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5 October 2016

## NOTIFICATION

### Invitation to disseminate the “Business and Biodiversity Pledge”

Dear Madam/Sir,

I am pleased to inform you that the Secretariat of the Convention on Biological Diversity, together with the Government of Mexico, is organizing the Business and Biodiversity Forum<sup>1</sup> to be held on 2-3 December 2016 in Cancun, Mexico. The forum will provide an opportunity for businesses to share their views and experiences on mainstreaming biodiversity, and engage in discussions with the private sector, governments and various stakeholder groups on opportunities for businesses.

One important outcome of the forum will be the Business and Biodiversity Pledge, which was prepared based on feedback from partner organizations and businesses. The pledge provides an opportunity for business leaders to call attention to the importance of biodiversity and ecosystem services for businesses and to reaffirm their commitment to take positive action in support of biodiversity. The enhanced engagement of all stakeholders, in particular businesses, is critical in order to achieve the Strategic Plan for Biodiversity 2011-2020.

In this regard, I am kindly requesting your assistance in disseminating the Business and Biodiversity Pledge to the business community for their consideration (see enclosure). Interested businesses are requested to submit the signed pledge to [secretariat@cbd.int](mailto:secretariat@cbd.int), together with a logo of their organization. A formal signing ceremony for those businesses participating in the Business and Biodiversity Pledge will be held on 2 December 2016, in the margins of the Business and Biodiversity Forum.

Please accept, Madam/Sir, the assurances of my highest consideration.

Braulio Ferreira de Souza Dias  
Executive Secretary

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Enclosure

<sup>1</sup> <http://cop13.mx/en/business-and-biodiversity-forum-2016/>

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To: CBD National Focal Points and relevant organizations



Convention on  
Biological Diversity

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## **Cancun Business and Biodiversity Pledge**

**Cancun, Mexico, December 2016**

We, the undersigned business leaders, representing businesses from a variety of different economic sectors including financial institutions, are joining together to emphasize the importance to businesses of biodiversity and the ecosystem services it provides, the key role that businesses can play in conservation and sustainable use of biodiversity and ecosystem services and the urgency of addressing global biodiversity loss and ecosystem degradation.

### The Global Context

Biodiversity sustains our economies, livelihoods, and human well-being. It provides resources for food, fibers, construction, medicine, energy and other essential goods. It also provides essential ecosystem services, such as the supply of water, buffering from natural disasters and resilience against climate change. Such resources and services are indispensable for our continued prosperity. Biodiversity is also crucial in achieving the 2030 Agenda for Sustainable Development and its Sustainable Development Goals, many of which are based on conservation and sustainable use of biodiversity.

Biodiversity loss and ecosystem collapse are among the ten highest risks facing the world in terms of their impacts, as identified by the World Economic Forum Global Risks Report 2016. There are only four years left to achieve the Strategic Plan for Biodiversity 2011-2020 and its 20 Aichi Biodiversity Targets – a globally recognized framework for action on biodiversity. While progress has been made, global assessments indicate that we are not on track to achieve these targets by the 2020 deadline.

Businesses have an important contribution to make in the achievement of the Strategic Plan and the three objectives of the Convention on Biological Diversity: the conservation of biodiversity, its sustainable use, and the fair and equitable sharing of benefits from genetic resources. Initiatives like the Global Partnership for Business and Biodiversity, initiated under the Convention on Biological Diversity, are contributing to this end, by engaging businesses and governments to work together towards these objectives.

We are convinced that accelerating the transition to a sustainable economy will provide opportunities for economic growth and employment, both in developing and developed countries alike. Taking actions that will move us towards sustainable consumption and production patterns can generate tangible benefits to businesses, including a more reliable supply of materials and products, cost savings and protection against natural disasters. This transformation is imperative for achieving the Strategic Plan for Biodiversity as well as for the implementation of the 2030 Agenda and its Sustainable Development Goals.

### Our Commitment and Call for Action

We therefore pledge to take concrete actions that deliver solutions for the conservation of biodiversity, its sustainable use, and the fair and equitable sharing of benefits from genetic resources, by:

- Understanding, measuring and, where feasible, valuing our companies' impacts and dependencies on biodiversity and ecosystem services;
- Taking action to minimize negative impacts and optimize positive impacts on biodiversity;
- Developing biodiversity management plans, including actions to address supply chains;
- Regularly reporting on our companies' impacts and dependencies on biodiversity and ecosystem services;
- Promoting awareness about the values of biodiversity among our employees, managers, shareholders, partners, suppliers, consumers, and across the business and finance communities;
- Acting as ambassadors for responsible stewardship of biodiversity, focusing on the economic opportunities and solutions, and helping to strengthen and disseminate the business case for better integration of biodiversity considerations into decision-making by businesses;
- Engaging in opportunities to share our companies' experiences and progress made, with a view to encouraging other companies and organizations to act as well;
- Taking steps to mobilize resources to support such concrete actions on biodiversity and assist, as appropriate, in accounting for and tracking these resources; and
- Providing information on actions undertaken and achievements in addressing the above.

We call on:

- governments and policy makers to engage with businesses as they implement their obligations under international biodiversity conventions, and to create the necessary policy conditions that will encourage the mainstreaming of biodiversity and sustainability considerations into their day-to-day activities, business models and risk frameworks;
- businesses around the world to join us, and
- the global community to work with us in achieving this pledge.

### **Signatories**

Company \_\_\_\_\_

Signature \_\_\_\_\_