

## We Value Nature 10-Day Challenge Event

### *Embedding nature into business models: success stories*

#### Session summary & key takeaways

The session provided an overview of the Global Partnership for Business and Biodiversity and highlighted some concrete examples of companies that are working at the local level.

Key takeaways:

1. Urgent action is needed. Despite the current trend where companies have been setting long term targets. Things need to change and they need to change fast
2. Ambition alone is not enough. Governments need to put in place effective regulation and incentive measures
3. Collaboration is key. Everyone has a role to play in the needed transformation and partnerships will be key to moving forward.

Warm thanks to the speakers for the insights shared:

- Henrique Luz, Brazilian Initiative for Business and Biodiversity IBNBIO and Brazilian Council for Sustainable Development CEBDS

- Leticia Guimarães, Vale
- Suhas Buddhe, Biocare Pvt. Ltd.
- Alessandro Nicolis, Nicofrutta
- Claude Fromageot, Groupe Rocher, Global Partnership for Business and Biodiversity, Oree
- Audrey Coreau, French Biodiversity Agency

### Key solutions presented / actions to take

Speakers highlighted the need for innovative solutions that are biodiversity friendly, collaboration and partnership with a diverse group of organizations, urgent action that is commensurate with the challenge ahead.

### Useful resources

GPBB: <https://www.cbd.int/business/gpbb-initiatives-report-en.pdf>

Brazilian Business Commitment to Biodiversity: <https://cebds.org/ibnbio/o-compromisso/>

Brazil's engagement in negotiations at COP 15 on Biodiversity: <https://cebds.org/publicacoes/o-engajamento-do-brasil-nas-negociacoes-na-cop-15-de-biodiversidade/#.YFH-fJ1Kg2x>

Vale's Sustainability strategy: <http://www.vale.com/esg/en/Pages/Biodiversity.aspx>

Farm to Fork Initiative: [https://www.international-climate-initiative.com/en/details/project/from-farm-to-fork-mainstreaming-biodiversity-into-food-value-chains-18\\_IV\\_083-3069](https://www.international-climate-initiative.com/en/details/project/from-farm-to-fork-mainstreaming-biodiversity-into-food-value-chains-18_IV_083-3069)

Biodiversity Check: <https://www.giz.de/en/worldwide/28431.html>

Oree: [www.oree.org](http://www.oree.org)

Act 4 Nature: <http://www.act4nature.com/>