



IUCN
World
Conservation
Congress
Hawai'i 2016



The Business Journey

The role of business in implementing conservation goals



© Photo: IUCN/S. Edwards

The Business Journey aims to demonstrate the role and responsibilities of business in implementing global conservation goals, and the respective roles of governments and the conservation community to support the mainstreaming of biodiversity within companies.

Through this Business Journey, you will discover how business can value and conserve nature, the contribution of business in effective and equitable governance of natural resources, and the business case for investing in nature-based solutions. Participants will also gain an appreciation of the critical elements required for effective multi-stakeholder collaboration.

Join us at the Business and Biodiversity Pavilion, which will feature daily briefings at 8am, and serve as a hub for the Business Journey's participants during the Forum.

The Business Journey

The IUCN Global Programme 2017-2020 represents a pathway for realising many of the ambitions of the post-2015 sustainable development agenda. The themes of the Business Journey, as well as the framing of the Business and Biodiversity Pavilion, are aligned with the IUCN Global Programme.

Throughout the Congress Forum, more than 110 events will showcase and discuss how business practices are being transformed to generate benefits for biodiversity and natural resource-dependent livelihoods.

The Business Journey introduces a selection of events that contribute to one or more of the narratives around the role of business in implementing conservation goals outlined in the IUCN Global Programme and the UN Sustainable Development Goals (see the IUCN Global Programme framework figure).

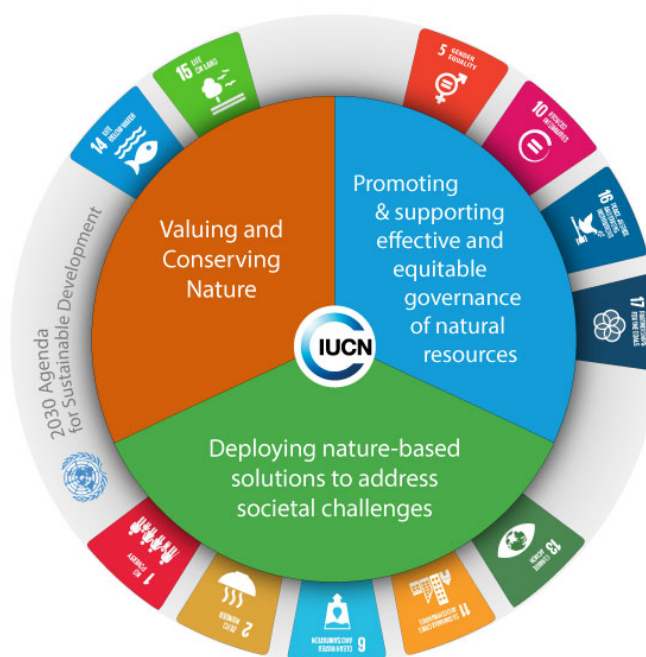
The Business Journey themes address **the role of business in:**

1. **Valuing nature**
2. **Managing biodiversity impacts**
3. **Contributing to effective and equitable governance of nature's use**
4. **Investing in nature-based solutions.**

The Business Journey is not a comprehensive list of events relevant to business. You can use the [Congress App](#) to create your own personal journey. The events search function on the Congress Portal is also a very effective tool. See <https://portals.iucn.org/congress/sessions>. You may wish to search key words such as:

- **Sectors:** Extractives, agriculture, cement and aggregates, energy (including oil and gas, and renewable energy), infrastructure, tourism, finance, markets and economy.
- **Approaches/tools:** Offsets, standards, data, indicators, landscapes, natural capital, natural infrastructure, governance and conflict.

Please note: We strongly recommend that before attending any event, you confirm the timing and location by checking the dedicated web-space, either by clicking on the title of the event below or by searching directly through the Congress portal.



1. Valuing nature

Appreciate the complexity of valuing ecosystem goods and services in the context of business impacts and dependencies. Learn about the Natural Capital Protocol and natural capital approaches, as well as the need for practical yet robust biodiversity measurement systems for business. These events are linked to [motion 63](#) on natural capital and [motion 74](#) on corporate biodiversity measurement, valuation and reporting, and are relevant primarily to SDG 14 Life Below Water and SDG 15 Life on Land.

Time	Event ID	Title	Type	Organizer	Location
Friday 2 September 2016					
11:00 - 13:00	9665	Applications of biodiversity data: a private sector approach	Workshop	The Biodiversity Consultancy	317B
13:00 - 14:30	12137	Natural capital approaches for conservation and development goals: Tradeoff! Interactive game*	Pavilion Event*	Natural Capital Project	Business Pavilion
14:30 - 16:30	12138	Natural capital approaches for conservation and development goals: case learning	Pavilion Event	Natural Capital Project	Business Pavilion
14:30 - 16:30	10222	Multi-stakeholder dialogue on corporate biodiversity measurement and reporting	Workshop	WBCSD/ IUCN/CBD/ IUCN French Committee	317B
17:00 - 18:00	12295	Natural capital in practice: How can an ecosystem services approach build support for forest landscape restoration and lead to more strategic investments?	Pavilion Event	Natural Capital Project	Forests Pavilion
18:00 - 19:00	12140	Spiritual and ethical reflections on mining, conservation and life	Pavilion Event	IUCN CEESP	Business Pavilion
19:30 - 21:30	12141	Natural Capital Protocol and Sector Guides Hawai'i launch	Pavilion Event	Natural Capital Coalition	Business Pavilion
Saturday 3 September 2016					
08:30 - 19:00	10197	Natural capital in practice: Approaches, tools, and the Natural Capital Protocol*	Conservation Campus*	Natural Capital Project	307AB
11:00 - 13:00	10573	TEEBAgriFood: The economic invisibility of ecological impacts from agricultural and food systems	Workshop	UNEP TEEB	316B
17:00 - 19:00	9733	Improving the business relevance of IPBES – the science-policy interface for biodiversity and ecosystem services	Knowledge Café	IUCN	311-2
Sunday 4 September 2016					
11:00 - 13:00	10279	Matters of value: Natural capital, cultural diversity, governance and rights	Workshop	IUCN CEESP	316B
Monday 5 September 2016					
08:30 - 10:30	10246	Making natural capital approaches work for conservation: Creating the enabling environment to up-scale the use of the Natural Capital Protocol	Workshop	Dutch Ministry of Economic Affairs	316C
11:00 - 13:00	10660	Natural capital approaches: Identifying common ground and fracture points	Conservation Case	IUCN	313A

*Limited numbers. [Registration required](#) here for Pavilion event. [Join waiting list](#) for Conservation Campus.

2. Managing biodiversity impacts

Learn about advances in the application of the mitigation hierarchy (including avoidance, minimization, restoration and biodiversity offsets) aiming towards biodiversity net gain, as well as specific applications in the oil and gas, extractives and infrastructure sectors. Relevant motions include [motion 64](#) on biodiversity offsets and [motion 26](#) on industrial-scale activities in protected areas. These sessions are applicable mainly to SDG 14 Life Below Water and SDG 15 Life on Land.

Time	Event ID	Title	Type	Organizer	Location
Friday 2 September 2016					
14:30 - 16:30	9652	Towards strengthened biodiversity offsets policies and practices in the South	Workshop	SPC	315
17:00 - 18:00	12139	Rio Tinto: Implementing a net positive strategy, lessons learnt and challenges ahead	Pavilion Event	IUCN	Business Pavilion
Saturday 3 September 2016					
08:30 - 10:30	10393	IUCN Biodiversity Offsets Policy: Key issues and discussion	Knowledge Café	IUCN	311-12
12:00 - 13:00	12145	Taking Net Positive Impact (NPI) to the agriculture and forestry frontier: Landscape stories from the Cerrado Biome in Brazil and more	Pavilion Event	IUCN	Business Pavilion
14:30 - 16:30	10365	Managing land, water and living resources: An ecosystem approach to managing impacts and dependencies in the extractive sector	Knowledge Café	Fauna & Flora Int.	311-8
17:00 - 19:00	10366	Guiding responsible business operations in Key Biodiversity Areas	Knowledge Café	IUCN	311-7
Sunday 4 September 2016					
08:30 - 10:30	12151	Independent Scientific Technical Advisory Panels (ISTAPs): What are they, and what are some of the benefits (and challenges) of using them?	Pavilion Event	IUCN	Business Pavilion
11:00 - 13:00	10374	Reconciling development and nature: Laying the foundations for collaborative action to scale up implementation of a net gain for biodiversity	Knowledge Café	IUCN	311-10
11:00 - 13:00	10212	Integrating ecosystem services into the extractive industries' risk management procedures	Workshop	Simone Maynard Consulting	317B
08:30 - 10:30 / 13:00 - 14:30	10235 / 12153	Biodiversity in voluntary certification standards and labels (food, tourism, forestry, fisheries, mining): Impacts on biodiversity and livelihoods / CEESP Policy Matters Launch	Workshop / Pavilion	IUCN CEESP	317B / Business Pavilion
14:30 - 16:30	10416	Delivering biodiversity gain through greater transparency of maps	Knowledge Café	ZSL	311-14
Monday 5 September 2016					
11:00 - 13:00	9660	Good practice for marine oil & gas operations: Mitigation of impacts to biodiversity and ecosystem services	Workshop	Fauna & Flora Int.	316B
14:30 - 16:30	10662	Biodiversity offsets: What are they and what do they mean to different stakeholders?	Conservation Case	IUCN	313A
17:00 - 19:00	10213	Greening infrastructure: Landscape planning to address cumulative impacts from large infrastructure projects	Workshop	TNC	313A

3. Contributing to effective and equitable governance of nature's use

Explore the respective roles and responsibilities of business, government and civil society in the effective and equitable governance of nature's use. This theme is addressed under two complementary but different areas: Integration of stakeholder values in decision-making, with a view to preventing and/or resolving conflicts, and multi-stakeholder collaboration. Some discussions under this theme are linked to [motion 37](#) on the role and future of privately owned protected areas. These events are primarily relevant to SDG 10 Reduced Inequalities, SDG 16 Peace, Justice and Strong Institutions, and SDG 17 Partnerships for the Goals.

Integration of stakeholder values in decision-making

Time	Event ID	Title	Type	Organizer	Location
Friday 2 September 2016					
17:00 - 19:00	10385	What can Public Protected Areas learn from Private Protected Areas?	Knowledge Café	Zeit Foundation	311-13
Saturday 3 September 2016					
08:30 - 10:30	10220	Extractives and protected and conserved areas: impacts and alternatives	Workshop	UNEP-WCMC	318A
11:00 - 12:30	12147	Exploring the potential for private sector managed protected areas	Pavilion Event	Interserve/Zeit Foundation	Business Pavilion
Sunday 4 September 2016					
11:00 - 12:30	12152	Managing conflicts between businesses and civil society over the use of natural resources	Pavilion Event	IUCN	Business Pavilion
13:00 - 14:30	12310	The Land Use Dialogues: A multi-country platform to gather knowledge and enable responsible business, improved governance and inclusive development in landscapes at risk	Pavilion Event	The Forests Dialogue	Forests Pavilion
17:00 - 18:00	12192	Accelerating IWRM through corporate stewardship	Pavilion Event	IUCN	Water Pavilion
18:00 - 19:00	12157	Private sector and governance of natural resources: questions and opportunities	Pavilion Event	IUCN	Business Pavilion
Monday 5 September 2016					
11:00 - 13:00	10432	Balancing the relationship between government, civil society and business: creating an effective enabling environment	Knowledge Café	IUCN	311-13
17:00 - 19:00	10299	Strengthening responsibility and accountability of the private sector and the state for ecosystem degradation and the disruptive impacts on human rights and economic and social justice	Workshop	IUCN CEESP	315

Multi-stakeholder collaborations

Time	Event ID	Title	Type	Organizer	Location
Friday 2 September 2016					
11:00 - 12:00	12134	The power of collaboration: Business-NGO speed networking	Pavilion Event	WBCSD	Business Pavilion
12:00 - 13:00	12136	The realities of multi-stakeholder collaboration: lessons from conservation NGO-business partnerships	Pavilion Event	IUCN	Business Pavilion
17:00 - 19:00	10234	The changing landscape of corporate-NGO partnerships	Workshop	GIZ/FFI	316C
17:00 - 19:00	10245	The Road Ahead: Toyota & The IUCN Red List of Threatened Species - Driving Private Sector Engagement for Biodiversity Conservation	Workshop	IUCN/Toyota	310
Saturday 3 September 2016					
11:00 - 12:00	12144	Providing cross-sector leadership for conservation in developing and financing oil, gas and mining: best practice development, collaboration, consultation	Pavilion Event	ICMM	Business Pavilion
14:30 - 16:30	10214	Breaking the chain of destruction: Stopping the illegal supply, transport and demand of our iconic and endangered species!	Workshop	TRAFFIC	313C
17:00 - 19:00	10409	Achieving economic growth while supporting environmental stewardship in Hawai'i	Knowledge Café	Hawai'i Green Growth	311-10
Sunday 4 September 2016					
08:30 - 10:30	10440	How evidence of commodity standards' effectiveness can drive change	Knowledge Café	World Wildlife Fund - US	311-14
08:30 - 16:30	10199	Accelerating change in business practices: A focus on natural infrastructure*	Conservation Campus*	WBCSD / IUCN	309
14:30 - 16:30	10275	Cross sector partnerships: Trying to get it right	Workshop	Centre National de la Recherche Scientifique (CNRS)	319B
Monday 5 September 2016					
11:00 - 13:00	9799	Empresas B que regeneran la naturaleza	Knowledge Café	Sociedad Peruana de Derecho Ambiental	311-1
11:00 - 13:00	10224	Better deals for nature and people: collaborations for responsible sourcing of wild plant ingredients	Workshop	TRAFFIC	317B
14:30 - 16:30	10353	Meaningful engagement of business in conservation: Call of the tiger	Knowledge Café	WildTeam	311-10
14:30 - 16:30	10391	How can stakeholder engagement processes lead to more sustainable landscapes?	Knowledge Café	IUCN	311-12
14:30 - 16:30	12163	A partnership for real change: Two "landscape approaches" from APRIL Group and the Zoological Society of London in Indonesia	Pavilion Event	APRIL Group / ZSL	Business Pavilion

*Limited numbers. [Join waiting list](#) for Conservation Campus by modifying your Congress registration.

4. Investing in nature-based solutions



Discover the potential of conservation finance and how to overcome barriers to investing in nature-based solutions, build the business case for systematically considering natural-infrastructure in company operations, and understand the benefits from taking an integrated landscape approach. These events are relevant for several SDGs, including SDG 1 No Poverty, SDG 2 Zero Hunger, SDG 6 Clean Water and Sanitation, SDG 11 Sustainable Cities and Communities, and SDG 13 Climate Action.

Time	Event ID	Title	Type	Organizer	Location
Saturday 3 September 2016					
11:00 - 13:00	9703	Promoting agricultural landscapes that are good for people and good for nature	Workshop	UNU-IAS	317A
11:00 - 13:00	10425	Integrating biodiversity into commodity supply chains: A message to the conservation community	Knowledge Café	Secretariat of the CBD	311-5
11:00 - 13:00	9679	Innovative pathways: The nexus of food, agriculture, and biodiversity	Workshop	Gordon and Betty Moore Foundation	313A
17:00 - 19:00	10266	Can the nexus mobilise nature based solutions for water security?	Workshop	IUCN	313C
19:30 - 21:30	12149	Exploring a new niche: Taking private sector good practice to the landscape level	Pavilion Event	IFC	Business Pavilion
Sunday 4 September 2016					
08:30 - 16:30	10199	Accelerating change in business practices: A focus on natural infrastructure*	Conservation Campus*	WBCSD / IUCN	309
17:00 - 19:00	10263	Zero deforestation supply chains: Opportunities, challenges, and lessons learned	Workshop	NWF/The Forests Dialogue	315
17:00 - 19:00	9705	Putting inclusive green growth into practice: Learning from innovative action on the ground	Workshop	IUCN	312
19:00 - 21:30	12158	Joint Pa'u Hana for SUSTAIN-Africa: Landscape partnerships for green growth	Joint Pavilion Event	IUCN	Water, Forest & Business Pavilions
Monday 5 September 2016					
11:00 - 13:00	9678	Africa at the crossroads: An integrated approach to biodiversity conservation, sustainable agriculture and food security	Workshop	UNDP	318A
11:00 - 13:00	12161	The role of business in developing resilient, green and inclusive agricultural growth corridors in Africa	Pavilion Event	IUCN ESARO	Business Pavilion
13:00 - 14:30	12162	The business case of sustainable land management: Launching the Economics of Land Degradation (ELD) initiative toolbox for the private sector	Pavilion Event	GIZ	Business Pavilion
17:00 - 19:00	12165	Conservation finance: lessons from the field	Pavilion Event	IUCN	Business Pavilion
19:30 - 21:30	12166	Unlocking the billion-dollar business case for landscape scale restoration	Pavilion Event	US-BCSD	Business Pavilion

*Limited numbers. [Join waiting list](#) for Conservation Campus by modifying your Congress registration.

Join us at the Business and Biodiversity Pavilion

Meet the community of participants at Congress interested in the role of business at the “hub” of the Business Journey – the Business and Biodiversity Pavilion.

- The Business and Biodiversity Pavilion is sponsored by the World Business Council for Sustainable Development (WBCSD). 
- The Pavilion will be officially opened at 11:00 on 2 September by Peter Bakker, President and CEO of WBCSD, followed by a **speed networking session**.
- Come to the **Daily Briefing on the Business Journey** at 8:00 every morning of the Forum (2-5 September), which will offer coffee and other refreshments, supported by the B Team.
- **Lunch** and **Pa’u Hana** (happy hour events) will be available each day of the Forum, offered by the respective session organisers, on a first-come, first-served basis.
- Identify yourself as a follower of the Business Journey by wearing a “Nature is our business” **badge**, available from the Pavilion. 
- For the full schedule of the Pavilion, see [here](#).

Have your say

- **Take a selfie** while you’re on the business journey and **tweet** it to us at #IUCNCongress @IUCN_business.
- Fill in a **short survey** at <https://www.surveymonkey.com/r/JourneyEvents> to capture the outcomes that *you* think are the most important from the sessions that you attend. We’ll reflect them in the Congress business outcomes document to launch at the CBD Business and Biodiversity Forum in December 2016.

Stay in touch

- [Sign up](#) for the bi-monthly IUCN Business newsletter “Building Bridges”
- Visit our website: www.iucn.org/business
- Follow us on Twitter: @IUCN_business
- Email us: biobiz@iucn.org

Contacts at Congress

Mr. Gerard Bos, Director, Global Business and Biodiversity Programme
E-mail: Gerard.bos@iucn.org

Ms. Nadine McCormick, Business Pavilion and Journey Coordinator
E-mail: Nadine.mccormick@iucn.org

Connect with other IUCN Business & Biodiversity team members via the [Congress app](#).