innovations techniques, économiques, sociales et contractuelle pour enrichir une dynamique collective : à Durban en Afrique du Sud, Vella a proposé une solution à la collectivité pour recycler 98% des eaux usées de la ville de Durban et les revendre aux industriels, les agriculteurs et les particuliers sur la base de la responsabilité élargie du producteur.
- créer des dynamiques collectives au niveau du secteur privé pour mobiliser à une large échelle : l'initiative française #act4nature pour la Biodiversité, impliquant 65 PDG de grandes entreprises en est une illustration.



Pour Pierre Victoria, "les ODD constitueront un cadre d'action pour les entreprises à condition que la définition des cibles soit précise et les indicateurs de suivi partagés par tous les acteurs".

Commissioner Vella speech at UN Global Business & Biodiversity Forum, Sharm El Sheikh, Egypt

example is *act4nature* – a business driven pledge and commitment initiative from some 65 international companies.

These initiatives should be further developed and promoted, and become common practice around the planet.

I very much hope this business forum begins to engage the business participants and help fostering voluntary commitments by business as a contribution to the post-2020 global biodiversity framework.

act4nature Who can commit to act4nature?

- Act4nature may be a tool **to implement a biodiversity policy within your company...**
- ... or **to refine** the one you have already developed.
- **Each individual commitment is binding only on the company that pledged that commitment.**
- As a company, no matter your size, you are welcome to join the act4nature initiative.
- **This initiative is geared to businesses only.** If you are a public entity, a federation or an NGO, you will not be able to commit to act4nature.
- There is **no cost associated with your membership.**

act4nature How to commit to act4nature?

- **Get acquainted with existing commitments** within the [act4nature booklet](http://www.act4nature.com/en/) (<http://www.act4nature.com/en/>);
- **Acknowledge the impacts**, direct and indirect, and **dependencies** of your activities;
- **Raise your CEO's awareness** on biodiversity in view of 2020, explaining how your company can provide solutions: **there is no single answer but a wide range of feasible actions**;
- **Get the ten common commitments signed by your CEO**;
- **Draft your individual SMART commitments** that need to be concrete and specific to your activity, and send them to us **before 31/12/2019**;
- **For more information, contact the act4nature secretariat:** engagement@act4nature.com. The secretariat will have your commitments proofread by the relevant partners.

act4nature What are SMART commitments?

- **Specific:** range of actions that are directly or indirectly linked with biodiversity.
- **Measurable:** possibility to monitor their implementation through indicators of direct and indirect impacts, risks and progress and to identify, monitor and evaluate the effects on the state of biodiversity and on the evolutions of stakeholder's behaviors.
- **Additional:** that goes beyond mere compliance with current legislation or regulation, but also beyond current and past actions of the company, and results in positive, significant, tangible, direct or indirect impacts on biodiversity without negative impacts.
- **Realistic:** consistent with the company's activities as a whole, be it in terms of avoiding and reducing negative impacts or implementing measures beneficial to biodiversity. The objectives are defined proportionally to the company's size, means and activities.
- **Time-bound:** the objectives and planned actions evolve and are incorporated in an ambition that is ratcheted up regularly, in order to improve the ecological performance of the company. It is a true program with an explicit duration and implementation dates.

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Business for Biodiversity

Companies' commitments
July, 10 2018 • Paris

Download:
<http://www.act4nature.com/en/>

Thank you for your attention!

<http://www.act4nature.com/en/>

engagement@act4nature.com