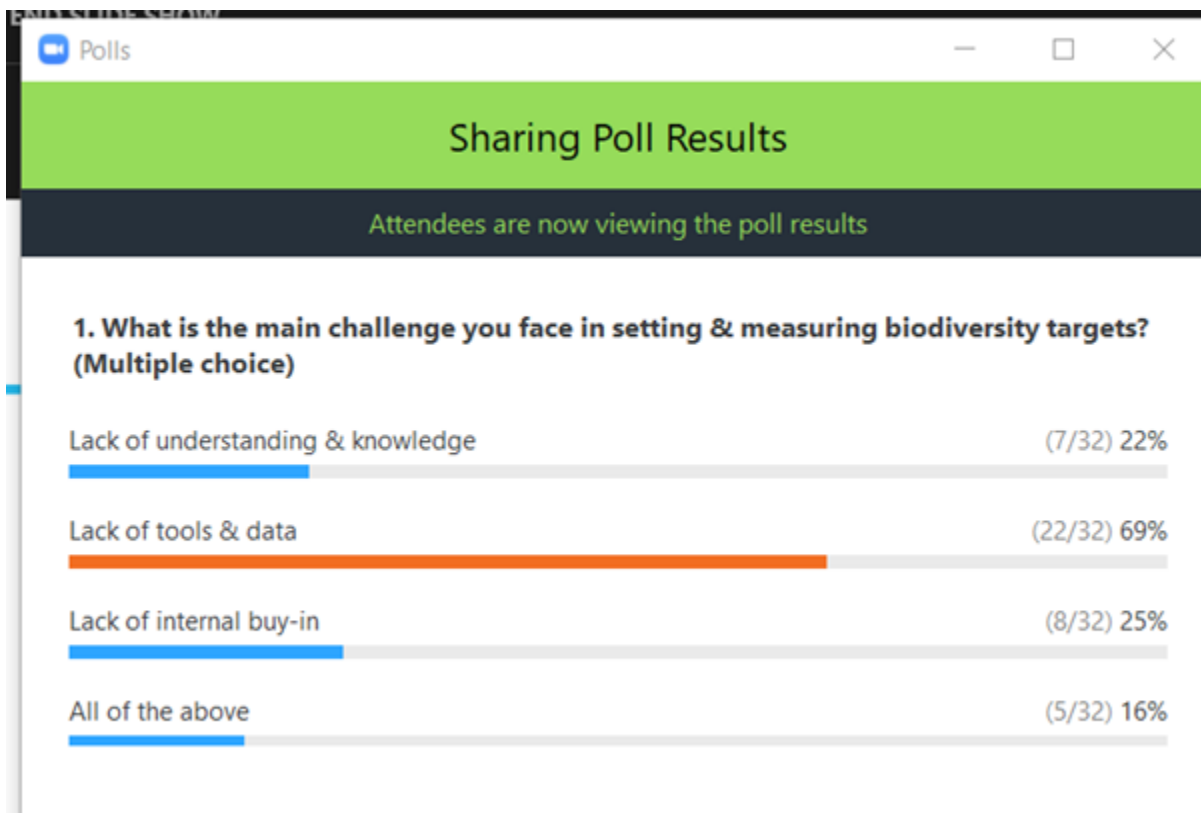


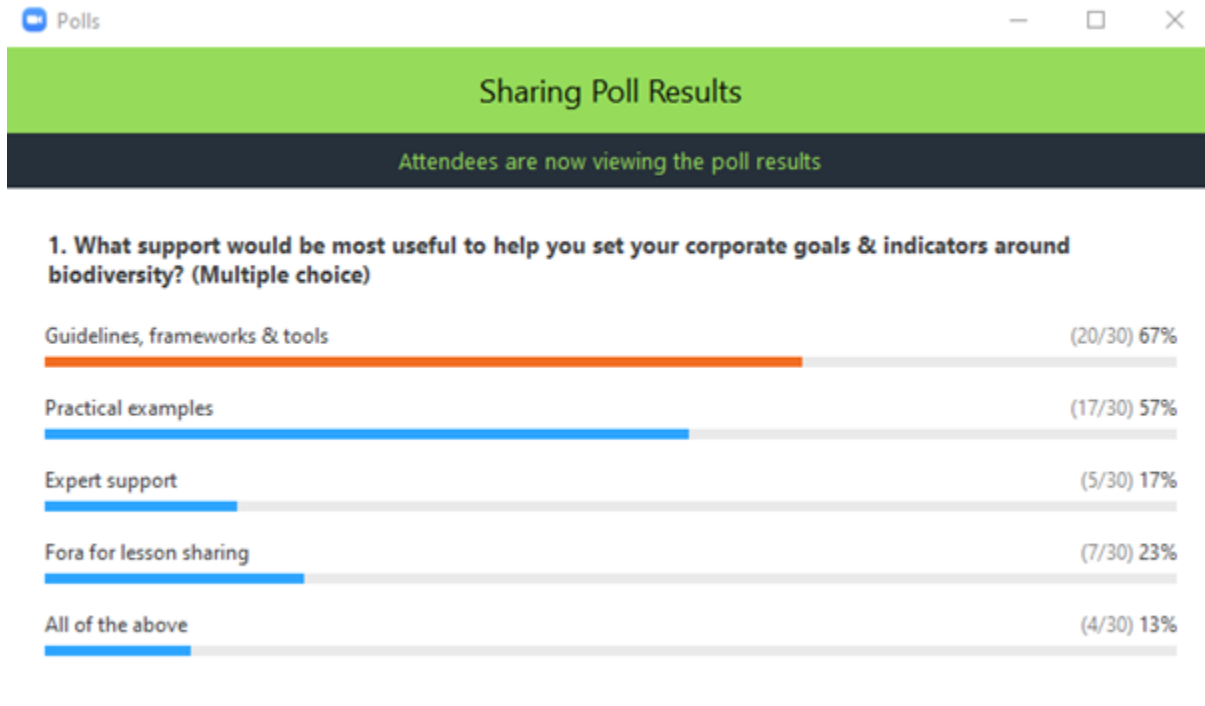
We Value Nature  
**Virtual Office Hour call**  
*Setting corporate goals  
and indicators for  
biodiversity*

26 May 2020



## Polling questions results





## 2. Setting corporate goals & indicators for biodiversity

*We'll type a summary of the presentation and group discussions here as well as questions and answers. Feel free to add points that we may miss!*

### Summary

Giulia:

- The biggest gap was about a system that would enable a company to have an overview of the corporate level of their biodiversity performance - how can a company aggregate everything to understand how they are doing in measuring performance. How can you aggregate using information and systems that are already available?
  - What is the difference between what we are doing and the existing reporting frameworks? Not defining specific indicator but rather a system for reporting
  - SBTs - process based on global target
  - Process: results-based management system - approach used for the development of the guidelines
  - The guidelines are based on experience from conservation organisations. While not business, challenges are still very similar.
1. Plan do check act model - enables to go back, be flexible, respond and measure how doing with this plan
  2. Scalable goals and indicators

3. Pressure State Response Benefit Framework: Looking not just at responses but also at the pressures - what pressures do companies have on nature? And also what is the impact? What is the state of nature due to these pressures and how does all this link with people
  - Next steps: will do a technical and peer review process with partner companies, conservation agencies. Plan on a 1.0 version of Guidelines in autumn 2020, pilot test and collect good practices in 2021 and develop 2.0 version in early 2022

PJ:

- Guidelines: 7 stages can be developed in a stepwise process but are iterative and can be used in any order appropriate for the company
- NOT replicating! Using what already exists out there
- Stage 1: overview of the pressures the company puts on biodiversity and also a list of species, habitats and ecosystem services it will focus on
  - Need to define the corporate scope of biodiversity influence, identify associated pressures and those that are most important
- Stage 2: Develop Goals and Objectives
- Stage 3: Define actions and strategies and theory of change
- Stage 4: Identify corporate level biodiversity indicators
  - Using scalable goals and indicators
- Stages 5 & 6 - Nespresso case study: over 60% of indicators could be collected by specialist
- Stage 7: For data to be used for adaptive management, they have to be aggregated from local to global level presented in forms that facilitate decision-making (dashboards, maps, graphs)

### 1. What questions do you have for Giulia & PJ?

Question(s) / comment(s)	Answer
<b>CONTEXT AROUND THE GUIDELINES</b>	
<p>Is this IUCN Guideline on Biodiversity somehow linked to the work made by the SBTN on Biodiversity and Nature?</p> <p>Has there been active alignment/harmonisation with IFC Operating Principles, IMP, IRIS+ and Natural Capital Coalition?</p> <p>What are the synergies/connections with the work of the EU Business and Biodiversity Platform and Aligning..... from WCMC?</p> <p>How does this Guideline articulate with the</p>	<p>Throughout the Guidelines we make links to other relevant tools and frameworks. It is not about harmonizing or aligning with other systems, but seeing where people might want to use them to help them move through IUCN's 7 stages.</p> <p>The same people are working on the Guidelines and the SBT so there will be links. From the guidelines perspective, the current recommendation to the user is to build on what is happening on the ground (in terms of pressures). Once the SBT for Nature system is in place a company will be able to check if</p>

Natural Capital Protocol Guidance on Biodiversity and the SBTN ?	their goals are significant enough to contribute to a (CBD) global goal.
Will the guidelines include an overview of tools available to help companies assess their impacts and dependencies? Alongside case studies, this would be very helpful	Yes, for each stage of the guidelines we offer links to relevant tools.
Is there any methodology that relates the biodiversity indicators to the value of company's share? I mean, from the investors perspective, what is or what will be the most valuable indicators ?	The Guidelines can also be implemented by a financial institutions (in particular investment banks, insurance companies/pension funds, and asset management companies), and based on the specific goal(s), defined based on the type of sectors they invest in, or country, they will develop their own indicators, which they will need to “push” down to the projects/assets they invest in.
<b>SPECIFIC TO THE GUIDELINES</b>	
How do you make the difference between “very high” or “high” and between 3 or 4 or 2 ? it is more qualitative than quantitative ?	This question relates to the relative importance of different pressures the company places on biodiversity. In the example this is calculated using an assessment of scope and severity which is described (and based on the tool used in the Conservation Measures Partnership Open Standards).
Why the coffee example and not a more complex sector where impacts might not be so obvious and supply/value chains are more complicated?	A coffee roasting company like the one used as an example here has 2-3 supply chains. It is indeed relatively simple when compared with larger, more diverse companies. But the principles we apply work with all sizes of company, and encourage larger ones to break down their operations into discrete management units such as supply chains or raw materials or products or services. Each unit is then easier to work in when planning and monitoring biodiversity.
Is there an ability to monetise the biodiversity/ecosystem values	This approach is based on measuring the performance in managing impacts on “biodiversity” using pressure, state, response and benefits indicators. Financial and economic indicators might be included as part of the Benefit type of indicators.

<p>How can the local environmental conditions, in particular biodiversity, be taken into account? There are many ecosystems, one size does not fit all, I think</p>	<p>This point plays a major relevance in the Guidelines. As you mention “one size does not fit all” and therefore we don’t promote the use of 1 specific indicator for all situations but the selection of the most relevant suite of indicators based on the specific aggregate contexts. We encourage a bottom up approach where a company looks at a selection of its sites and supply chains to gain an understanding of the sorts of habitats and ecosystem services relevant to its operations. Then the biodiversity is categorised differently at different scales. So it may be “forest” at the corporate level, but tropical moist forest at the more local level; rare native trees at the corporate level, Magnolias at the local level.</p>
<p>How would you identify and measure the impact of governmental harmful subsidies towards biodiversity (e.g. agricultural) in corporate supply chains ? How could this guideline support the identification and value harmful subsidies within supply chains and the potential impact to corporate goals?</p>	<p>This depends on the scope of your assessment. But if subsidies represented a threat, causing a direct or indirect pressure on biodiversity, it should be factored into the situation analysis in Stage 1 and, if relevant, actions and strategies developed to tackle it in Stage 3.</p>
<p>Thanks for the great presentation. Idea to aggregate biodiversity indicators to drive decision making (decreasing pressures/footprint) is key. What do you reckon about exploring ways to aggregate further with other components of Natural Capital (Air/climate, water, land, biodiversity)? Role of monetization?</p>	<p>Monetizing won’t be included - processes such as natural capital assessment don’t come in here. It’s a different purpose, understanding the decision context, who needs what information and in what format. These guidelines are really about understanding what kind of impact having based on indicators.</p>
<p>How often should business measure the biodiversity for acknowledging their biodiversity progress? Or is it an independent option to select suitable target and measurement align with the guideline?</p>	<p>Different indicators will be measured at different frequencies. Response indicators will be measured at least once a year; state indicators usually every 2-3 years.</p>
<p>How to demonstrate the complex of ecosystem? Is SHANON index or Similarity index (compare with old ecosystem) count as appropriate target?</p>	<p>The idea is to simplify - identify priority elements of biodiversity that the company can focus on and monitor. Species diversity - measurable using a variety of indices - is one option.</p>
<p><b>GENERAL QUESTIONS</b></p>	

<p>In addition how companies can work into improving their relation with the governments in the countries they operate in terms of how they can contribute to their national biodiversity targets?. For example how we can include a step of this guideline including a review or integration to countries NBSAPs?</p>	<p>The Guidelines recommend companies refer to relevant NBSAPs where they operate and see if they can contribute to any priorities defined in them.</p>
<p>I want to understand how to get my organisation to mainstream policies and programs on biodiversity, climate change mitigation and adaptation</p>	<p>The We Value Nature campaign can help take the first step. See resources here for starting the conversation about links between your business and nature and some proposed next actions to take. <a href="https://wevaluenature.eu/training-resources">https://wevaluenature.eu/training-resources</a></p>
<p>Is Net Positive Impact still the goal although business decide to measure periodic ecosystem value or coherent habitat area restored?</p>	<p>The Guidelines encourage companies to choose ambitious goals that aim for positive gains. Site level ambition to achieve NPI could be very likely one of the approaches to reach this corporate goal.</p>
<p>Should ecosystem service measure only physical value excluding economic value or there's another option where business can measure both aspect?</p>	<p>A well designed company biodiversity strategy should include benefits gained by people from identified ecosystem services and the indicators used to monitor those could include financial gains (e.g. from selling agroforestry products or non-timber forest products)</p>
<p>I am working hard on a new model for measuring the impacts of corporate activities across multiple stakeholders including nature. I'm wondering if you have a list of key goals/indicators that can be used by any company irrespective of size, industry or country that can be used to measure the value created or destroyed from their activities? I am specifically looking for very clear, measurable figures (i.e. CO2 emissions, Air Quality, Water purity, etc.) and standards or goals related to these. Do such measures exist in an uncomplicated way that I could bring to a local cafe tomorrow and they could start implementing just as easily as if I brought it to a Fortune 500 company?</p>	<p>As explained, we are not advocating one common goal or metric to be used by all companies. Companies will only be able to demonstrate their impact on biodiversity through a properly structured set of goals and relevant scalable indicators. But indicators used to monitor Aichi Targets and SDGs will often be relevant and applicable so companies do not need to reinvent the wheel and develop their own.</p>

**General comments from the chat**

- I feel that there are many tools and documents available but it is confusing to navigate through all of them and choose the most appropriate.

- By expert support I would understand not just narrow/focused experts in biodiversity conservation, but the experts, which can support with implementing this knowledge real practice of specific industrial sector.
- IPIECA created a set of biodiversity/ ecosystem guidelines for the energy sector
- Would like to hear about the IUCN priorities. Also, an update on how the science behind biodiversity targets is being developed.
- Support the question on the opportunity to monetise / add value to the products which are associated with biodiversity/ecosystem values - really important to get more people aligned for faster action
- It is a great challenge for a multinational company as CEMEX to define well balanced goals and indicators to cover the different realities in each country. We usually follow very general approaches to be able to monitor at corporate level our performance.
- Totally agree that for each business the key measure must be the one that is especially relevant to the business. Marine businesses don't see themselves as having much to do with nature - except that they are dealing with a very fragile marine environment
- Some ratings do not consider materiality and evaluate companies based on their actions at every stage of the value chain, which motivates some actions across the entire value chain instead of focused efforts.

Thank you for your participation! :)

- Link to the [Feedback Survey](#)

- Reminder the next call will be on **30 June,**  
**11:00-12:00 CET**