



Agriculture



Food supply



Forestry



Non-energy extractive industry



Finance



Tourism

# Joining the B@B Platform

## Who can participate?

EU-based businesses ranging from SMEs to multinational companies, business associations as well as expert institutes, government authorities and nature conservation NGOs.

The Platform activities serve the following sectors:

- ▶ Agriculture
- ▶ Food supply
- ▶ Forestry
- ▶ Non-energy extractive industry
- ▶ Finance
- ▶ Tourism

To join the B@B Platform, please write to [eubb@iucn.org](mailto:eubb@iucn.org) or visit <http://ec.europa.eu/environment/biodiversity/business>. Your company will be listed on the Platform's website.

This initiative is implemented by IUCN ROfe – International Union for Conservation of Nature Regional Office for Europe in cooperation with PwC, ECNC – European Centre for Nature Conservation and ELO – European Landowners' Organization.

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# The EU Business @ Biodiversity Platform



**Business @ Biodiversity**

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## Overview

The EU Business and Biodiversity Platform (B@B), initiated by the European Commission, is a unique facility where businesses can come together to share their experiences and best practices, learn from their peers, and voice their needs and concerns to the European Commission. The Platform aims to strengthen the link between the business sector and biodiversity conservation, in particular in the following six priority sectors: agriculture, food supply, forestry, non-energy extractive industry, finance and tourism. It is the first initiative of this magnitude worldwide.

### Why engage businesses?

Safeguarding biodiversity is integral to sustainable development, competitiveness, economic growth and employment. Many of the goods and services that biodiversity and ecosystems provide, such as freshwater supply, food, fuel, wood and flood protection, are increasingly threatened by biodiversity loss or unsustainable use. In the long run, the loss of ecosystem services affects the availability of resources which threatens business opportunities.

Many businesses and their supply chains have direct impacts on biodiversity. The business sector therefore has an interest in increasing resource efficiency and in playing an essential role in the conservation and sustainable use of biodiversity.

The EU B@B Platform has been recognised in the EU Biodiversity Strategy – adopted in May 2011 – as the main tool to foster dialogue with businesses on biodiversity:

*“The Commission will further develop the Platform and encourage greater cooperation between businesses in Europe, including SMEs, and links to national and global initiatives”.*

## Objectives

- ▶ Providing opportunities for dialogue between, and among, businesses and the European Commission;
- ▶ Encouraging and supporting businesses in incorporating biodiversity conservation in their activities and ensuring sustainability;
- ▶ Acknowledging best practices through the European Business Awards for the Environment;
- ▶ Contributing to the work led by the European Commission on business engagement in biodiversity conservation.

## Activities

The participants to the Platform are involved in the following activities for all six sectors:

- ▶ Best practices publication;
- ▶ Workshops on the EU 2020 Biodiversity Strategy and its implementation;
- ▶ Benchmarking workshops;
- ▶ Roundtable meetings on issues of interest;
- ▶ Award scheme.

## Benefits for Businesses

- ▶ Increasing the visibility of business contribution to biodiversity conservation;
- ▶ Being updated with the latest developments related to EU biodiversity policy;
- ▶ Having access to best practices for biodiversity conservation;
- ▶ Contributing to the discussion on the implementation of EU biodiversity targets;
- ▶ Having access to biodiversity solutions for business;
- ▶ Networking and exchanging information with other stakeholders, participating in the Platform activities;
- ▶ Applying for the European Business Awards for the Environment in the section of Business and Biodiversity.

