



GOBIERNO
DE ESPAÑA

MINISTERIO
DE AGRICULTURA, ALIMENTACIÓN
Y MEDIO AMBIENTE



Fundación Biodiversidad

Without biological diversity,
there is no economic diversity

Spanish Business and Biodiversity Initiative



WHY IS BIODIVERSITY IMPORTANT?

Preserving biological diversity is of universal interest to humanity given its importance for planet life, social well-being and economic development.

Biodiversity provides essential goods and services for mankind, regulates climate and hydrological cycles, purifies air and water, protects and fertilizes soil, pollinates crops. In other words, it sustains mankind's on Earth.

We depend on these ecosystem generated goods and services to obtain such necessary resources as food, medicines or fibers.

Nevertheless, in recent decades we have witnessed a loss of this biodiversity at an unprecedented speed, resulting in multiple environmental, economic and social impacts that have endangered Earth's capacity to maintain mankind's quality of life.

Spain is the country with more biodiversity in the European continent.

What is the Spanish Business and Biodiversity Initiative?

Collaboration between business sector and public administration is critical to place our efforts at the forefront of one of society's greatest challenges: the preservation of natural resources and biodiversity.

The **Spanish Business and Biodiversity Initiative** launched by the Ministry of Agriculture, Food and Environment via Fundación Biodiversidad (Biodiversity Foundation) seeks, in cooperation with the business sector, to encourage an economic development compatible with the conservation of biodiversity.

The Initiative provides a solid cooperation framework for large businesses, NGOs, associations and the government to join efforts towards improving and maintaining Spain's natural capital. It also seeks to involve private businesses in implementing the objectives of:

- The Convention on Biological Diversity.
- The national and international biodiversity conservation plans and strategies.

The challenge is to include biodiversity conservation and management in the business strategies of different sectors of the Spanish economy and to identify innovative opportunities and projects as one of the solutions to the current crisis.



What are the objectives?

- **Integrate** natural capital in business management practices and policy.
- **Place value** in the contribution of large companies towards preserving the natural heritage.
- **Channel** private funds to preserve biodiversity.

Natural Capital includes Earth's natural assets (soil, air, water, flora and fauna) and ecosystems (water, medicines, food) that make life possible.



Why is this of interest to companies?

The **Spanish Business and Biodiversity Initiative**:

- Allows biodiversity to be included in **business policy**, identify new business strategies linked to its preservation, and integrate more efficient, sustainable, and responsible business **management** practices to preserve biodiversity.
- It helps to **disseminate** the commitment and advances of companies' activities geared to biodiversity conservation.
- It supports and accompanies all companies wishing to **invest** in their own biodiversity preservation projects or in projects developed by NGOs, the Fundación Biodiversidad, or the Public Administration. It provides consulting services for investing in business projects that will have a positive impact on biodiversity.



Biodiversity Pact

This document recognizes that the conservation of biological diversity is an integral component of economic development.

By signing this Agreement the companies acknowledge and support the three objectives of the **Convention on Biological Diversity** of the United Nations, which entails promoting:

- The conservation of biological diversity;
- The sustainable use of its components;
- Fair and equitable sharing of the benefits derived from appropriately using genetic resources.

Companies acquire the responsibility to carry out their economic activity in a manner that is consistent with the protection and conservation of biodiversity and pledge to meet the following commitments:

- 1 Evaluate the impact of their business activities on biodiversity and natural capital.
- 2 Integrate biodiversity protection into their management policies and manuals.
- 3 Set realistic and measurable goals for biodiversity conservation that will be reviewed, at least, every three years.
- 4 Publish activities and achievements attained in the sphere of biodiversity conservation in their annual reports.
- 5 Inform suppliers of the company's targets in the field of biodiversity conservation and support those that gradually incorporate those objectives in their operations.
- 6 Explore the possibilities of cooperating in this field with scientific institutions, nongovernmental organizations (NGOs) or government institutions to deepen the dialogue and establish joint projects and an ongoing climate of improvement of business and environmental management practices.
- 7 Designate a person in the company responsible for meeting the objectives of this Pact.

What does accession to the Initiative involve?

The company's commitment to the Initiative involves:

- Signing the Biodiversity Pact, a document which incorporates the principles of the United Nations Convention on Biological Diversity, which tenets serve as guidelines to visualize the company commitment.
- The possibility of jointly identifying and promoting conservation projects and programs, according to the criteria of national and international legislation, that are more necessary for Spain's policy.
- Increasing the company added value offering a sustainable, environmentally friendly, and innovative image associated to one of the main assets that enrich our country.



Who is part of the program?

An Initiative designed by:



A Public foundation attached to the Ministry of Agriculture, Food and Environment. It works to preserve natural heritage and biodiversity directing conservation towards generating employment, wealth and well-being for society as a whole. The Foundation has a vast knowledge in environmental project development (over 300 projects/year) and actively collaborates with companies.

Project partners:



Non-profit business association comprising large companies whose aim is to encourage sustainability from the corporate environment by sharing and disseminating business practices that contribute to excellence and further the progress of society.

Leading Spanish business and professional association of Corporate Social Responsibility practitioners whose aim is to promote ethical management and social responsibility endowing organizations with knowledge and useful tools to successfully develop a competitive sustainable business model.



Non-profit business association that cooperates with the German Ministry of Environment, European Union institutions and other organizations. An initiative launched and led by the German Government in 2008, whose aim is to make available for companies the tools required to link the business sector with biodiversity conservation.

Created in 1993, the Foundation's aims are to preserve and protect the environment. The projects developed by the Foundation contribute to maintain and restore habitats and recover threatened species.



An Initiative Aimed at Companies

The companies that are part of this Initiative are companies committed to sustainable development, leaders in implementing innovative and socially responsible corporate practices and committed to the preservation of biodiversity.

I The Spanish Business and Biodiversity Initiative launched
B by the Ministry of Agriculture, Food and Environment via
B Fundación Biodiversidad seeks, in cooperation with the
S business sector, to encourage economic development
practices that are compatible with biodiversity conservation.

The initiative provides a solid cooperation framework for large
businesses, NGOs, associations and the government to join
efforts towards improving and maintaining Spain's natural
capital.

Fundación Biodiversidad

Tlf. + 34 911210920

www.fundacion-biodiversidad.es

ieeb@fundacion-biodiversidad.es



www.facebook.com/fundacionbiodiversidad



@FBiodiversidad



www.flickr.com/photos/biodiversidad



www.youtube.com/biodiversidad



Impreso en papel ecológico
Inaset Plus Offset
con certificado FSC

Photographic credits cover: Businessman: Fundación Biodiversidad; Brown bear: © Linda Alexandra Torres Villamizar; Purple heron: © CENEAM-OAPN-Ministerio de Agricultura, Alimentación y Medio Ambiente/A. Camoyán; Seabed: © CENEAM-OAPN-Ministerio de Agricultura, Alimentación y Medio Ambiente/ZOEA; Iberian lynx: © CENEAM-OAPN-Ministerio de Agricultura, Alimentación y Medio Ambiente/J.L. Perea; Cantabrian capercaillie: © Alberto Ramos Franco; Deers: © CENEAM-OAPN-Ministerio de Agricultura, Alimentación y Medio Ambiente/J.M. Pérez.