How to engage business - inspirational stories from civil society
Launch webinar: 13th December 2018

IUCN Business and Biodiversity Programme
biobiz@iucn.org
Agenda

• Overview on PANORAMA Solutions
• New theme on business engagement
• Business engagement case studies
  1. Waters of the Cerrado Consortium – promoting coffee and conservation (Ana Lima, IUCN consultant)
  2. Engaging business on safety and environmental care in Mozambique (Thelma Maquette, Africa Foundation for Sustainable Development)
  3. Tree Kangaroo Conservation Program (TKCP): A Successful Initiative to Finance Conservation & Community Well-Being in Papua New Guinea (Lisa Dabek, Woodland Park Zoo, TBC)
• Q&A
• Wrap up
Poll #1 – Who are you?

• Which type of organisation are you with?
  – Civil society organisation (CSO)
  – Non-governmental organisation (NGO)
  – Government
  – Academia
  – Other
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Learning from what works
PANORAMA – Solutions for a Healthy Planet

• PANORAMA is a partnership initiative that promotes solutions for nature conservation and sustainable development

• It identifies, analyses, documents and promotes specific success stories from “solution providers” across “thematic communities”, to facilitate learning and replication

• PANORAMA uses a universal learning methodology, combining “online” and “offline” peer-peer exchange.

• Includes 7 partner organizations; and IUCN and GIZ provide a Secretariat function for the initiative.

www.panorama.solutions
Local action – global learning!
The PANORAMA “Solution-ing“ Methodology

Feature different approaches, tools and processes, highlighting “building blocks” that **work and inspire action** by being…

- impactful
- scalable
- responsive to conservation and development challenges in an integrated, constructive manner.

July 2018
Integrated learning and knowledge sharing

**Communications**
- Publications
- Newsletters
- Webinars
- Social media
- Videos

**Face-to-face meetings**
- Workshops
- Trainings
- Conferences and side events

**Sophisticated online platform**
www.panorama.solutions

**Contests**

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**Pathfinder Award**

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**PANORAMA webinar:** Gender mainstreaming solutions for protected areas

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**Contribute Your Solution**
A joint initiative...

Secretariat

Development Partners:

...with thematic communities...

Protected areas
Marine and coastal
Ecosystem-based Adaptation
Agriculture and Biodiversity
Business engagement
Sustainable urban development (2019)

...currently coordinated by:
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Poll #2 – How much experience do you have engaging business?

- No experience
- A little experience
- Lots of experience
IUCN priorities for business engagement

Value Biodiversity

Integrate business impacts and dependencies on biodiversity in business decision-making.

Deliver Biodiversity net gain

Reduce negative impacts; and, generate measurable, long-lasting gains for biodiversity and livelihoods.

Invest in Nature

Invest in landscapes and seascapes, including mobilising finance to promote sustainable natural resource use.
BioBiz Exchange
Initially funded by AFD and others

Inclusive green growth through empowerment of civil society organisations to engage business and transform corporate practices by:

- Harvesting shareable knowledge resources on how to engage business
- Connecting a global network of peers who are engaging business
Company drivers and enabling conditions

- Operational: Apply international best practice
- Reputational: Improved reputation
- Marketing and product: Better market access
- Legal and regulatory: Reduced regulatory burden
- Financial: Diversified finance and lower rates

- International operators
- Regulatory pressure
- Consumer awareness
- Consumer pressure
- Active civil society
- Certification standards
- Strong legal frameworks
- Equator Principles/World Bank financing
- Informed taxpayers (public companies)
Business engagement Solutions

Explore 21 Solutions

Search solutions:

Business engagement approach:
- Direct engagement with a company
- Direct engagement with associations
- Indirect through consumers
- Indirect through financial institutions
- Indirect through government
- Indirect through legal actors

Sort by: Last edited

21 solutions

Dhamra Port Case Study
Consórcio Cerrado das Aguas (Waters of the Forest Partnership)
Working with business to install energy-saving systems
Engaging business to boost sustainability in...
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Waters of the Cerrado Consortium: Promoting coffee and conservation

• **Context**
  – The Cerrado is home to successful agribusinesses
  – Several environmental factors threaten the region’s long-term sustainability – mainly dwindling water supplies.

• **What did we do?**
  – Worked with a champion company (Nespresso) to host a first meeting of stakeholders in 2014 following an ecosystem services review
  – Gradually built up a consortium from there

• **What happened?** (the change/impact)

• **What were the building blocks of success?**
  – Matching international experience with knowledge on the ground
  – Detailed action plan and budget
  – Robust and independent structure

See full solution [here](#). Contributors: Ana Lima & Giulia Carbone (IUCN)
Engaging business on safety and environmental care in Mozambique

• **Context**
  – Chemical companies distributing pesticides with safety information written in English instead of local languages.
  – Users put at risk, particularly women and children (women spray pesticides while carrying babies on their backs and using chemical containers to collect water)

• **What did we do?**
  – Working with business community, Ministry of Environment, Global Environment Facility, WWF and other stakeholders to ensure provision of appropriate safety information.
  – Also promote natural alternatives to pesticides and develop chemical disposal facilities.

• **What happened? (the change/impact)**
  – Increased awareness about the use of chemical pesticides and shared experience among stakeholders on the use of bio pesticides to help reduce the use of Persistent Organic Pollutants.
  – A 15% reduction in the use of toxic chemical pollutants in vulnerable communities.

• **What were the building blocks of success?**
  – Communication and training
  – Target group engagement
  – Collaboration

See full solution [here](#)

Solution provider: Thelma Munhequete, Africa Foundation for Sustainable Development
Tree Kangaroo Conservation Program: Financing conservation and community well-being in Papua New Guinea

• **Context**
  – Remote and difficult to access area of PNG (Huon Peninsula), rich in biodiversity, but facing the increasing pressure of subsistence needs from a growing population.
  – Economic challenges faced by communities in the remote YUS Conservation Area that have limited economic opportunities and depend upon the land to meet their needs.

• **What did we do?**
  – Since 2009, the WPZ and TKCP partnership with Caffé Vita has created sustainable livelihood opportunities through the farm-direct export of high-quality conservation friendly coffee.
  – Expanded from original pilot villages to include all of the coffee-growing villages in YUS

• **What happened? (the impact/change)**
  – Increased coffee farmers' profit on a per kilogram basis by six-fold.
  – Increased incomes for more than 600 farming families enable parents to send their children to school, cover health expenses, and improve their family homes.

• **What were the building blocks of success?**
  – Community management of a protected area
  – Improving Community Livelihoods through Sustainable, Wildlife-Friendly Products
  – Building an Endowment for Sustainable Community Protected Area Management

See full solution [here](#). Contributors: Lisa Dabek and Peter Zahler, Woodland Park Zoo
Questions or comments?

Please ask your questions using the question box in the control panel on the right hand side of the screen.
Discussion

Which of the building blocks mentioned today do you think are most relevant in your context and why?
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Wrap up and next steps

1. Please complete the post-webinar survey

2. Submit your solution
   • especially on engaging the extractive sector

3. Next webinar in March 2019 – theme TBC

Thank you!

See Business Engagement portal here: