

Swiss Business for Nature (SB4N)



# Stepping Up for Nature Together - Today & Tomorrow

Multi-stakeholder platform for the protection and conservation of biodiversity





## Facts & Figures



Biodiversity plays a vital role in the conservation of ecosystems, which are the foundation for sustainable development and human well-being.

The loss of nature and biodiversity threatens life on our planet and represents one of the most pressing challenges of our time. Biodiversity - the diversity within species, between species and within ecosystems - is declining faster than ever before. Humans have already caused the loss of 83% of all wild mammals and half of all plants.

In addition, the loss of biological diversity threatens the very foundations of our economy: An attempt to assign a monetary value to the goods and services provided by the ecosystems estimates the value of biological diversity at 33 trillion US dollars per year. The risks associated with the loss of biodiversity include food security, health risks, the exacerbation of climate change, business risks and risks for indigenous people - to name just a few. At the same time, new business opportunities that can pave the way to people- and nature-friendly development are estimated at 10 trillion dollars per year.



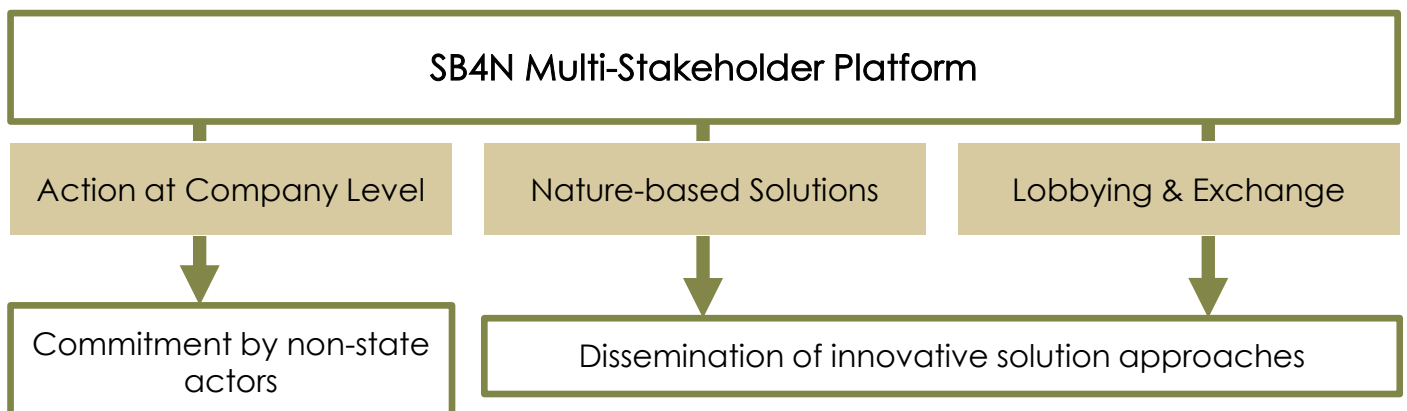
## Vision & Objectives of the Multi-Stakeholder Platform

The vision of Swiss Business for Nature is to contribute to the protection and preservation of biodiversity in Switzerland and to implement 100 scalable nature-based solutions by 2030.

In order to support companies and relevant stakeholders in the protection and preservation of biodiversity, in Switzerland and beyond, networking is made possible on a MULTI-STAKEHOLDER PLATFORM and nature-based solutions are promoted. This should include:

- Sustainable biodiversity management approaches that are integrated into corporate strategies with corresponding goals,
- Enabling partnerships with organizations and initiatives for nature-based solutions,
- Ensuring the participation of Swiss companies in the development of the 'Global Biodiversity Framework' and implementation in Switzerland, and
- Enabling the exchange and multiplication of leading practice in the implementation of biodiversity management systems and strategies.

The following FOCUS AREAS are planned (see following illustration):



The need for action at company level includes:

- Support and exchange for setting scientifically sound goals
- Measurement and assessment of biodiversity in corporate environments
- Reporting on biodiversity
- Common obligations to protect and preserve species and nature

The nature-based solutions are about the identification, implementation and dissemination of 100 solution approaches and project ideas by 2030.

In the context of interest representation and exchange in public and private cooperation, contributions are made:

- to develop the Global Biodiversity Framework after 2020
- on political developments in Switzerland
- to identify & disseminate facts about the biodiversity crisis as well as other topics such as climate change

Further topics that can be addressed in the context of SB4N are:

- Measuring the impact of measures in the biodiversity sector
- Legal framework, labels and certifications, education and capacity building, and scientific research



## Intended Activities

### Company-specific activities

This includes support tailored to companies in setting scientifically sound goals, measuring and evaluating biodiversity and reporting.

A series of online impulse events as well as an annual physical impulse meeting

Online impulse events are:

- Sector-specific (banks, insurance companies, agriculture, ...)
- Priority area-specific (target setting, measurement and evaluation of biodiversity, business opportunities in the field of biodiversity, ...)
- Intended as preparation for the piloting of the standard for nature-based 'solutions

Online impulse events and the yearly physical impulse event include:

- A main „host“ who presents his/ her services for the protection and conservation of biological diversity
- Knowledge sharing, discussions, workshops and networking opportunities
- The dissemination is ensured by corporate networks such as öbu, UN Global Compact Switzerland, ICC, Swisscleantech, economiesuisse and others.

### Advocacy activities

- Formulation and representation of political positions at local, national and international level

### Other activities: sharing and scaling

- Between the online events and the physical events, a LinkedIn group will enable continued discussion, questions, and the exchange of tools, ...
- Business Sustainability Today - an independent digital information and discussion platform on corporate sustainability and the SDGs with a focus on SDG 14 and 15 – will be used to communicate and scale leading practices beyond the inner circle of the multi-stakeholder platform.
- Instruments for recording, measuring, preserving and informing about topics of biological diversity are made available on the interactive digital platform „Pollenn®“.



## Target Groups



The platform brings together Swiss companies, business associations as well as NGOs, authorities and science. Foreign companies as well as suppliers and customers are also indirectly influenced by the activities of the companies. The broader public is also addressed through the dissemination of innovative solutions via the video platform Business Sustainability Today and as well as the campaign "Aktion zukunftsfähige Schweiz" (Future-ready Switzerland) and the platform „Pollenn®“.



## The Initiators

The multi-stakeholder platform is initiated and coordinated by the IUCN (International Union for Conservation of Nature, see [here](#)), IN-FINITUDE AG (see [here](#)) and engageability LLC (see [here](#)). In addition, an advisory board with representatives from various organizations is planned.

### APPENDIX 1: BECOMING PART OF THE PLATFORM AS A COMPANY

Companies have various options to become part of the multi-stakeholder platform. You can choose between different partnerships:

- 1) Seed Partner (CHF 2'500.- per year without VAT)
  - Participation in the online events and the annual Impulse Day
  - Access to tools, know-how and information
  - Logo & short interview on the web platform (e.g. SDG 14/15 Business Sustainability Today)
- 2) Shrub Partner (CHF 7'500.- per year without VAT)
  - Advantages of the 'Seed Partnership' (see above)
  - + Host for one of the online events
- 3) Tree Partner (CHF 15'000.- per year without VAT)
  - Advantages of the 'Shrub Partnership' (see above)
  - + Host of the annual Impulse Day
  - + Biodiversity assessment and recommendations for action by IUCN and IN-FINITUDE
- 4) Forest Partner (CHF 35'000.- per year without VAT)
  - Host of the yearly impulse day or of the online events
  - Biodiversity check and recommendations for action
  - Identification of nature based solutions in collaboration with IUCN and SDGX ([www.sdgx.org](http://www.sdgx.org))
  - Recommendations for implementation by IUCN and IN-FINITUDE
  - Access to tools, knowhow and information
  - Logo & video portrait on the web platform (e.g. SDG 14/15 on Business Sustainability Today)
- 5) Ecosystem Partner (CHF 100'000.- for 3 years without VAT)
  - Benefits of the 'Forest Partnership' per year (see above)
  - + Communication and information to the wider public via the platform Punkt 4
  - + CEO interview and employee portraits in connection with nature-based solutions

### APPENDIX 2: BECOMING PART OF THE MULTI-STAKEHOLDER PLATFORM AS A PUBLIC INSTITUTION, FOUNDATION OR NON-PROFIT ORGANIZATION

In order to realize the multi-stakeholder platform and to be able to implement and scale 100 nature-based solutions by 2030, we are interested in partnerships with public institutions, foundations or other actors that share our vision and goals. If you are interested, please contact us:

[info@engageability.ch](mailto:info@engageability.ch).