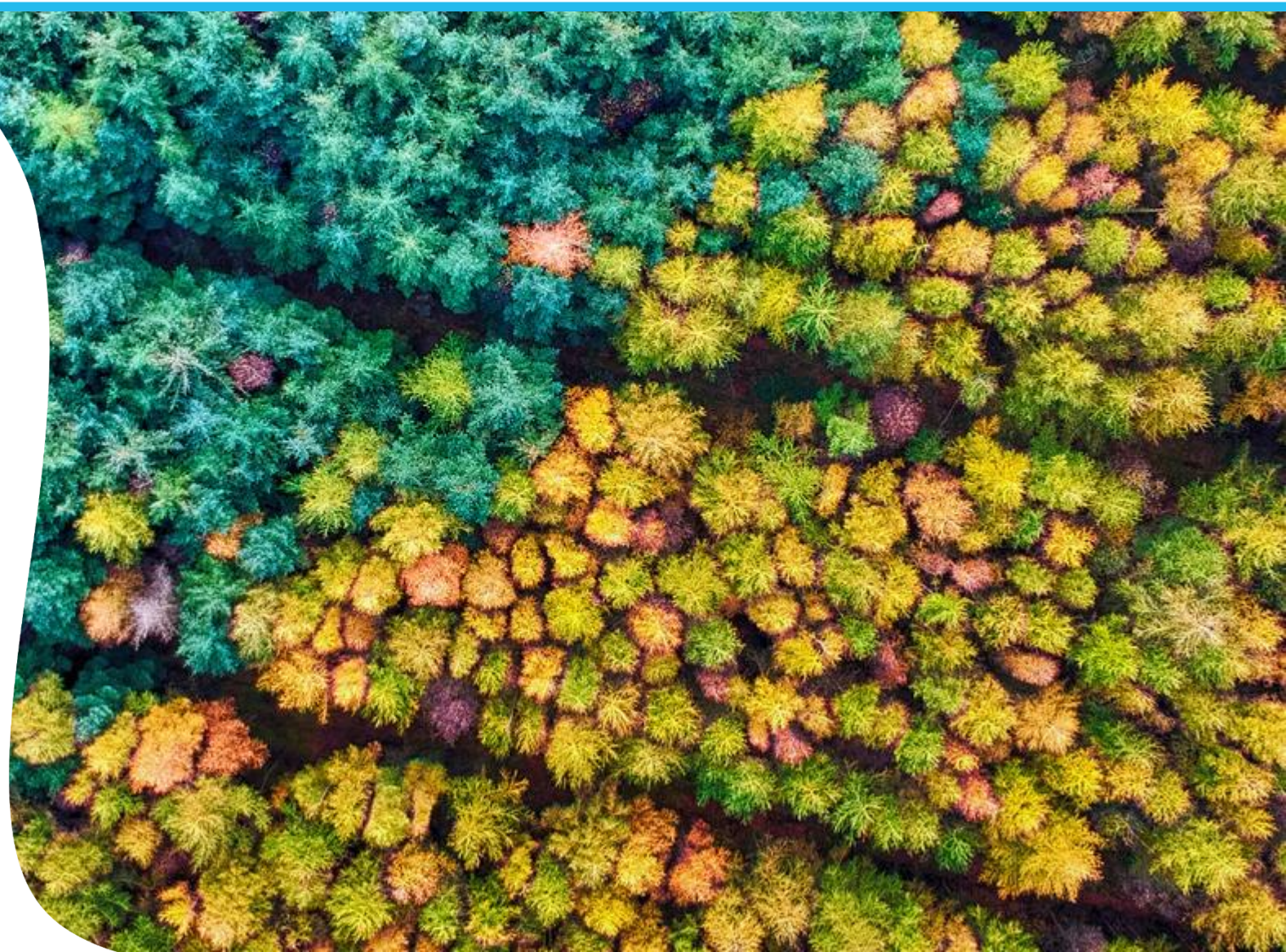
WE VALUE NATURE

We Value Nature

Virtual Office Hour call

Setting corporate goals and indicators for biodiversity

26 May 2020



We Value Nature Campaign

We Value Nature is a campaign **supporting businesses** and the **natural capital community** to **make valuing nature the new normal** for business across Europe, by:

1. Sharing **research, resources & best practices**;
2. Identifying **barriers & opportunities** for adopting a natural capital approach;
3. **Providing practical support** to help business improve their risk management, communication & stakeholder engagement;
4. Reinforcing & boosting the work of the **Natural Capital Coalition.**

Supporting NATURAL CAPITAL COALITION

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821303

What is a Virtual Office Hour call & how does it work?

A Virtual Office Hour call offers you a **dedicated time and space to ask questions and have group discussions.**

The aim is to:

- Be a supporting & participatory platform,
- Share your experiences and learn from others,
- Develop an FAQ.

VIRTUAL OFFICE HOUR

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A few “house rules”

- Put yourself on mute when not taking part in discussions.
- But please do feel free to use your camera even when not speaking.
- Contribute and share your experiences – we can all learn from one another!
- We will be using some polling as well as a live google document.

Are you ready?

We hope you've got some questions and experiences ready to share but just in case, here's a reminder of our topic so you can start thinking about them…

Setting corporate goals & indicators for biodiversity

What resources & experiences can YOU share?

Discover IUCN's biodiversity guidelines for business

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Agenda

Introduction to We Value Nature

- Brief presentation of the We Value Nature Campaign

Setting corporate goals & indicators for biodiversity

- Presentation from Giulia & PJ
- Ask your questions and share your tips & experience with others

Checking-out & engagement opportunities

- Check-out Q.
- Further engagement

Open for group discussion

6

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Who is your support team for today?

Katia Bonga

wbcsd

Nadine McCormick

IUCN

Giulia Carbone

IUCN

Dr PJ Stephenson

SPECIES MONITORING
Specialist Group

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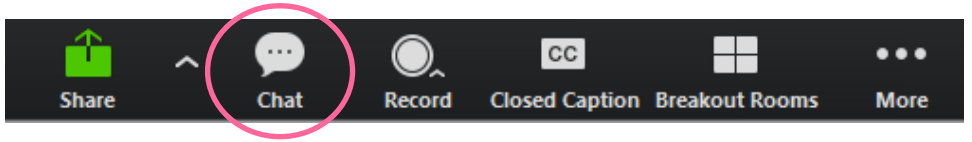
Check-in question – who are you?

- **Please tell us more about you by sharing your:**
  - Name
  - Role
  - Organization
  - What are you most curious to hear about today



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Warm-up polls

What is the main challenge you face in setting & measuring biodiversity targets?

What support would be most useful to help you set your corporate goals & indicators around biodiversity?

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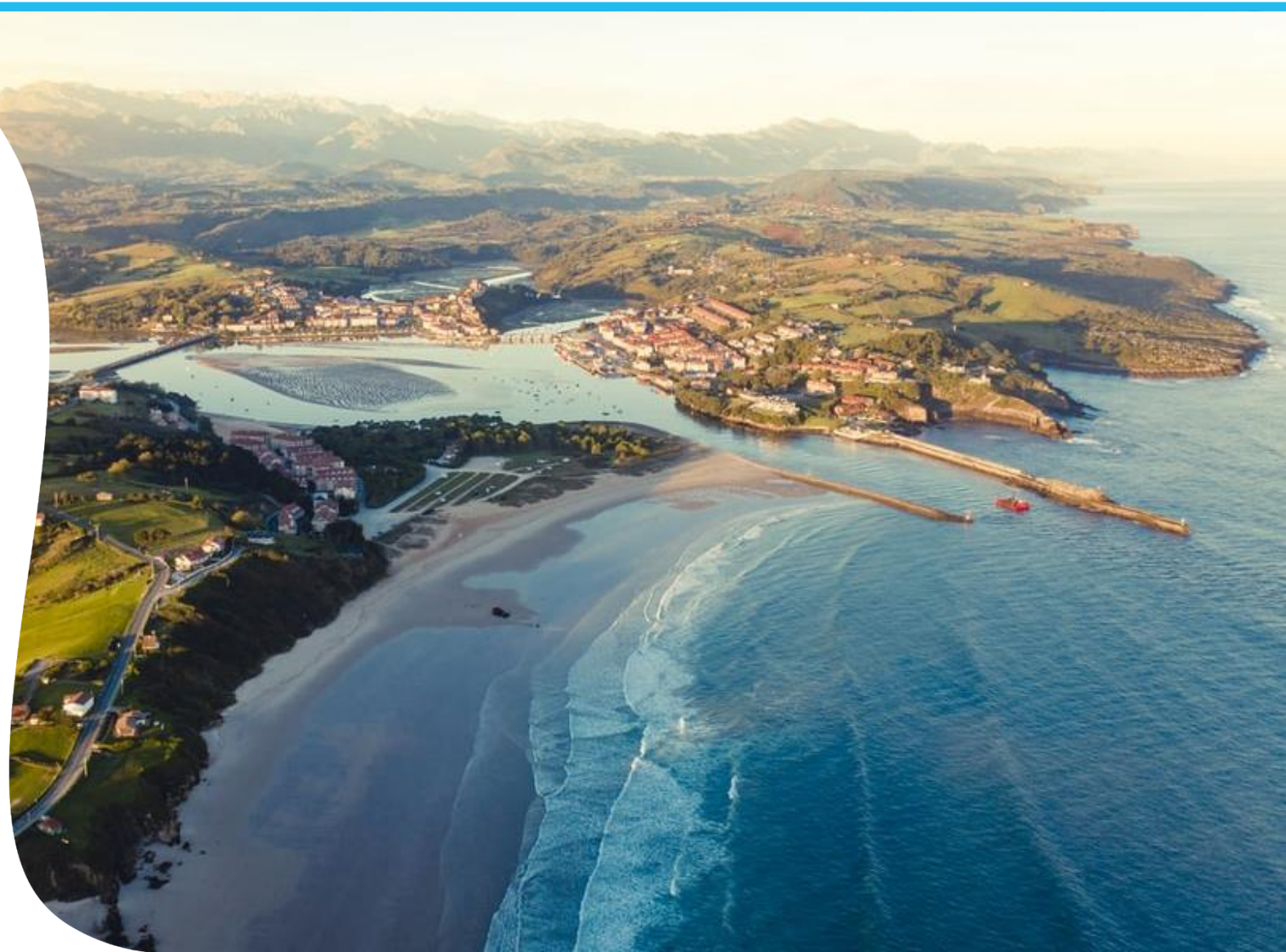
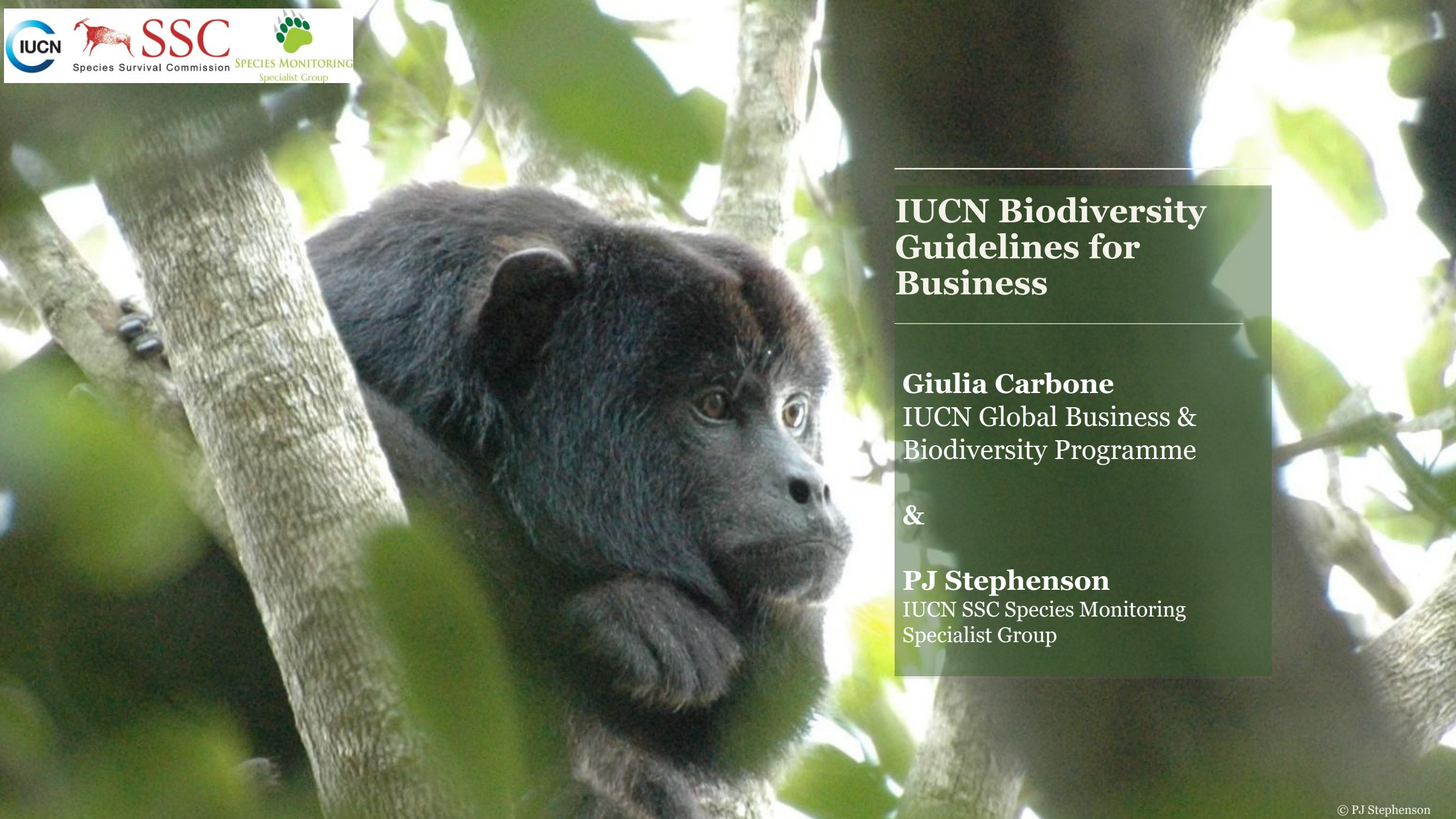
Setting corporate goals and indicators for biodiversity

Giulia Carbone &
PJ Stephenson

IUCN & Species Monitoring Specialist Group





IUCN Biodiversity Guidelines for Business

Giulia Carbone
IUCN Global Business & Biodiversity Programme

&

PJ Stephenson
IUCN SSC Species Monitoring Specialist Group

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The development and use of biodiversity indicators in business

- A variety of business applications have been identified for the use of biodiversity indicators in business https://portals.iucn.org/library/sites/library/files/documents/2018-049-En.pdf

- Key learnings:
  - Use biodiversity indicators fit for purpose
  - Define upfront what you are “measuring” (i.e. what are your “questions”?).

- The challenge of measuring the effectiveness of actions at the corporate level:
  - Many companies strive for a unified picture of their biodiversity performance, especially if they are involved in multiple activities, sites, products or brands, with multiple raw materials and supply chains
  - How can data from so many different sites be aggregated into a meaningful measure of biodiversity performance at a corporate level?

- What are the links between reporting indicators and corporate performance indicators?

- How does this process link to Science-based Targets for Biodiversity?

Results-based Management: Key lessons for Business

- We recognize that:
  - Indicators on their own mean nothing – they must be developed against **goals**.
  - People tend to focus on one element in isolation – strategic plans, monitoring and indicators, evaluations – when all elements of **RBM** need to be considered **together**.

- Rather than offering a set of "off-the-shelf" metrics, we focus on guiding the company through a series of **planning** steps to identify the key "biodiversity questions" that need to be answered.

IUCN Biodiversity Guidelines for Business

What makes the guidelines unique is that they:

- are based on experiences and practices of the world's conservation organisations and on the lessons learned from applying various conservation project management standards
- build on, complement, cross reference and add value to other relevant business standards, guidelines, and tools (don't reinvent the wheel!)
- allow companies to be more specific and targeted in their choice of species, habitats and ecosystem services to conserve
- advocate an indicator framework that gives a more complete picture of biodiversity than most systems and allows aggregation of data at the corporate level
- have been developed to address identified user needs in the business community.

IUCN Biodiversity Guidelines for Business

Key Elements of the IUCN Approach:

1. Plan-Do-Check-Act model

Based around steps of the Conservation Measures Partnership that mirror the Plan-Do-Check-Act model encouraged by, for example, BSI environmental management systems, IFC Performance Standard 1, the Natural Capital Protocol

2. Scalable goals and indicators

The company can use the same type of ambition or measurement at multiple scales (e.g. a goal focused on restoring natural habitat cover, and the related indicator monitoring the change in habitat cover, can be used at a site level as well as being aggregated to the corporate level).

IUCN Biodiversity Guidelines for Business

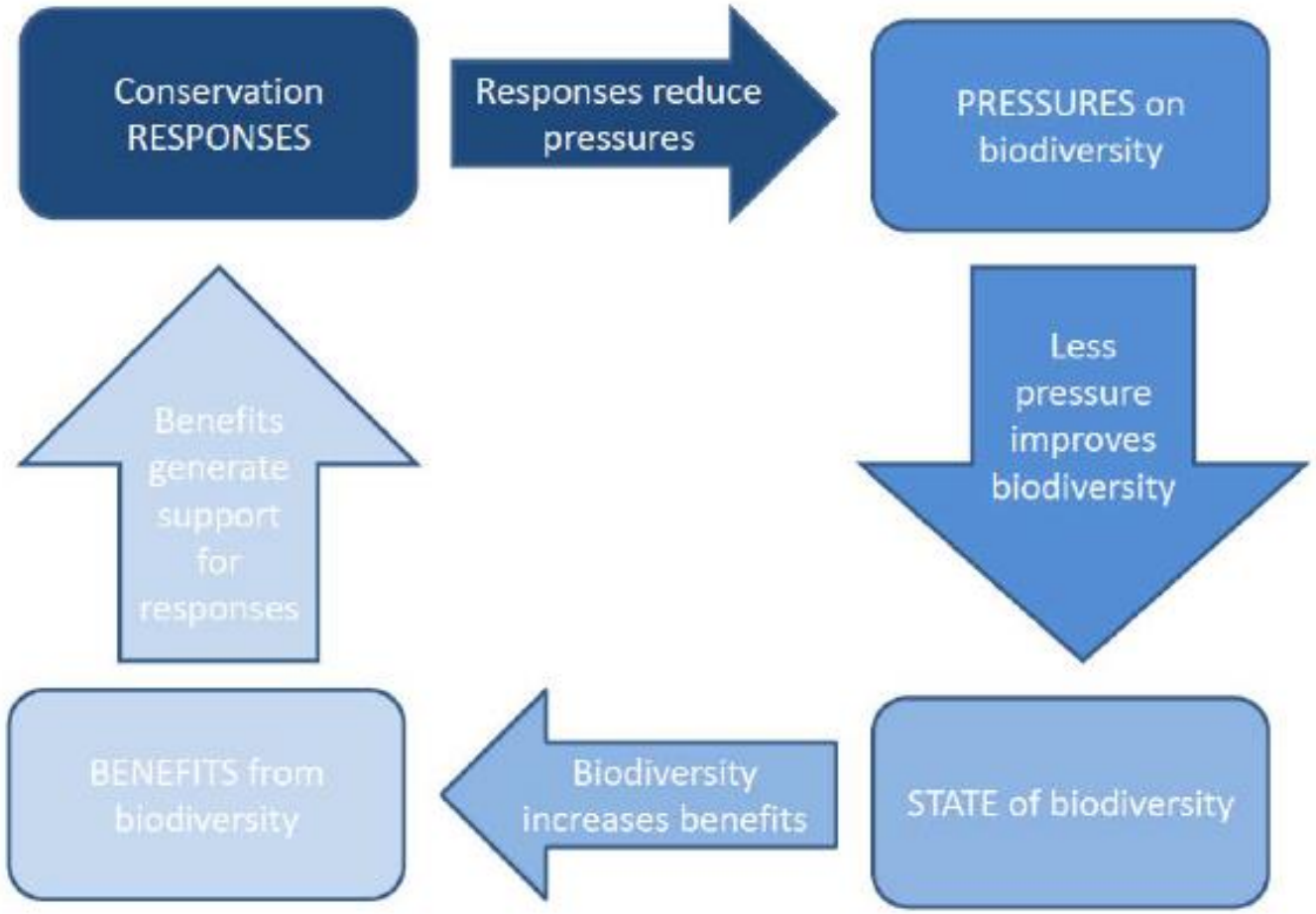
Key Elements of the IUCN Approach:

3. Pressure-State-Response-Benefit framework

Commonly used by conservation agencies and governments to monitor biodiversity.

By using this set of interlinked indicators – where a change in one type of indicator is expected to lead to a change in another – companies will be able gain a more holistic picture of their biodiversity performance at multiple levels.

Pressure-state-response-benefit (PSRB) indicator model



Adapted from Sparks et al. 2011 *Oryx* 45: 411-419

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Next Steps

Technical and peer review process with partner companies, conservation agencies, etc

Finalize and publish Version 1.0 of Guidelines in the autumn of 2020

Pilot test and collect good practices and proposed changes in 2021

Develop Version 2.0 in early 2022

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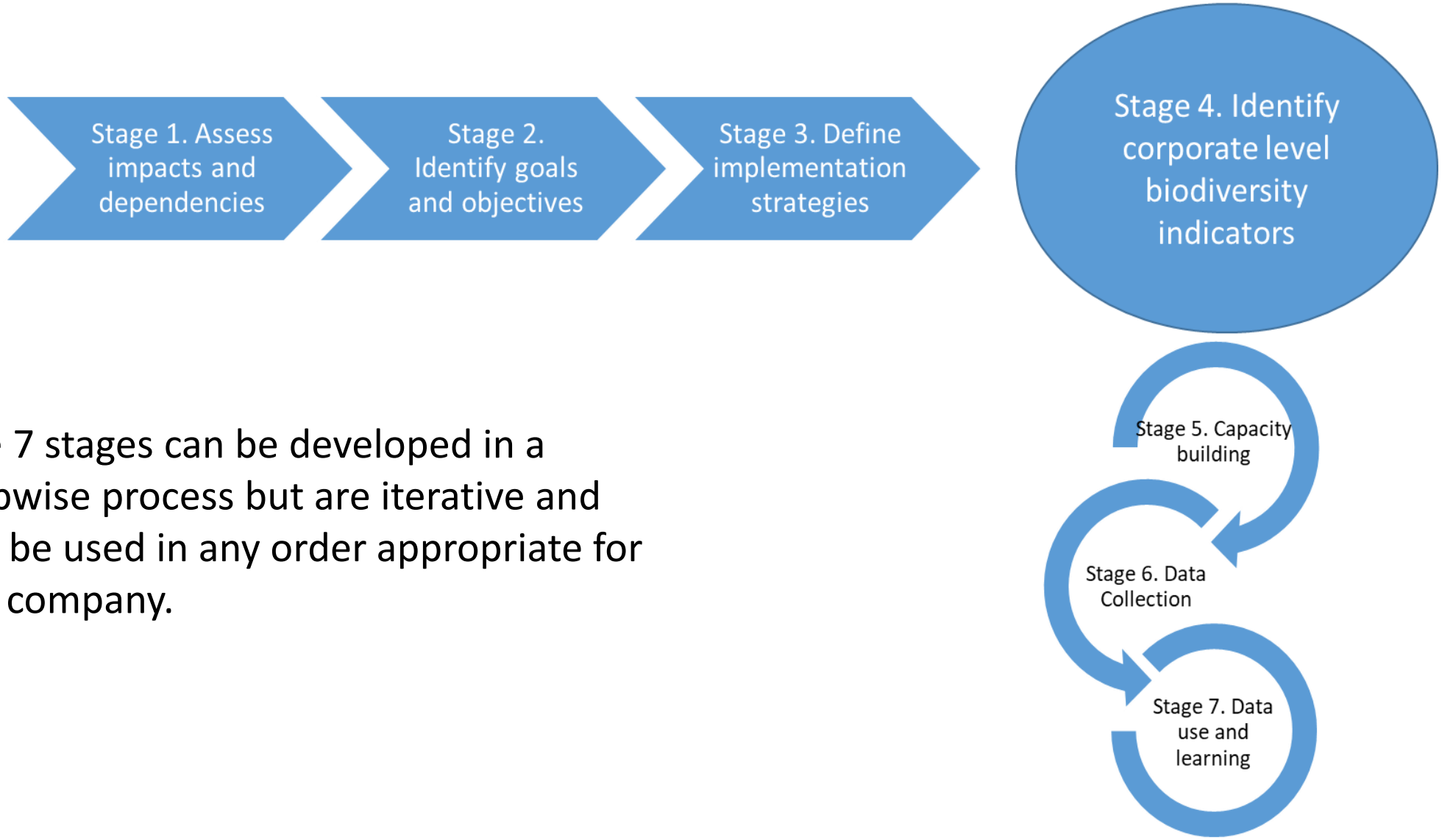

The 7 stages can be developed in a stepwise process but are iterative and can be used in any order appropriate for the company.

IUCN Biodiversity Guidelines for Business: STAGE 1

Stage 1 - Understand the company's biodiversity and ecosystem services impacts, opportunities and benefits

Outcome Stage 1:

The company has an overview of the pressures on biodiversity associated with its operations and a list of species, habitats and ecosystem services it will focus on.

Photos © PJ Stephenson

IUCN Biodiversity Guidelines for Business: STAGE 1

A. Define the corporate scope of biodiversity influence (which activities affect or depend on biodiversity)

including all company activities - operations, processes and services managed by the company, and the supply chains and the services feeding and supporting the company's operations (sometimes also downstream)

Note: Many companies will have this information from EIAs, assessments, etc

For a coffee company:

- Coffee farming (e.g. use of land, water, pesticides)
- + coffee processing
- + coffee transport
- + coffee roasting
- + packaging
- + distribution (and maybe some downstream areas around recycling).

IUCN Biodiversity Guidelines for Business: STAGE 1

B. Identify pressures associated to the activities

Company Activities	Biodiversity pressures triggered by the activities	Impacts on biodiversity and ecosystem services
Coffee farming	Habitat (mostly forest) modification, fragmentation, loss	Decrease in habitat cover Decrease in distribution of species dependent on the habitat (e.g. forest-dependent birds) Decrease of population size of species
	Pollution from use of agrochemicals	Decrease in species impacted by chemicals (e.g. soil invertebrates, insects) and the species that feed on them (e.g. birds) Decrease in water quality

IUCN Biodiversity Guidelines for Business: STAGE 1

C. Identify the most important pressures

	Activities associated with coffee production	Biodiversity pressures triggered by the activities	Importance of the pressure caused by the activity (scope + severity)	Impacts on biodiversity and ecosystem services
INFLUENCE	Coffee farming	Habitat (mostly forest) modification, fragmentation, loss	3 + 4 Very high	Decrease in habitat cover Decrease in distribution of species dependent on the habitat (e.g. forest-dependent birds) Decrease of population size of species
		Pollution from use of agrochemicals	3 + 3 High	Decrease in species impacted by chemicals (e.g. soil invertebrates, insects) and the species that feed on them (e.g. birds) Decrease in water quality
		Exploitation of wild plants and animals on or close to the farm	2 + 2 Moderate	Decline in species abundance
	Coffee processing	Pollution (including pulp) from washing and processing beans	3 + 3 High	Decrease in species impacted by chemicals (e.g. soil invertebrates, insects) and the species that feed on them (e.g. birds) Decrease in water quality
		Habitat loss from provision of firewood for coffee drying	1 + 2 Moderate	Decrease in habitat cover

IUCN Biodiversity Guidelines for Business: STAGE 1

D. Identify priority species, habitats and ecosystem services

Operations	Priority taxa	Habitats	Important Sites	Ecosystem services
Coffee production	Forest birds Freshwater fish Butterflies Freshwater insects Soil invertebrates Threatened native trees.	Forests Woodlands Wetlands and river systems	Protected and conserved areas and KBAs within 5 km of the farms	Soil quality and stability Watersheds and water quality Pollination Pest regulation Climate regulation Nutrient and carbon sequestration Timber and non-timber forest products (e.g. fruit, nuts, medicines) Income from sale of harvested agroforestry crops.

IUCN Biodiversity Guidelines for Business: STAGE 1

What does this mean at the site level?

Operations	Priority taxa	Habitats	Important Sites	Ecosystem services
Coffee production Costa Rica	Threatened birds in local KBAs: Great Curassow, Keel-billed Motmot, Red-fronted Parrotlet, Great Green Macaw, Bare-necked Umbrellabird, Three-wattled Bellbird, Tawny-chested Flycatcher. Swallowtail butterflies (Genus Battus) Threatened native trees in Class Magnoliopsida.	Forest – Subtropical/tropical moist lowland; Wetlands and river systems Wetlands (inland) – Permanent rivers/streams/creeks Wetlands (inland) – Freshwater springs	KBAs: Central Volcanic Cordillera; Arenal-Monteverde Protected areas: Rio Grande National Protection Zone; Juan Castro Blanco National Park	Soil quality and stability Watersheds and water quality Pollination Climate regulation Nutrient and carbon sequestration Non-timber forest products (e.g. fruit, nuts) Income from sale of harvested agroforestry crops.

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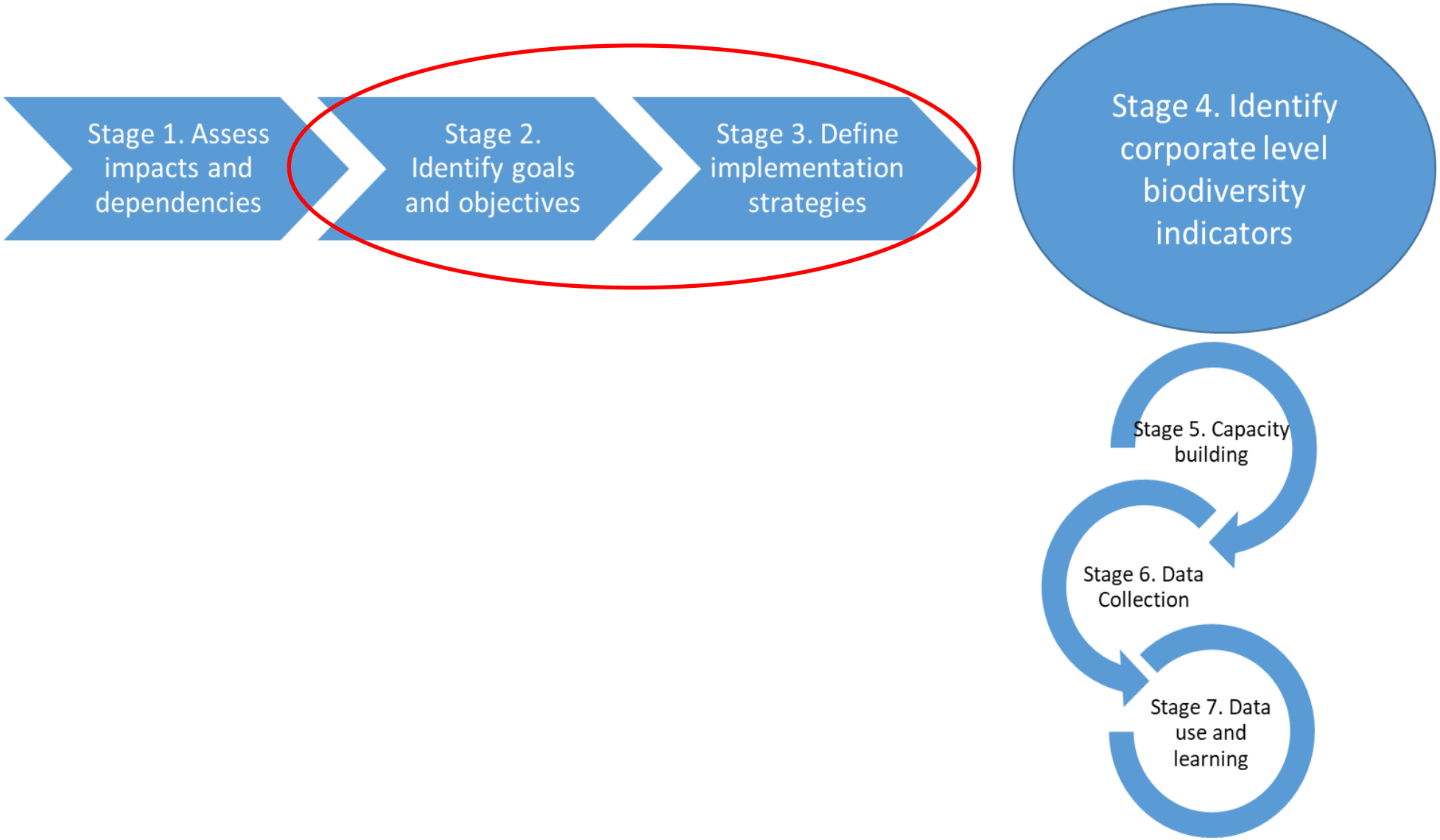

IUCN Biodiversity Guidelines for Business: STAGES 2 & 3

Stage 2: Develop Goals and Objectives

Biodiversity goals and objectives should

- focus on the priority species, habitats and ecosystem services identified
- build on existing work and sustainability ambitions (don't reinvent the wheel!).

Stage 3: Define actions and strategies and theory of change

Depending on the goals these will include activities relating to, for example,

- Habitat conservation and restoration (establishing protected areas, planting native trees)
- Certification schemes
- Measures to reduce pollution and emissions
- Targeted projects

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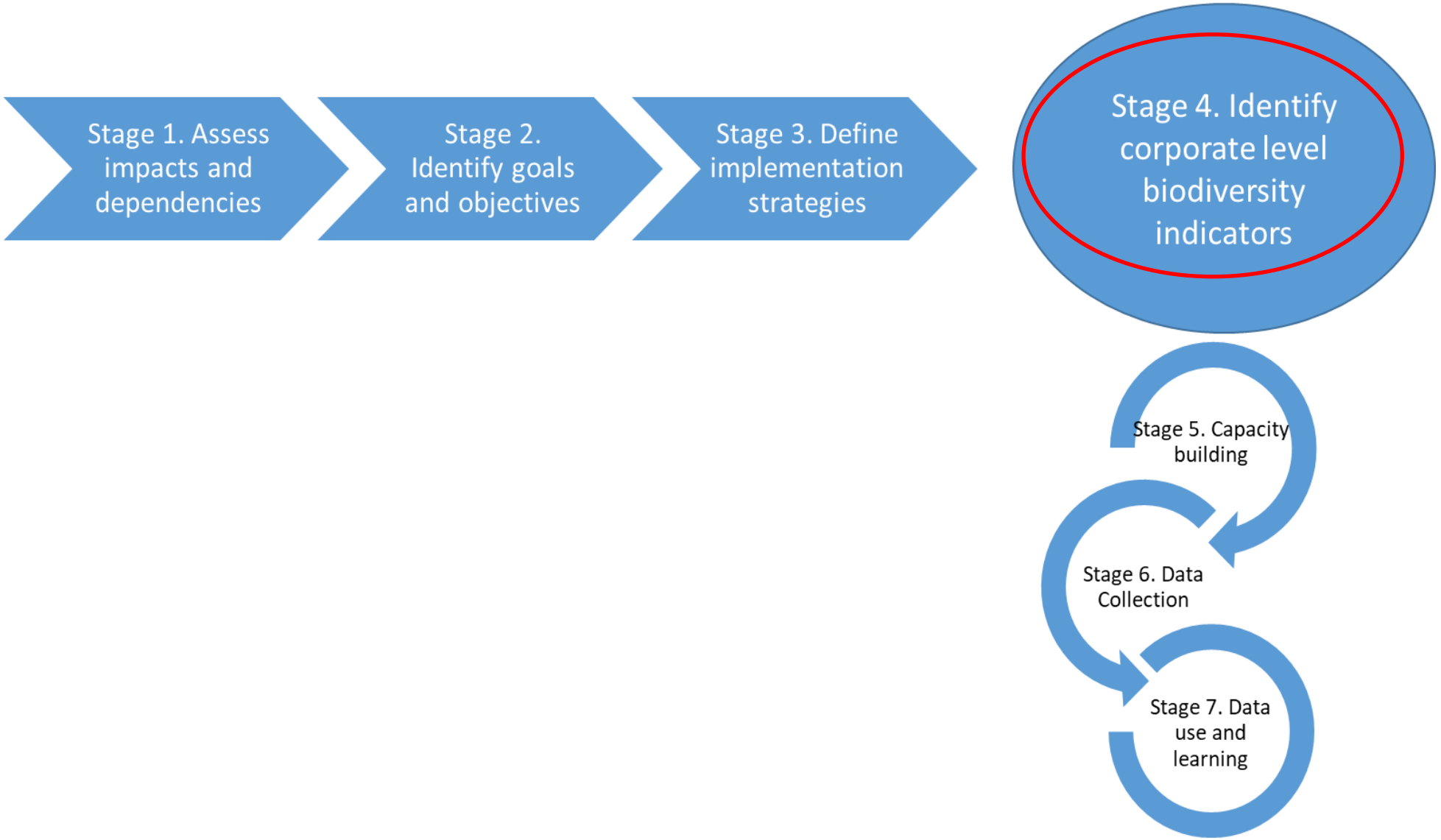
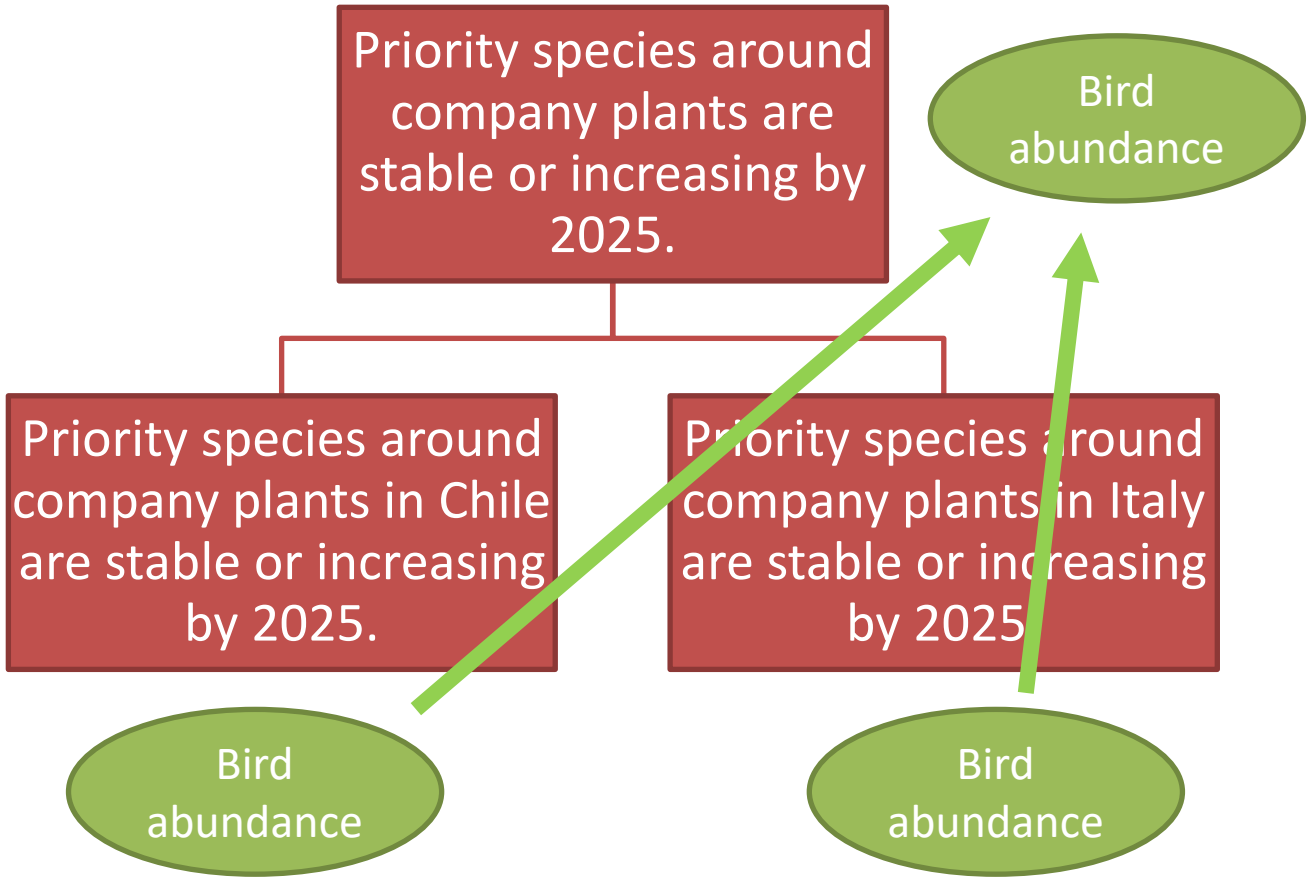


IUCN Biodiversity Guidelines for Business: STAGE 4

Example of scalable goals and indicators in a power company: **priority species**



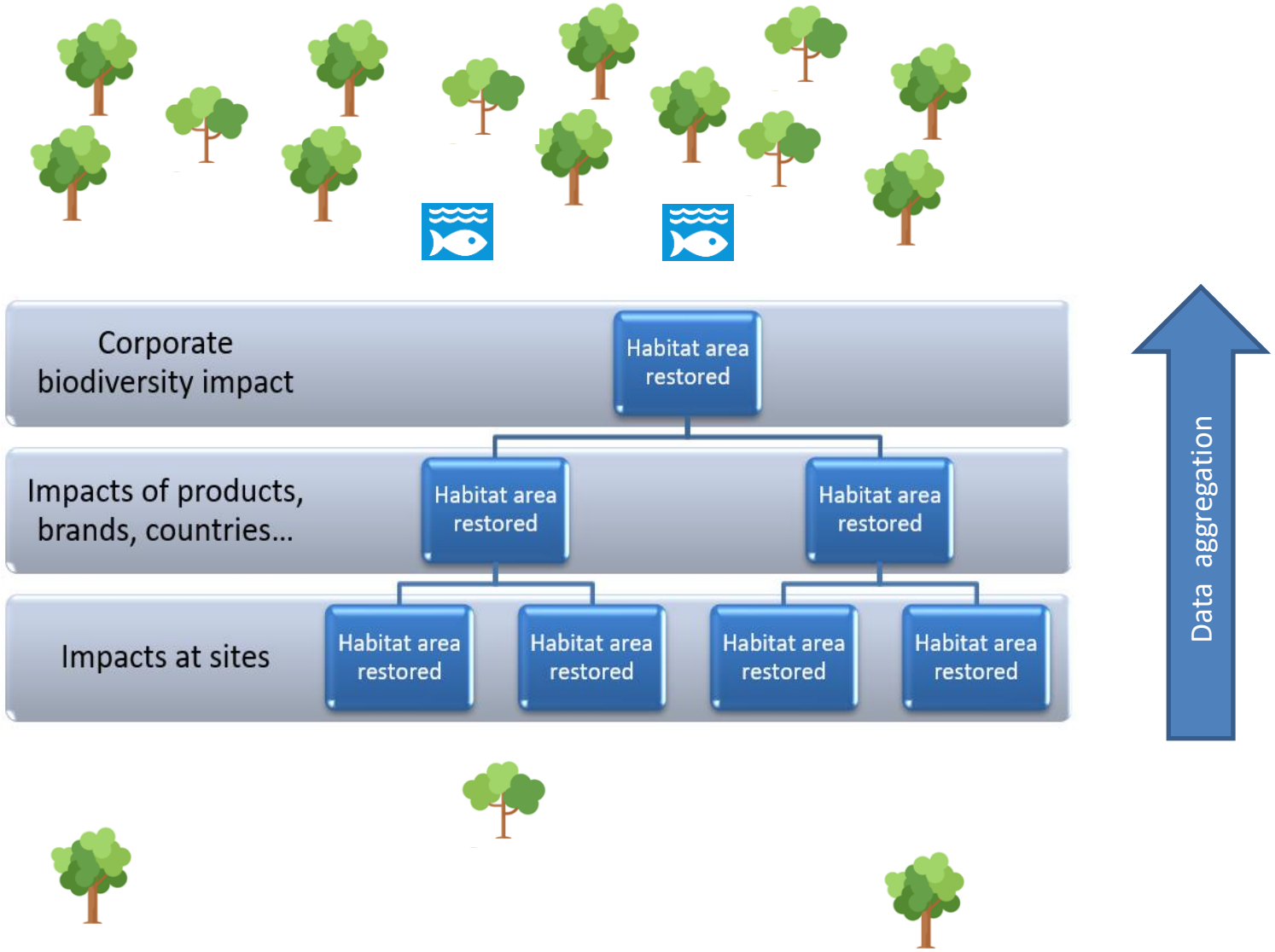
IUCN Biodiversity Guidelines for Business: STAGE 4

Example of scalable goals and indicators: area of natural habitat restored

Corporate Goal: 1 million ha of habitat restored by 2025

Restoration goals for each management unit

Restoration goals at site level



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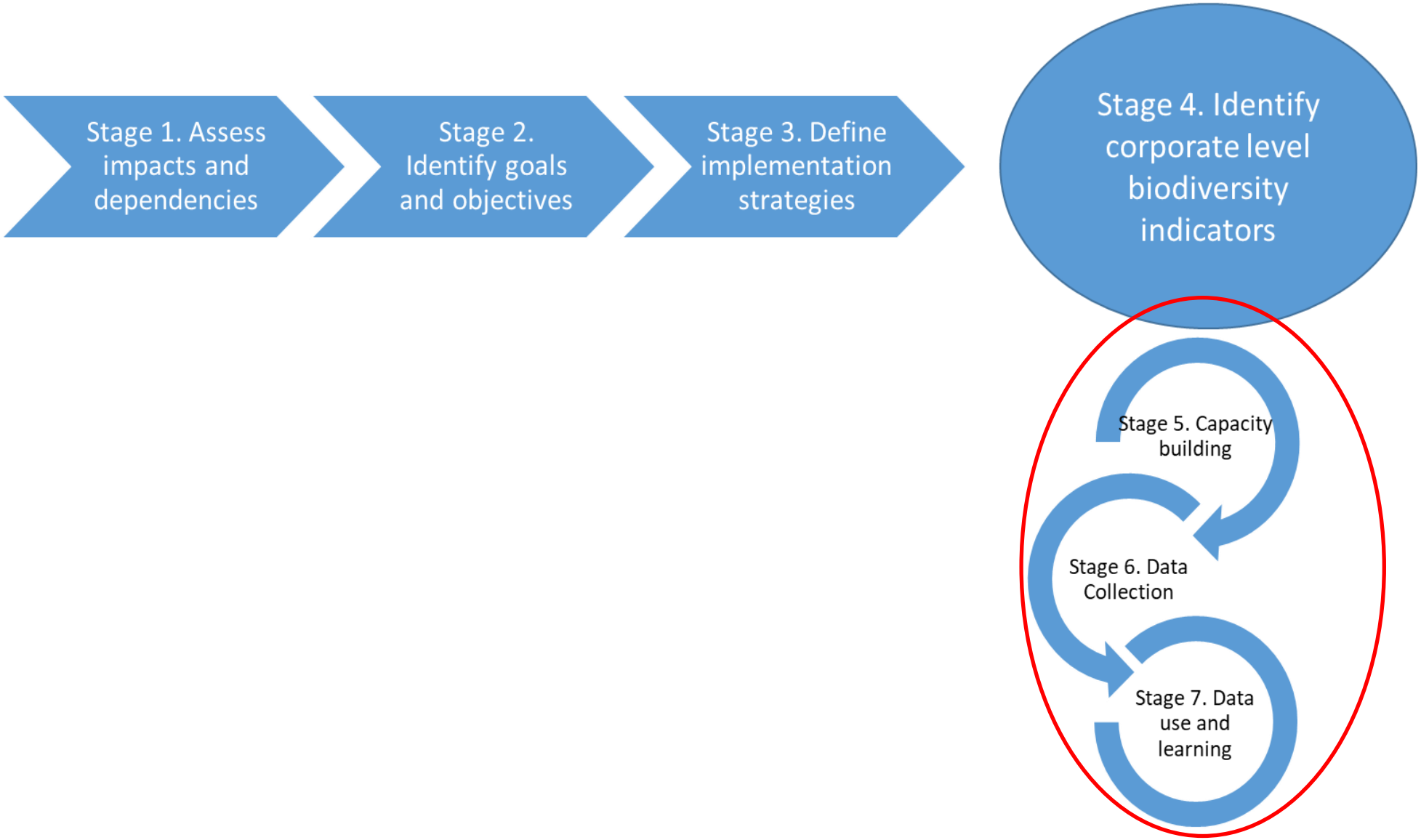
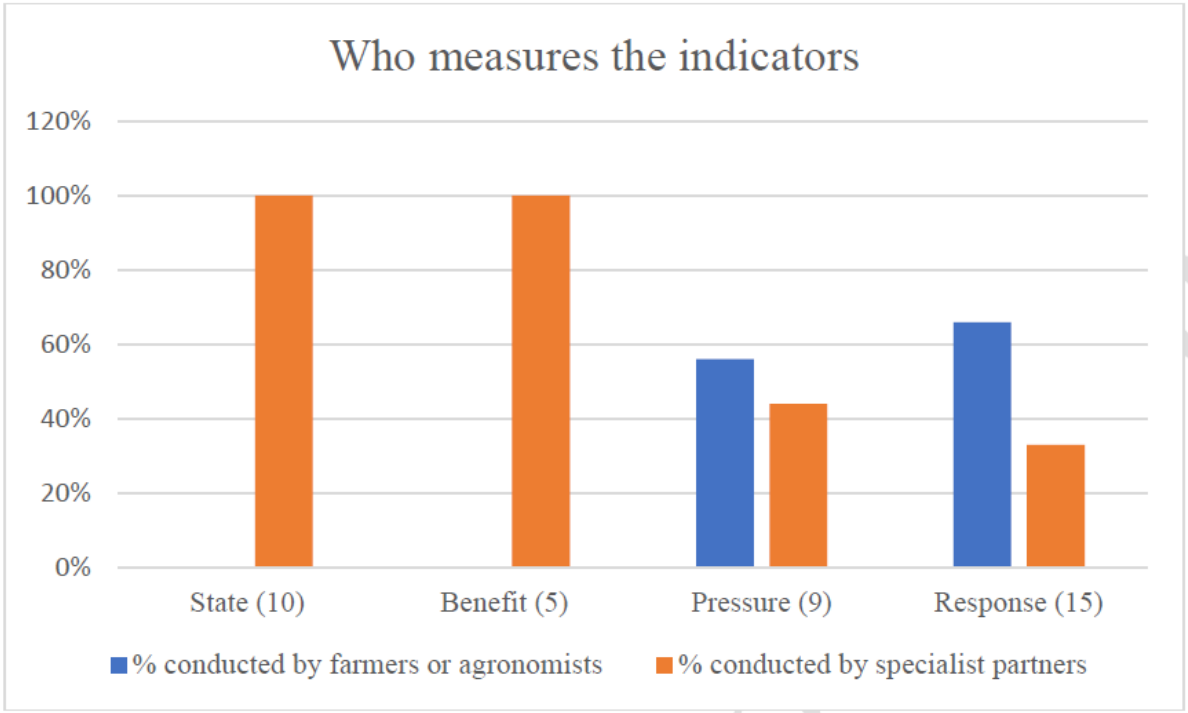
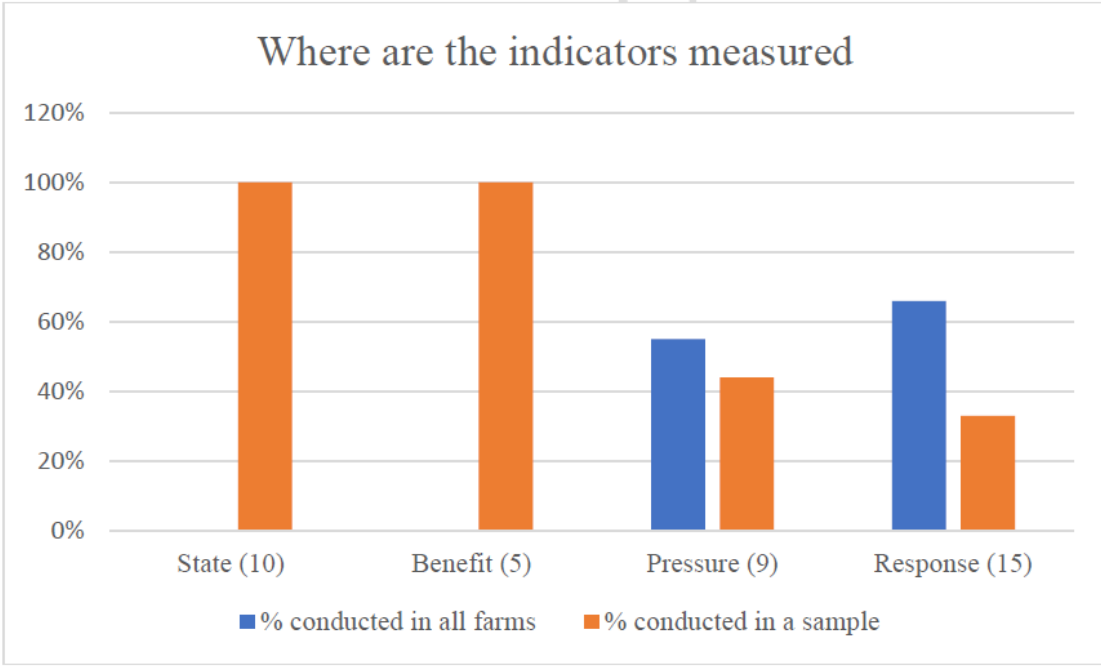


IUCN Biodiversity Guidelines for Business: STAGES 5 & 6

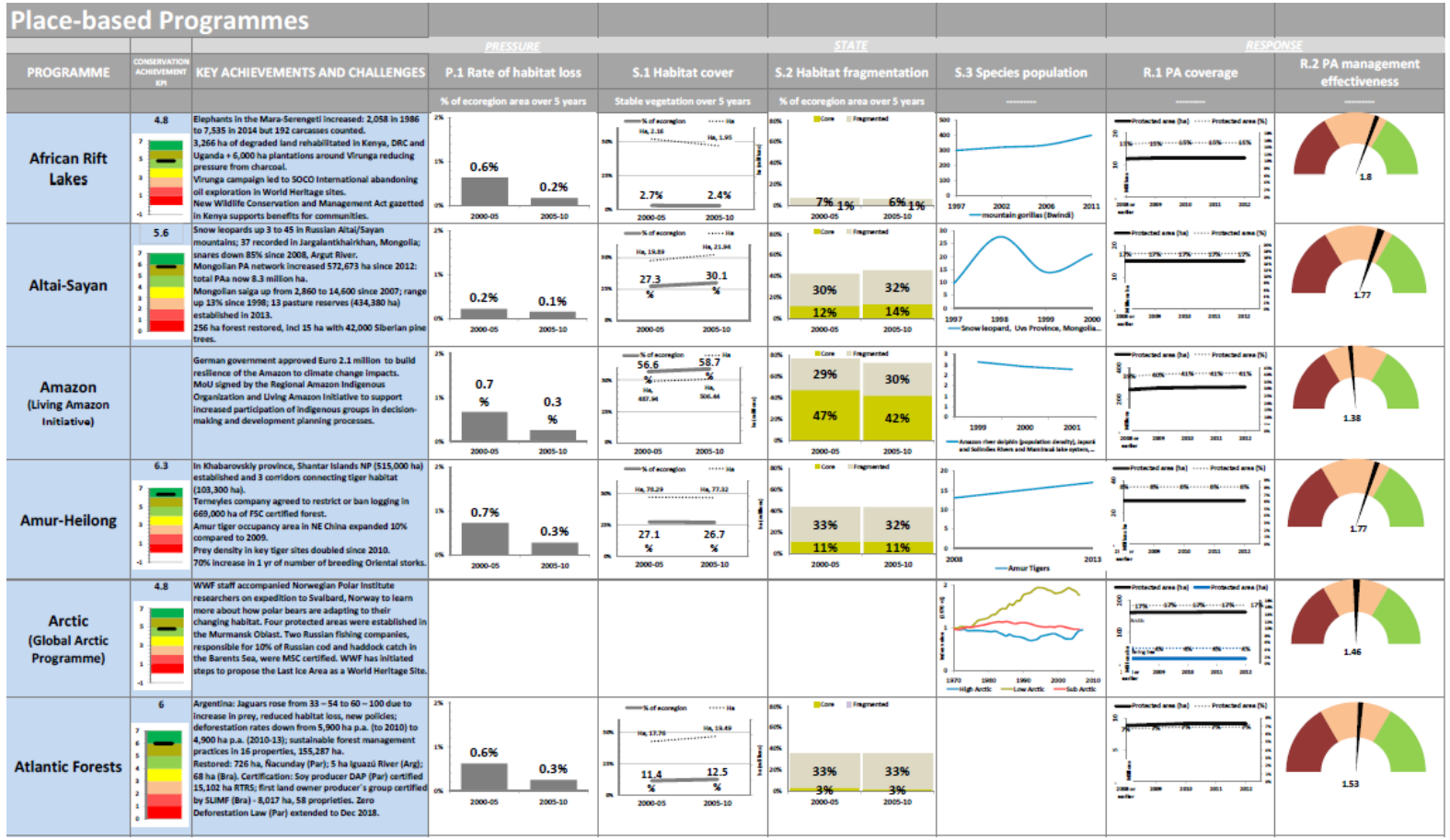


Nespresso case study:
In total, over 60% of indicators can probably be measured by specialist partners in a selected sample of farms



IUCN Biodiversity Guidelines for Business: STAGE 7

For data to be used for **adaptive management**, they have to be aggregated from local to global levels and presented in forms that **facilitate decision-making** (dashboards, maps, graphs).



Stephenson et al. 2015 *Biodiversity* 16: 68-85.

IUCN Biodiversity Guidelines for Business

Questions?

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All photos © PJ Stephenson

Group discussion

- What questions do you have?
- What would you see as most challenging of this approach for your company?
- Which elements of these guidelines do you feel are relatively feasible for your company?

Photo by Gary Bendig on Unsplash

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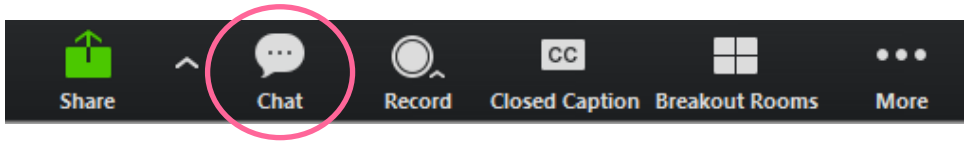
Wrapping-up

Check out question

What is your key takeaway from the call?



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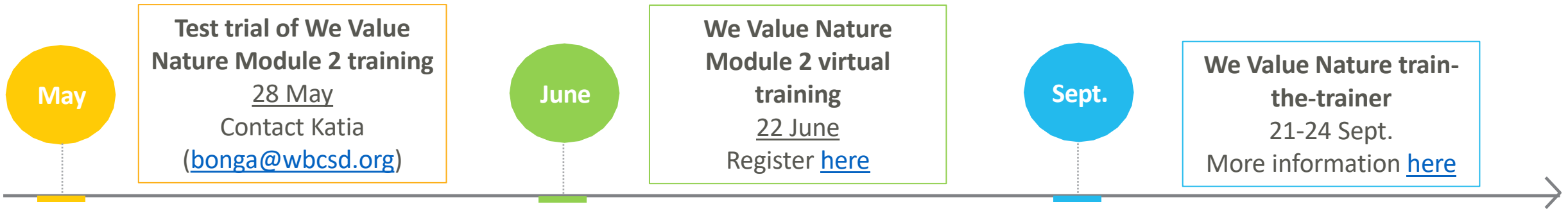
Upcoming engagement opportunities

- **Next Virtual Office Hour call:**
  - 30 June
  - We will soon be communicating next dates for July, August & September – stay up to date here

11:00-12:00 CEST

- **Upcoming (virtual) We Value Nature trainings:**

We are adapting the best we can to the current situation – expect more virtual trainings to come!



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We are here to help!

Next call:
30 June 11h-12h CEST

- **Deep-dive webinars**
- **In-person training**
- **Helpdesk calls**
- **Virtual office hour/ Q&A**
- **Online training**
- **Train-the-trainer**

Keep in touch & sign-up:

wevaluenature.eu

Exchange with peers:

LinkedIn Group

Provide your feedback: Survey

We want to learn too – how have we helped?

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Supporting

NATURAL CAPITAL COALITION

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821303

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