

Workshop on Aligning Biodiversity Measurement Approaches for Business – Minutes Day 1

October 29th 2019, Rio de Janeiro, Brazil

Workshop Objectives

This document is a record of the discussions held for Workshop 2 of the [Aligning Biodiversity Measures for Business](#) initiative on October 29th 2019 in Rio de Janeiro, Brazil. The workshop was organised and run jointly by the Boticário Group Foundation and the UN Environment Programme World Conservation Monitoring Centre (UNEP – WCMC), and generously hosted at Lab de Cocriação, Casa Firjan. The workshop was aimed at users and developers of biodiversity measurement approaches and aimed to communicate progress in developing biodiversity measurement approaches, secure input into the business case for measurement, and discuss company needs for biodiversity indicators and the value of developing measurement approaches. It was followed by a two-day technical workshop for which there are separate minutes. Seventy-nine (47 in-person + 32 remote) individuals participated, 41% of individuals represented the corporate sector, 30% NGO (e.g. tool developers), followed by academia (7%) and government officials (5%). See annex 1: participants.

Minutes

All presentations can be accessed [online here](#).

Session 1: The business case for measuring corporate biodiversity performance (Chair: Anke Salzmann, Boticário Group Foundation)

The workshop was opened by Anke Salzmann of the Boticário Group Foundation with introductory presentations from Isacc Plachta (Firjan), Guilherme Karam (Boticário Group Foundation) and Henrique Luz (CEBDS). The importance of business action on biodiversity was stressed and the need better biodiversity measurement approaches for business was highlighted.

Presentation: *Trends and developments in biodiversity measurement (Annelisa Grigg, UNEP-WCMC: Page 8 - 15)*

There is an increasing demand for indicators that can enable business to demonstrate its management of impact on biodiversity. Business reporting on biodiversity is currently limited to disclosure of qualitative information. A range of measurement approaches are developing for business on biodiversity, developed for different sectors, levels of organisation (product, versus company versus site) and to inform different decisions. There is a need to seek common ground between them.

Presentation: *Aligning Biodiversity Measures for Business (Julie Dimitrijevic, UNEP-WCMC: Page 16 - 25)*

The Aligning Biodiversity Measures for Business seeks to form a common view among key stakeholders on the measurement, monitoring and disclosure of corporate biodiversity impact and dependencies. It is doing this through a series of workshops and sub group discussions on business applications and targets, scope boundaries and baselines, metrics, data and mainstreaming, it will produce guidance, recommendations and discussion papers.

Panel discussion: Business case for measuring corporate biodiversity performance (Chair: Annelisa Grigg, UNEP-WCMC)

Panellists: Braulio Ferreira de Souza Dias (University Brasilia), Bianca Brasil (Convention on Biological Diversity Secretariat), Frineia Rezende (Page 28 – 39), (Reservas Votorantim), and Claudiana Sales (Anglo American, Brazil).

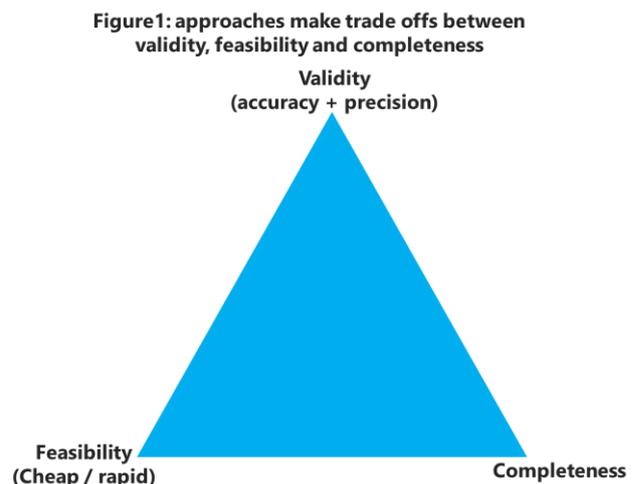
Key points from this discussion:

- Drivers exist for companies to measure biodiversity impact, these are regulatory, financial and operational
- One challenge for biodiversity measurement is that biodiversity is not considered a significant issue, high profile incidents may sadly be required to demonstrate this significance
- Consideration of dependencies in addition to impacts strengthens the case for corporate action because of the stronger links to business risk
- 2020 offers a significant opportunity to drive business uptake of measurement approaches as a means of demonstrating contribution to the post 2020 biodiversity policy framework

Session 2: What does business need from biodiversity measurement approaches? (Chair: Karen Barbosa, LIFE Institute)

Presentation: Overview of business applications for biodiversity measurement (Malcolm Starkey, The Biodiversity Consultancy: Page 42 - 51)

Companies measure biodiversity for different reasons: regulatory compliance, lender requirements, demonstration of progress to targets etc. The intrinsic complexity of biodiversity offers a barrier to progress. However, measurement approaches are being developed. All approaches make trade-offs between validity of the approach, feasibility of its implementation and completeness of coverage (fig 1). If key criteria on robustness are met, many measures may be suitable. Underlying metrics may be complex but to be used should be capable of being communicated simply.



Presentation: Primary needs for measurement approaches and work to date: Cosmetics Industry, Marianne Gimenes Gellerth Manzano (Boticário Group: Page 52 - 63)

Biodiversity plays a vital role in the cosmetics industry. Biodiversity Barometer 2019 survey confirmed the consumer preference for products coming from companies respecting people and biodiversity. There are significant challenges in understanding the biodiversity impacts of products when dealing with more than 1,500 new products per year. Suppliers do not have the data to be able to demonstrate their impacts on biodiversity. Boticário Group considers biodiversity in a number of ways within cosmetic production: through reduction of resource use/ eco-efficiency, compliance with regulatory requirements/ access and benefit sharing requirements, consideration of impact on endangered species, sensitive sites and impact of sourcing on species in product design.

Presentation: Primary needs for measurement approaches and work to date: Forestry (Patricia Machado, Brazilian Tree industry, IBÁ: Page 64 - 77)

As an Association representing the Brazilian tree industry (49 companies, 9 state associations), IBÁ members have undertaken biodiversity monitoring using: surveys, remote sensing, externalities

studies, goals assessments. Although good information was available on birds, endemic, rare, threatened and key species, a number of monitoring challenges were identified, including a lack of representative indicators, data that gives little insight, broad and / or complex indicators, a lack of reliable sampling methodologies, differentiation between internal and externally caused impacts and a lack of scientific consensus.

Session 3: Sharing lessons learned from piloting indirect measurement approaches (Chair: Anke Salzmann, Boticário Group Foundation)

Presentation: *Global Biodiversity Score a Company's Biodiversity Footprint* (Joshua Berger CDC Biodiversité: Page 84 - 94)

Casse De Depots has identified biodiversity as a significant impact for the group and is working to develop commitments to address its impact. It will use the Global Biodiversity Score (GBS), developed by its subsidiary CDC Biodiversité. The GBS uses pressure and economic data to calculate the metric, mean species abundance – a metric that is well established in its use by other stakeholders e.g. governments. This is used to determine a biodiversity footprint for the company/ fund etc. GBS is focused on disclosure and third party assessment of impact. It has been, and is being tested, in a range of sectors for finalisation in 2020.

Presentation: *Measuring business impacts on nature: The Biodiversity Impact Metric* (Cath Tayleur, Cambridge Institute for Sustainability Leadership: Page 95 - 113)

The metric is calculated based on land area, proportion of biodiversity lost and biodiversity importance. Aimed at companies without full visibility of their supply chains it uses best available data to enable comparison of a crop growing in different regions and growing systems and compare impact to other commodities.

Session 4: Sharing lessons learned from direct measurement approaches, insights from piloting companies (Chair: Joel Houdet, Endangered Wildlife Trust)

Presentation: *Introducing the Biological Diversity Protocol* (Joel Houdet, EWT: Page 117 - 129)

Designed as a comprehensive biological diversity accounting and reporting framework primarily for reporting and disclosure purposes, the Protocol sets out a framework for generating biodiversity footprint and species level impact data. Its objectives and structure draws from the Greenhouse Gas Protocol and it is aligned with the Natural Capital Protocol. The BD Protocol sets guidance on scope, boundary, impact inventory development, accounting/ disclosure principles and the production of Statements of Biodiversity Position and Performance. Consultation on the first draft is closed, a revised version will be generated at the end of 2019 for launch at the CBD Conference of the Parties in late 2020. It is currently being piloted with Eskom.

Presentation: *Biodiversity indicators for extractives* (Jane Hosking (BHP) and Leo Viana (Conservation International) Page 130 - 146)

The Biodiversity Indicators for Extractives project sets out a framework that assesses site level biodiversity state, pressures and management responses. A collaboration between Conservation International, Fauna & Flora International and UNEP-WCMC, the methodology aims to develop and align biodiversity indicators for decision making. Under a long standing partnership, CI and BHP have been pilot testing this methodology on a range of sites to assess impacts and positive contributions to biodiversity. Lessons learned include: a need to reflect climate change, consider industry standards e.g. IFC Performance Standard 6, test the approach in different environments (including marine) and gain clarity on the definitions of, for example, area of influence.

Presentation: *Nature-based solutions & shared-value for biodiversity measurement in Guanabara Bay* (Thiago Valente, Oasis Lab representative: Page 147 - 170)

Discussed the formulation of a coalition to investigate biodiversity impacts within Guanabara Bay, located within Rio and determine solutions for conservation and recovery of ecosystems. Through a co-creation process, a Nature based Solutions (NbS) fund has been designed to enable long-term NbS-focused actions in Guanabara Bay by mobilizing private sector actors and resources that can complement and extend public resources and other funds operating in the region. Measurement and demonstration of costs and benefits will be an important part of the project as it develops.

Presentation: *Life Impact Index Alice Alexandre (LIFE Institute: Page 171 - 179) and Andrea Arantes (Posigraf: Page 180 - 200)*

The LIFE approach was developed in 2009 and has been piloted by 30 companies. It compares a company's use and impact on resources with its conservation actions to calculate its impact index. Life key software has been developed to assess company level performance and work is underway to develop a similar approach at a landscape level.

Posigraf, a printing company, wished to determine the impact of their efforts to conserve biodiversity within the Atlantic forest. An earlier adopter of the LIFE methodology, they used it to consider: area occupied, waste produced, greenhouse gas emissions, energy and water use. This was weighed against biodiversity conservation actions to determine overall company impact.

Presentation: *Agrobiodiversity Index (Sarah Jones, Bioiversity International: Page 201 - 219)*

The Agrobiodiversity Index aims to empower public and private decision-makers to sustainably transform what we grow, eat and conserve. The index considers 22 indicators across the categories of commitments, action and status. Three aspects are addressed: healthy diets, sustainable agriculture, current and future use options. Applications include: risk and opportunity assessment, benchmarking, global policy alignment and intervention planning. The methodology is being explored for application at a company, brand and product level. It has also been used to give insight into country level status of agrobiodiversity.

Closing Remarks (Annelisa Grigg, UNEP-WCMC)

Measurement approaches for biodiversity exist that companies can use now. Use cases are needed to demonstrate their application and the end user needs to be considered – who is the indicator for and for what purpose? Although simplicity is a need for the private sector, there was a perception that the methods presented were still quite complex. By contrast, some cautioned against over simplification. There is no one size fits all when it comes to measurement approaches, but there is a need to align the range of measurement approaches into a unified framework and seek consistency.

Days 2 and 3 of the workshop will work towards identifying that common ground. The intention is to continue this refinement in the lead up to the Convention on Biological Diversity Conference of the Parties in 2020. Material from the workshops will be used to provide recommendations and guidance for business, developers of measurement approaches and policy makers on corporate biodiversity measurement.

Participants were invited to engage through review of the discussion papers, attendance of Aligning Biodiversity Measures for Business sub group meetings or providing ongoing financial support to the initiative. Please contact julie.dimitrijevic@unep-wcmc.org for further information.

Participant list

Name	Affiliation
Alessandra Fajardo (<i>Remote attendance</i>)	Bayer
Alice Alexandre	LIFE INSTITUTE
Andrea Torrico Muñoz (<i>Remote attendance</i>)	Utrecht University
Anke Manuela Salzmann	Boticário Group Foundation
Annelisa Grigg	UNEP-WCMC
Bianca Brasil	CBD
Carmen Thissen (<i>Remote attendance</i>)	University of Montana
Cath Tayleur	Cambridge Institute for Sustainability Leadership
Cécile Joucan	LVMH
Celine Eson (<i>Remote attendance</i>)	Biosphera Consulting
Christianne Maroun	UNSD
Claudiana Sales	Anglo American
Clément Surun (<i>Remote attendance</i>)	Ecological Accounting Chair
Cristina Caldas	Instituto Serrapilheira
David Álvarez	Ecoacsa Reserva de Biodiversidad
Debora Drucker (<i>Remote attendance</i>)	Embrapa
Denyse Mello (<i>Remote Attendance</i>)	CIAT
Elaine Fidalgo (<i>Remote Attendance</i>)	Embrapa
Elisa Romano	Ministry of Environment
Eric Arets (<i>Remote Attendance</i>)	Wageningen Environmental Research
Frineia Rezende	Reservas Votorantim
Giuliane Bertaglia Correia (<i>Remote attendance</i>)	Agroicone
Guilherme Karam	Boticário Group Foundation

Name	Affiliation
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Himanshu Panwar (<i>Remote attendance</i>)	Centre for Urban Biodiversity and ecosystem services, SPA Delhi
Hugo Aguilaniu	Instituto Serrapilheira
Jane Hosking	BHP
Jennifer McGowan (<i>Remote attendance</i>)	The Nature Conservancy
Joel Houdet	Endangered Wildlife Trust
Jonathan Green (<i>Remote attendance</i>)	Stockholm Environment Institute
Joshua Berger	CDC Biodiversité
Julie Dimitrijevic (<i>Remote attendance</i>)	UNEP-WCMC
Karen Barbosa (<i>Remote attendance</i>)	LIFE Institute
Katie Leach (<i>Remote attendance</i>)	UN Environment Programme World Conservation Monitoring Centre
Leah Gerber	Arizona State University
Leonardo Viana	Conservation International
Lisen Runsten	UNEP-WCMC
Luiz Almeida	Partnerships for Forests
Malcolm Starkey (<i>Remote attendance</i>)	The Biodiversity Consultancy
Marcio Selva	UNEP
Mulumba Agaba (<i>Remote attendance</i>)	CDP Worldwide
Octavio Nogueira	Cooperação Internacional Alemã (GIZ)
Oscar Sabag (<i>Remote attendance</i>)	IUCN NL
Rafael Loyola	Brazilian Foundation for Sustainable Development
Raquel Marques da Costa (<i>Remote attendance</i>)	Good Growth Partnership - UNEP FI
Regiane Borsato	LIFE Institute
Regiane Salata	LIFE Institute

Name	Affiliation
Renato Rocha	Suzano SA
Rodrigo Cassola (<i>Remote attendance</i>)	CDP
Sebastian Mynott (<i>Remote attendance</i>)	Applied Genomics Ltd.
Susana Siva (<i>Remote attendance</i>)	Independent
Susanne Schmitt (<i>Remote attendance</i>)	WWF-UK
Sylvie Benard	LVMH
Thaís Zuccolotto	Suzano SA
Victor Alvarado (<i>Remote attendance</i>)	Independent Consultant
Vinicius Burigo	Petrobras
Wendy Francesconi	CIAT