



European Business & Biodiversity Forum

*From doing better to doing
what nature needs*

Wed. June 21st 2023 — from 9 am
Cité Internationale Universitaire of Paris





Édito

The evidence is unequivocal – we are living through the dual crises of biodiversity loss and climate change driven by the unsustainable use of our planet’s resources.

OUR SOCIETY IS AT ITS MOST IMPORTANT FORK IN HISTORY, AND FACING ITS DEEPEST SYSTEMS CHANGE CHALLENGE, AROUND WHAT IS PERHAPS THE MOST EXISTENTIAL OF ALL OUR RELATIONSHIPS: THE ONE WITH NATURE.

The Living Planet Index (LPI) - which tracks populations of mammals, birds, fishes, reptiles and amphibians - reveals an average 69% decrease in monitored wildlife populations since 1970. While conservation efforts are helping, urgent action is required if we are to reverse nature loss.

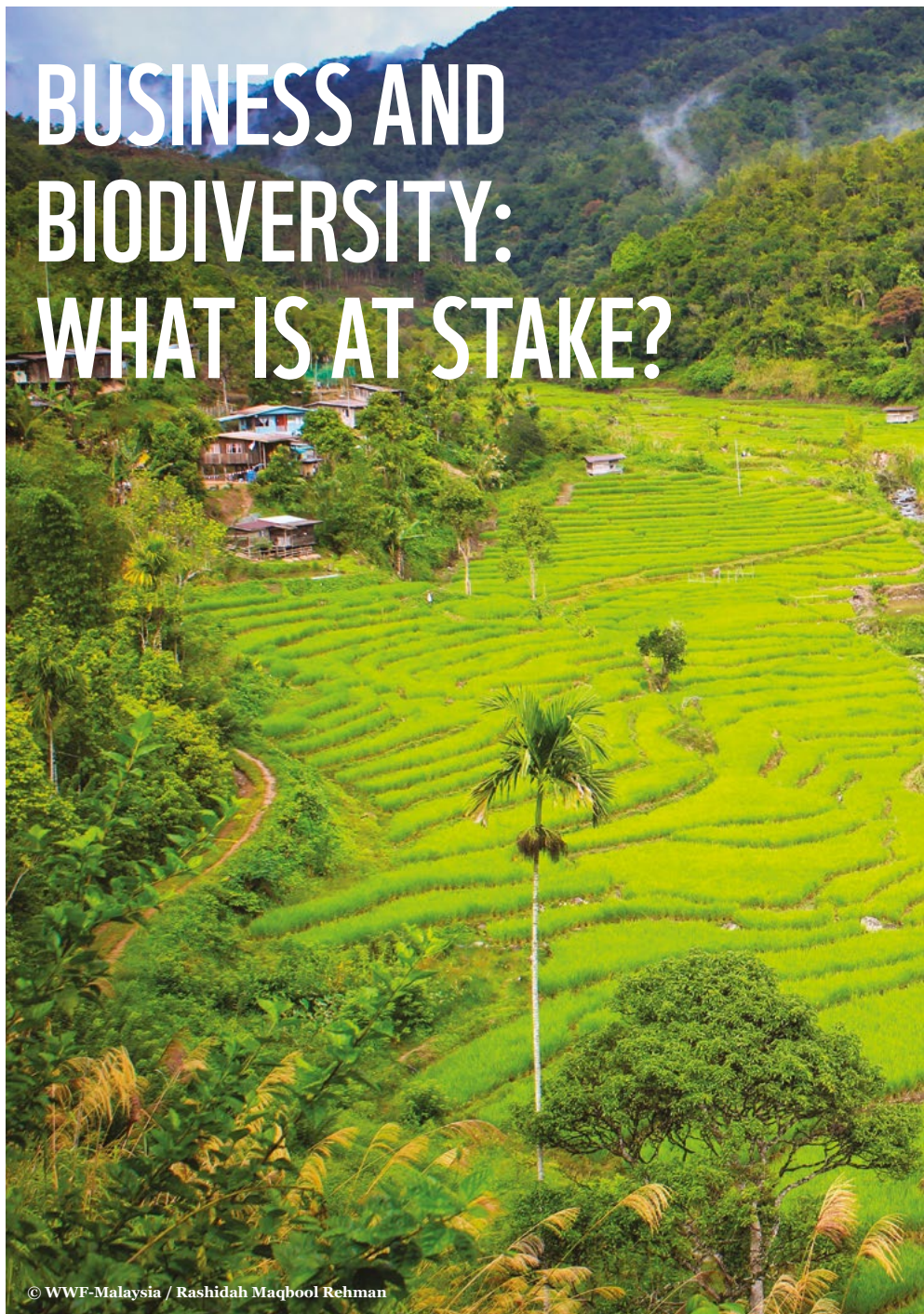
The biodiversity and climate crises do not only raise environmental issues, but social, development and economic issues too. If economic activities are driving the destruction of nature, they are also highly dependent on the ecosystem services that nature provides,

so it is urgent to transform the economy to make it compatible with the functioning of ecosystems.

With the adoption of the Global Biodiversity Framework at the COP 15, the direction to halt and reverse nature loss by 2030 is now clear. And a new framework, the Science Based Targets for Nature (SBTN), is now available to guide corporate action in this way, by aligning biodiversity strategies with planetary boundaries. Starting to implement the SBTN methodologies is the opportunity for private actors to innovate, build robust environmental strategies, and lead the way towards new sustainable economic models, for a nature-positive society that safeguards the planet for the good health of everyone.



BUSINESS AND BIODIVERSITY: WHAT IS AT STAKE?



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The roots of an intertwined crisis

The latest science tells us that about 25% of our assessed plant and animal species are threatened by human actions, with a million species facing extinction, many within decades.

Over the last 50 years, the human population has doubled, the global economy has grown nearly fourfold and global trade has grown tenfold, together dramatically increasing the demand for energy and materials. Economic incentives have generally favored expanding economic activity, often with environmental harm, rather than conservation or restoration.

But if it is clear that people thrive only when nature also thrives, it is also more than ever true for the economy.

According to the New Nature Economy Report, published by the World Economic Forum, businesses are more dependent on nature and biodiversity than expected, with approximately \$44 trillion of economic value generation (around half of the world's GDP) moderately or highly dependent on nature.

As nature loses its capacity to provide such services, the economy could be significantly disrupted.

The need for a rapid system-wide transformation

With a fundamental, system-wide reorganization across technological, economic and social factors, there might still be a chance that we can reverse the trend of nature's decline.

But reversing global biodiversity degradation by mid-century (as foreseen by the Global Biodiversity Framework) can only be achieved by acting on all drivers of nature loss simultaneously, representing rapid, far-reaching and unprecedented "transformative changes" – as stated by IPBES.

To see this transformative change happen, we can count on regulatory evolutions, happening at different levels (European, national) making it mandatory for corporates to transform and to reduce the impacts of their activities on nature. But these changes will also need the development and the adoption by private actors of ambitious, science based voluntary frameworks like SBTN, enabling the emergence of business models compatible with the good functioning of the ecosystems. Pioneer companies have a central role to play as they demonstrate the feasibility of the changes required, and then enable their sectors, and the economy as a whole, to generalise the transitions.

SBTN, A MUST HAVE METHODOLOGY FOR COMPANIES



About the SCIENCE BASED TARGETS NETWORK - SBTN

The Science Based Targets Network (SBTN) is a collaboration of leading global non-profits and mission driven organizations working together to equip companies as well as cities with the guidance to set science-based targets for all of Earth’s systems. This will help them define a clear pathway to ensure they are doing enough across their value chain to address their impacts and dependencies on nature.

The SBTN is part of the Global Commons Alliance, which brings together powerful leadership, technology, science, innovation, and communication to transform the world’s economic systems and protect the global commons.

The SBTN builds on the momentum of the Science Based Targets initiative (SBTi). It is a network of 45+ organizations - including the same organizations behind the SBTi - developing methods and resources for science-based targets (SBTs) for nature for companies, and science-based targets for both climate and nature for cities. Its goal is for the world’s major companies and cities to

have adopted science-based targets and taken action for climate, which companies will continue to do through the SBTi, alongside water, land, ocean, and biodiversity by 2025. This will form a key part of progress towards Sustainable Development Goals (SDGs) and global policy milestones.

WWF & SBTN: an impactful long term alliance

At WWF, as a member of the SBTN network, and as a key actor in engaging private actors to protect nature, we wish to position SBTN as the referent framework when it comes to biodiversity action, and to engage a maximum of companies to join the initiative.

WWF has a strong experience in engaging private partners, with technical cooperations with numerous companies, to support them in defining sustainability strategies or working on concrete sustainability projects.

Since 2020, WWF France has also created the Lab Capital Naturel, to explore, among other actions, the application of the SBTN methodology with private partners, as pilots.



COMPANIES ARE PART OF THE SOLUTION

The economic value of ecosystem services: **\$150 trillion**

Biodiversity creates significant economic value in the form of ecosystem services, such as food provisioning, carbon storage, and water and air filtration. According to the most comprehensive global estimate published by the OECD (Organization for Economic Co-operation and Development), it is estimated that the combined annual value of ecosystem services is between 125 and than \$140 trillion - almost one and a half time the global GDP.

The current cost of ecosystem functionality decline: **\$5 trillion a year**

According to the IPBES, 5 primary pressures—land-use and sea-use change, direct overexploitation of natural resources, climate change, pollution, and the spread of invasive species—are responsible for biodiversity loss. Already, the degradation of ecosystem functionality costs the global economy more than \$5 trillion a year in the form of lost natural services. *(source BCG)*

4 major value chains are responsible for **90%** of man made pressures on biodiversity

The operations of four major value chains—food / agricultural commodities, energy, infrastructure, and fashion—currently drive more than 90% of man-made pressure on biodiversity. *(source BCG)*



The major risks facing business as ecosystems decline

In the World Economic Forum Global Risks Perception Survey 2022-2023, ranking the business risks likely to be most severe in the long term (10 years), 6 out of the 10 major risks are environmental.

TOP 10 MAJOR BUSINESS RISKS

1. Failure to mitigate climate change
 2. Failure of climate change adaptation
 3. Natural disasters and extreme weather events
 4. Biodiversity loss and ecosystem collapse
 5. Large-scale involuntary migration
 6. Natural resource crises
 7. Erosion of social cohesion and societal polarization
 8. Widespread cybercrime and cyber insecurity
 9. Geoeconomic confrontation
 10. Large-scale environmental damage incidents
-

Why do companies need to move from doing better, to doing what is needed to support biodiversity recovery?

Forward-looking players will not only reduce their business risks associated to their high dependency on nature. They will also benefit from new business opportunities, and improved standing with customers, investors, employees and communities.

In the Global Futures Study by WWF, the positive economic outcomes of a Global Conservation scenario (GC), compared to a business as usual scenario (BAU), have been measured. The GC scenario would generate an increase in global output and lower prices for many key commodities compared to under the BAU scenario, particularly fish, timber, cotton, oil seeds, and fruit and vegetables. In particular, the marine fisheries sector stands to gain significantly under the GC scenario, with a 3% increase in global output (quantity of fish catches) as fisheries are returned to management at sustainable levels, and a commensurate drop in world prices of 22%.



WELCOME IN THE CITÉ INTERNATIONALE UNIVERSITAIRE DE PARIS

Conceived in 1925 in the inter-war pacifist movement, the Cité Internationale Universitaire de Paris is a campus for peace, open to Parisians, visitors and 12,000 international students and researchers.

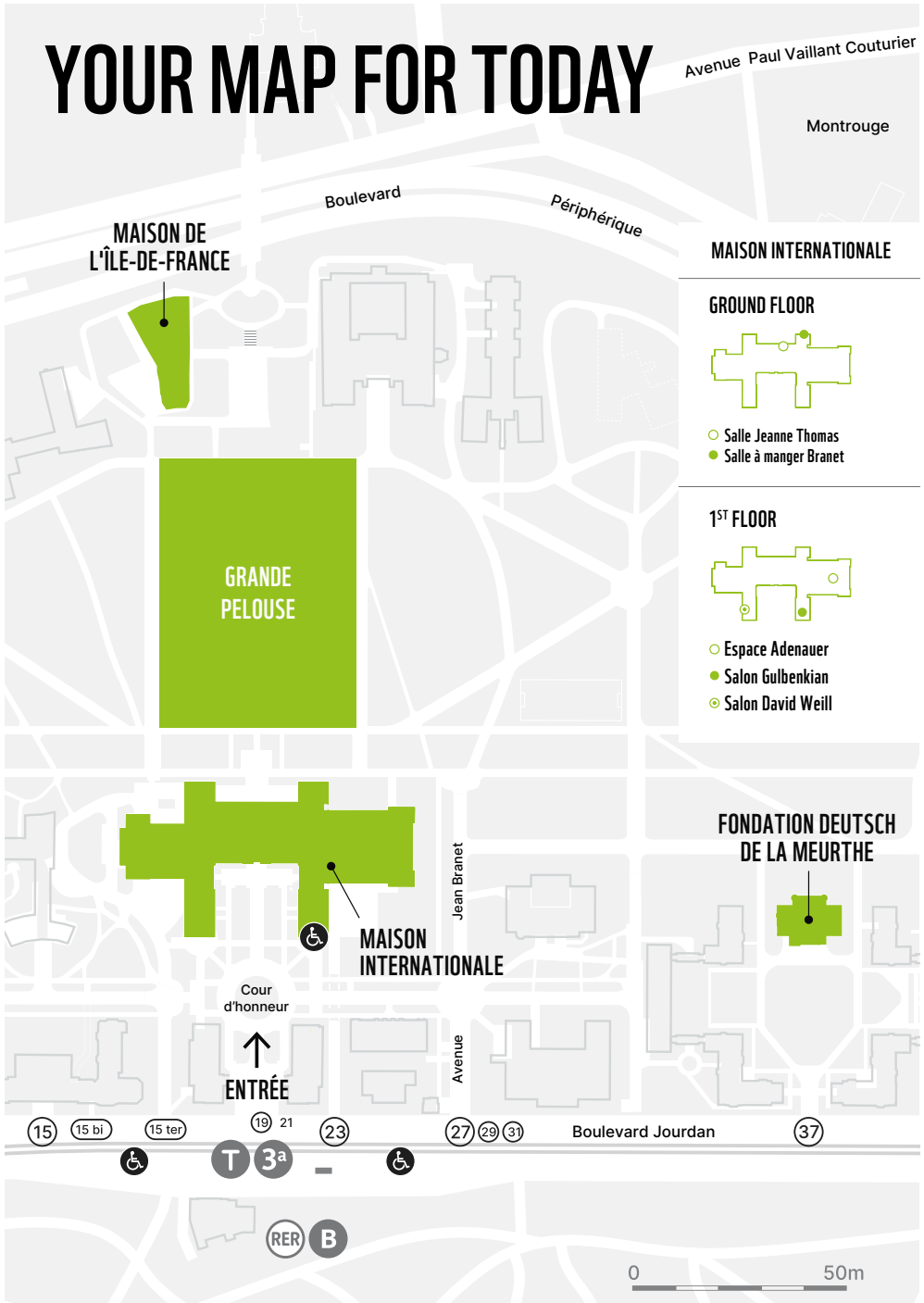
A true city of artists, the City offers a diversity of interior and exterior decors with its Foundations with original architectures from the 1920s to the present day. The exhibition of contemporary works – “Gardens of the World in Motion” – currently scattered throughout the park demonstrates its artistic dynamism, seeking harmony between art and nature.

On 34 hectares, the city offers above all a green lung south of the capital with more than 3,000 trees of 235 species, remarkable gardens and 52 species of birds, including twenty protected in France. For several years, it has chosen a sustainable management of its spaces - changing wastelands, rain gardens, insect hotels, etc. - in order to promote biodiversity.

The Cité Internationale Universitaire de Paris, humanist place of openness to the world, offers a magnificent setting for the European Business & Biodiversity Forum 2023.



YOUR MAP FOR TODAY



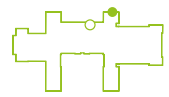
Avenue Paul Vaillant Couturier
Montrouge

MAISON DE L'ÎLE-DE-FRANCE

Boulevard Périphérique

MAISON INTERNATIONALE

GROUND FLOOR



- Salle Jeanne Thomas
- Salle à manger Branet

1ST FLOOR



- Espace Adenauer
- Salon Gulbenkian
- Salon David Weill

GRANDE PELOUSE

FONDATION DEUTSCH DE LA MEURTHE



MAISON INTERNATIONALE

Cour d'honneur

ENTRÉE

Jean Branet Avenue

Boulevard Jourdan

15 15 bi 15 ter 19 21 23 27 29 31 37

Accessibility icons: wheelchair, T (bus stop), 3a (bus stop), wheelchair

RER B

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A FIVE SENSES DAY

Thank you for your participation in the European Business & Biodiversity Forum.

Throughout this day, your 5 senses will be stimulated by contact with nature and biodiversity in an atmosphere conducive to reflection, dialogue and exchange.

Your view will be surprised by the spaces, perspectives, gardens and birds of the park. Your taste and smell will be tickled by various flavors and scents during a vegan lunch. Silences and sound effects will give way to musical notes on this National Music Day for the pleasure of your ears. You will also find many opportunities to reconnect, be it to nature, feet in the grass for a break for example; and especially during your meetings and networking time.

**Beautiful and inspiring
day to you!**



DETAILED AGENDA

MORNING CONFERENCES

9:15 – Welcome session

by **Véronique ANDRIEUX**,
CEO WWF France

9:30 – Opening speech

by **David COOPER**, *Acting Executive Secretary,
Convention on Biological Diversity*

9:45 - 10:45 – Session 1: European regulatory context: New and expected environmental regulations supporting the “halt and reverse” objective

9:45 – Keynote

The new Global Biodiversity Framework: 2030 and 2050 global goals, and the role of economic actors in achieving them.

What was the role of the private sector in the emergence of the Global Biodiversity Framework (GBF), and how will it impact companies? A look into the GBF, the “Make It Mandatory Campaign”, and the new expectations towards businesses to adopt targets aligned with global goals.

by **John SABET**, *Lead Business Engagement,
Business 4 Nature*

10:00 – Roundtable

How the new EU regulatory framework is making it mandatory for companies to accelerate on the biodiversity agenda?

The European Union has developed a package of policy initiatives, the European Green Deal, which aims to set the EU on the path to a green transition. But how is the Green Deal actually integrating biodiversity, alongside with Climate objectives, to deliver on the 2030 and 2050 global goals? What is the ambition of the CSRD or the restoration law, and what does it mean for companies?

With:

Ester ASIN, *Director of WWF European Policy Office,*

Karen DEGOUVE, *Sustainable Finance Director, French Banking Federation*

David CORMAND, *Member of the European Parliament*

10:45 – NETWORKING BREAK

11:30 – 13:00 – Session 2: Doing what nature needs: the Science Based Targets for Nature, and how pioneer companies are starting to implement them

The first version of the Science Based Targets for Nature guidelines has been published on May 24th. This session will be the opportunity to look at the standards content, objectives and next steps. And to listen to pioneer companies, who have started implementing these guidelines, and are among the few companies selected world wide to have validated Science Based Targets on Nature.

11:30 – 12:10 – Key note - presentation of the new Science Based Targets for Nature guidelines

What is the philosophy of the Science Based Targets for Nature Guidances, and how can companies start working on assessing their impacts, prioritizing and setting targets on land and water for their most material sites, across their value chain?

Varsha Vijay, *Technical Director at Science Based Targets Network*

Oscar Sabag, *Science Translation Lead at Science Based Targets Network*

Alizée MASSON, *Natural capital Officer at WWF France, Biodiversity Hub Coordinator at Science Based Targets Network*

12:10 - 13:00 – Roundtable: sharing from three pioneer companies on their work to implement SBTN guidelines

Carrefour, H&M and Tesco are among the first companies worldwide implementing Science Based Targets for Nature. They will explain why they choose to embark on the SBTN journey, and how it is supporting their high ambitions on biodiversity.

by **Leyla ERTHUR**, *Head of H&M Group Sustainability*,

Anna TURRELL, *Group Sustainability Director at Tesco*,

and **Elise BOUFFIES**, *Extra Financial Communication Manager at Carrefour Group*

13:00 - 14:30 – LUNCH BREAK

DETAILED AGENDA

14:30 - 15:15 – BREAK-OUT SESSION 1 - MEET THE EXPERTS

During these break-out sessions, you will have the opportunity to meet experts, in small groups, to have a deep-dive into one topic which is of interest for your company: SBTN Steps 3 land or water, TNFD, CSRD, Biodiversity Risk Filter... Learn more about these methodologies, standards and tools, and take the opportunity of these small-group discussions to ask the experts as many questions as possible!

Join the session you have registered for, among the below options:

Option 1: Deepdive into SBTN STEP 3 WATER

Learn about how to set science based targets for water: objectives and principles of SBTN STEP 3 water guidance.

Paris:

Meet **Oscar SABAG**, *Science Translation Lead at Science Based Targets Network*

Online:

Meet **Allen TOWNSEND**, *Freshwater Hub Co-Lead at Science Based Targets Network*

Option 2: Deepdive into SBTN STEP 3 LAND

Learn about how to set science based targets for land: objectives and principles of SBTN STEP 3 land guidance.

Paris:

Meet **Jordan ROGAN**, *Postdoctoral Associate, Land Thresholds at Conservation International, member of the Land Hub Steering Committee*

Online:

Meet **Craig BEATTY**, *WWF Lead Specialist Forest strategy and Research, Land Hub member at Science Based Targets Network*

Option 3: Deepdive into the Biodiversity Risk Filter

Lear more about the Biodiversity Risk Filter, the WWF tool that enables companies and financial institutions to Inform, Explore, Assess, and Respond to biodiversity risks.

Paris:

Meet **Rebekah CHURCH**, *WWF Global Lead Biodiversity Stewardship*

Online:

Meet **Maria WALSH**, *Biodiversity Risk Filter Manager at WWF Germany*

Option 4: Deepdive into the Corporate Sustainability Reporting Directive (CSRD)

Learn more about the CSRD and the ESRS E4 on biodiversity and ecosystems, the new European directive which will require companies to report on the impact of their corporate activities on the environment and society.

Paris:

Meet **Antoine PUGLIESE**, *Head of Sustainable Finance at WWF France, contributor to the EFRAG*

Online:

Meet **Philippe DIAZ**, *Senior Manager, Financial Markets, WWF Germany, SR TEG member at EFRAG Lead on ESRS E4*

Option 5: Deepdive into the Taskforce on Nature-related Financial Disclosures (TNFD)

Learn more about the TNFD, its ambitions, current developments, and connections with other frameworks and standards.

Paris:

Meet **Nicolas POOLEN**, *Finance Engagement, Global Nature Positive Initiative at WWF*

Online:

Meet **Miriam VAN GOOL**, *Science Based Targets for Nature Financial Sector Engagement Lead*

Option 6: Deepdive into ecological accounting

Learn more about how to improve nature's visibility in financial accounting with the C.A.R.E method (Comprehensive Accounting in Respect of Ecology) and the ecosystem-centered accounting

Paris:

Meet **Alexandre RAMBAUD**, *Lecturer at AgroParisTech-CIRED, Co-Director of the Ecological Accounting Chair*

Online:

Meet **Clément FEGER**, *Lecturer at AgroParisTech-CIRED, researcher at the MRM laboratory (Montpellier University), Scientific Co-Director of the Ecological Accounting Chair*

DETAILED AGENDA

15:30 - 16:15 – BREAK-OUT SESSION 2 - MEET THE PIONEERS

During these break-out sessions, you will have the opportunity to meet pioneer companies, in small groups, to learn more about their implementation of SBTN Steps 1&2, SBTN Step 3, using the Biodiversity Risk Filter, following the TNFD framework... Take the opportunity of these small-group discussions to ask the pioneers as many questions as possible about their experience in piloting these tools and frameworks.

Join the session you have registered for, among the below options:

Option 1 – Return on experience from CARREFOUR on SBTN STEPS 1&2

Carrefour has started working on SBTN since 2021, and is one of the 17 companies piloting the target validation process. They will share more information about working on SBTN Steps 1&2, with first results, and open discussions on the challenges and opportunities SBTN represents for them.

Paris:

Meet **Elise BOUFFIES**, *Extra Financial Communication Manager at Carrefour Group*

Online:

Meet **Jenna MALLET**, *CSR Project leader at Carrefour*

Option 2 – Return on experience from ALPRO on SBTN STEPS 1&2&3

Alpro has started working on SBTN since 2022, and is one of the 17 companies piloting the target validation process. They have concluded the SBTN Steps 1&2, and are already working on SBTN Step 3 for land and water. They will share first learnings, with an open discussion on the challenges and opportunities SBTN represents for them.

Paris:

Meet **Juliane GREFF**, *Alpro Plant-based sustainability manager*

Option 3: Return on experience from Parfums Christian Dior & Quantis on SBTN STEPS 1&2

Parfums Christian Dior has started working on SBTN this year. Supported by Quantis, they will share more information about why they chose to engage in SBTN, how to start the SBTN journey, and what SBTN steps 1&2 are about.

Paris:

Meet **Isabelle SULTAN**, *Chief Sustainability Officer at Parfums Christian Dior*

Online:

Meet **Edouard MAUVAIS-JARVIS**, *Environment Director and Scientific Communication Director at Parfums Christian Dior*

Option 4: Return on experience from Tesco on SBTN

Tesco is one of the 17 companies piloting the target validation process. They have concluded the SBTN Steps 1&2 process, and are already working on Step 3 for land and water. They will share first learnings, with an open discussion on the challenges and opportunities SBTN represents for them.

Paris:

Meet **Alice RITCHIE**, *Lead Nature & Forests Manager, WWF Partnership Lead at Tesco.*

Option 5: Return on experience from on the Biodiversity Risk Filter

H&M is among the first companies to use the Biodiversity Risk Filter to better understand impacts and dependency throughout their value chain. They are among the pilot companies in SBTN, and will share more information on their biodiversity stewardship journey.

Online:

Meet **Jennie GRANSTROM**, *Biodiversity Lead at H&M*

Option 6: Return on experience from OFI Invest on TNFD

Rabobank and OFI Invest are two of the first financial institutions which have started implementing the TNFD (Taskforce on Nature-related Financial Disclosures). Learn more about their experience of piloting this framework and what learnings they gained from it.

Paris:

Meet **Lionel HEURTIN**, *ISR Analyst at OFI Invest Asset Management*

Online:

Meet **Marie-Claire FRANZEN-AERTS**, *Lead Nature at Rabobank*

16.15 - 16.45: BREAK

DETAILED AGENDA

16.45 - 18.15: TRANSITIONING TOWARD NATURE POSITIVE BUSINESS MODELS

Science and technical transformations are needed to align economic activities with planetary boundaries. But it will not be enough. To deliver on the global goals for nature, we need a deeper transformation of business models, to create an economy which is both regenerative and redistributive.

16.45 - 17.00: Key note - Changing the deep design of companies, to create economies that are regenerative and distributive by design.

What is preventing companies from delivering on climate and biodiversity goals? How to rethink the deep design of companies, to create 21st century economies that can meet the needs of all people within the means of the living planet?

by **Erinch SAHAN**, *Business & Enterprise Lead at the Doughnut Economics Action Lab (DEAL)*

17.00 - 17.40: roundtable: sharing from companies with innovative business models: get inspired

Local rather than global, repairable rather than disposable, renting rather than owning, prospering rather than growing... How to reinvent business models to make it compatible with environmental limits?

Speakers:

Manu Jose MATTAM, *Director Regulatory Affairs, Range and Supply, IKEA of Sweden*

Karen LEMASSON, *Corporate Social Responsibility and Open Innovation Director at Laboratoire Expanscience*

Eric SIMONNET, *Business Development & Investor Relations, Triodos Investment Management*



17.40 - 18.15: roundtable: the role of companies in nature restoration

Companies need to reduce their impacts on biodiversity, setting targets aligned with science. But their role in restoring nature is also pivotal. Learn more about how companies can invest in nature regeneration, to bend the curve on biodiversity degradation.

With:

Toby AYKROYD, *Director at Wild Europe Initiative*

Anne-Laurence ROUCHER, *Deputy CEO, Head of Private Equity and Natural Capital, at Mirova*

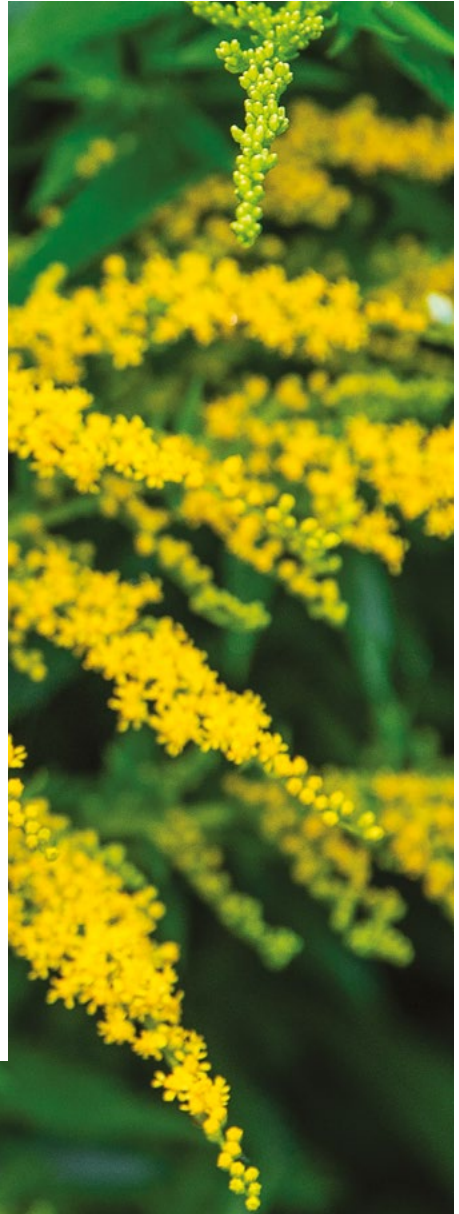
Cionaith CULLEN, *Director of Partnerships, Orange Digital Investment*

18.15: Conclusion

Closing remarks

by **Antoine FIEVET**, *President at Bel Group*

18.30: COCKTAIL AND NETWORKING



WWF: PIONEER ALONG THE PIONEERS

Founded in 1961, WWF is one of the world's leading independent environmental organizations. It is present in more than 100 countries and counts on the support of nearly 6 million members. WWF France, a public utility foundation, was created in 1973 and works for a living planet from Paris, Marseille, the Alps, Guyana and New Caledonia.

We work to stop environmental degradation and build a future where humans live in harmony with nature. We believe that it is only by working together with public authorities, companies and the general public that we will make progress. Our signature: together, we are the solution.

As the corporate sector drives much of the global economy, we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

We believe that together, we can transform whole sectors and markets for the better, delivering results that would not otherwise be possible. Our six global goals – on forests, oceans, freshwater, wildlife, food and climate & energy – and three key drivers of environmental change – markets, finance and governance – shape what we do and how we work with partners.

By working with business, WWF aims to change behavior and drive conservation results that would not be possible otherwise.

That is why we contributed not only to the development of the Science Based Targets methodologies, but also to their implementation alongside pioneer companies, to test and learn, and embark as many businesses as possible in this SBTN journey.

A COLLECTIVE JOURNEY

The European Business & Biodiversity Forum 2023 is a collective journey, **carried by WWF in 8 countries already engaged in the promotion of SBTN:** Austria, Belgium, France, Germany, Netherlands, Sweden, Switzerland, United Kingdom.



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**WWF IS PLEASED TO
HAVE YOU HERE TODAY
AND THANKS YOU FOR
YOUR COMMITMENT
AND INVOLVEMENT.**

TO KEEP IN TOUCH:

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Working to sustain the natural
world for the benefit of people
and wildlife.

together possible.

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