

Business Meets Biodiversity Conference 2012

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Conference Report

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Utrecht University

Organized by the Copernicus Institute of Sustainable Development of Utrecht University,
in cooperation with:



Ministry of Economic Affairs,
Agriculture and Innovation



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Most conference presentations are available at the conference website. Please click [here](#) for the link to the website.

Presentations can also be accessed by clicking the names of the respective presenters in this report.

Summary

How can companies successfully integrate the sustainable management of ecosystems and biodiversity into their business models? This was the central question at the international conference 'Business Meets Biodiversity' held in Utrecht, The Netherlands, on June 27th 2012. The organizing committee, consisting of the Copernicus Institute of Utrecht University in cooperation with the Ministry of Economic Affairs, Agriculture and Innovation, Hivos, Rabobank Group, WWF-NL and Tropenbos International, brought together a unique showcase of international frontrunner companies and experts to demonstrate the potential of business to have a neutral or even positive impact on nature. The conference made clear that profitable business can go hand in hand with a positive balance for nature; while 'no-net-loss' of biodiversity is rapidly becoming the new norm in business.

The economic damage resulting from the global loss and degradation of biodiversity and ecosystems is enormous. In 2010, the loss of biodiversity amounted to EUR 545 billion, in comparison to the year 2000. Biodiversity loss results in a decline of the capacity to produce goods (e.g. food, timber) and of vital services for human well-being such as water purification, pollination and climate regulation. The loss of ecosystem goods and services implies large risks for business as well. Examples are the increasing scarcity and costs of resources, disruption of operations, restricted access to land and resources and reputational risk. At the same time, the business sector is a key contributor to this ecological decline. An increasing number of companies worldwide recognizes the need to incorporate the conservation of ecosystems and biodiversity in their business strategies.

During the conference, small and medium-sized companies, investors, researchers and multinationals - including Rabobank, Unilever, DSM and Dow Chemical - from across the world shared their experiences regarding the development of 'no-net-loss' business, i.e. business operations with a neutral or even positive overall net effect on ecosystems and biodiversity. They also addressed the question of how to scale up promising initiatives. In summary, over 20 international experts provided presentations to more than 160 high-level attendees from the business sector, government and NGOs.

The conference clearly demonstrated the potential of doing business with a neutral or even positive impact on biodiversity. Although the existing 'no-net-loss' success stories often still operate at a small scale, they provide excellent examples for larger companies. A widely held view was that companies need to better quantify their dependencies and impacts on ecosystems and biodiversity, as a key first step in implementing a no-net-loss strategy. Also, both companies and government representatives expressed the need for large-scale restoration of degraded ecosystems. In particular at the landscape level, professional cooperation between government agencies, businesses, the financial sector and NGOs is needed to successfully implement such large-scale solutions.

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Rabobank Group for hosting this conference in an excellent setting. Besides all staff involved in facilitating this event, we mention in particular Richard Piechocki (Rabobank Group) and Bärbel Weiligmann (Rabobank Foundation) for co-organizing this event with us.

The other partners are equally important; we mention them in alphabetical order:

- **Hivos**, Willy Douma and John van Duursen;
- **Ministry of Economic Affairs, Agriculture and Innovation**, Rob Busink and Rob Hendriks;
- **Tropenbos International**, René Boot and Herman Savenije;
- **WWF Netherlands**, Chris Enthoven, Richard Holland and Sandra Mulder.

All speakers, who provided excellent professional contributions;

The moderators: Bärbel Weiligmann, René Boot, Willem Ferwerda and Tom Cummings;

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And last but not least, we would like to thank the over 160 participants to the conference.

Background

The Business Meets Biodiversity conference was organized by the Copernicus Institute of Sustainable Development of Utrecht University, in close cooperation with the Dutch Ministry of Economic Affairs, Agriculture and Innovation, Hivos, Rabobank Group, WWF Netherlands and Tropenbos International. The conference was initiated based on two current research projects of the Copernicus Institute on 'Business Cases for Biodiversity', commissioned by the Ministry of Economic Affairs, Agriculture and Innovation, and Hivos.

Aims and Objectives

Through a series of inspiring speakers, panel discussion and interactive sessions, the Business Meets Biodiversity Conference aimed to:

- Provide a state-of-the-art overview of the trends in the field of business and biodiversity.
- Share key insights from frontrunner companies engaged in biodiversity-friendly agriculture, ecosystem restoration and nature conservation.
- Explore and contribute to opportunities for scaling up biodiversity-friendly business, with a focus on fund creation and the role of multinational companies.

This conference report aims to summarize the highlights of the presentations and discussions.

Welcome & Opening Remarks

- Welcome: **Jan Ernst de Groot**, Chair, Wetlands International; Managing Director, TNT Express (Conference Chair)
- Opening remarks I: **Piet Moerland**, CEO, Rabobank Group
- Opening remarks II: **Annemie Burger**, Director General Nature and Regional Policy, Ministry of Economic Affairs, Agriculture and Innovation
- Opening remarks III: **Yvonne van Rooy**, President of the Executive Board, Utrecht University
- Rapporteurs: Anne Sandbrink & B.M. Krishna Manda

The conference chair, **Jan Ernst de Groot**, commenced the day by explaining the ambition of the Business Meets Biodiversity conference: to translate the sense of urgency about the sustainable use, conservation and restoration of ecosystems and biodiversity into operational business strategies. He emphasized the need to integrate biodiversity as a business case, not just an add-on. For that purpose, one has to understand what biodiversity is and how each business sector depends upon it. From this line of thinking follows the structure of the conference program; the morning sessions serve the goal of understanding the scope of the problem, as well as to showcase some promising sustainable business cases existent today. In the afternoon, as the conference chair explained, the focus would shift towards the critical conditions for enabling and up-scaling pro-biodiversity business.

On behalf of Rabobank Group - the conference host - CEO **Piet Moerland** welcomed all participants. Moerland made the connection between the current biodiversity crisis and the rising issue of food security worldwide. Being the world's largest food and agribusiness bank, Rabobank takes the biodiversity issue very seriously. The challenging question they face is how to feed 9 billion people in the world in 2050, while including small actors and respecting nature's rules in an increasingly difficult environment. Through multiple cooperative programs, such as a salmon aquaculture project in Chile and biodiversity certification initiatives, Rabobank manifests its striving to build a better world for the future.

Annemie Burger, Director General Nature and Regional Policy, spoke the opening remarks on behalf of the Dutch Ministry of Economic Affairs, Agriculture and Innovation. She noted the speciality of this conference is to recognize that biodiversity is not in competition with business, but rather a key condition for doing business as well as for economic growth. Business only has future in unison with nature; a bio-based economy steered by innovation offering economic opportunities. She highlighted relevant developments in policy making and articulated the need for an integrated approach from all stakeholders. The role of the government herein is to create policies for businesses to

lead the change. To that purpose, a biodiversity policy integrating ecosystem services in economy was recently submitted to Dutch Parliament. That way, the Dutch government aims to safeguard the first mover advantage for those companies that integrate biodiversity.

The inaugural speech of Utrecht University, the conference organizer, came from the President of the Executive Board, **Yvonne van Rooy**. De Rooy mentioned biodiversity as the next sustainability challenge. With the private sector starting to map their risks and economic losses associated to the loss of biodiversity and ecosystem services, as well as recognizing biodiversity as an opportunity, executives are now beginning to recognize the importance of biodiversity for their future strategies. Recent developments, such as the “TEEB for Business” report and European biodiversity policies, prepare the ground for corporate biodiversity strategy and action plans. She further emphasized the role of Utrecht University, and in particular of the Copernicus Institute, in developing knowledge and support to achieve no net biodiversity loss, methodologies to evaluate business impacts on biodiversity, identify pro-biodiversity business cases and provide policy recommendations on this issue. Utrecht University hopes this conference will inspire new initiatives and up-scaling of existing pro-biodiversity business cases.

Introductions

Trends in Business and Biodiversity:	<u>Kerry ten Kate</u> , Director Business and Biodiversity Offset Program, Forest Trends
Pro-Biodiversity Agriculture:	<u>Sara Scherr</u> , President and CEO, EcoAgriculture Partners
Big Brands and Biodiversity:	<u>Richard Holland</u> , Chief Conservation Officer, WWF the Netherlands
Session leader:	<u>Jan Ernst de Groot</u>
Rapporteurs:	Anne Sandbrink & Krishna Manda

In this series of presentations, the audience was presented the global picture of the current biodiversity crisis and its intricate relation to climate change and the global food crisis. From the sense of urgency and scale of the problem, the focus shifted to the position of the private sector and business in this picture. How does business depend on biodiversity and ecosystems? In what way can businesses contribute to their conservation in the long-term? Three speakers introduced promising developments of private sector involvement in halting biodiversity loss: ecosystem services markets (including those for biodiversity), pro-biodiversity agriculture and the involvement of global brands.

Kerry ten Kate of Forest Trends started her presentation by painting the picture of the global loss of biodiversity and ecosystem services. This loss puts fifty percent of companies' earnings at risk of increasing environmental costs, with the food and extractive industry sector being at greatest risk. Ten Kate illustrated the arising trend of companies recognizing their dependence on biodiversity by examples of companies actively working on creating a more sustainable value chain, such as Vittel and Nestlé. New sustainable business models presented by Ten Kate included the shift of a product economy towards a service economy, eco-design (e.g. bio-mimicry and eco-efficiency), new product categories (such as Precious Woods leveraging timber production with carbon sequestration), new markets (e.g. carbon offsets) and new service sectors in the field of restoration ecology and offsets. The utterly slow progress and market uncertainty need to be counteracted by more rigour in the mitigation hierarchy and the requirements for 'no-net-loss' and 'net gain', such as the Equator Principles. The aim is to mainstream natural capital accounting for companies and governments. Puma and its environmental profit and loss account is a positive example, while twenty nations already use the UN standards for Natural Capital Accounting. Ten Kate concluded with the final question of how to get to the stage where each company demonstrates 'no-net-loss' and fulfils this throughout its supply chains.

An agricultural perspective was provided by the presentation of **Sara Scherr**, president and CEO of Eco-Agriculture Partners. She posed the current challenges for the agricultural sector in meeting the food and fibre demand, reducing rural food insecurity

and poverty, adapting to climate change and contributing to sustainable energy sources. Moreover, she underlined the importance of agricultural landscapes for the maintenance of biodiversity and ecosystem services. The solution she proposed is sustainable intensification without simplification through crop biodiversity. Therefore, an integrated landscape management is needed at a system level, where win-win situations are created with maintenance of both wild biodiversity and productivity. Key elements of such biodiversity-friendly landscapes are biodiversity reserves and corridors, improved agricultural productivity, minimized pollution, modified resources management and the mimicry of natural ecosystems in farming systems. Scherr mentioned scientific innovations and market innovations for green products and ecosystem services as crucial for the growth of biodiversity-friendly farming. She found an encouraging example in several consumer goods from companies that committed themselves to avoid product supply chains from deforested areas. Illustrations of biodiversity-friendly agriculture at scale were also provided, such as the wetland restoration program of Buck Island Ranch, where Florida ranchers are paid to manage their drainage water sustainably. Further scaling up could be achieved, according to Scherr, by strengthening multi-stakeholder landscape initiatives, devising policies to support integrated landscapes, incorporation of integrated landscape models by business and expanding finance.

Richard Holland, Chief Conservation Officer of WWF the Netherlands, commenced his presentation by drafting the alarming state of the planet and its biodiversity, using the recently published Living Planet Report as reference. Although there is an increasing awareness on the issue in the corporate world, Holland stressed the need to stay aware of anti-sustainability companies that try to take the momentum away. He illustrated this by the findings of the S&P 500 report of the Union of Concerned Scientists. This report clearly shows that a large share of companies both support and frustrate climate change legislation simultaneously through different channels, thereby undermining the progress of climate change debate and mitigation efforts. Holland illustrated the important role of big brands with regard to the biodiversity issue through a WWF study on market transformation. This report demonstrated that no more than roughly 100 companies cover 25% of commodities in the market. Therefore, WWF found an efficient strategy in targeting those 100 companies to reach sustainable goals. So far, more than half of these companies are active in reducing their impact and committed to reach sustainable goals. However, Holland concluded, the actions need to be faster, better, and larger in scale.

New Business Models for Ecosystem Conservation & Restoration

Mangrove Restoration:	<u>Ajanta Dey</u> , Project Director, NEWS
REDD+:	<u>Bryan Adkins</u> , Conservation Landscape Manager, Wildlife Works
Greening Degraded Lands:	<u>Dennis Karpes</u> , Co-Founder, Naga Foundation
Sustainable Harvest of Wild Products:	<u>John Pearce</u> , Resident Consultant, Swazi Indigenous Products
Session leader:	<u>René Boot</u> , Director, Tropenbos International
Rapporteurs:	Camila Ortolan F. de Oliveira & Desirée Immerzeel

The parallel morning sessions focused on successful pro-biodiversity business cases to date. The session 'New Business Models for Ecosystem Conservation & Restoration' intended to provide key insights in new business models that can be harnessed for biodiversity conservation, such as carbon financed restoration, REDD+, ecosystem restoration through contour trenching and improved water management, and ecosystem conservation through the harvest of wild products. The session intended to inspire as well as to 'prove' the feasibility of these business cases, and explored factors necessary for up-scaling.

Ajanta Dey, project director of NEWS, India, presented the large-scale mangrove afforestation program in the Sundarbans. As part of Danone's carbon offset strategy, afforestation efforts not only contribute to the conservation of biodiversity and creation of carbon credits, but also to the protection of local communities against natural hazards. The mangroves in India are crucial to the livelihoods of local communities but currently lack any form of protection. In order to promote the development of this region and the protection of the mangroves, various stakeholders such as NEWS, scientists, communities and the private sector were involved to realize this Clean Development Mechanism (CDM) project. Community engagement and the company's long-term commitment to the project are key to success.

Bryan Adkins, conservation landscape manager at Wildlife Works, Kenya, shared successful experiences and financing opportunities under REDD+ (Reduced Emissions from Deforestation and forest Degradation), with the Kasigau Corridor REDD project as an example. The project issues Voluntary Emission Reductions (VERs) for REDD under the Verified Carbon Standard (VCS), and the Climate, Community and Biodiversity Standard (CCB). These are the two most comprehensive carbon accounting standards among projects issuing credits in the voluntary market. The project received startup

funding from BNP Paribas in the form of an option pledge to buy VERs over a 5 year period. The project protects 200,000 hectares of dryland forest in southeastern Kenya that form a corridor between two National Parks. The market-based conservation solution of this business model is the generation of co-benefits for communities, 'western markets' and biodiversity. Wildlife Works recently launched the Code REDD initiative to develop a global trading platform to track direct foreign investments and support the realization of more high quality REDD+ projects.

Dennis Karpes, co-founder of the Naga Foundation, showed the simple but revolutionary approach of the Naga Foundation by “kick-starting mother nature”. Through the technique of contour trenching, Naga enhances the water retention capacity above- and belowground, benefiting the entire ecosystem. The improved water supply that is created forms the basis for drinking water, food, and energy, and promotes health and hygiene. By achieving sustained improvement of water collection capacity and soil stability, the technique facilitates the restoration of flora and fauna in areas subject to major climate and water problems. Ownership by local people and a collaboration among different partners are key to scaling up the technique. Karpes underlined the importance of scientific proof of the concept.

John Pearce, former CEO of Swazi Indigenous Products, Swaziland, demonstrated another successful case of pro-biodiversity business through the sustainable harvest and processing of indigenous products. Rural women harvest seeds of the Marula tree (*Sclerocarya birrea*), a medium-sized to large deciduous tree that is widespread in dry, frost-free parts of Africa. Swazi Indigenous Products is a social business producing handmade skin care products from Marula oil that are sold throughout the world. Production is in line with the highest standards of Fair Trade and environmental sustainability, with part of production now being organic certified. Pearce indicated the current effort to replicate the 'tree to bottle' approach to other areas, but remained cautious about expanding to a larger scale considering possible threats to biodiversity.

Discussion

During the discussion, the speakers further elaborated on success factors of the presented pro-biodiversity business cases. In summary, the following factors were considered important:

- good science before, during and after the project;
- long-term engagement from various stakeholders;
- long-term availability of finance;
- a proper institutional framework;
- government support; and
- consumer awareness.

Pro-Biodiversity Agriculture

Organic Cotton:	<u>Rajeev Baruah</u> , Managing Director, BioRe, India
Biodiversity-Friendly Cocoa:	<u>Philip Betts</u> , CEO, ESCO Uganda
Coffee & Carbon:	<u>Santiago Paz López</u> , Director CoopNorAndino/ Cepicafe, Peru
Sustainable Agribusiness Development and Finance:	<u>Richard Piechocki</u> , Senior Program Manager Sustainable Business Development, Rabobank Group
Session Leader:	<u>Bärbel Weiligmann</u> , Program Manager, Rabobank Foundation
Rapporteurs:	Carina van der Laan & Nathalie Verlinden

During the session 'Pro-Biodiversity Agriculture', four expert practitioners shared examples of agricultural production with positive effects on ecosystems and biodiversity vis-à-vis regular practices. Aside from detailing the business model behind the case, the presenters focused on the question of how to scale up their environmentally benign approaches, either through replication or expansion.

Rajeev Baruah, Managing Director at BioRe India, shared his experiences with organic cotton farming in Central India. Conventional cotton farming involves many environmental problems, including high water usage, pollution by pesticides, soil exhaustion as well as the loss of many local cotton varieties due to the application of genetically modified crops in monocultures. BioRe India aims to provide a sustainable alternative to these practices through a combination of organic farming, including the reintroduction of non-hybrid and local varieties via seed banks and green manuring, as well as additional activities to minimize the carbon footprint, such as biogas installations.

Success factors include:

- Pilots were established together with the farmers to showcase the differences between conventional vs. organic cotton farming.
- Activities are focused on the entire chain: from cultivation to retail.
- Finance: long term committed partners (incl. Swiss BioRe) supporting organic farming, especially at the demand side (marketing in Western countries).
- An attention point for policy makers: the existing policy framework does not promote or support organic farming. Furthermore, organic practices are effectively discouraged as compared to conventional practices, e.g. by subsidizing synthetic fertilizers.

Philip Betts, CEO of ESCO Uganda and DR Congo, shared the company's experiences with sustainable cocoa cultivation. Since 2000, ESCO introduced and developed organic cocoa as a new cash crop in DR Congo, traditionally a coffee-grower region. Over the years, cocoa became recognized as a more profitable alternative to coffee. Besides low yields, conventional production of coffee and cocoa suffers from biodiversity issues resulting from overexploitation of soils and water resources, logging, pollution from agrochemicals and agricultural expansion into forest frontiers. ESCO's strategy has been to introduce cocoa specifically in already exploited 'empty' areas, as well as in areas where the cocoa can serve as a buffer between farmland and natural parks.

Key messages:

- ESCO demonstrated that it is possible to achieve much higher yields with its organic, high-shade production systems as compared to the baseline of conventional, low-shade cocoa production in West Africa.
- As no middlemen are involved, the cocoa farmers can earn a decent income, thus creating 'stable communities'.
- Certification, such as UTZ and Rainforest Alliance, can add significant value for farmers (premium price) and consumers (buying preference).

Santiago Paz López, Director of CoopNorAndino/Cepicafe, provided an overview of the different land-use practices in the Piura region, one of the organization's five production areas in North-West Peru. Coffee and sugar are produced in the mid-range level, while cocoa and fruits are farmed in the lower areas. About a decade ago, the producer communities in the region were facing declining crop yields and problems with land management due to increasing rainfall and changing temperatures. The farmers related these problems to the high levels of deforestation in the upper ranges. To restore the microclimate, a reforestation and carbon credit fund was established by the local producers in cooperation with European NGOs. 90 percent of the fund is dedicated to reforestation, while the rest is dedicated to adaptation measures. The carbon sequestration credits are sold together with the coffee to European coffee roasters, who want to reduce their carbon footprint. By doing so, they also invest in maintaining the ecosystem services (water security and climate stability) at their origins.

Key messages:

- Western companies are increasingly interested in reducing their carbon footprint, preferably through carbon reduction/mitigation activities in their own supply chains.
- (Voluntary) carbon payments for reforestation can be a useful vehicle to invest in ecosystem services, like water security and climate stability, at the producer level.
- The local producing communities must be the key stakeholders in defining the land use management approach. In this case, the communities regarded reforestation as an important activity; funding was enabled by carbon credits. By contrast, carbon projects that do not meet local needs often fail.
- NGOs can play a very important role to connect - in this case 'carbon coffee' - producers with environmentally conscious buyers and to provide the necessary project management support.

Richard Piechocki, Senior Program Manager Sustainable Business Development at Rabobank Group shared multiple examples of the bank's investments in sustainable agriculture. He pointed out the importance of Rabobank's adoption of the Ecosystems Services Review (ESR) approach; to assess which ecosystem services are critical to the economic activity (typically agriculture), in order to take existing opportunities and threats adequately into account in the business model. Richard demonstrated how the ESR is applied to the context of the Brazilian Cerrado, a key agricultural production area, and illustrated a recent project to regenerate the Xinghu watershed, financed by carbon credits.

Key lessons:

- The quality of biodiversity and ecosystems services are of vital importance to agriculture businesses, justifying a strategic assessment of their status by investors and lenders.
- Rabobank believes that agribusiness should have a net positive effect on biodiversity and ecosystems, and requires all their business clients to provide evidence supporting this principle, established in IFC regulations.

Discussion

During the discussion, the speakers further elaborated on success factors of the presented pro-biodiversity business cases, especially focusing on the question of how to scale up. The following topics were addressed:

- Land-use planning at the landscape level is a key condition to balance different land use types and to secure biodiversity and other ecosystem services. Success will largely depend on the quality of organization between local producers, inhabitants, government organizations and companies. Local and international NGOs and scientific partners can play an important role in developing effective arrangements.
- Payments for Environmental Services (PES) are increasingly common in some geographies to compensate landowners whose lands provide important ecosystem services to others.
- Learning from one situation to the other is important to increase effectiveness of biodiversity-friendly agricultural practices and PES. Education and awareness raising about what is happening elsewhere is central to avoid mistakes (South to North; North to South and South to South).
- Involvement of and learning by local communities is crucial: they are main stakeholders, but this is not always reflected in existing projects.
- Long-term commitment of financial parties is another key success factor.

Scaling Up Pro-Biodiversity Business: a Financial Perspective

<u>Tammy Newmark</u>	President, EcoEnterprises Fund
<u>Ben Witjes</u>	Director Programs and Projects, HIVOS
<u>Bernard Giraud</u>	President, Livelihoods Venture
Session Leader:	<u>Willem Ferwerda</u> , Founder & Chair Board of Patrons IUCN Leaders for Nature
Rapporteurs:	Carina van der Laan & Nathalie Verlinden

The objective of this session was to assess the role for financial parties in scaling-up biodiversity-friendly businesses. It also aimed to answer the questions regarding how and to what extent existing financial institutions and investment funds safeguard and promote biodiversity and ecosystem conservation in their portfolio; what are opportunities in this respect and how to tackle the major bottlenecks.

Tammy Newmark, president of EcoEnterprises Fund (EcoE) explained how EcoE wants to link the financial sector to small sustainable businesses who generate positive environmental and social returns with financial gains. SMEs invested in include the sectors of organic agriculture, aquaculture, ecotourism, sustainable forestry, and non-timber forest products.

Involving local communities is the basis for EcoE. Newmark concludes with the remark that the performance of this portfolio was very good. Their first fund was launched in 2000 and deployed USD 6.3 million in 23 small rural companies. Together, the funded companies have created 3513 jobs, while 293 community groups have benefited. Furthermore, EcoE has been able to mobilize USD 137 million in additional capital. Regarding the land use implications, the fund has directly contributed to the conservation of 860,773 hectares of land.

The follow-up to EcoE fund; EcoE II, will build further on this legacy. The fund has an additional USD 30 million from investors like The Nature Conservancy, MIF/IDB, FMO, European Investment Bank, Hivos-Triodos Fonds, Oikocredit, Calvert Foundation, family foundations and accredited private investors.

In the Q&A round, Newmark shared a number of financial details: EcoE II has a hurdle rate of 7% and overall fund return is 11%.

Ben Witjes, Director Programs and Projects at Hivos shared the philosophy behind Hivos' approach. Hivos believes in a model where there is a pre-commercial investment phase in which communities and enterprises have to become prepared for the commercial phase. Typically, the first 3 to 5 years of an enterprise are very risky, and losses are normal.

It is a messy phase with different actors playing in different parts of the game. According to Hivos, there is no lack of available capital, but there is no pipeline between money and farmers, which is why Hivos provides support especially for this first phase.

Witjes demonstrated Hivos' approach by means of a case on sugar production in Java. In 2007, brown sugar was produced in an accessible and developed area in Java. Local farmers wanted to add value to the product by refining it to crystallized sugar. However, they could not be commercial yet. Hivos facilitated the process of financing, certification and increase in production. By now, the Hivos program has supported over 3000 farmers, whose incomes have doubled or tripled. Livelihoods have been improved and there are spin-off effects.

Bernard Giraud, President of Livelihoods Fund (LF), shared a number of pro-biodiversity development cases from the portfolio of LF. LF builds on a close cooperation with Danone, a key financier of the fund. With an obvious focus on nutrition, LF aims to reduce malnutrition among farmers in developing countries. Ironically, 80% of the people suffering from malnutrition are farmers, hence there is a common interest for the farmer populations as well as LF's investors to improve this situation. Giraud presented a case on mangrove restoration in Senegal, resolving nutrition issues with carbon finance. The mangrove acts as a natural barrier against salt water that could infiltrate into the rice field during flooding. By restoring the mangrove through replanting mangrove trees, they were able to restore natural resources of vital importance, including fish stocks for 400 villages and storage of carbon dioxide in the mangrove forest ecosystem, with resulting carbon credits being sold on the carbon market to finance the project.

In the Q&A round, Giraud recognized that the business cases are largely based on the volatile market value of the carbon, yet he expects that over time carbon management will become more central to a business' operations, which will secure the future success of the fund. Giraud emphasized the importance of a healthy balance between the benefits for the local communities and the return on investment. Investments can be financial or in-kind, such as electricity infrastructure, etc.

Big brands and Biodiversity

Jan Peter Balkenende	Chair, Dutch Sustainable Growth Coalition; Partner, Ernst & Young
<u>Anniek Mauser</u>	Sustainability Director Benelux, Unilever
<u>Anne Wallin</u>	Director Environment Health & Safety and Sustainability for EMEA, Dow Chemical
<u>Anton Robek</u>	Senior Vice President Bio-based Chemicals and Materials, DSM
Session Leader:	<u>Tom Cummings</u> , Founder and Executive Director, Leading Ventures
Rapporteurs :	Desirée Immerzeel & Camila Ortolan F. de Oliveira

This session explored the developments in the ways in which multinational companies address the sustainable management of biodiversity and ecosystems in their business strategies.

Jan Peter Balkenende, Chair of the Dutch Sustainable Growth Coalition (DSGC) and Partner of Ernst & Young, started the session by discussing the role of business today. The DSGC is a group of Dutch multinationals that have the ambition to drive and promote sustainable growth business models. Balkenende shared multiple examples of how companies play a key role in finding solutions for global issues. The companies involved in the DSGC share the vision that financial and economic business growth is linked to environmental and social returns and that the sustainable growth model is the business model of the future. Mr. Balkenende explained that three aspects are important to make these business models a success: 1) shape business strategies towards a shared value business model, 2) share good practices examples with other (international and Dutch) stakeholders, and 3) stimulate debate through thought leadership as well as developing policy recommendations to help create the right framework conditions to promote sustainable growth.

Anniek Mauser, Sustainability Director Benelux of Unilever, shared Unilever's goals and actions on sustainability as presented in the firm's Sustainable Living Plan. The Plan follows three overarching goals for 2020: help more than a billion people to improve their health and well-being, half the environmental footprint of their products and source 100% of agricultural raw materials sustainably. As one of the front-running companies in CSR, Unilever wants to set an example in the private sector by reducing their impacts throughout their entire value chains. A concrete example of their leading role is Unilever's

commitment to purchase all palm oil from certified sustainable sources by end 2012, and for traceable sources by 2020. Ms. Mauser underlined the importance of partnerships in Unilever's actions towards more sustainable business practices.

Anne Wallin, Director Environment, Health & Safety and Sustainability for Europe, Middle East, and Africa at Dow Chemical, showed the importance of conserving ecosystem services and accounting for these ecosystem services in their direct business operations. For example, instead of building a 40 million dollar water treatment facility, Dow Chemical built a seadrift natural treatment pond at the cost of USD 1.4 million that serves the same purpose while at the same time the habitat of multiple animal and bird species is being conserved. This example is founded on the belief that business has a key role in valuing and preserving nature through new private sector approaches. Key to success in such an approach is mutual respect amongst stakeholders as well as transparency throughout the entire process. Dow now aims to upscale such solutions to other areas integrating ecological conservation and economic growth. Through a science and economics approach key aspects in this process are 1) bottom-up, valuation of ecosystem services, 2) top-down, identification of gaps in the work process and shape pilots and 3) leverage out, publish science-based results and methods, and affect policy.

Anton Robek, President of DSM Bio-Based Products & Services, closed the session by focusing on the role of DSM in the bio-based economy. Robek showed the importance of biotechnology and chemistry in feeding and fueling the growing world population. The use of renewable feedstock is not only about biofuels, but also about efficient use of residues and wastes. Essential in the process towards a bio-based economy is the regulatory environment with clear European and international standards to verify claims about 'sustainable' products as well as the creation of a level playing field based on right incentives. Cooperation throughout the value chain is a must to move from a fossil-based to bio-based economy. DSM recently committed to a USD 100 million cooperation with POET to use corn waste to produce ethanol (an important fuel and feedstock for the production of materials) using enzyme technology. Making better use of agricultural waste streams is seen as a key factor to reduce the pressure on land and hence biodiversity.

Discussion

The first question in the discussion concentrated on concrete examples of pro-biodiversity business operations of the three big brands. Ms. Mauser (Unilever) underlined the potential of yield increases especially by smallholders and Mr. Robek (DSM) referred back to the use of residues, which are both examples of how the pressure of agricultural expansion into biodiversity rich nature areas can be reduced. Ms. Wallin argued about the importance of conserving 'on farm diversity' at their plants.

Ms. Jane Madgwick, CEO at Wetlands International, subsequently noted that except for increasing efficiency, none of the speakers mentioned any business cases on restoration of degraded ecosystems. Ms. Mauser referred to Unilever's efforts on reforestation of the Mau forest near one of the tea estates in Kenya. Mr. Robek explained about the increased use

of marginal lands for bio-energy feedstock cultivation. Such lands cannot be used (anymore) for food production but provide an opportunity for the bioenergy sector to prevent expansion on traditional agricultural - or valuable nature areas.

Tom Cummings, session leader and Founder and Executive Director of Leading Ventures, noted that despite the fact that certification has worked well to 'gather the troops', deforestation and other 'non-compliances' are still continuing on the ground. Big brands place strong emphasis on certified production, but major challenges remain, also beyond certification. The speakers agreed there is an important need to upscale successful business cases for biodiversity. In his concluding remarks, Mr. Balkenende underlined the importance of integrated partnerships and the role of governments to be able to develop long-term approaches.

Concluding Remarks

<u>Pita Verweij</u>	Assistant Professor, Copernicus Institute, Utrecht University
<u>Rein Willems</u>	Chair, Platform Biodiversity, Economics & Ecosystems
<u>Jan Ernst de Groot</u>	Chair, Wetlands International; Managing Director, TNT Express
Rapporteurs:	B.M. Krishna Manda & Anne Sandbrink

Rein Willems, Chair of the Platform Biodiversity, Economics & Ecosystems emphasized the important role for chemistry and the chemical industry in solving the challenges of food security and climate change. Willems referred to the Platform's 'Green Growth' document and mentioned the no-net-loss principle and the challenges to get this concept integrated in business decisions. Scientists, business leaders, corporations and NGOs should work together to develop no-net-loss solutions. A few companies are leading this change. Willems suggests the leading companies should be provided tax incentives to help them take biodiversity-friendly measures and developing pilots for this new area.

Government announced a B-platform (biodiversity, ecosystems and economy), which will start in August, including subsidies and innovation programs to support companies that are trying to address the biodiversity challenges. This platform aims to raise awareness and help setting standards. Frontrunners aside, attention must be given to the large group of companies who have not yet embraced ecosystems thinking. Willems also emphasized that over the longer term, biodiversity and ecosystem performance should be embedded in financial accounting and reporting.

Pita Verweij, Assistant professor at the Copernicus Institute of Utrecht University and organizer of the conference, commenced her concluding speech with the finding that biodiversity is the next big issue in sustainable business. Importantly, biodiversity is not a stand-alone issue, but is tightly interconnected with climate change, food security and water scarcity. Hence, developing solutions requires multidisciplinary cooperation across sectors. By focusing more on the solutions side, rather than on researching the problems and negative impacts alone; and by inviting business, NGOs and governmental organizations to the conference, Utrecht University has taken a very practical approach to organizing the conference, quite unconventional for scientists. The business cases presented, from small to large, show what frontrunners are doing in the fields of pro-biodiversity agriculture, nature conservation, and ecosystem restoration. The cases demonstrate that it is possible to develop successful business activities with a profit for nature. The positive cases presented at the conference are in line with the findings of two ongoing research projects on business cases for biodiversity at the Copernicus Institute, one

commissioned by the Ministry of Economic Affairs, Agriculture and Innovation, and the other by HIVOS.

Aside many promising examples of how TEEB principles can be implemented, Verweij also sees challenges for up-scaling, including the need for supporting policy and regulation to implement ambitious but necessary no-net-loss goals. Government agencies can start removing harmful subsidies, green the fiscal system, resolve land tenure issues, and create an enabling environment in many other ways. Verweij emphasized that the absence of a favourable enabling environment should not be an apology to wait, since there are many things that can be done already. Companies should start to map their impacts on biodiversity, and related risks and opportunities, in order develop strategies to deal with these issues.

Next to other actors (NGOs, certification bodies etc), there are multiple roles for academia: educating the next generation of professionals; developing knowledge in support of business for biodiversity; and developing options for multifunctional landscapes where agricultural production and biodiversity conservation are integrated, in combination with the provision of other ecosystem services.

In his concluding remarks, chair **Jan Ernst de Groot** noted it was an ambitious and a successful day. De Groot observed that the curve of corporate responsibility is actually quite similar to the CO₂-curve. He concludes that even though the topic of biodiversity and ecosystems is complex, the conference speakers managed to stick with the topic of the day and to share very concrete examples. De Groot counted 10 key success factors, illustrating that there are no simple solutions. The top three of those would be:

(I) (Ecological) expertise is the key; if not done properly, planting a tree can be as unsustainable as cutting one.

(II) Generational commitment is needed. The uneasiness that comes with it is the uneasiness of having patience, long-term commitment and focus while at the same time having a sense of urgency to act;

(III) We need each other to resolve the problems, because the challenges to manage biodiversity sustainably are multi-disciplinary, international and even more than that. We need each other and need to share openly.

De Groot concluded the day with inviting the participants to share their own cases at a next Business Meets Biodiversity Conference.

Annex 1: Program

Conference Chair Jan Ernst de Groot

08:30

Reception & Registration • Coffee & Tea

09:00

Welcome & Opening Remarks presentation

Piet Moerland, CEO, Rabobank Group

Annemie Burger, Director General Nature and Regional Policy, Ministry of Economic Affairs, Agriculture and Innovation

Yvonne van Rooy, President of the Executive Board, Utrecht University

09:30

Introductions presentation, short Q&A

Trends in Business and Biodiversity – **Kerry ten Kate**, Director Business and Biodiversity Offset Program, Forest Trends

Pro-Biodiversity Agriculture – **Sara Scherr**, President and CEO, EcoAgriculture Partners

Big Brands and Biodiversity – **Richard Holland**, Chief Conservation Officer, WWF-NL

10:30

Coffee Break

11:00

Pro-Biodiversity Business Cases Parallel Breakout Sessions

1 – New Business Models for Ecosystem Conservation and Restoration

Session Leader: **René Boot**, Director, Tropenbos International

Mangrove Restoration – **Ajanta Dey**, Project Director, NEWS, India

REDD+ – **Bryan Adkins**, Conservation Landscape Manager, Wildlife Works, Kenya

Greening Degraded Lands – **Dennis Karpes**, Co-Founder, Naga Foundation

Sustainable Harvest of Wild Products – **John Pearce**, CEO, Swazi Indigenous Products

2 – Pro-Biodiversity Agriculture

Session Leader: **Bärbel Weiligmann**, Senior Program Manager, Rabobank Foundation

Organic Cotton – **Rajeev Baruah**, Managing Director, BioRe, India

Biodiversity-Friendly Cocoa – **Philip Betts**, CEO, ESCO Uganda

Coffee & Carbon – **Santiago Paz López**, Director Coop NorAndino/Cepicafe, Peru

Sustainable Business Development and Finance

– **Richard Piechocki**, Senior Program Manager Sustainable Business Development, Rabobank Group

12:30

Vegetarian lunch

Scaling Up Pro-Biodiversity Business Plenary Presentations + Panel Discussion

13:30

1. Enabling Pro-Biodiversity Business: a Financial Perspective

Session Leader: **Willem Ferwerda**, Founder & Chair Board of Patrons IUCN Leaders for Nature

Tammy Newmark, President, EcoEnterprises Fund

Ben Witjes, Director Programs and Projects, HIVOS

Bernard Giraud, President, Livelihoods Venture

14:45

Coffee break

15:15

2. Big Brands and Biodiversity

Session leader: **Tom Cummings**, Founder and Executive Director, Leading Ventures

Jan Peter Balkenende, Chair, Dutch Sustainable Growth Coalition; Partner, Ernst & Young

Anniek Mauser, Sustainability Director Benelux, Unilever

Anne Wallin, Director Environment Health & Safety and Sustainability for EMEA, Dow Chemical

Anton Robek, Senior Vice President Bio-based Products & Services, DSM

17:00

Concluding Remarks

Pita Verweij, Assistant Professor, Utrecht University

Rein Willems, Chair, Platform Biodiversity, Economics & Ecosystems

Jan Ernst de Groot, Chair, Wetlands International; Managing Director, TNT Express

17:20

Drinks & Networking

Annex 2a: List of Participants

Stay in touch with other participants via the 'Business for Nature' group on LinkedIn!

Organization	Name	Position
100% Zomer BV	Marije van Zomeren	Managing Director
4C Association	Lars Kahnert	Funding Manager
Agentschap NL	Caroline van Leenders	Strategic Process Manager
Ahold	Andrea Bolhuis	Specialist Product Sustainability
AkzoNobel	Jan Verlaan	Ideation manager
Aman-Iman Foundation	Abakoula Argalaless	President
Ambor Creatie	Anne-Marie Bor	Owner
ANVR	Frank Oostdam	Director
Applied Environmental Research Foundation	Jayant Sarnaik	Deputy director
Aquapro	Eduard Zanen	CSO
Arcadis	Bianca Nijhof	Manager Division Environment
Arcadis	Eric Schellekens	Program Manager Innovation, Climate and Area Development
Arlafoods BV	Inge Eppink	Project manager
Avance PMC	John van Duursen	Innovation and development manager
BioRe India	Rajeev Baruah	Managing Director
Brazilian Bioethanol Science and Technology Laboratory	Camila Oliveira	Master student
C1000	David Klingen	Manager CR
City of Amsterdam Physical Planning Dpt	Johan Van Zoest	Senior Planner
CLM - Centre for Agriculture and Environment	Gijs Kuneman	Director
CO2Operate BV	Paul Burgers	Director
Conservation Consultancy Steven de Bie	Steven de Bie	Director
Coop NorAndino / Cepicafe	Santiago Paz Lopez	Director
CREM BV	Natasja Hulst	Unit Coordinator Biodiversity and Natural Resources
Degraded Land Consultants	Hans Smit	Consultant
Do-inc	Edwin Dalenoord	Director
Dow Chemical	Anne Wallin	Director EHS and Sustainability for EMEA
DSM	Edwin Berends	Manager Innovation Program Office
DSM Bio-based Products & Services	Anton Robek	Senior Vice President Bio-Based Products and Services
DSM Bio-based Products & Services	Joost Dubois	Director Branding Bio-Based Products and Services
DSM	Fokko Wientjes	Sustainability Officer
DSM Bio-based Products & Services	Kim Gyoung-Ho	Senior Business Analyst
Durabilis	Bert Sercu	Sustainability and Development

ECNC European Center for Nature Conservation	Rob Wolters	Executive Director
ECNC European Center for Nature Conservation	Joop van Hezik	Senior Advisor Sustainability and Green Economy
ECNC European Center for Nature Conservation	Johan Kieft	Representative Germany Business and Biodiversity
Eco System Services Limited	Stuart Clenaghan	Principal
EcoAgriculture Partners	Sara Scherr	President and CEO
EcoEnterprises Fund	Tammy Newmark	President
Ernst & Young/Erasmus University Rotterdam	Jan Peter Balkenende	Partner, Ernst & Young; Professor RSM
ESCO Uganda	Philip Betts	Chief Executive Officer
European Commission, DG Environment	Patrick Murphy	Senior Administrator
Face the Future	Justin Whalen	CEO
Factor-X - The Climate Consulting Group	Fanny Deliege	Consultant
Factor-X - The Climate Consulting Group	Anna Balez	Consultant
Fairvent	Milah Wouters	Owner
FMO	Anton van Elteren	Senior Environmental & Social Specialist
Forest Trends	Kerry ten Kate	Director Business and Biodiversity Offset Program
Form International	Paul Hol	Managing Director
Gelre Hospital	Karlijn Wouters- de Man	MD Tropical Medicine
Global Compact Netherlands Network	André van Heemstra	Chair
Global Nature Fund	Tobias Hartmann	Project Manager
Guiding Hope / CIFOR	Verina Ingram	Director / Associate
Head Line Today (TV News Channel New Delhi)	Rishika Baruah	Journalist
Heineken Nederland BV & Platform B&B	Hans Voermans	Facility Manager
Heineken Nederland BV	Jan Kempers	Manager Sustainable Development
Hivos	Manuela Monteiro	Executive Director
Hivos	Ben Witjes	Director Programs and Projects
Hivos	Iris Gardien	Business Partnerships
Hivos	Willy Douma	Programme Officer Sustainable Economic Development
Hivos	Carol Gribnau	Head Sustainable Economic Development Bureau
Hivos	Daphne Roodhuyzen	Junior Programme Manager Sustainable Economic Development and involved in the organisation of the event
IDH Sustainable Trade Initiative	Pedro Eikelenboom	Senior Advisor Partnerships
IUCN	Lena Euwens	Director a.i.
IUCN Leaders for Nature	Irma Bakkers	Project Officer Leaders For Nature
IUCN NL	Marielies Schelhaas	Platform Biodiversity, Ecosystems and Economy/ manager business relations
IUCN/ Leaders for Nature	Willem Ferwerda	Founder & Chair Board of Patrons
Just Green	Rodney Nikkels	Director
KNVKT	Tijmen de Vries	Secretary General
Koninklijke VOPAK	Willem van der Zon	Global Coordinator Sustainability & Environment

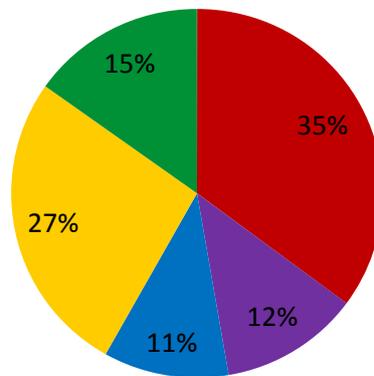
KPMG Sustainability	Jerwin Tolen	Associate Director
Landgoed Verwolde / Green Deal CoP Business and Biodiversity	Gijs van Heemstra	Rentmeester
Leading Ventures	Tom Cummings	Founder and Executive Director
Livelihoods Venture Danone	Bernard Giraud	President
M&M Global Investments	Coen Muller	Director
Mindout	Bas van Dam	
Mindout	Sylke de Heus	
Ministry of Agriculture and Foreign Trade	Henk de Jong	Manager Biodiversity
Ministry of Economic Affairs, Agriculture and Innovation	Annemie Burger	Director-General Nature and Regional Policy
Ministry of Economic Affairs, Agriculture and Innovation	Rob Hendriks	Senior Policy Officer
Ministry of Economic Affairs, Agriculture and Innovation	Rob van Brouwershaven	Director Natuur en Biodiversiteit
Ministry of Economic Affairs, Agriculture and Innovation	Rob Busink	Senior Policy Advisor
Ministry of Economic Affairs, Agriculture and Innovation	Alex Brijnjs	Policy officer
Ministry of Economic Affairs, Agriculture and Innovation	Martin Lok	Manager Groen en Groei
Ministry of Economic Affairs, Agriculture and Innovation	Vera Minten	Senior Strategy Advisor
Ministry of Economic Affairs, Agriculture and Innovation	Dick Koelega	Senior Strategic Advisor
Ministry of Economic Affairs, Agriculture and Innovation	Maarten Kool	Deputy director
Ministry of Economic Affairs, Agriculture and Innovation	Cor von Meijefeldt	
Ministry of Foreign Affairs	Omer van Renterghem	Senior Policy Advisor
Ministry of Infrastructure and the Environment	Arthur Eijs	Policy Officer International Affairs
Ministry of Infrastructure and the Environment	Wieger Dijkstra	Senior Policy Advisor
MVO Nederland	Michela van Kampen	sectormanager chemie
Naga Foundation	Dennis Karpes	Co-founder
Naga Foundation	Marco Greve	Business Development
Naga Foundation	Ruth van Wieren	Monitoring and Evaluation
Naga Foundation	Paul Martijn	
Nature Environment and Wildlife Society	Ajanta Dey	Conservation Landscape Manager
NWO Netherlands Organisation for Scientific Research	Martin Los	Policy Officer
Nyenrode Business University	Michiel Brandt	Researcher
Nyenrode Business University	Tineke Lambooy	Senior Researcher
Oxfam Novib	Wim Stoffers	Manager Dutch and Global Partners
PBL Netherlands Environmental Assessment Agency	Stefan van der Esch	Policy Researcher

PBL Netherlands Environmental Assessment Agency	Johan Brons	Policy advisor
PBL Netherlands Environmental Assessment Agency	Mark van Oorschot	Project Leader - Research on Biodiversity Policy
Pentagram Cherry Fotografie	Irene Vijfvinkel	Photographer
Philips Healthcare	Andrew Deutsch	Technical Writer
Platform B&B	Frederiek van Lienen	Nyenrode/WUR
Platform Biodiversity, Economics & Ecosystems	Rein Willems	Chair
Platform Biodiversity, Ecosystems and Economy	Erik van Zadelhoff	Secretary
Polre Advisory	Bertus Tulleners	Partner
Polre Advisory	Lukas Hoex	Partner
ProFound / Blue Rhino	Bert-Jan Ottens	Managing Director
Progreso	Angel Mario Martínez Garcia	Director
Progreso	Marieke Rodenhuis	Program Manager
PYMWYMIC	Frank van Beuningen	Director
PYMWYMIC	Margareth van Beuningen McGovern	Partner
Rabobank	Linda van Waveren	Project Manager Cooperation and Sustainability
Rabobank	Inge van Laar	Projectcoördinator, Coöperatie & Duurzaamheid
Rabobank	Evi Levels	trainee
Rabobank	Daan Dijk	Managing Director Sustainable Business Development
Rabobank	Vanessa Reijers	Advisor Sustainable Business Development
Rabobank C&D	Silva Dezelan	Senior Sustainability Manager
Rabobank Foundation	Bärbel Weiligmann	Senior Program Manager
Rabobank Group	Piet Moerland	CEO
Rabobank Group	Richard Piechocki	Senior Programme Manager Sustainable Business Development
Rabobank International	Paul Bosch	Analyst
Rabobank International	Marianne van Duin	Fund Manager
Rainforest Alliance	Sarah Doornbos	Temporary Coordinator, South Asia
Royal Tropical Institute	Martijn ter Heegde	Advisor Land and Natural Resources Governance
Royal Tropical Institute (KIT)	Genevieve Audet-Belanger	Advisor Sustainable Economic Development
Solidaridad	Jan Maarten Dros	Unit head Agri-commodities department
Solidaridad	Alice Mostert	Project Manager Sustainable Fashion
Solidaridad	Katie Minderhoud	Market Developer
Swazi Indigenous Products	John Pearce	Chief Executive Officer
Synnervate	Ard Hordijk	Synnervator
The Rock Group	Roland Waardenburg	Partner
Thumbs Up Foundation	Anna Booij	Program coordinator
Trees for all	Stef Röell	Boardmember

Trees for all	Anneke Postema	Manager Sales & Marketing
Tropenbos International	René Boot	Director
Tropenbos International	Herman Savenije	Programme Coordinator
UNEP-FI	Ivo Mulder	Programme Officer
Unilever	Anniek Mauser	Sustainability Director Benelux
Union for Ethical BioTrade	Karin Keuchler	Communications Officer
United Coffee	Hilke van den Bosch	Manager Sustainable Development
Utrecht University	Yvonne van Rooy	President of the Executive Board
Utrecht University	Anne Sandbrink	Reporter
Utrecht University, Copernicus Institute / DSM	Michiel de Man	Researcher Business and Ecosystems / Innovation Advisor
Utrecht University, Copernicus Institute	Krishna Manda	Consultant / Researcher
Utrecht University, Copernicus Institute	Desirée Immerzeel	PhD Researcher
Utrecht University, Copernicus Institute	Carina van der Laan	PhD Researcher
Utrecht University, Copernicus Institute	Bart Vollaard	Researcher
Utrecht University, Copernicus Institute	Pita Verweij	Assistant Professor Land Use and Biodiversity
Utrecht University, Copernicus Institute	Nathalie Verlinden	Junior Researcher
Vereniging van Beleggers voor Duurzame Ontwikkeling (VBDO)	Saskia Verbunt	Projectmanager Duurzaam Ondernemen
VitaCosmos	Eliza Wolfs	Director
VNO-NCW	August Mesker	Secretary Platform Biodiversity, Ecosystems and Economy
Wageningen UR, Centre for Development Innovation	Cora van Oosten	Senior Project Leader
Wageningen UR, Centre for Development Innovation	Joost Guijt	Coordinator Seas of Change Learning Initiative
Wageningen UR, LEI	Greet Overbeek	Senior Researcher
Wageningen UR, LEI	Jolanda van den Berg	Senior Researcher Environment and Development
Warner strategy and fundraising	Theo van Koolwijk	Director
Wetlands International	Jane Madgwick	Chief Executive Officer
Wetlands International	Jan Ernst de Groot	Chair
Wildlife Works	Bryan Adkins	Conservation Landscape Manager
WWF Netherlands	Richard Holland	Chief Conservation Officer
WWF Netherlands	Chris Enthoven	Program Leader Sustainable Finance
WWF Netherlands	Sandra Mulder	Sr. Advisor Markets

Annex 2b: Participants: Balance of the different sectors

■ Business ■ Finance ■ Policy ■ NGO/Platforms ■ Research



Total number of participants: 165

Annex 3: Organization & Partner Information

The Business Meets Biodiversity Conference 2012 was organized by the Copernicus Institute of Sustainable Development of Utrecht University in close collaboration with public and private partner organizations, including the Ministry of Economic Affairs, Agriculture and Innovation, Hivos, Rabobank Group, WWF Netherlands and Tropenbos International.

Copernicus Institute of Sustainable Development



Utrecht University

The Copernicus Institute investigates and develops processes and opportunities for innovative change towards sustainability. The institute thus seeks to contribute to the development of knowledge and techniques as well as methods and instruments in the field of sustainable development, taking note of related social debates and policy processes. It is the ambition of the institute to make a difference – in science and education, and in society at large – in the exploration of a sustainable world.

[Copernicus Institute of Sustainable Development website](#)

Partners

Ministry of Economic Affairs, Agriculture and Innovation



Ministry of Economic Affairs,
Agriculture and Innovation

The Ministry promotes the Netherlands as a country of enterprise with a strong international competitive position and an eye for sustainability. It is committed to creating an excellent entrepreneurial business climate, by creating the right conditions and giving entrepreneurs room to innovate and grow. By paying attention to nature and the living environment. By encouraging cooperation between research institutes and businesses. This is how we enhance our leading positions in agriculture, industry, services and energy and invest in a powerful, sustainable country.

www.government.nl/ministries/eleni

Hivos



Hivos is a Dutch development organization guided by humanist values. Together with local civil society organizations in developing countries, Hivos wants to contribute to a free, fair and sustainable world. A world in which all citizens – both women and men – have equal access to opportunities and resources for development and can participate actively and equally in decision-making processes that determine their lives, their society and their future.

www.hivos.nl/eng

Rabobank Group



Rabobank

Rabobank Group is comprised of independent local Rabobanks plus Rabobank Nederland, their umbrella organisation, and a number of specialist subsidiaries. Overall, Rabobank Group has approximately 59,700 employees (in FTEs), who serve about 10 million customers in 44 countries. In terms of Tier I capital, Rabobank Group is among the world's 30 largest financial institutions. Rabobank is consistently awarded a high rating by all rating agencies.

www.rabobank.com

World Wide Fund for Nature – the Netherlands



WWF works to conserve and restore the natural environment and ecological processes and to protect biodiversity world-wide.

WWF Netherlands is active in the protection and restoration of important ecosystems, such as forests (rainforests, boreal forests, etc.), wetlands, seas and oceans, as well as dealing with the major threats to nature: deforestation, over-fishing, climate change and trade in endangered species.

www.wnf.nl

Tropenbos International



Tropenbos International unites numerous partners behind a single objective: to ensure that knowledge is used effectively in the formulation of appropriate policies and managing forests for conservation and sustainable development.

As an intermediary organization it links the demand for knowledge and capacity building from policy makers and forest users with research and capacity in the North and South. As facilitator it fosters multi-stakeholder dialogues as an effective means of communicating information needs, expertise, issues and solutions for forests and forest-dependent people.

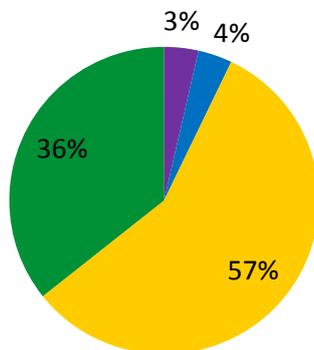
www.tropenbos.org

Annex 4: Survey Results

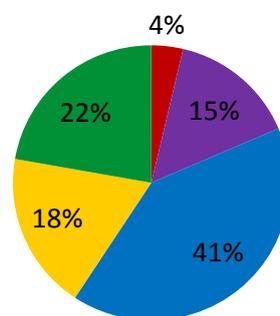
Overall, how much do you agree with the following statements on the content of the conference?

■ Strongly disagree
 ■ Disagree
 ■ Neutral
 ■ Agree
 ■ Strongly Agree

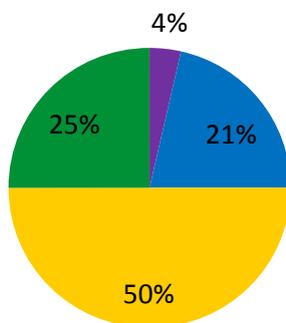
The program had a clear structure



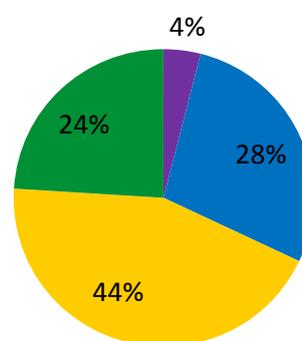
The overall content was innovative



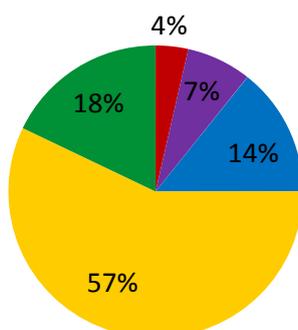
Speakers/presenters were well selected



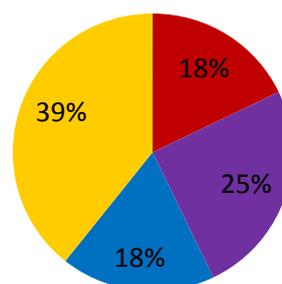
Presentations were relevant and informative



The content of presentations is useful for my work



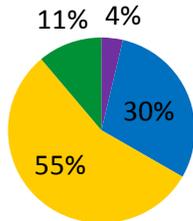
Adequate balance between presentations and discussions



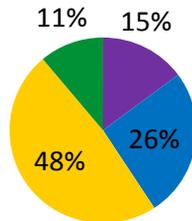
How would you rate the following aspects of the conference audience?

■ Very poor ■ Poor ■ Fair ■ Good ■ Very good

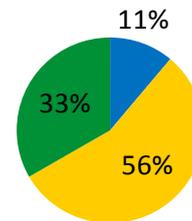
Overall balance of the different sectors



Representation of the business sector

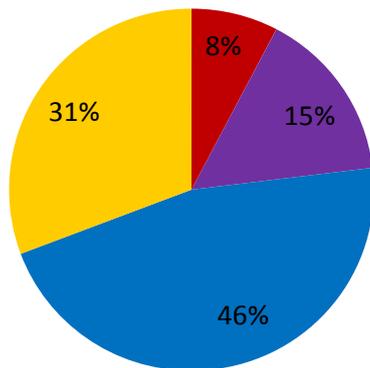


Professional level of the participants



How many new professional contacts did you gain from the conference?

■ >10 ■ 7-10 ■ 4-6 ■ 1-3 ■ None



Did the conference result in concrete impact and/or follow-up in your personal work or organization?

■ No ■ Yes

