BUSINESS LEADERS
STEP FORWARD AND BECOME A CHAMPION FOR NATURE!
Participate in the SB4N workshop on biodiversity metrics
What is SwissBiz4Nature?

A new initiative that aims to inspire Swiss companies to work together and make public commitments to safeguard nature. SwissBiz4Nature is:

- A project led by Swiss business leaders with the support of a Steering Committee;
- A multi-stakeholder platform;
- Coordinated by IUCN in collaboration with its regional offices;
- A coalition of like-minded, dedicated companies with operations in Switzerland.

What is your company's impact on nature?

While most Swiss businesses adhere to the latest standards and regulations, every business has a direct or indirect impact on nature. So what can your company do to establish itself as a sustainability leader? How can your business address its impact on nature, and still maintain its competitive advantage? How can your company demonstrate best practice and contribute to conservation? These are some of the questions the initiative will address.

Why is this initiative unique?

SwissBiz4Nature is designed to engage companies at the highest levels. Adapted to a Swiss context, it provides an opportunity for business to develop a national response to the global biodiversity crisis and showcase its leadership position at two major global events in 2020.

How can SwissBiz4Nature help your company?

SwissBiz4Nature provides a framework to develop and monitor the implementation of your commitments. By joining the coalition, business leaders and sustainability managers can drive greater efficiencies and benefits within their own companies by:

- Strengthening climate actions;
- Developing sustainable products and services;
- Preparing for future regulatory and legal requirements;
- Enhancing the company's image with future customers;
- Anticipating sustainable challenges by working on Sustainability 3.0;
- Learning how peers are tackling environmental risks and opportunities.
Join the **SwissBiz4Nature metrics & roadmap workshop**

IUCN and its partners would like to invite you to join a workshop on biodiversity metrics as part of the roadmap to the UN Biodiversity Conference in 2020. This one-day event will bring together representatives from leading companies to explore current examples of business engagement for nature and ideas for further developing SwissBiz4Nature.

The workshop will take place on the following date:

**1 October 2019 at the House of Academies, Bern**

The expected outcomes will include:
- Useful and sound tips on biodiversity metrics
- Next steps for CEO engagement
- Latest examples on biodiversity management in Swiss companies

For the workshop agenda and more information:

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### Event Schedule

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<th>Year</th>
<th>Event</th>
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<td>Swiss Government support Kick-off workshops</td>
<td>May-June</td>
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<td>2020</td>
<td>Metrics &amp; roadmap workshop Workshops on biodiversity targets</td>
<td>Early 2020</td>
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<td>October</td>
<td>IUCN World Conservation Congress</td>
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<td>UN Biodiversity Conference</td>
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About IUCN

IUCN is the world’s oldest and largest nature conservation organisation. The SwissBiz4Nature initiative is supported by its Global Business & Biodiversity Programme, which has a long history of working with companies on their environmental footprint. IUCN is facilitating this initiative and empowering companies to strengthen their commitments for nature.

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