



The European *Business and Biodiversity* Campaign

Objectives	<p>A strong consortium led by the Global Nature Fund including competent partners from Belgium, Germany, the Netherlands and Spain demonstrates how businesses can include biodiversity concerns in their business model.</p> <p>The campaign objectives are to highlight the business case for biodiversity and enhance companies' engagement in biodiversity conservation.</p>
Companies' Benefits	<ul style="list-style-type: none"> • Assessing the companies' dependence on biological diversity through biodiversity-checks • Providing regular and up to date information regarding developments on biodiversity and ecosystems • Learning about methods and indicators for implementing an effective biodiversity management in workshop and seminars • Exposure in publications and online media at European level • Expanding companies' network to experts on Biodiversity, Ecosystems and Natural Resources
Companies' Contributions	<ul style="list-style-type: none"> • Sharing experiences and learning from other businesses about business opportunities and risks associated with biodiversity • Announcing the Campaign and its main activities including workshops and biodiversity-checks for enterprises • Companies that are already engaged in biodiversity protection may actively contribute actively to workshops and seminars
Coordinator	<p>Global Nature Fund (GNF) is a non-profit, private, independent international foundation founded in 1998. The GNF works worldwide with conservation organisations, governmental authorities and business partners for sustainable development. Its headquarters are located in Radolfzell, Germany and it has offices in Bonn and Berlin.</p>
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Partners	<ul style="list-style-type: none"> • IUCN Regional Office for Pan-Europe, Belgium • Fundación Global Nature, Spain • Triple E, The Netherlands • Bodensee-Stiftung, Germany • DOKEO Environmental Consulting, Germany • Altop Publishing House, Germany 	
Supporter	EU LIFE+ Programme 	
Duration	36 Months	January 2010 - December 2012
Countries	EU Member States	
Target Groups	Providing information to the business sector: <ul style="list-style-type: none"> • Companies' Executives and Decision-makers • CSR-Managers • Business Associations 	Involving experts groups: <ul style="list-style-type: none"> • Environmental Auditors • Technical Experts from NGOs and Institutes
Activities	Awareness Raising Campaign in EU	Special Activities: <ul style="list-style-type: none"> • Sectoral Workshops and Seminars • Biodiversity-Checks • Regional Biodiversity Forums • Landscape Auctions • Ecological Greening of Companies' Premises and Sites • Collaboration with NGOs

"The conservation of biological diversity has the same dimension as climate protection. We need a trend reversal - not at some point in the future, but immediately"
 German Chancellor Angela Merkel Launching the International Year of Biodiversity, January 2010

