

*act*4nature  
international

# *act*<sub>4</sub>nature Why commit?

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- **Anticipate/respond social demand**
  - 96 % people worried about biodiversity loss (Eurobaromètre 2019);
  - 5 alarming regional **IPBES** reports and first synthesis in 2019
- **October 2020 COP15 in China expected to make history: business interest is to participate to this success**
- *act*<sub>4</sub>nature 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.

# act4nature Who can commit?

- 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.**

## 10 common commitments

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## 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<sup>(4)</sup> 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<sup>(5)</sup>, 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.

# act4nature Process

**Act4nature international** is the international arm of **act4nature 2018**. It is also led by EpE under a multi-stakeholder steering committee and, though aimed at global actors, is a French entity run by French partner members.

**Businesses committed to act4nature in 2018** and wishing to pursue their action under act4nature International will make new updated commitments (SMART) by 10 April 2020, thus generating strong momentum for progress beyond 2020.

**New organizations** wishing to join will sign through their CEOs Act4nature's ten common commitments, together with their own SMART commitments, by 10 April 2020 as well.

The commitment description format is open but should not exceed 2,500 signs including spaces. The text may contain URL links. Applications are to be submitted to [engagement@act4nature.com](mailto:engagement@act4nature.com).

**The [www.act4nature.com](http://www.act4nature.com) website will be updated on 11 June 2020, posting the updated and new corporate commitments that will have been received by 10 April 2020.**

It should be noted that only companies having submitted their individual commitments to act4nature International by 10 April will feature on the **act4nature** website. This is to ensure proper proofreading and publication lead times before the IUCN World Nature Congress.

Applicant companies submitting their commitments **before 1 September 2020** will be able to view them on the website before CBD COP15.

# act4nature How to commit?

- **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 (2500 signs)** that need to be concrete and specific to your activity, and send them to us **before 10/04/2020**;
- **For more information, contact the act4nature secretariat:** [engagement@act4nature.com](mailto: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

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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](mailto:engagement@act4nature.com)