

Yesterday the [Spanish Initiative "Business and Biodiversity"](#) was launched by the Spanish Minister for the Environment, Miguel Arias Cañete, and 15 important Spanish companies that signed the Biodiversity Pact (\*1).

The Initiative aims to increase the engagement of the business sector in order to achieve the international Biodiversity Targets. It is based on the Convention on Biological Diversity agreement addressing at *"encourage establishment of the national and regional business and biodiversity initiatives by facilitating a forum of dialogue among Parties and other Governments, business, and other stakeholders, with a particular focus on the global level"*.

The main objectives of this Initiative are

- To integrate the natural capital as a relevant aspect into business policies and management systems
- To increase the added value coming from the contribution of companies to nature conservation
- To channel private funding to biodiversity conservation

The challenge is to include biodiversity management and conservation into the business strategies of the different Spanish business sectors. It is necessary to identify opportunities and alternatives as well as innovative projects which contribute to biodiversity protection, but also contribute to solve the current economic crisis in Spain.



Fundación Biodiversidad (Biodiversity Foundation), a public foundation of Spain's Ministry of Environment whose mission is to preserve natural heritage and promote biodiversity conservation, is the main actor of this Initiative. The Foundation funds conservation projects in Spain and internationally. Their **strategies** (conservation of natural heritage and biodiversity; sustainable development of rural areas; the fight against climate change; marine conservation; and international cooperation) include now a strong focus on Business and Biodiversity approaches.

The Initiative counts on four partners:



Club de Excelencia en Sostenibilidad

**Club de Excelencia en Sostenibilidad**, one of CSR Europe's national partners. The Club has created an environment committee in order to identify and analyse the most relevant issues with regard to the environmental impact of corporate activities from the perspective of Spanish Corporate leaders.



**Forética**, a non profit multistakeholder organisation working on promoting ethical and socially responsible policies. Forética works with companies and institutions at the core of their corporate values. Based in Spain, its ten years of experience advising the companies have produced solid frameworks for auditable management systems.



**Fundación Global Nature**, a private national organization that focuses on nature conservation, environmental protection and sustainable development. The Foundation is partner of the European Business and Biodiversity Campaign, **the LIFE project implemented in Spain since 2010. Its large**

**experience on Business involvement on Biodiversity conservation through the European Business and Biodiversity Campaign will be transferred to the Spanish Initiative.**

**Biodiversity in Good Company**, the German Initiative currently composed by 24 companies is one of the first B+B Initiatives worldwide and will support the Spanish initiative with its long term experience.

The signature was a first step. Now the work begins.

Amanda del Río  
Fundación Global Nature



(\*1)Companies which signed the Biodiversity Pact: ABB, BSH Electrodomésticos España, CEMEX España, CEPSA, Endesa, FCC, Ferrovial, Grupo Mahou San Miguel, Heineken España, Holcim España, ISS Facility Services, REE, Gas Natural Fenosa, Grupo Zeltia and Iberdrola.