Business Ecosystems Training

Introduction and activities update

November 2012
The WBCSD is…

… a global CEO-led coalition of forward-thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment.

Membership comprises 200 companies from 35 countries and 20+ sectors, representing an estimated:

- 15 million employees
- 7 USD trillion annual revenues
- 6 USD trillion market capitalization
The WBCSD is...
The WBCSD is… (from) 35+ countries

- Europe (EU) - 72
- North America (NAFTA) - 38
- Japan - 22
- Asia (non-Japan) - 21
- Europe (non-EU) - 17
- Latin America - 14
- Africa - 3
- Oceania - 2
- Middle East - 1
The WBCSD is...20+ sectors

- Forest & Paper Products - 20
- Utilities & Power - 18
- Engineering - 17
- Oil & Gas - 17
- Chemicals - 16
- Consumer Goods - 14
- Mining & Metals - 14
- Cement - 13
- Tires - 11
- Services - 8
- IT & Telecoms - 7
- Auto - 7
- Construction - 5
- Banking & Finance - 5
- Food & Beverages - 4
- Logistics - 3
- Media - 3
- Healthcare - 2
- Retail - 2
- Water Services - 2
- Trading - 1
Regional Network

Europe
- Business and Society – Belgium
- BCSD Croatia
- BCSD Hungary
- BCSD Portugal
- BCSD Turkey
- BCSD United Kingdom
- Centre for CSR Development – Ukraine
- Confederation of Norwegian Enterprises (NHO)
- Czech BCSD
- Danish BCSD
- econsense - Germany
- Entreprises pour l’Environnement (EpE) - France
- Fundación Entorno - BCSD Spain
- Fundado Forum Ambiental - Spain
- respACT - Austrian BCSD
- Responsible Business Forum (RBF) - Poland
- SEV - BCSD Greece

North America
- Council of Great Lakes Industries (CGLI) – Canada/USA
- The EXCEL Partnership – Canada
- United States BCSD

Latin America
- Acción RSE – Chile
- Asociación de Empresarios para el Desarrollo (AED) – Costa Rica
- BCSD Argentina (CEADS)
- BCSD Bolivia (CEDES)
- BCSD Brazil (CEBDS)
- BCSD Colombia (CECODES)
- BCSD Ecuador (CEMDES)
- BCSD El Salvador (CEDES)
- BCSD Guatemala – CentraRSE
- BCSD Honduras (CEHDES)
- BCSD Mexico (CESEPDES)
- BCSD Paraguay (REDES)
- Curacao BCSD – Bedrijven Platform Milieu
- DERES – Uruguay
- SumaRSE – Panama
- Peru 2021
- uniRSE – Nicaragua

Asia
- BCSD Kazakhstan
- Malaysia Business Council for Sustainability and Responsibility (BCSR)
- BCSD Mongolia
- BCSD Pakistan
- BCSD Sri Lanka
- BCSD Taiwan
- BCSD Thailand
- BCSD United Arab Emirates
- Business Environment Council (BEC) – Hong Kong
- China BCSD
- Confederation of Indian Industry (CII)
- Indonesia BCSD
- Korea BCSD
- Maala-Business for Social Responsibility – Israel
- Nippon Keidanren (Japan Business Federation)
- Philippine Business for the Environment (PBE)
- TERI – BCSD India
- Vietnam BCSD

Oceania
- New Zealand Sustainable Business Council (SBC)
- Business Council of Australia (BCA)
Companies sustainably manage their impact & dependence on biodiversity and ecosystems, throughout operations and value chains, and leverage ecosystem-related opportunities.

Improve the sustainable management of biodiversity and ecosystem services throughout company operations and value chains

Positively influence public policy and regulations

- OECD Roundtable on public policy priorities
- Case studies on effective public policy (for CBD COP 11)

Public Policy

Demonstrate effectiveness of policy and regulatory options that leverage market forces and level the playing field

Implementation (Measure, Value, Manage and Mitigate)

- Corporate Ecosystem Services Review (ESR) promotion & support
- Guide to Corporate Ecosystem Valuation (CEV) promotion & support
- Ecosystems for business mapping (Eco4Biz)
- Case studies company action (for WCC and CBD COP 11)
- Biodiversity Impact Indicators (with IUCN scoping)

Activities

- Messages/communications plan, including Rio + 20 inputs
- World Conservation Congress (WCC) sponsorship and program
- CBD COP 11 program

Advocacy

Output

- Business Ecosystems Training (BET)
- Future Leaders Team (FLT)

Capacity Building

Increase member companies’ understanding of the issue at all levels, and increase uptake of WBCSD tools

Outcomes

- Improve the sustainable management of biodiversity and ecosystem services throughout company operations and value chains

Context - WBCSD Ecosystems Focus Area - 2012 Step Change Action Plan Plan Overview
What is BET?

- A comprehensive capacity building program that aims to **equip business** with the skills it needs to better **understand, measure, manage** and **mitigate** ecosystem impacts and dependencies.

- Leverages the wealth of existing WBCSD materials, methodologies and tools, also including other resources.

- Open-source
Rationale for developing BET?

- Business both **impacts** and **depends** on ecosystems
- However, issues tend to be **poorly understood**
- Need to **fill knowledge gaps**
Who is it for?

- Business audience
- Different levels of management & seniority
- Wide range of departments: from SD to procurement to finance

Any professional who needs to manage its company’s risks and opportunities
Program development

**Governance:** advisory committee made of ecosystem and education experts

**Curriculum design:** by WBCSD member company KPMG
A modular training program
Modules can be delivered individually or together

MODULE 1
Understanding the links between ecosystem services and business

MODULE 2
Assessing business impacts and dependencies on ecosystems

MODULE 3
Valuing ecosystem services - an introduction

MODULE 4
Managing and mitigating business impacts on ecosystems
Structure (2/2)

Customizable

Different options for running BET:

- As a standalone 2.5 day course
- As two separate training blocks, i.e., a 1 day introduction followed by a further 1.5 day course
- As separate modules

Customizable…

- …to different sectors
- …to different languages
- …to different regions
- …to your specific audience
What’s in the BET package?

**Presentation material**
- PowerPoint slide packs
  - approx. 100 slides per module to choose from!
- Shorter Executive Overview presentation

**Guidance**
- Implementation Guide
- Facilitator Notes
- Glossary of Terms
- FAQs
- “Facilitation tips” videos
Business Ecosystem Training – Organizing sessions

Using BET - several options for delivering the training:

- WBCSD organizes/delivers short training session on an “on-demand” basis:
  - E.g. BCSD Brazil, Nyenrode Business University (facilitated by WBCSD)
  - E.g. BET delivered to Future Leaders Team in Spring ‘12 (facilitated by KPMG)

- Companies incorporate the material within their current environmental training programs
  - E.g. Hitachi organized a 90 min BET session as part of the two-day training on environmental management (July ‘12)

- Regional Network partners use the material to deliver training sessions to their members
  - E.g. BCSD Portugal is planning to organize training sessions to its member companies once it finalized the translation in Portuguese

- Other organizations deliver the BET material to their partner companies
  - E.g. the BET material has been included in the IUCN NL Leaders for Nature program as part of their service offerings
BET Roll Out Status Update (Nov 2012)

July '12
- Module 1 translated in Japanese
- Delivered to Hitachi’s employees

July '12
- Module 3 delivered in Brazil (30 participants from 21 companies)
- Discussions about BET customization to Brazil

October '12 (COP11)
- Launch of Leaders for Nature India – BET at the heart of the initiative

Sept-Nov ‘12
- BET customization to India
- Train the trainer in Delhi

Aug. ‘12
- CEV/BET Session delivered to NMC (Swedish network of 270 cies) by NGO Gaia

Spring ‘12
- BET part of the IUCN NL’s Leaders for Nature Initiative (3 training sessions delivered so far)

Sept '12
- BET Conservation Campus – 4 hour session during the IUCN’s World Conservation Congress (30 participants from NGOs, Govt and business)

End 2012
- Discussions with BCSD Korea on BET customization and translation

2013
- Customize and deliver BET in the US, in partnership with universities
- Accion RSE - plans to translate the material in Spanish
- BET delivered to 25 Future Leader Team members, who became BET specialists within their companies
- BET sessions targeted at members companies:
  - Montreux WBCSD Members’ Meeting
  - Webinars x 2

2013
- Material being currently translated in Portuguese
- Training sessions by BCSD Portugal in 2013
- BET Customized to Hungary by BCSD Hungary

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Objective:
Demonstrate the benefits of water valuation for improved internal business decisions and external stakeholder engagement

Target audience: business
- SD specialists
- EHS specialists
- Finance Department executives
- Operation Managers
- ...
Project governance

True Value of Water

Leader:
Veolia Water

Members:
BCSD Portugal, ERM, GDF Suez, Hitachi, Holcim, Petrobras, PwC, Petrobras, Rio Tinto, SABMiller, Shell, Siemens, Statoil, Suncor, Xylem, Aquafed
Who are we working with?

- Aquafed
- Alberta Water SMART
- Global Nature Fund
- IUCN
- MEDDE (French Government) on Valuing externalities
- Oil Sands Leadership Initiative’s True Value of Water work
- OECD Water and Green Growth - Water Resources Allocation
- Trucost
- UNEP and TEEB
- US EPA’s Study on Importance of Water for US Economy
Links between business and water

**Direct water use**
1. Dam providing hydroelectricity
2. Industry abstracting river water
3. Fields irrigated by abstracted river water
4. Water utility treating and providing water
5. Industry abstracting groundwater
6. Transport and recreational use

**Indirect water use**
1. Industry using virtual water embedded in crops for processed food
2. Water treatment partly dependent on natural water filtration of wetland
3. Game fishing

**Water impacts**
1. Deforestation for timber production leads to flooding downstream
2. Industry discharging effluent to river
3. Flooding of houses and businesses
4. Agriculture effluent to river

Water abstraction →
Water transfer →
Effluent discharge →
Water embedded in product →
Water valuation: a growing issue for business

- Increasingly recognized that inefficiencies in water use arise because **users rarely pay the full cost** (if any at all) of using water

  *Past failure to recognize the economic value of water has led to wasteful and environmentally damaging uses of the resource*

  Dublin Statement on Water and Sustainable Development (1992)

- Intensifying global demand for water, diminishing supplies and exacerbated climate change are resulting in **stronger** associated government regulations

  *We will develop a consistent approach for the internalisation of costs from water use and water pollution*

  European Union’s Blueprint to Safeguard Europe’s Water (2012)
The business case for water valuation

1. Enhance Decision-Making
   - Improve sustainable decision-making
   - Inform mindsets, behavior and actions
   - Enhance collaboration
Examples of case studies

- For some, water as part of broader environmental valuation
  
  *Antofagasta – Valuation tool to assess risks, opportunities and environmental values*

- For others water valued on its own
  
  *Maryland State Water Quality Advisory Committee – Economic impact assessment and willingness to pay for river quality improvements in the US*
What’s next?

“Water valuation: Introduction to concepts and techniques for business” (Sep 2013)

Will provide technical background to business managers who are considering engaging in water valuation. It will:

- Clarify the concepts and techniques around water valuation
- Provide practical guidance on water valuation
- Provide managers with the skills they need to work with valuation specialists inside or outside their company, for example to commission, manage and review valuation studies i.e. giving them a 'critical eye'.