



The European *Business and Biodiversity* Campaign

Objectives	<p>The campaign objectives are to highlight the business case for biodiversity and enhance companies' engagement in biodiversity conservation.</p> <p>A strong consortium led by 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>
Association's Benefits	<ul style="list-style-type: none"> • Regular and up to date information relevant to your members regarding developments on biodiversity and ecosystems. • Methods and indicators for implementing an effective biodiversity management in workshops and seminars. • Exposure in publications and online media at European level. • Expanding your network to experts on Biodiversity, Ecosystems and Natural Resources.
Association's Contribution	<ul style="list-style-type: none"> • Joining the campaign and advise your members on business opportunities and risks related to biodiversity in your core business. • Announcing the campaign and its main activities including workshops and biodiversity-checks for enterprises. • Identifying "Advocates" - Enterprises already engaged in biodiversity protection which could 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 at Lake Constance, 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
Activities	Campaign in EU Member States	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

