

**Responsible Business,  
Better Future.**

# **Webinar: Collaborative Action to break through on Biodiversity**

*Biodiversity & Industry Platform*

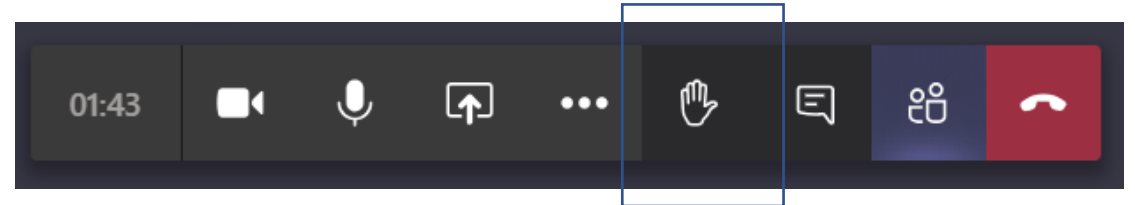
**02 June 2020, 16:00 – 17:00 CET**

# TECHNICAL INFORMATION

*Microsoft Teams*



- During the webinar, you will be muted to minimise audio noise.
- If you would like to speak at any point during the webinar, please use the “raise your hand” function at the bottom of the screen:



**When it's your turn to speak, please unmute yourself.**

- During the presentation, if you experience any problem or you have any questions/feedback, please use the “chat” function or email Sara Sanchez [csr11@csreurope.org](mailto:csr11@csreurope.org)

# PARTICIPANTS



PHILIP MORRIS  
INTERNATIONAL



United Nations  
Global Compact



wbcscd



Danske Bank



CARGOTEC



TAALERI



FISKARS ♦ GROUP

# AGENDA



TIME	TOPIC	PRESENTER(S)
16:00 16:05	<b>Introduction</b> Collaborative action to break through on Biodiversity	<b>Jan Noterdaeme</b> <i>Senior Advisor, CSR Europe</i>
16:05 16:25	<b>Corporate Maturity on Biodiversity</b> <ul style="list-style-type: none"> <li>Biodiversity Benchmark Results</li> <li>Company case studies: <ul style="list-style-type: none"> <li>Solvay S.A.</li> <li>Coca-Cola</li> </ul> </li> </ul>	<b>Sara Sanchez Palacios</b> <i>Project Assistant, CSR Europe</i>  <b>Thomas Andro</b> <i>Head of Solvay Way, Solvay</i>  <b>Therese Noorlander</b> <i>Sustainability Director Europe, Coca-Cola</i>
16:25 16:30	<b>Needs and Expectations from Companies on Biodiversity</b> <ul style="list-style-type: none"> <li>The common challenges, needs, and expectations: Project Proposal prepared by CSR Europe</li> </ul>	<b>Soni Kanabar</b> <i>Project Manager, CSR Europe</i>
16:30 16:55	<b>Interactive Discussion</b> <ul style="list-style-type: none"> <li>Q&amp;A</li> </ul>	<b>All Participants</b>
16:55 17:00	<b>Next Steps: How do we start?</b> <ul style="list-style-type: none"> <li>Deadline to join – 30 June 2020</li> <li>Platform Kick off – July 2020</li> </ul>	<b>Jan Noterdaeme</b> <i>Senior Advisor, CSR Europe</i>

# PURPOSE OF THIS WEBINAR



- **Present the Biodiversity Benchmarking** CSR Europe has conducted of 35 companies from varied sectors
- **Understand companies' leadership positioning with regards to biodiversity** through the presentation of two Case Studies: Solvay & Coca-Cola
- **Discuss the proposed activities of CSR Europe's Platform**
- **Engage in an interactive discussion** on how we can collectively - and practically - integrate biodiversity into companies decision-making processes

# WHERE ARE WE ON BIODIVERSITY?



## 1 Biodiversity is a high priority on the global agenda

- **The 1.5 degree Target for Biodiversity will be decided at COP-15 in China (Spring 2021)**



- **IUCN World Conservation Congress (7-15 January 2021)**



- **UNFCCC COP 26 – Glasgow (date TBC)**



## 2 The EU is increasing its expectations on Biodiversity

**EU Green Deal**: of which the Biodiversity Strategy for 2030 is an important pillar. At least €20 billion a year should be unlocked for spending on nature.

### **EU Biodiversity Strategy for 2030 aims to:**

- Address the main drivers of biodiversity loss
- Ensure Europe leads the way to an ambitious agreement at the COP-15
- Be a central element of the EU's post-pandemic recovery plan

### **EU Taxonomy**:

- A common classification of economic activities contributing to protect and restore biodiversity and ecosystems will be established by 2021.

## 3 The Biodiversity Community is developing tools to measure Biodiversity impact

- Global companies are measuring their impacts on Biodiversity & **Science Based Targets** has become the norm



# EU BIODIVERSITY STRATEGY 2030

*Bringing nature back into our lives*



## The new EU-wide Biodiversity Strategy will:

### Establish protected areas for at least:

- 30% of land
- 30% of sea
- Legally binding targets for forests



### Restore degraded ecosystems at land and sea:

- Increase organic farming
- Reverse the decline of pollinators
- Reduce use of pesticides by 50%
- Restore 25,000 km of rivers
- Plant 3 billion trees



### Unlock €20 billion per year for biodiversity through various sources:

- EU funds
- National and private funding

## The Business case for Biodiversity:

**Nature restoration** will be a central element of the EU's recovery plan.

**More than half of global GDP** depends on nature.



### 3 Key economic sectors:

- Construction
- Agriculture
- Food & Drink

Highly dependent on nature, they generate €7 trillion.



### 6 industries:

- Chemicals
- Aviation, travel & tourism
- Real estate
- Mining
- Supply chain
- Retail & consumer



### Creating jobs:

- Natura2000 network will support 104,000 direct jobs
- A significant proportion of EU budget for climate action will be invested on biodiversity

***“Biodiversity is at the heart of our growth strategy, the European Green Deal, and is part of a European recovery that gives more back to the planet than it takes away”***

*- Ursula von der Leyen, President of the European Commission*

# EU BIODIVERSITY STRATEGY 2030

*Bringing nature back into our lives*



## Key actions for business and biodiversity

- 1.To better integrate Biodiversity into public and business decision-making at all levels
- 2.To ensure that EU funding supports biodiversity-friendly investments
- 3.In the meantime, the Commission will review the Non-Financial Reporting Directive, including Biodiversity

In 2021, the Commission will develop criteria and standards to describe biodiversity, and adopt a delegated act under the Taxonomy Regulation on Biodiversity. Meanwhile, the EU NFRD will be reviewed, including on biodiversity.

## POLL QUESTION



Go to [www.slido.com](https://www.slido.com)

Event code: # biodiversity2020

**How would you rate the corporate level of maturity and responsibility related to Biodiversity?**

a. Excellent 😎

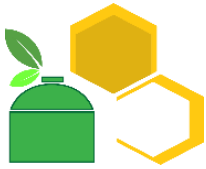
b. Good 😊

c. Average 😐

d. Poor 🙄

# CORPORATE MATURITY ON BIODIVERSITY

## CSR Europe Biodiversity Benchmarking of 35 companies



### CSR Europe Biodiversity Benchmarking

CSR Europe conducted a Biodiversity Benchmarking of 35 companies from varied sectors.

The aim is to understand corporate maturity on Biodiversity, specifically:

- Best practices
- Common challenges in integrating biodiversity into decision making across the value chain

### Companies assessed



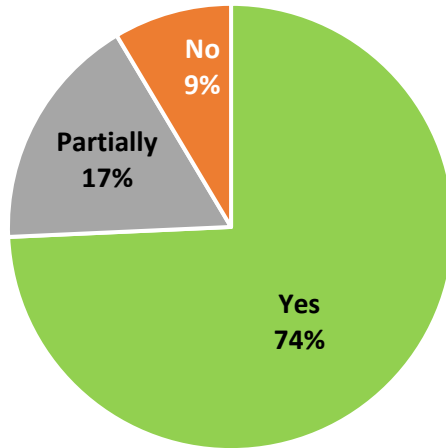
# CORPORATE MATURITY ON BIODIVERSITY

## CSR Europe Biodiversity Benchmarking of 35 companies\*

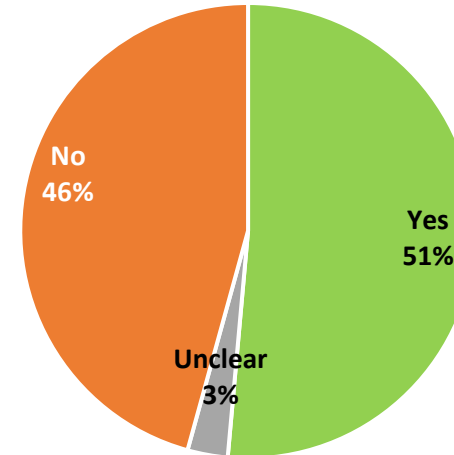
*\*Based on publicly available information*



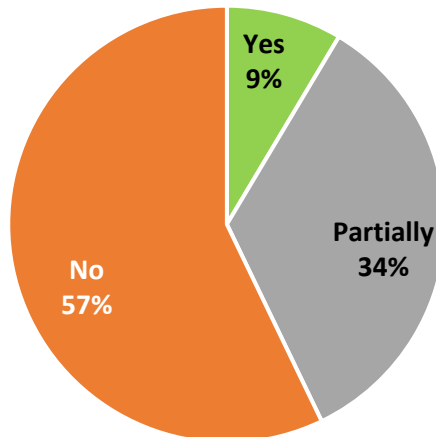
1. Are biodiversity actions linked to the business strategy?



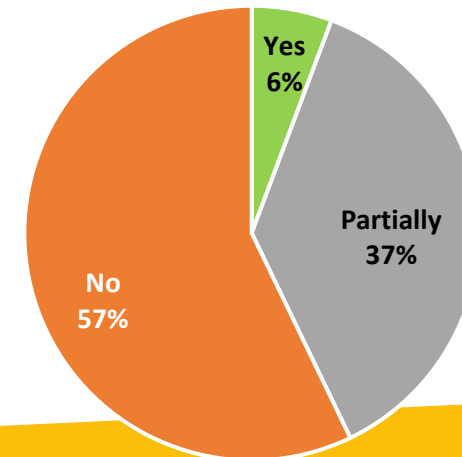
2. Is biodiversity defined as a material topic?



3. Is biodiversity integrated into company decision-making process?



4. Does the company engage their suppliers on biodiversity?



# CORPORATE MATURITY ON BIODIVERSITY

## Examples



### 1. Are biodiversity actions linked to the business strategy?

To mitigate the impacts of raw materials' extraction on local biodiversity, TITAN has established a **standard practice for quarries rehabilitation and biodiversity management** at sites of high biodiversity value. 10 of its quarries are recognised as areas of high biodiversity value.



### 2. Is biodiversity defined as a material topic?

Protecting biodiversity is a priority on **Vattenfall's Materiality Assessment**, in which stakeholders raised the importance of protecting biodiversity. **Vattenfall assess biodiversity early in the planning of new projects** and strive to minimise any negative impacts.



### 3. Is biodiversity integrated into company decision-making process?

**"Avoid, reduce and compensate"** approach. The Group is committed to integrating biodiversity into its strategy and business activities. Recognized as a player in France's National Biodiversity Strategy (SNB) in 2012 and again in 2016.



### 4. Does the company engage their suppliers on biodiversity?

**Promoting biodiversity awareness and training** for the Group's own personnel as well as subcontracted personnel and those of its suppliers.



# CORPORATE MATURITY ON BIODIVERSITY

## Measuring Impact



Companies are using different measurement tools with the aim of understanding their impacts on Biodiversity. →

However, companies have also highlighted some gaps in measuring corporate biodiversity impact:

*'Require to hire lots of consultants at a very high cost'*



















*'It's easy to get lost in details'*

*'Metrics themselves do not influence biodiversity; they need to be integrated into the business decision-making'*

*'The level of complexity can often be a deterrent'*

*'Too scientific'*

**'The Holy Grail': One common indicator**

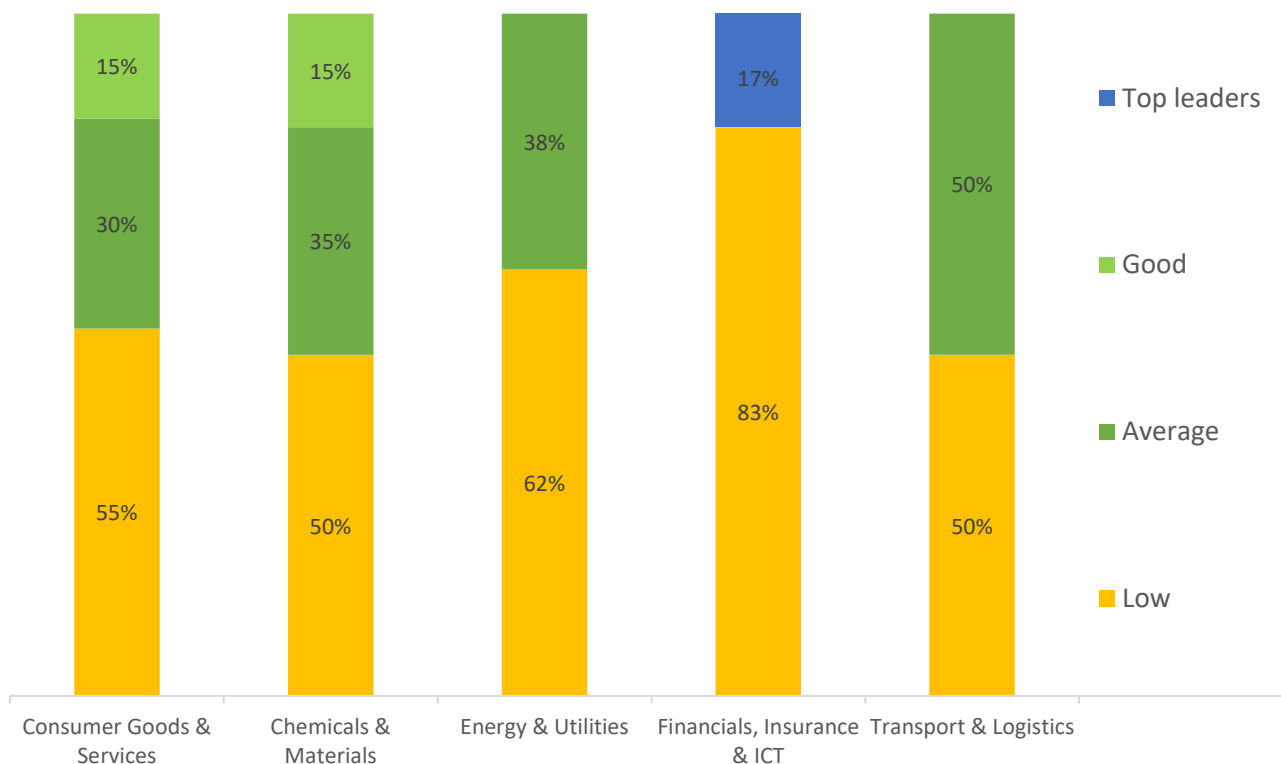
Name of Tool/Method	Owned/Developed by	Focus
<a href="#">Biodiversity Impact Metric (BIM)</a>	 UNIVERSITY OF CAMBRIDGE INSTITUTE FOR SUSTAINABILITY LEADERSHIP	Impacts from raw material sourcing
<a href="#">Biodiversity Monitor Tool</a>	 Rabobank  WNF	Agriculture sector
<a href="#">Biotope Method</a>	 VATTENFALL	Biodiversity considerations in impact assessments & permit processes
<a href="#">Environmental Profit &amp; Loss (EP&amp;L)</a>	 KERING	Impacts converted into monetary values across the supply chain
<a href="#">Global Biodiversity Score (GBS)</a>	 CDC BIODIVERSITÉ 	Biodiversity footprint of economic activities
<a href="#">Globio</a>	 PBL Netherlands Environmental Assessment Agency  Radboud University  UNEP  WCMC	Impacts of human activities on biodiversity
<a href="#">IBAT</a>	 BirdLife INTERNATIONAL  CONSERVATION INTERNATIONAL  IUCN  UN environment  WCMC	Provides geographic information about global biodiversity
<a href="#">Natural Capital Protocol</a>	 NATURAL CAPITAL COALITION	Measure impacts and dependencies on natural capital
<a href="#">LIFE Key</a>	 life Lasting Initiatives for Earth	Identify and reduce impacts in the supply chain

# CORPORATE MATURITY ON BIODIVERSITY

## *Differences between sectors*



Corporate Maturity by sector



Sectors

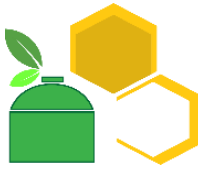
- Overall, corporate maturity on biodiversity in all sectors is quite low. Between 50-80% of companies in each sector scored low.
- Consumer Goods & Services & Chemicals sectors scored the highest on average.

### **The biggest challenges for companies are:**

- How to engage with their suppliers on biodiversity
- How to integrate Biodiversity into corporate decision-making processes

# NEEDS AND EXPECTATIONS FROM COMPANIES

## Origin of CSR Europe Biodiversity & Industry Platform



What are the challenges companies are facing around Biodiversity?\*

Integrate Biodiversity into the company decision-making processes

*'Not clear how to engage the board on Biodiversity'*

*'It is difficult to define biodiversity – every company defines it differently (biodiversity / ecosystem services / natural capital)'*

*'Difficult to communicate around biodiversity, and to put it at the board level'*

*'The awareness is there, but there are situations where biodiversity is not fully integrated.'*



Engage with suppliers on Biodiversity

*'Need to know how to engage more and better with suppliers'*

*'Engagement with suppliers is the hardest part'*

*'Lack of common understanding on how to engage suppliers'*

\*Quotes from interviews with companies

Thomas Andro  
Head of Solvay Way



## Case Study I



**What are the  
challenges of  
integrating  
biodiversity into  
decision-making?**





# Biodiversity

Our approach and objectives

**CSR EUROPE**

June 2 - Webinar

## BIODIVERSITY - DIVERSITY OF LIFE

Key for the functioning of ecosystems  
and so the basis of Humankind existence

**Natural regulation**  
(Oceans acidification, Amazon  
rainforest, carbon cycle...)  
**Natural risks reduction**

**Freshwater  
Food  
Raw Materials  
Pollinisation**

**Clean Air  
Better Health  
Sustainable Living  
condition**

CLIMATE

RESOURCES

BETTER LIFE

As example:

1/4

of CO2 emissions is  
absorb by oceans\*

\*GIEC

40%

of the global economy is  
based on the ecosystem  
service\*

\*United Nations

50%

of our prescription  
medicines come  
from plant extract /  
biodiversity\*

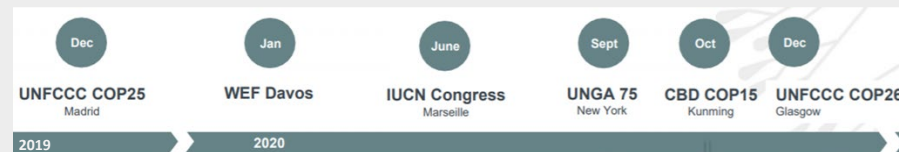
\* World Bank

## A HOT TOPIC FOR OUR STAKEHOLDERS



**Customers** (rising expectations - see on the left)  
**Governments** (Intense 2020 agenda, see below)  
**Communities** (high concerns)  
**Employees** (walk the talk - purpose)  
**Investors** (new investment criteria to come)  
**Corporate Initiatives** (CDC Biodiversity, WBCD,...)

## A HIGH POLITICAL AGENDA FOR 2020

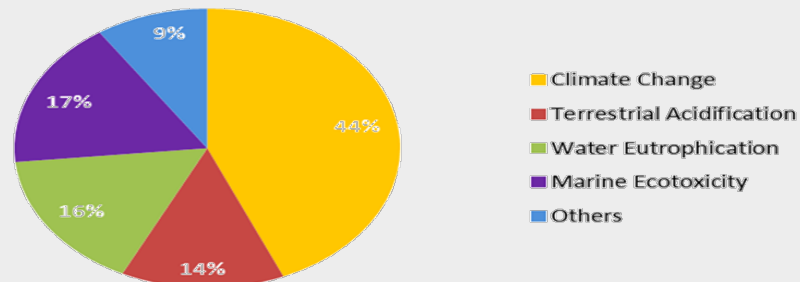


## WHAT ARE OUR PRESSURES

### TO BETTER ASSESS OUR IMPACTS AND DRIVE OUR ACTIONS

**Local Risks:** our locations vs  
protected areas

**Products impacts:** biodiversity  
impacts across the value chain



**Internal Assessment based on LCAs of all  
our Products Portfolio**



# 10 SUSTAINABILITY GOALS BY

# 2030



Reduce the environmental impact of our operations at planetary scale: tackle climate & biodiversity

## CLIMATE

**Greenhouse gas emissions:** Align its trajectory with “well below 2°C temperature increase” (2015 Paris Agreement)

**No more coal plant and phase out coal usage in energy production:** wherever renewable alternatives exist

**Biodiversity:** reduce negative pressure on biodiversity beyond climate change: terrestrial acidification, water eutrophication, marine ecotoxicity

Baseline  
2018

**-26% (-2%/y)**

**Achieve 100%**

**30% reduction**



Accelerate the transition toward circular business and operations models.

## RESOURCES

**Sustainable Solutions:** increase the share of revenue in Sustainable Solutions measured by SPM

**Circular economy:** increase the percentage of sales of products based on renewable or recycled resources

**Industrial waste:** reduce non-recoverable industrial waste (landfill or incinerated without energy recovery)

**Water use efficiency:** decrease the impact on freshwater withdrawal by reducing intake of freshwater

**Achieve 65% vs 50%**

**Achieve 15% vs 7%**

**30% reduction**

**25% reduction**



Improve the quality of life of our employees and the society at large

## BETTER LIFE

**Safety:** a zero accident policy aiming to protect the safety and security of employees

**Inclusion and Diversity:** Gender parity for mid- and senior-level management by 2035

**Extending maternity and paternity leave:** Solvay is adapting its global policy of 14 weeks maternity leave to 16 weeks, extending it to co-parents inside the company regardless of their gender, by 2021.

**Aim for zero accident**

**Parity vs 24%**

**Extension to 16 weeks**



Therese Noorlander  
Sustainability Director Europe



## Case Study II



**What are the challenges of integrating biodiversity into decision-making?**



# Europe 2019

Water replenishment in **18**  
countries via **43** programs

2019

**212%**  
(of our sales volume)  
vs 181% prior year

more than  
**56 B liters**

# SO, WHAT ARE WE DOING?

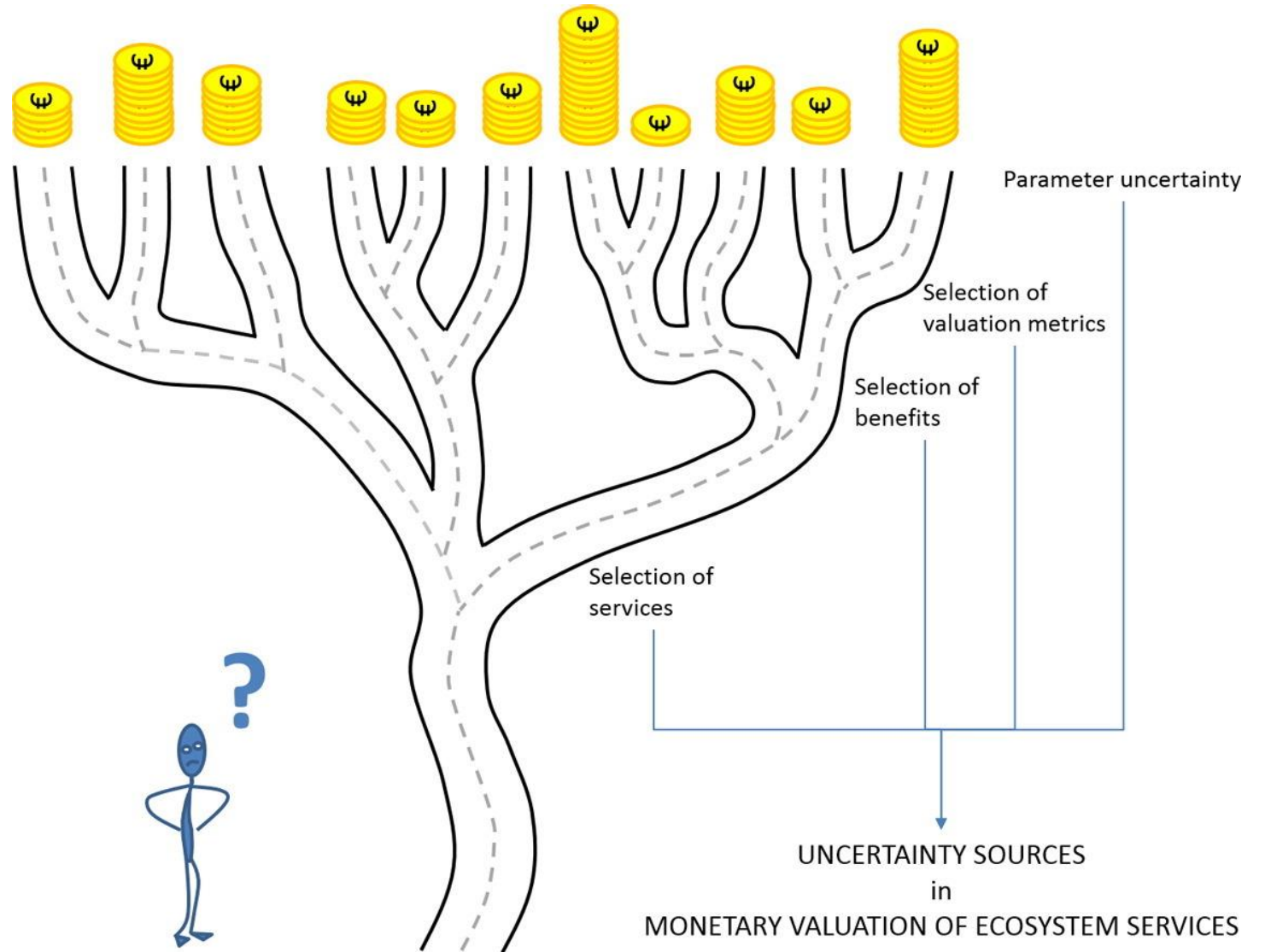
## THE LIVING DANUBE PROJECT



### A 7-year partnership (2014-2021) with WWF

- Substantial investments from The Coca-Cola Foundation
- Interventions: Vital wetlands and flood plains conservation and restoration
- Awareness raising and education via Living Danube Tour
- 75,000 direct beneficiaries in 6 countries: Austria, Hungary, Bulgaria, Romania, Serbia and Croatia

# Valuation is dealing with uncertainty



# BIODIVERSITY & INDUSTRY PLATFORM

*Industry Leadership Platform to tackle 'Biodiversity Pressure Points'*



WHAT  
do we aim for?

To support companies in tackling biodiversity pressure points, specifically **how to develop the decision tools to assess the value chain impact of a planned intervention (i.e. new factory, new road) and how to remediate the impact.**

HOW  
do we do this?

This platform will produce the following key deliverables with platform members:

1. **A Benchmark** (with a confidential biodiversity rating) **to assess my company's decision capacity**
2. **A standard framework to help my company improve processes across the value chain**
3. **A methodology for action** through "Lighthouse Projects"
4. **A practical Blueprint** for companies **to showcase results of benchmark and framework**
5. **Visibility at key events to boost the leadership-positioning for companies**

WHEN  
do we do this?

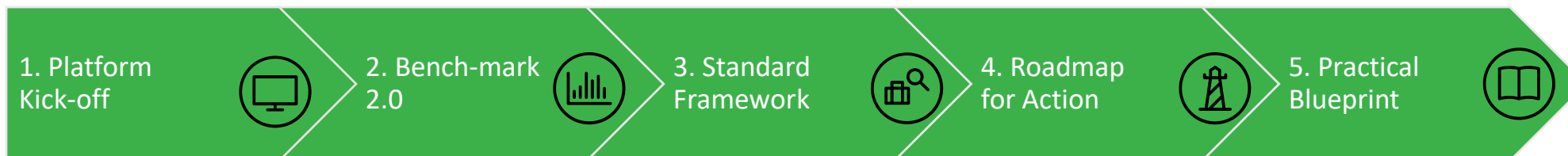
**Project roll-out (2020-2021)**

**2020:** Produce a framework, blueprint & benchmark to tackle 'biodiversity pressure points' in the value chain

**2021:** Implement a series of collaborative lighthouse projects with Platform leaders

# PLATFORM ACTIVITIES

## CSR Europe Biodiversity & Industry Platform



Events	Virtual Meeting	Fact-Finding Interviews	Stakeholder Dialogue	Workshop Training	High-level Conference
Description	The Platform will kick-off with a virtual meeting to introduce platform members	A Benchmark tailored to companies, with a confidential biodiversity rating	Design a framework on how to develop the decision tools for companies	Develop a Roadmap through “Lighthouse Projects” to tackle biodiversity pressure points	Publish Blueprint incorporating evidence-based biodiversity initiatives
Outcomes	Companies reviewed on their board management <u>readiness</u> ( <u>processes</u> in place) to take strategic decisions and investments	Practical toolkit for companies to use	Methodology for action	Visibility on results of framework + benchmark	
Visibility Opportunities					



# TIMELINE: 2020-2021

## CSR Europe Biodiversity & Industry Platform

- Legend**
- Platform Meetings
  - Deliverables
  - Visibility Opportunities

ACTIVITY		2020						2021			
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
1	Platform Kick Off	★	Kick-Off Virtual Meeting								
2	Benchmark 2.0			★	1-2-1 Calls Benchmark 2.0						
3	Standard Framework				★	Stakeholder Dialogue Framework					
4	Roadmap for Action							★	Workshop Roadmap		
5	Practical Blueprint									Conference Blueprint	★
Visibility Opportunities			EU Green Week ★			★	Sustainability Summit	★	IUCN Conference	★	COP15

# WHAT IS IN IT FOR YOUR COMPANY? (1/2)

*CSR Europe Biodiversity & Industry Platform*



## What's out there

Companies are already:

1. Participating in awareness-raising campaigns
2. Piloting Measurement Tools
3. Collecting information from a scientific viewpoint

## Our approach

- ✓ Peer to peer learning
- ✓ Standardised framework and language to communicate on Biodiversity
- ✓ Integrate Biodiversity into corporate decision-making processes
- ✓ Increase leadership and visibility

# WHAT IS IN IT FOR YOUR COMPANY? (2/2)

## CSR Europe Biodiversity & Industry Platform



### At company level



Determine how to develop the decision tools to assess the value chain impact of a planned intervention

### At a collective level



Learn from peers and experts on how to enhance the management and capacity of boards to take strategic decisions on biodiversity

### At EU level



Be positioned as a leader; this platform will allow you to bring your experience to EU & global strategic discussions

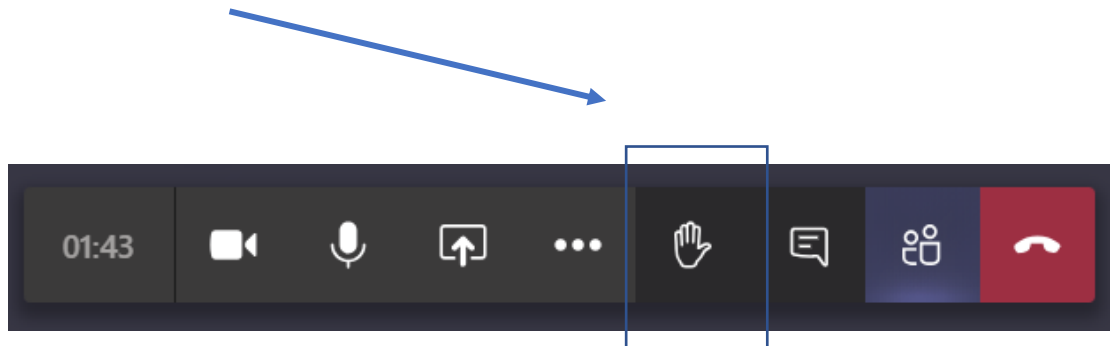
### What will your company obtain from this platform?

- 1. Improve your communication and strengthen decision-making at the Board level**
- 2. Increase business intelligence** on your customers and stakeholders and 'productivise' biodiversity across the value chain
- 3. Contribute to strategic discussions** (Biodiversity Strategy to 2030 & EU Taxonomy)

## INTERACTIVE DISCUSSION

*CSR Europe Biodiversity & Industry Platform*

If you would like to speak please use the “raise your hand” function at the bottom of the screen (please also unmute yourself):



## Q&A



Moderator: Jan Noterdaeme

# What is further needed to kick off collaboration?



# RESOURCES NEEDED

## CSR Europe Biodiversity & Industry Platform



### 1 CORPORATE INTELLIGENCE

- Environmental/ Biodiversity Managers
- Sustainability/ CSR Managers
- ...at a certain stage, liaison with CFOs

### 2 HR ESTIMATION (Annual Basis)

- Commitment of **4,5 FTE** (peer to peer + CSR Europe)\*  
*\*not including internal consultations*
- ROI estimation: the value is x3 more

### 3 FINANCIAL SUPPORT (Annual Basis)

	No. of	Cost to join
Companies		
Scenario 1	5	€ 20 000
Scenario 2	10	€ 10 000
Scenario 3	15+	€ 7 500

# NEXT STEPS: WHEN DO WE START?

*CSR Europe Biodiversity & Industry Platform*



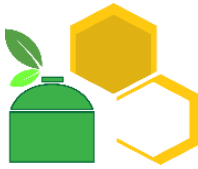
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Take Collaborative Action to break through on Biodiversity!

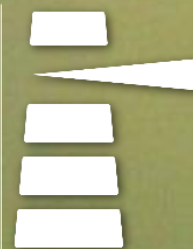
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# EVALUATION SURVEY

*CSR Europe Biodiversity & Industry Platform*



Please, go to the chat function  
and fulfill **CSR Europe**  
**‘Survey Evaluation Form’**



Responsible Business,  
Better Future.

**Thank you for your participation!**

*CSR Europe Biodiversity & Industry Platform*