

Biodiversity & Ecosystem Finance Europe

*The Need for Patient Capital to Bring Biodiversity
& Ecosystem Finance into the Mainstream*

The Barbican, London, UK ♦ 25-26 November 2008

Strategic Partner:



Convention on
Biological Diversity

Endorsed By:



UNEP **Finance Initiative**
Innovative financing for sustainability



Keynote Speaker: David Bellamy OBE

David Bellamy OBE is a botanist, author, broadcaster and environmental campaigner. He is the author of over 40 books and 80-plus scientific papers with a common theme to ecology and the environment. These best-selling publications cover a diverse range of environmental subjects from the boglands of Ireland to the gardens of the Vatican. He is also widely known on television, having written and presented over 400 programmes during his career.

Plus Key Corporate, Finance and Conservation Case Studies from:

- ▶ **Hans Biemans**, Head of CSR Business Development, **Rabobank**, Netherlands
- ▶ **David Boomer**, Head of Energy Efficiency & Climate Change, **Institute of Directors (IoD)**, UK
- ▶ **Gerard Bos**, IUCN Relationship Manager, Corporate Environmental Relations, **Holcim**, Switzerland
- ▶ **Catherine Cruveillier Cassagne**, Programme Manager, Biodiversity, Environment and Social Development Department, **IFC**, USA
- ▶ **Jochen Flasbarth**, General Director, **German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety**, Germany
 - ▶ **Elizabeth Jaskulke**, President, Biodiversity Group, **MEDEF**, France
 - ▶ **Abyd Karmali**, Global Head of Carbon Emissions, **Merrill Lynch**, UK
 - ▶ **Andrew Mitchell**, Executive Director, **Canopy Capital**, UK
- ▶ **Pavan Sukhdev**, Managing Director & Head – Global Markets, **Deutsche Bank**, India
 - ▶ **Chan Lap Tak**, Director, **Bio Assets**, Brazil
 - ▶ **Dr Julio C Tresierra**, Global Coordinator, **WWF**, Netherlands
- ▶ **Keimpe Wieringa**, Head of Biodiversity, **Netherlands Environmental Assessment Agency**, Netherlands

Gain an in depth understanding of the opportunities in the Biodiversity & Ecosystem Finance sector:

- ✓ Understanding the emerging biodiversity & ecosystem markets
- ✓ What are the key requirements of corporate investors, the finance community and biodiversity & ecosystem conservation groups?
 - ✓ How do we move beyond philanthropy to business deals?
 - ✓ How can we achieve greater involvement of the financial sector?
- ✓ What are the key business opportunities in biodiversity & ecosystem finance?
- ✓ How do we engage industries with a direct footprint on biodiversity and those that impact it in their supply chains

Plus, benefit from:

- ✓ Moderated break out discussion sessions
- ✓ Investor showcase – hear from new projects being developed
- ✓ First class networking opportunities with industry peers

PLUS

Receive a FREE copy of the *Environmental Finance Handbook 2008/09* from Euromoney – worth £115



Thank you for putting on such a wonderful conference. It was a highlight to be surrounded by such knowledgeable and inspiring people

TOM HILDITCH, SAVANTA, BIODIVERSITY & ECOSYSTEM FINANCE USA MARCH 2008

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Biodiversity & Ecosystem Finance Europe



Following the success of the inaugural Biodiversity & Ecosystem Finance event which took place in New York on 27-28 March 2008 and was attended by over 100 participants from 19 countries, Green Power Conferences will once again bring together the corporate and finance communities with the biodiversity and ecosystem industry to drive this critical early stage market forward at **Biodiversity & Ecosystem Finance Europe**.

Biodiversity and ecosystem services form the basis of the world we live in but are under threat from increasing human activity. These impacts are being felt the hardest in the poorest countries but in general, society is now becoming less tolerant of environmental damage and is starting to realise the value of these services. As much as US\$20 billion per year is raised from public finance and private philanthropy for global conservation activities (Source: Building Biodiversity Business) yet this is not sufficient.

Many companies still have trouble seeing the bottom line relationship of Biodiversity & Ecosystem services. A key solution to these challenges is to utilise the market forces that are often blamed for biodiversity loss and make biodiversity and ecosystem services a valuable business proposition. In both the environmental and business communities, there is a growing recognition of the potential to conserve biodiversity and ecosystem services on a commercial basis. From a business viewpoint the reasons to invest are varied - these range from those companies such as ecotourism ventures whose business directly depends on healthy ecosystems; to industries such as agriculture, forestry and marine fisheries whose very productivity is linked to the health of ecosystems; to corporate level large scale infrastructure projects or extractive industries that have traditionally focused on the 'risk' elements such as damage to reputation from negative publicity or increased operational costs owing to delays who are now considering policy and consumer trends that create new business opportunities.

This two day conference will review all these key issues with leading case studies from around the globe to understand the latest status of this emerging and promising market.

Meet Key Companies:

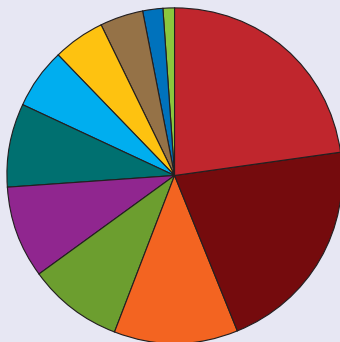
Some of the leading corporates, banks and other key players who attended Biodiversity & Ecosystem Finance USA included representatives of AFD French Development Agency • Banco Espirito Santo • Chevron • Citi • Conservation International • Credit Suisse • Dutch Fund for Nature Development • EcoEnterprises Fund • EKO Asset Management Partners • ENI E&P Division • Exxon Mobil • Fauna & Flora International • Fondo Biocomercio • IFC • Inter-American Development Bank • Merrill Lynch • MMA Sustainable Land Investments • PricewaterhouseCoopers • Prize Capital • Rio Tinto • Shell • The Forest Service • The Prince's Rainforest Project • The World Bank • UNDP • UNEP FI • Veolia • Verde Ventures • WestLB • Wood Creek Capital Management

Enhanced Delegate Networking

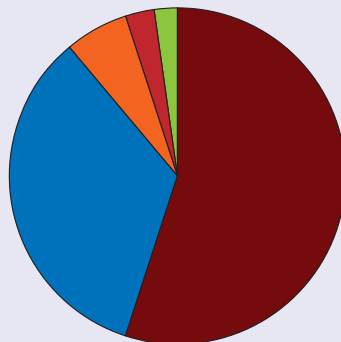
One of the fantastic new features of **Biodiversity & Ecosystem Finance Europe** is the online networking system – all pre-registered delegates, speakers and guests can contact each other, organise meetings and network before, during and after the event using this easy to use, private networking system. For more information, please visit the website.

Who Will You Meet at Biodiversity & Ecosystem Finance Europe?

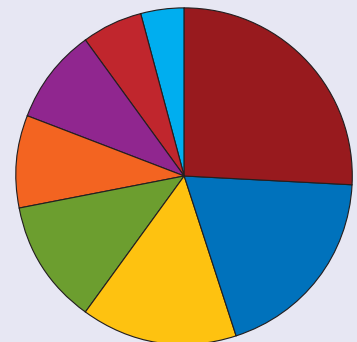
Biodiversity & Ecosystem Finance New York Attendee Analysis



Industry Area	%
Banks & Investors	23
Conservation Groups	21
Environmental Consultants	12
Universities	9
Governmental & Policy	9
Oil, Gas & Mining	8
Other Corporates	6
Environmental Funds	5
Press	4
Forestry Management	2
Associations	1



Geographical Area	%
North America	55
Europe	34
Latin America	6
Africa	3
Asia & Oceania	2



Job Title Area	%
General Management	26
Board Level & CxO	19
Programme Managers & Biodiversity Specialists	15
Policy & Advisory	12
Managing Directors	9
Consultants & Analysts	9
Technical, Research & Scientists	6
Press	4

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08.30 Registration, Welcome Coffee & Exhibition Visit

09.00 Chair's Opening Remarks

Chair: **Michael Kelly**

Head of Corporate Social Responsibility, **KPMG**, UK

Keynote Session – The Biodiversity & Ecosystem Challenge

What is biodiversity and why is it important to the financial services and corporate sectors? How can we achieve the objectives of the Convention on Biological Diversity? Why should financial institutions be concerned with Biodiversity & Ecosystems?

09.10 Keynote Address – The Critical Role & Value of Biodiversity and Ecosystems

David Bellamy OBE

David Bellamy OBE is a botanist, author, broadcaster and environmental campaigner. He is the author of over 40 books and 80-plus scientific papers with a common theme to ecology and the environment. He is also widely known from his appearances on television during his career.



09.40 Question the Expert –

Interactive Discussion Session with David Bellamy

09.55 Why is this Important to the Banking Sector?

- ▶ The big picture – why is this important?
 - ▶ What lies ahead for the banking sector?
 - ▶ What have we learnt from other environmental markets?
 - ▶ What is happening in the Environmental, Social and Governance (ESG) world?
- Hans Biemans**, Head of CSR Business Development, **Rabobank**, Netherlands

10.20 Interactive Discussion Session with Hans Biemans

10.25 Networking Refreshment Break & Exhibition Visit

11.05 Understanding the Biodiversity & Ecosystem Challenge

- ▶ What are biodiversity and ecosystem services?
- ▶ Why is it important?
- ▶ What business needs to know?

A series of brief 10-15 minute case studies followed by interactive discussion.

Dr Julio C Tresierra, Global Coordinator, **WWF**, Netherlands

Prof Christopher J Humphries, Botanist, **Natural History Museum**, UK

Paul Morling, Economist, **RSPB**, UK

12.05 Panel Discussion – What Policy Action is Required to Safeguard Biodiversity & Ecosystems?

- ▶ Providing an overview of international, regional and national legislation as well as the perspectives of regulators
- ▶ Does the market require a global treaty?
- ▶ Stimulating a reduction in biodiversity loss by putting a price on ecosystem degradation
- ▶ Providing a framework for company management to see the business case
- ▶ The role of regulators in the market
- ▶ Lessons from other markets
- ▶ European initiatives – European business & biodiversity initiative, Lisbon business & biodiversity conference, German business and biodiversity initiative

Ravi Sharma, Director for Implementation & Technical Support, **Secretariat of the Convention on Biological Diversity (CBD)**, Canada

Keimpe Wieringa, Head of Biodiversity, **Netherlands Environmental Assessment Agency**, Netherlands

Jochen Flasbarth, General Director, **German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety**, Germany

12.40 Networking Lunch Break & Exhibition Visit

From Environmental Issue to Business Issue – Understanding the Business Case for Biodiversity

What is the business case? Do investors really consider biodiversity & ecosystems? Unraveling the business case in different sectors and presenting efforts by the financial sector to assess biodiversity and ecosystem performance in investment portfolios.

Session Chair: **Elizabeth Jaskulke**

President, **Biodiversity Group**, **MEDEF**, & Vice President, Environment Department, **GDF Suez**, France

13.55 Business Opportunities from Biodiversity Challenges

- ▶ Creating opportunities
- ▶ Which sectors is this most relevant to?
- ▶ Assessing companies biodiversity performance

Catherine Cruveillier Cassagne, Programme Manager, **Biodiversity, Environment and Social Development Department**, **IFC**, USA

14.25 Biodiversity Business Opportunities and the Different Roles of Stakeholders

- ▶ Moving from philanthropy to business focus – an overview of emerging biodiversity business opportunities
- ▶ Role of different stakeholders
 - ▶ Financial institutions
 - ▶ Governments
 - ▶ Non-governmental organizations
- ▶ Perspective on how the market may further develop

Ivo Mulder

Advisor **Market Development**, **Triple E**, Switzerland

Corporate Case Studies – Opportunities and Developments in Industry

What sectors and business models can generate benefits for biodiversity through the conservation of biological diversity, sustainable use of biological resources and equitable sharing of the benefits of using biodiversity? What specific biodiversity benefits or services can be supplied? Can biodiversity and ecosystem finance enhance the competitive position and profitability of a business? How can corporations take a lead in biodiversity & ecosystem conservation?

14.50 Case Study – Direct Impact Company

- ▶ Holcim and IUCN signed a 3 year strategic cooperation agreement to contribute to establish new standards for the building materials industry
- ▶ How can the financial sector help the extractive and other industries value or get rewarded for biodiversity conservation efforts?

Gerard Bos

IUCN Relationship Manager, **Corporate Environmental Relations**, **Holcim**, Switzerland

15.15 Generating Revenue through Bundling Ecosystem Services

- ▶ Land-based company operating in the Brazilian Amazon
- ▶ Aims to reforest part of its land holdings, while trying to maintain forest cover on the bigger remaining land
- ▶ Selling CERs, REDD and biodiversity credits rather than timber
- ▶ Understanding the commercial viability of the operation
- ▶ Can this business model be reapplied in other areas and circumstances?

Chan Lap Tak

Director, **Bio Assets**, Brazil

15.40 Macquarie Group and Fauna & Flora International – Generating Conservation and Commercial Returns from Forest Conservation

- ▶ How biodiversity protection, carbon sequestration and commercial interests can all go together: a groundbreaking collaboration between an NGO and a global provider of banking and investment services that is tapping the carbon markets to invest in forest conservation
- ▶ Developing tools for investors to evaluate ecosystem service risk and opportunity – the Natural Value Initiative: a practical approach to evaluating investments in the food, beverage and tobacco sectors

Annelisa Grigg

Director of **Environmental Markets**, **Fauna & Flora International**, UK

16.05 Interactive Discussion Session with Speakers

16.20 Networking Refreshment Break & Exhibition Visit

From Value to Values – The Economics of Biodiversity

How can we assess the value of biodiversity and ecosystem services? The impact of Sir Nicholas Stern's report on the economics of climate change.

16.50 How the Economics of Biodiversity & Ecosystem Finance Should Work

Mark Campanale

Sustainable Investment Advisor, UK

17.15 The Need for Biodiversity & Ecosystem Data – Standards & Measurements

One major barrier facing this sector is developing practical indicators for measuring negative impacts and positive contributions to biodiversity. The world lacks agreed standards, methods and indicators for valuing ecological assets and ecosystem services.

- ▶ The pressing need to develop better monitoring and evaluation systems to demonstrate impacts
- ▶ Developing practical indicators for measuring negative impacts and positive contributions
- ▶ Finding agreed standards, methods and indicators

Prof Jon Hutton

Director, **UNEP World Conservation Monitoring Centre** and **Secretariat**, **Conservation Commons**, UK

17.40 Interactive Discussion Session with Speakers

17.50 Close of Day One & Networking Drinks

08.30 Welcome Coffee & Exhibition Visit

09.00 Chair's Opening Remarks

Chair: **Elizabeth Jaskulke**

President, Biodiversity Group, MEDEF, & Vice President, Environment Department, GDF Suez, France

Practical Tools for Helping Clients Assess and Manage Biodiversity and Creating New Markets

Recent developments for helping individual companies assess and manage biodiversity.

09.10 **The Role of the Carbon Markets – Linkages and Parallels to Biodiversity & Ecosystem Finance**

- ▶ Similarities and differences
- ▶ Bundling biodiversity and carbon
- ▶ Lessons from carbon markets for biodiversity and ecosystem services

Joshua Bishop

Chief Economist, IUCN (International Union for Conservation of Nature), Switzerland

09.35 **Microfinance Schemes in Support of Biodiversity Conservation – Lessons from Tanzania and Kenya**

- ▶ Microfinance (MF) schemes have been used since the late 1990s as a community development tool at several protected areas in both Tanzania and Kenya
- ▶ Microfinance can support biodiversity and ecosystem conservation
- ▶ MF schemes need to work financially as well as socially to derive environmental benefits – suitable models are emerging to achieve this
- ▶ The role of 'Green Microfinance'
- ▶ Working with the banking community

Robert Wild

Associate Director, LTS International, UK

10.00 Interactive Discussion Session with Speakers

Special Focus Session

10.10 **Update on the Economics of Ecosystems and Biodiversity Study**

Pavan Sukhdev

Managing Director & Head – Global Markets, Deutsche Bank and Director, Green Accounting for Indian States Project (GAISP), Green Indian States Trust, India

10.35 Networking Refreshment Break & Exhibition Visit

Bringing the Finance – Banking Case Studies – An Overview of What the Financial Services Sector is Doing

How do we stimulate the involvement of the finance community?

What would a severe worsening in biodiversity do to specific businesses?

What would be the knock on affect for banks and financiers? Understanding the risk to the financial institution. This session will include 'hands-on' case studies to build the biodiversity and ecosystem finance investment case from projects that have generated/aim to generate a return on investment, apart from delivering ecosystem services.

A series of brief 15 minute case studies followed by interactive discussion.

11.05 **The Need for an Industry Platform**

- ▶ An overview of the business case for biodiversity in the financial services sector
- ▶ UNEP FI CEO Briefing

Susan Steinhagen

Programme Manager – Biodiversity & Ecosystem Services, United Nations Environment Programme Finance Initiative (UNEP FI), Switzerland

11.20 **Linking Biodiversity Standards with REDD**

- ▶ Aceh case study

Abyd Karmali

Global Head of Carbon Emissions, Merrill Lynch, UK

11.35 **Case Study – Asset Management**

Sagarika Chatterjee

Associate Director, Governance & Sustainable Investment, F&C Management, UK

11.50 Interactive Discussion Session with Speakers

12.15 Networking Lunch Break & Exhibition Visit

Bringing the Finance – Biodiversity & Ecosystem Funds

How do we ensure environmental, economic and social benefits from investments? Leveraging private capital for conservation purposes.

13.30 **Understanding Regional to Global Scale Forest Ecosystem Services**

Andrew Mitchell

Executive Director, Canopy Capital, UK

13.55 **Sustainability Finance in Practice**

Storm Le Roux

Partner & Strategy Advisor, ISD Consultancy, South Africa

14.20 Interactive Discussion Session with Speakers

Interactive Sessions

14.30 **Break Out Discussion Sessions**

Following the finance case studies the conference will offer 3 facilitated break out discussions where participants can choose the topic they are most interested in. Session moderators will lead the discussions and also feedback briefly on the key points raised. The discussion topics will be:

1. Reputation Risks & Opportunities – moderated by **David Boomer**
Head of Energy Efficiency & Climate Change, Institute of Directors (IoD), UK
2. Attracting the Interest of Investment Banks & Pension Funds to Ecosystem Services – moderated by **Mark Campanale**
Sustainable Investment Advisor, UK
3. Social & Legal License to Operate and Forthcoming Regulation – moderated by **James Spurgeon**
Technical Director – Environmental Economics, Environmental Resources Management, UK

15.30 Networking Refreshment Break & Exhibition Visit

16.00 Investor Showcase – Investing in Biodiversity Businesses

This session will showcase some investment opportunities in the sector with companies or projects having the opportunity to make a 5 minute 'investor pitch' after which the audience will have the opportunity to ask questions and offer feedback. It will assist and support investors looking for pro-biodiversity businesses and projects to invest in and also provide potential capital for biodiversity businesses and project based activities that seek capital. There is very much a 'North South' relationship in this market at present with the bulk of the capital in the 'North' while the most precious biological diversity is situated in the 'South'. Investors in the 'North' are seeking to make investments in businesses and project based activities in the 'South' that generate positive returns for the environment and a decent investment return in the long term.

If you would like to take advantage of this unique opportunity and introduce your company to the conference attendees please email nigel.yeates@greenpowerconferences.com with a brief profile of your project.

17.00 **Closing Discussion – How Will the Market Develop?**

Key challenges, ways forward and conclusion. Based on the discussions from the two days the chairs and moderators will lead this session and will explore the key challenges for bringing biodiversity and ecosystem services to mainstream finance. How can we get other actors involved (stock exchanges, rating agencies etc)? What are the needs in terms of data, platforms and policies? What can we do as individual players to get things going?

17.20 Close of Conference

“Interesting gathering, great overview, promising developments”

ALESSANDRO QUESTA, UNIVERSITY OF MEXICO, BIODIVERSITY & ECOSYSTEM FINANCE USA MARCH 2008

Biodiversity & Ecosystem Finance Europe



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Contact **Nassib Elias** for further details

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Forthcoming Events

Sustainable Manufacturing Summit Europe

Towards sustainable consumption and production in European manufacturing

Brussels, Belgium • 19-20 November 2008

Biodiversity & Ecosystem Finance USA

Mainstreaming Biodiversity & Ecosystem finance

New York, USA • 21 January 2009

Voluntary Carbon Markets USA

Capitalizing on the growth of the North American voluntary carbon market

New York, USA • 22-23 January 2009

“Well organised and focused – congrats!”

SCOTT GELLER,
LTS INTERNATIONAL,
BIODIVERSITY & ECOSYSTEM
FINANCE USA MARCH 2008

“Diverse and interesting crowd!”

DIANNE GLASSMAN,
CREDIT SUISSE,
BIODIVERSITY & ECOSYSTEM
FINANCE USA MARCH 2008

Green Power Conferences consistently work in strategic partnership with industry leading organisations and trade publications. Our international and targeted marketing campaigns ensure excellent marketing exposure for our partners. If you would like to partner with us, please contact Ryan Winchester: ryan.winchester@greenpowerconferences.com



Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts and were the first to offer professionally organised events focusing on the sustainability sector. Over the last five years, we have welcomed over 6000 delegates from 76 countries and built a global database of 140,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and partners alike. Green Power Conferences offsets the impacts of its commercial activities towards renewable energy projects.

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