

SIDE-EVENT

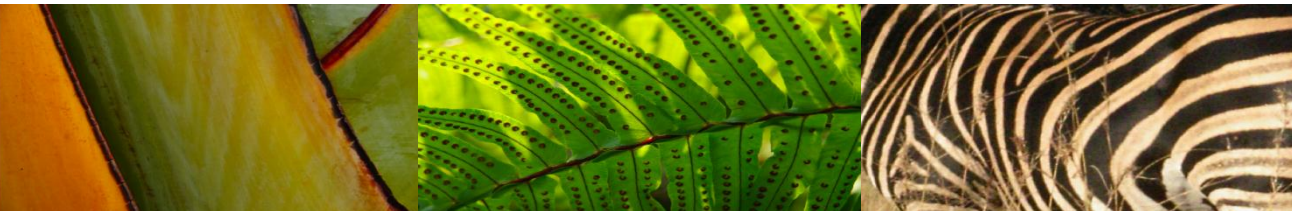
ORÉE ASSOCIATION

HYDERABAD, INDIA, COP11 OF THE CBD

THE 19TH OF OCTOBER 2012

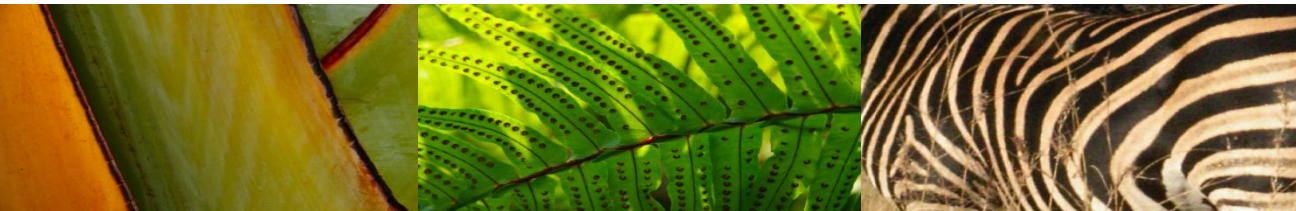
CHAIR

ALAIN CHABROLLE, VICE-PRÉSIDENT DU CONSEIL RÉGIONAL RHÔNE-ALPES
VICE-PRÉSIDENT ASSOCIATION OREE



THE ORÉE ASSOCIATION

- Non-profit organisation founded in **1992**.
- Brings together **various stakeholders** (businesses, local authorities, NGOs, Government agencies, Scientists, ...)
- From a prospective vision to business cases
- Works on **7 priorities** : **Biodiversity and economics**; Environmental labeling and reporting; Eco-design; Environmental expertness; Industrial ecology; Environmental risks; Environmental health.
- **Shared results**: Manuals; Guidelines; Internet platforms; Conferences; etc.



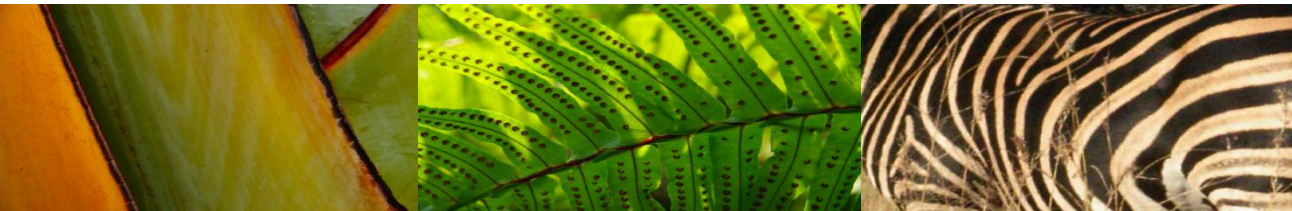
ORÉE AND THE CBD

- First side-event in **Nagoya** in 2010.
- Takes part in Global Partnership for Business and Biodiversity :
 - **One of the 7 « National Initiatives »** of the Global Partnership ;
 - Mentioned in the « **Tools** » section of the Global Platform ;
 - Members quoted in the « **Case studies** » section ;
 - Present on the Global Partnership **booth space** at COP11 ;
 - Signatory of the **Declaration of Support** for the CBD Global Partnership.

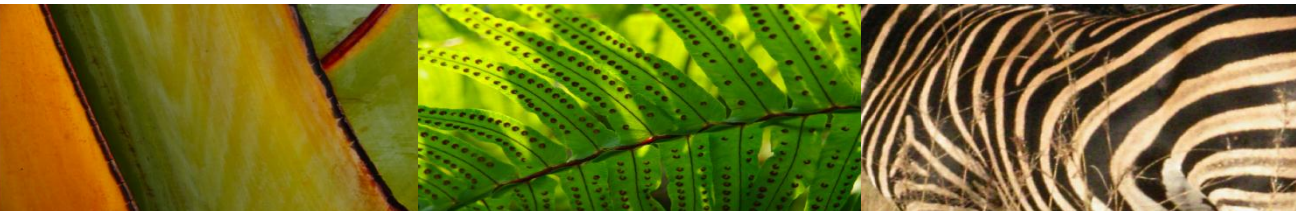


DECLARATION OF THE GLOBAL PARTNERSHIP

- The founding members of the CBD Global Partnership aim to demonstrate leadership and commitment by:
 - Facilitating **networking** through the Global Partnership;
 - Sharing expertise and encouraging further initiatives to **enlarge the Partnership**;
 - Moving the **business engagement agenda forward**.
- Our approach as business and biodiversity initiatives is to:
 - Raise awareness of **biodiversity conservation** and **sustainable use**;
 - Serve as **platforms for dialogue** and cooperation with the various stakeholders;
 - Act as service providers by **providing information and practical tools**;
 - Analyze and develop **business cases** for biodiversity;
 - **Boost biodiversity management skills** on a micro and macro level;



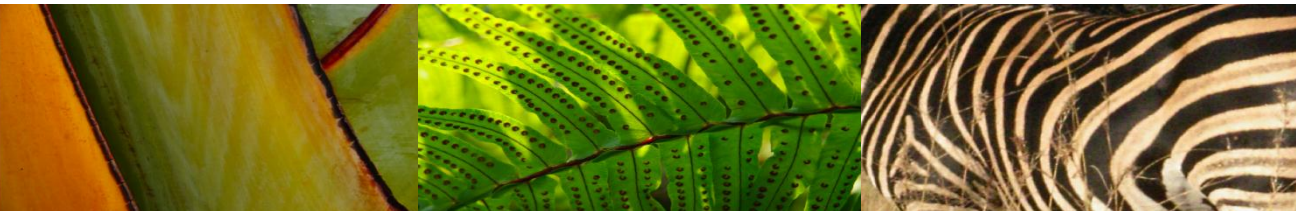
ORÉE'S MEMBERS' CASE STUDIES



***Enhancing science-society cooperation
A showcase with LVMH-FRB work on ABS***

Cécile Joucan – LVMH

Cécile Blanc - FRB



FRB - French Foundation for Research on Biodiversity

Cécile BLANC



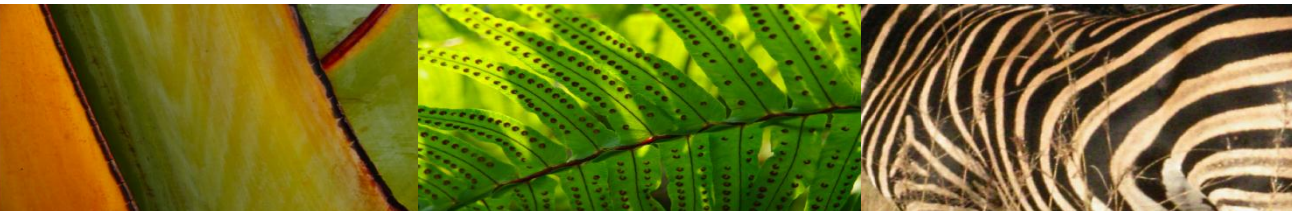
A science-society interface to address biodiversity scientific challenges

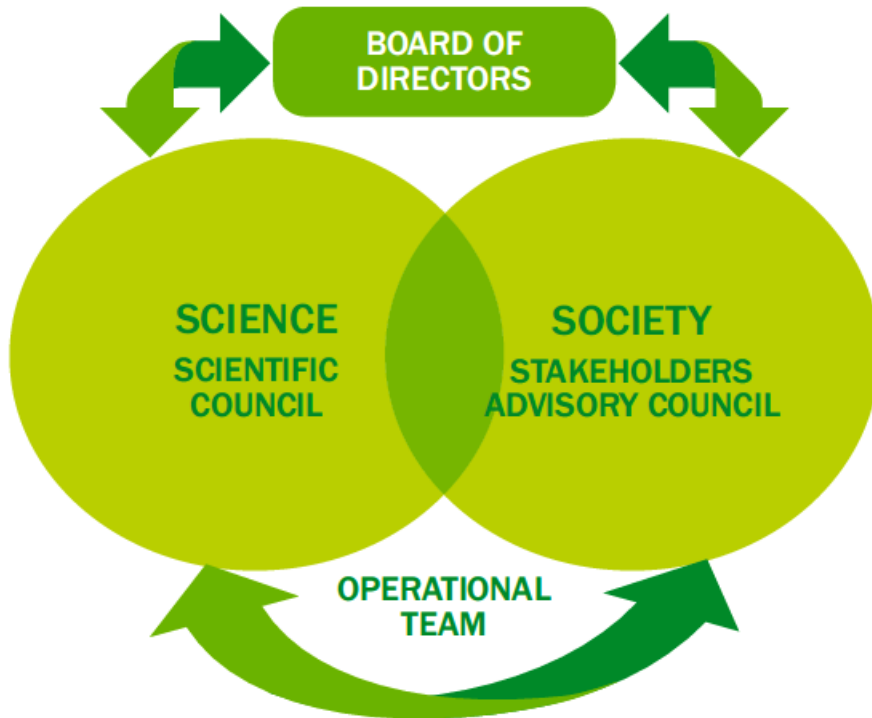
Supporting and promoting research excellence on biodiversity

... in relevance with the expectations of society...

...to support decision-making and action for biodiversity

- 1. Gather and analyse information on French & international research on biodiversity, its tools and applications**
- 2. Enhance coordination** between national research actors, and with their European and international counterparts
- 3. Facilitate dissemination and use** of the results of scientific research and expertise by economic actors and public authorities
- 4. Establish a long lasting partnership** between public organisations and the private sector in the field of research for biodiversity, conservation and management of genetic resource





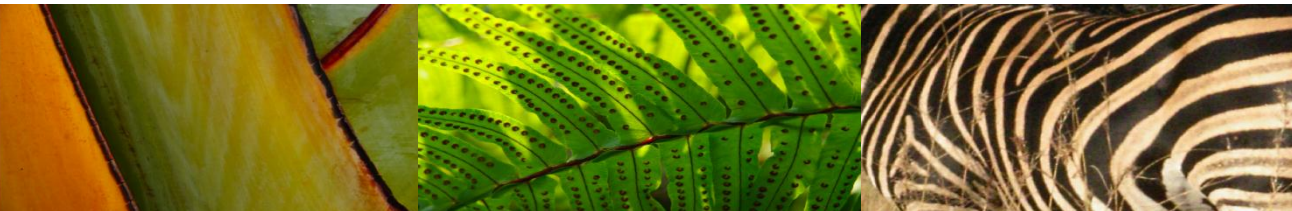
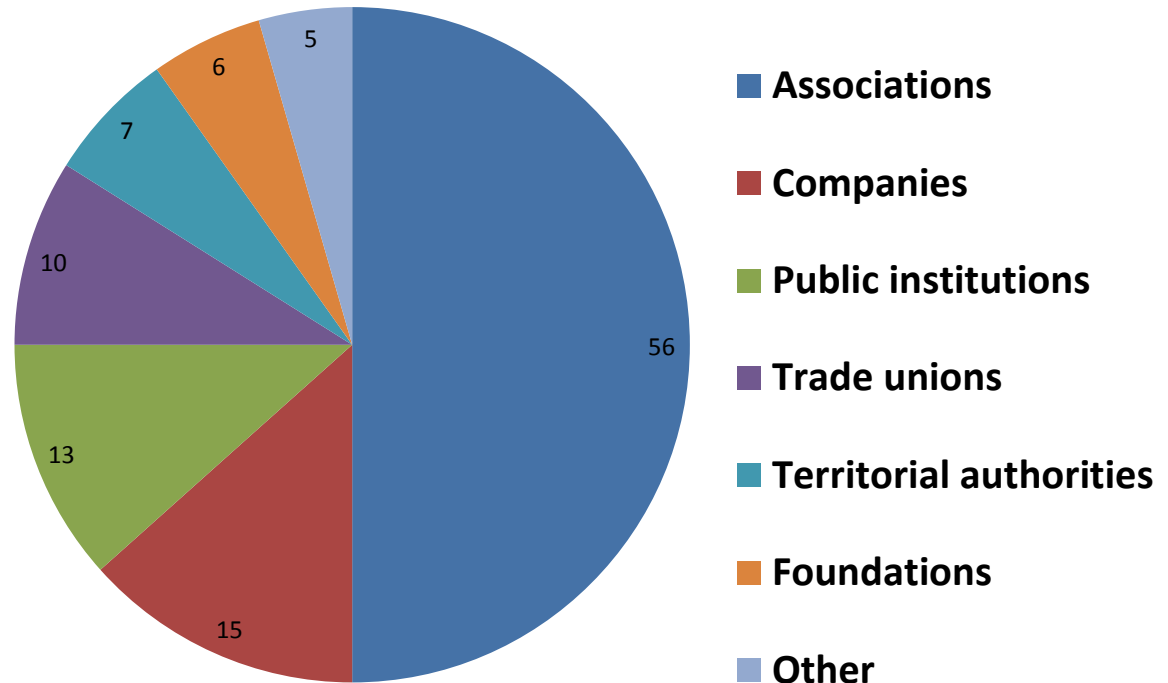
An interdisciplinary and multi-stakeholder governance

FRB = French **crossroad** between **scientists, policy makers and stakeholders** in the field of biodiversity



The Stakeholders Advisory Council (SAC)

- Includes **112 organisations** : NGOs, private sector, local authorities, managers of natural areas or genetic resources...
- Represents a **large range of interests** with regards to biodiversity and a **wide variety of topics**.

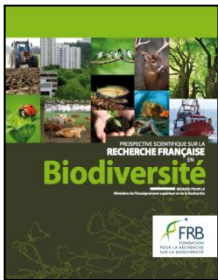


Role of the Stakeholders Advisory Council

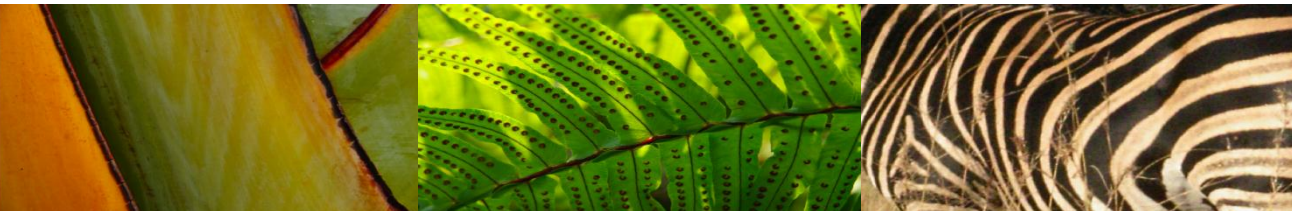
1. Source of suggestions

SAC identifies and prioritise stakeholders expectations, and suggest activities that can be developed by FRB

- **2 days seminar** in July 2012 ⇒ actions suggested for FRB's action plan
 1. work on scientific evaluation of indicators for biodiversity of particular relevance for stakeholders
 2. scientific programme on impact assessment methods and tools
 3. non-academia biodiversity actors database
 4. cycles of science-society exchanges and knowledge transfer seminars on biodiversity



- Review and reaction on the Scientific Council « **Strategy and priorities for the French research on biodiversity** »

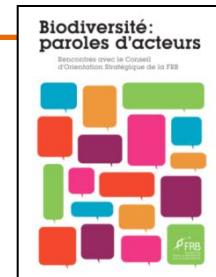


Role of the Stakeholders Advisory Council

2. Source of expertise

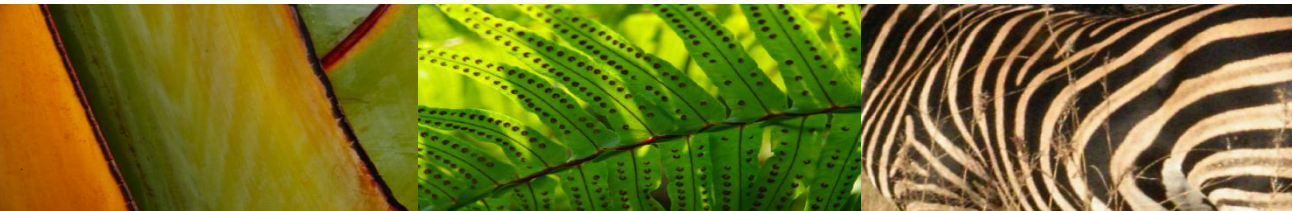
As « field experts », the SAC members can support the establishment of a shared foundation of concepts, knowledge and issues at stake.

- A **book** presenting the **biodiversity approaches, missions and perspectives** of 45 organisations of the SAC (December 2010)



- Study on **ABS (Access and Benefit Sharing)** in **French Overseas territories**

- A new FRB study aiming to understand stakeholders practices and expectations as regards « **biodiversity values** »



Role of the Stakeholders Advisory Council

3. Co-construction actor

Involvement of SAC members, alongside researchers and from the onset, in programmes and projects

➤ **Modelling and scenarios for biodiversity flagship programme:**

- *steering committee*
- *workshop*



➤ **Study on a National science-society mechanism for expertise mobilisation in the context of IPBES (20 SAC members)**

- *involvement of stakeholders in the IPBES process*
- *integration of non academic knowledge*



An example of collaboration: FRB-LVMH Partnership

Access and Benefit-Sharing, a priority issue for research and civil society

@ A thematic policy brief (« Clé pour comprendre »)

✘ a short synthesis about ABS at international, European and national level, including French overseas entities

✘ views on ABS and its implementation from 16 contributors (research, private companies, NGOs, national authorities...)

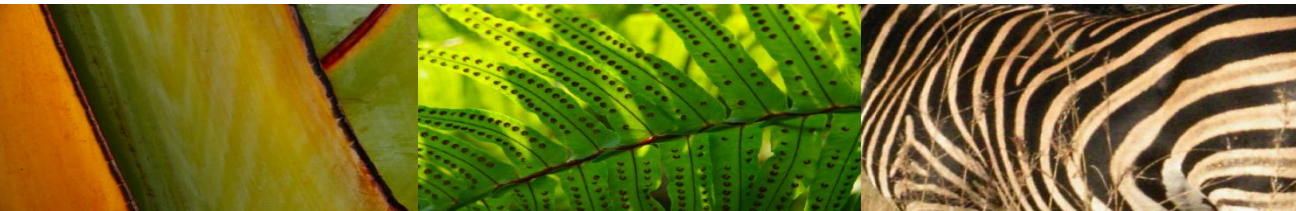
✘ English and Spanish versions to come

@ A study on users' practices

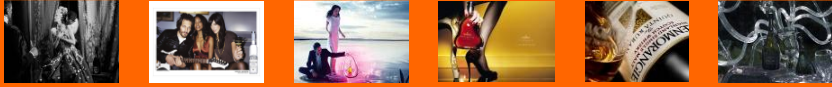


CECILE JOUCAN - LVMH

Plants sourcing for cosmetics:
A scientific perspective on a business case



LVMH



WINE AND SPIRITS

Château d'Yquem

MERCIER
CHAMPAGNE
Maison Fondée en 1824

MOËT & CHANDON
Fondé en 1743

The GLENMORANGIE
COMPANY

CHAMPAGNE
Veuve Clicquot Ponsardin
MAISON FONDÉE EN 1772
FRANCE

Ruinart

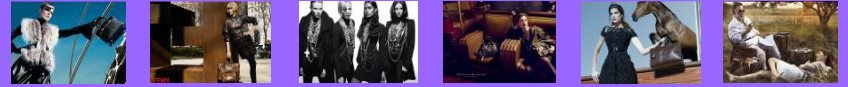
KRUG

Hennessy
COGNAC

BELVEDERE
VODKA

ESTATES&WINES

Dom Pérignon



FASHION AND LEATHER GOODS

PINK

LOUIS VUITTON

FENDI

DONNA KARAN
NEW YORK

GIVENCHY

MARC JACOBS

Berluti

LOEWE

EMILIO PUCCI

KENZO
PARIS

CELINE



SELECTIVE RETAILING

SEPHORA

GALLERIA

LE
BON
MARCHÉ
RIVE GAUCHE

MIAMI CRUISELINE



WATCHES AND JEWELRY

HUBLOT
GENÈVE

ZENITH

BVLGARI

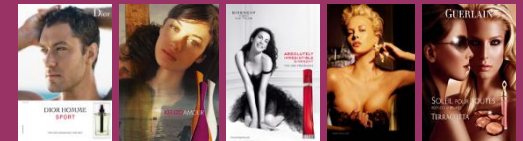
KG
HEUER

FRED

Christian Dior
MONTRES

DE BEERS

CHAUMET



PERFUME AND COSMETICS

Christian Dior
PARFUMS

GUERLAIN

fresh™

ACQUA
DI
PARMA

KENZO

BeneFit

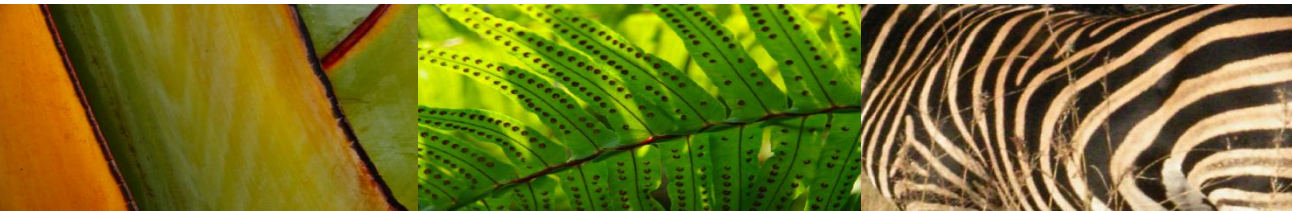
MAKE UP FOR EVER

GIVENCHY

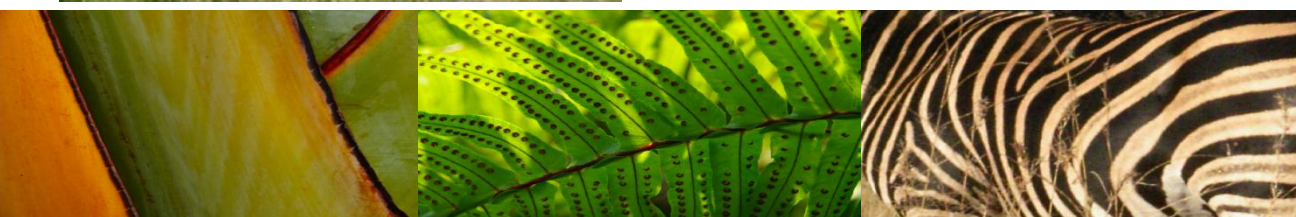
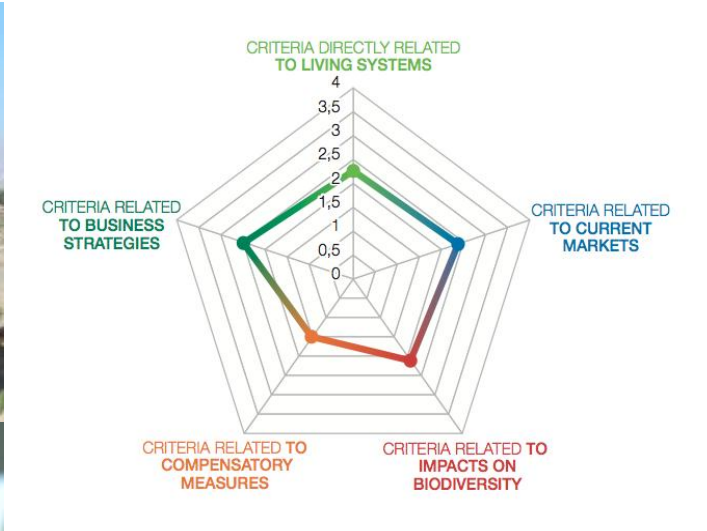
orée

Entreprises, territoires et environnement

LVMH PRODUCTS



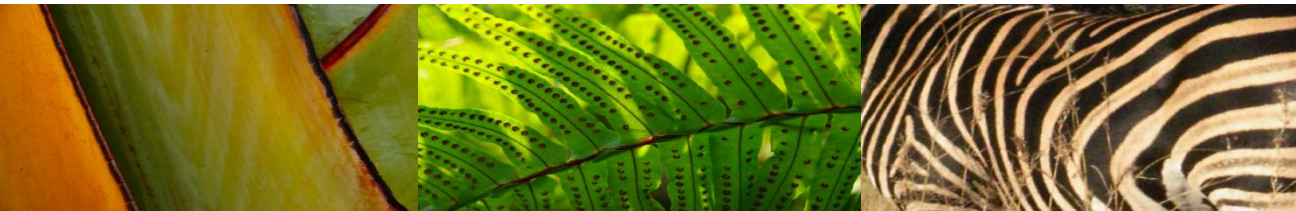
... COMING FROM BIODIVERSITY



THE PROJECT WITH FRB

■ Objectives :

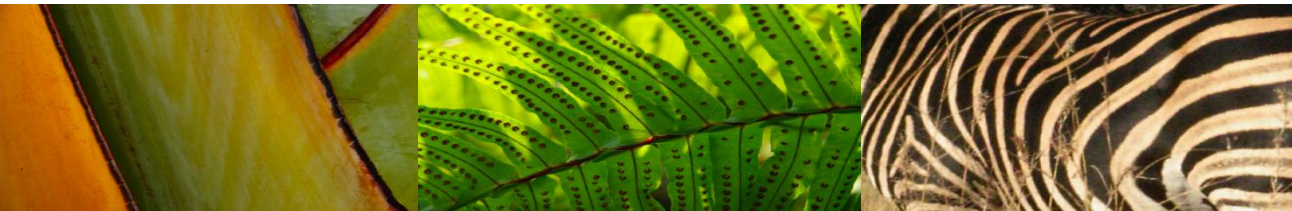
- To create a leaflet « Key for understanding ABS », for all types of stakeholders
- To evaluate plants sourcing practices for cosmetics



EVALUATION OF PLANTS SOURCING FOR COSMETICS

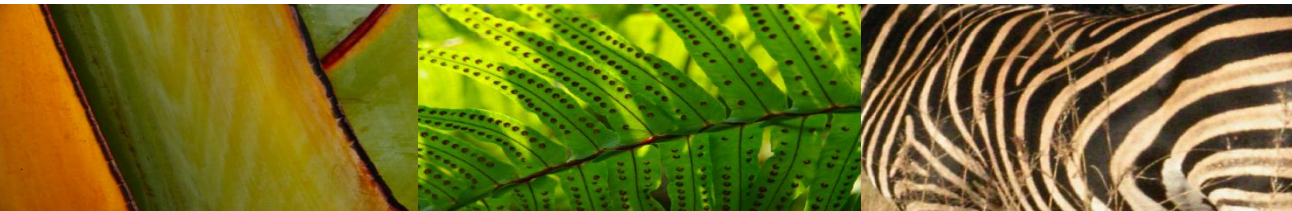
■ Goals :

- To screen actual LVMH practices regarding the Nagoya protocol,
- To create an operational tool that could help LVMH to evaluate its forthcoming natural resources streams,
- To share the results of this project with all FRB stakeholders

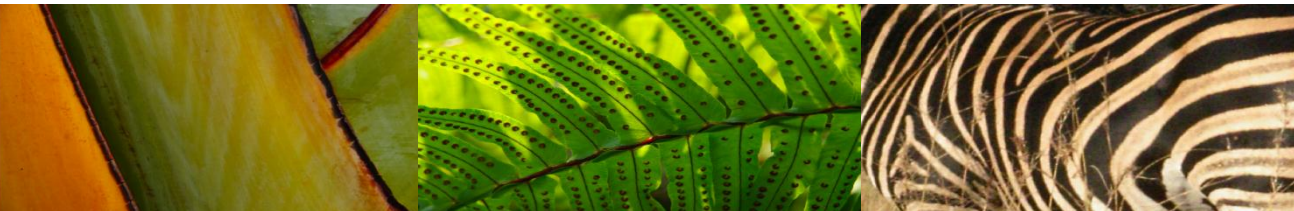
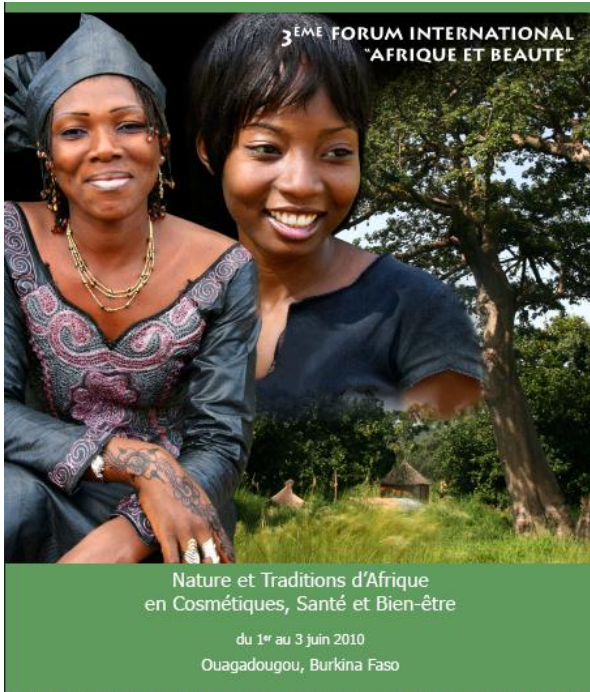


EVALUATION OF PLANTS SOURCING FOR COSMETICS

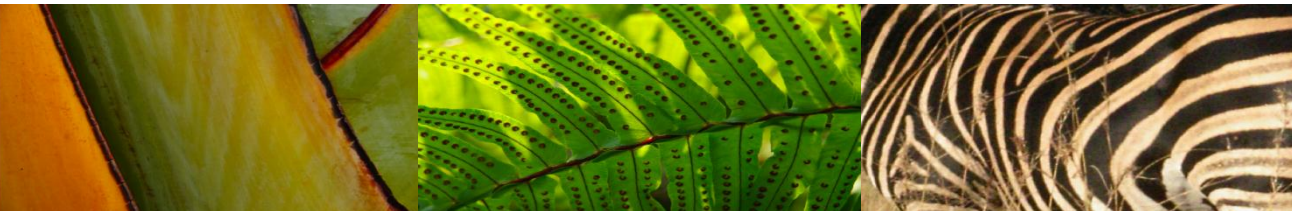
- Method :
 - A multidisciplinary academic team (economics, social, regulatory, biology) chosen by the FRB
 - Working independently
 - 2 plants sourcing streams studied (Madagascar and Burkina Faso)
 - On-going study : theoretical part achieved, on-site evaluation in october and november 2012



BURKINA FASO

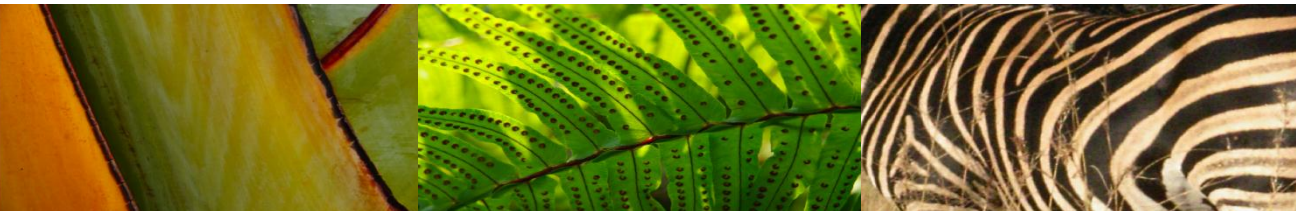


MADAGASCAR



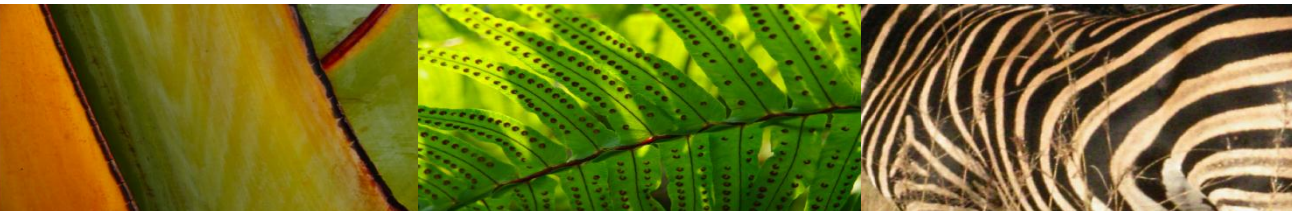
NEXT STEPS

- The analysis of these 2 supply chains after the on site visits of the scientists
- If necessary to improve our practices in Madagascar and Burkina Faso
- To extend this study to other countries with different type of regulation on ABS
- To share the results (Cop 12 ?)



Integrating Biodiversity into corporate management

Claude Fromageot – YVES ROCHER



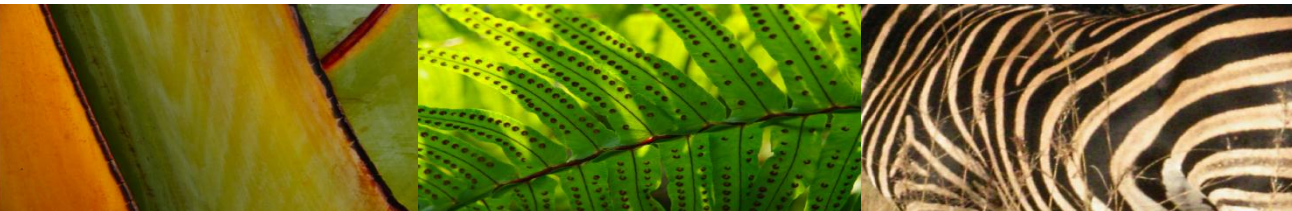
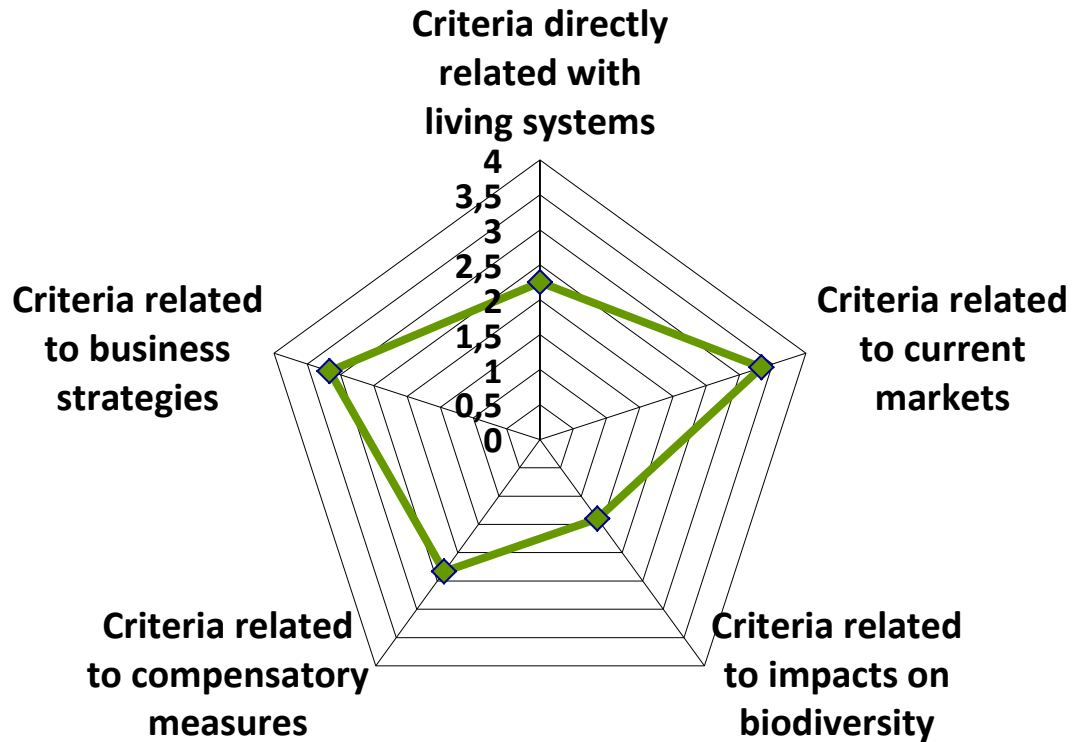
THE LA GACILLY FOUNDING EXPERIENCE



FROM MALVA TO SHAMPOO

**BUSINESS & BIODIVERSITY
INTERDEPENDENCY
INDICATOR (BBII - ORÉE)**

**APPLIED TO THE SHAMPOO
VALUE CHAIN**



SYMBIOSIS OF DIFFERENT INDICATORS

RESSOURCES FABRICATION LOGISTIQUE VENTE UTILISATION FIN DE VIE

1. NATURAL CAPITAL

PROVIDING SERVICES	■ ■	■ ■	■ ■	■ ■	■	■
REGULATING SERVICES	■	■ ■	■		■	■
CULTURAL SERVICES	■ ■	■		■	■ ■	■

2. FINANCIAL CAPITAL

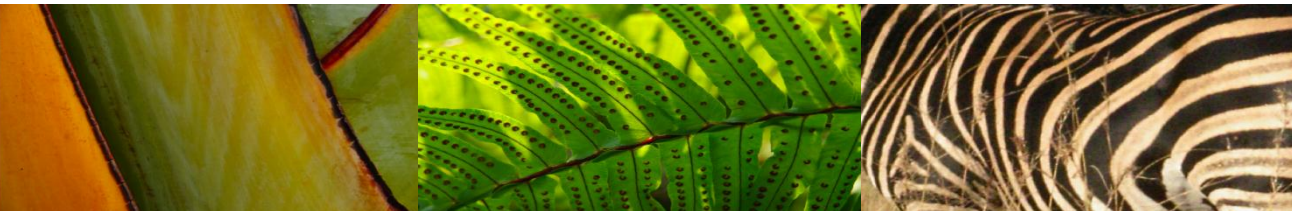
ASSOCIATED TRANSACTIONS	PURCHASE, SALARIES	PLANTS, R&D	LOGISTICS, PURCHASES	SHOPS, COMMUNICATION	?	TAXES
ASSOCIATED COSTS AND EARNINGS	€	€	€	€	€	€

3. IMMATERIAL CAPITAL

IMPACTS OF THE VALUE CHAIN IN THE BRAND IMAGE



COSTS EVOLUTION



OBJECTIVES OF THE ECO-EFFECTIVENESS INDICATORS

GUIDE THE VARIOUS COMPANY'S VARIOUS INTERESTS



COST LINE

FINANCIAL
CAPITAL



BRAND IMAGE

IMMATERIAL
CAPITAL



DEPENDENCE AND
IMPACTS ON

NATURAL CAPITAL



SENSE OF
FULFILLMENT
AMONGST RESIDENTS
AND STAFF

SOCIAL CAPITAL

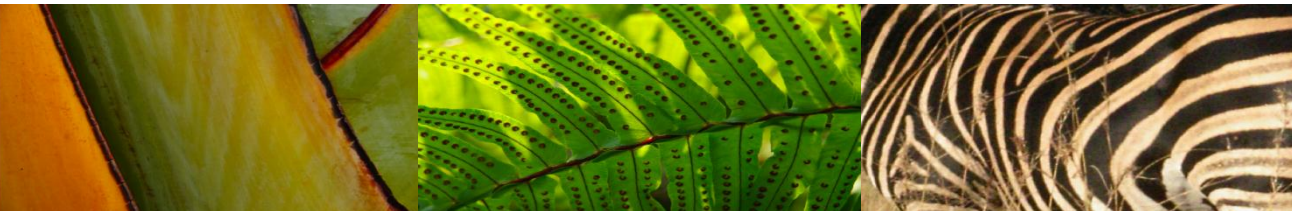


STAKEHOLDERS INVOLVMENT



A Veolia contribution through Managing business interactions with biodiversity

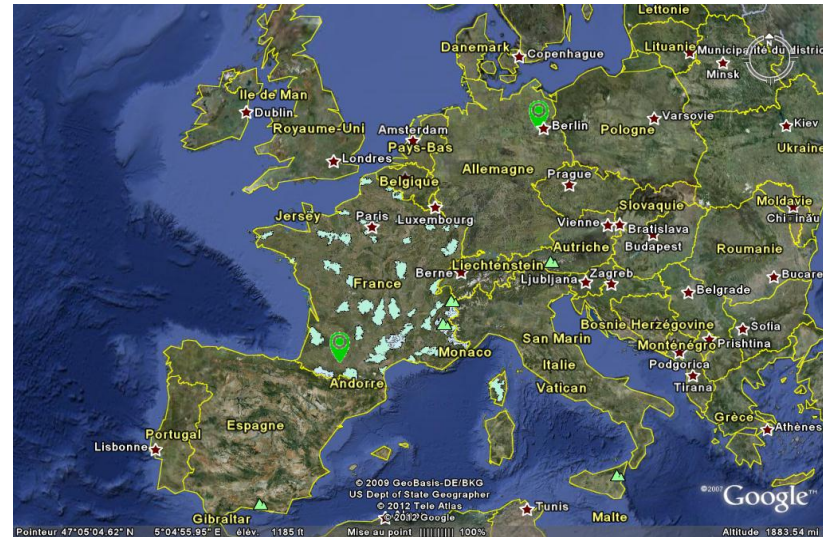
Ghislaine Hierso - VEOLIA



CONTEXT OF THE CASES STUDIES

Objectives

- Contribute to Biodiversity
Accountability and business
interactions with biodiversity
management development
- Provide a concrete vision of the
interdependency of Veolia
activities and biodiversity (case
studies)



Case studies

- Berlin wastewater treatment
- Hazardous waste treatment and landfiling



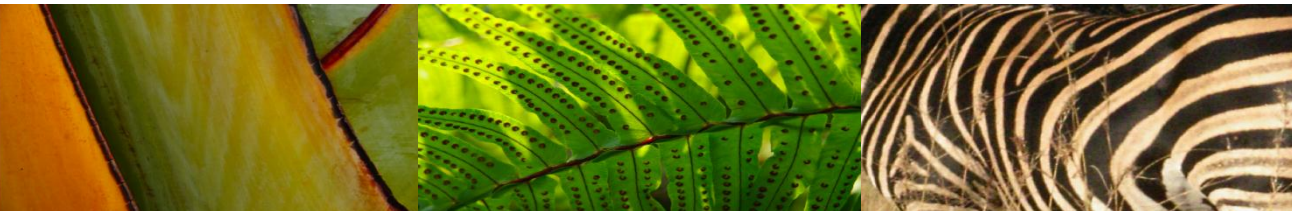
WASTEWATER TREATMENT DEPENDENCIES

- BWB (Veolia and Berliner Wasserbetriebe joint-venture) owns and manages 290 ha Karolinenhöhe land fields
- Designated a Landscape Protection Area since 1987
- Untreated wastewater discharged during one century
- Excess of treated wastewater discharged from 1994

How can we optimize land and infrastructure use ?

Qualitative assessment of main ecosystem services...
....and identification of key ecosystem services to monetize

- Change in production (energy and agricultural crops),
- Benefit (value) transfer (carbon sequestration and avoided emission)
- WTP survey (recreational & non-use values)



WASTEWATER CONCLUSIONS AND PERSPECTIVES

Optimizing financial and societal benefits of water use allows:

- **Saving cost** (site and equipment maintenance)
- **Reducing taxes** (land)
- Considering potential **new revenue streams**, stemming from maintenance or generation of ecosystem services
 - Payment for both recreational and non-use values
 - Payment for energy crop values

Is Payment for Ecosystem Services an opportunity to set a new business model for water & wastewater utility business?



HAZWASTE TREATMENT AND LANDFILLING

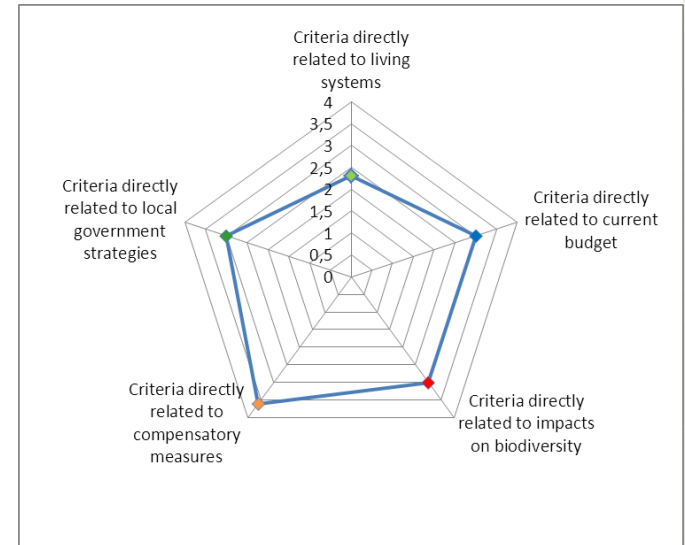
- Hazardous waste treatment, landfilling and soils biotreatments
- Occitanis has been managing 30 ha owned by the Graulhet community since 1999
- Located near protected areas for Mediterranean species
- Environmental management plan with biodiversity action plan for 10 years
- Waste treatment water dependant
- Second life for biologically treated soils
- At the end of operations (2030) the site has to be capped, vegetalized and monitored

How can we optimize water soil and land use
How to identify costs and benefits regarding biodiversity
dependencies ?

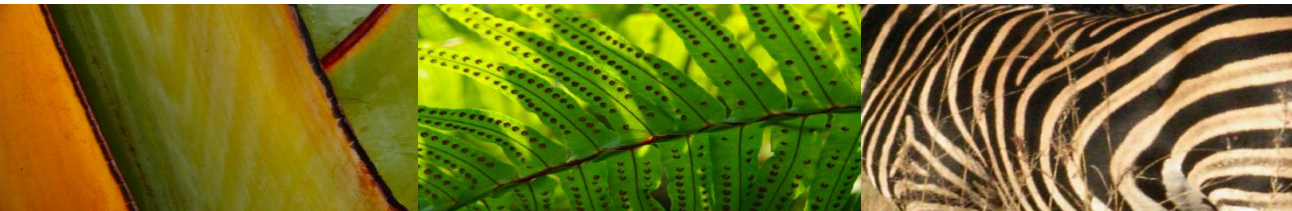


METHODOLOGY

- Cartography and analysis of the main biodiversity dependencies
- Identification of costs and invests associated
- Valuing strategic and financial benefits
- Valuing costs to develop and optimize ecosystem functions



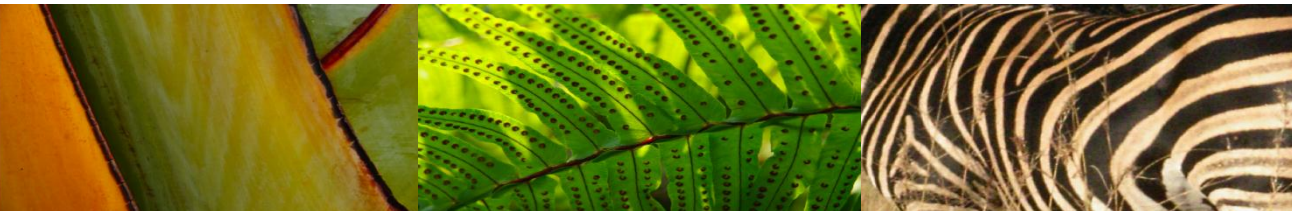
Graulhet experience capitalisation contribute to define costs and benefits valuation method



RESULTS : main biodiversity interdependences

- Supplying Water service : stabilization process and maintenance of green areas
- Soil erosion regulation service : trenches maintenance , dykes and slopes
- Pollinization service : vegetalization of remediated surfaces after closure
- Cultural services : landscape modification

Identification of the main ecosystemic services in
interaction with the plant



HAZWASTE AND SOIL TREATMENT CONCLUSIONS AND PERSPECTIVES

- ❑ The majority of the costs associated with biodiversity are in fact naturally linked to waste storage and treatment processes
- ❑ The evaluation of benefits is strongly linked with water management and soil functions valuation
- ❑ The valuation of benefits for stakeholders still complicated (monetarization or non monetarization approach)



LESSONS LEARNED AND PERSPECTIVES

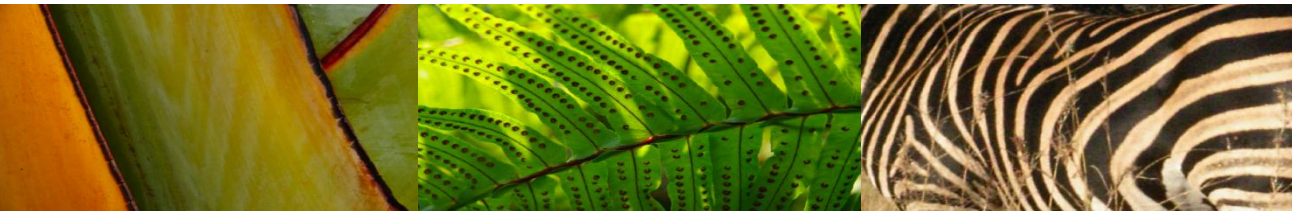


- ❑ Managing interactions with biodiversity is the core business of Veolia Environnement's activities:
- ❑ Taking into account the value of biodiversity and the opportunities rising from ecosystem services :
 - Improve relationship with stakeholders
 - Increase value of the quality vs quantity of the service
- ❑ Ecosystem accounting does not create new cost but is based on existing processes, the added value comes from the different vision on the relationship between business and ecosystems and the value of the service.
- ❑ To go further, two other case studies:
 - **Crépieux-Charmy (France)** → The quality of water avoid the treatment and sustain the whole range of benefits associated to the biodiversity reserve.
 - **Cabourg (France)** → The quality of water sustain the tourism & recreation activities.



ORÉE'S WORKS ON ECONOMICS & BIODIVERSITY

- « Economics and Biodiversity » Working Group
 - About **40 participants**. « How to integrate biodiversity into organizations' strategies? »
 - First stage (2008) : Economic activities are not only a source of impacts, but also largely dependent on biodiversity.
 - Creation of the **Business and Biodiversity Interdependence Indicator (BBII)**.
 - Since 2009, the goal is to develop the **Biodiversity Accountability Framework (BAF)**.
- PhD Theses
 - « **Companies, biodiversity and ecosystem services: which interactions and strategies? Which accountabilities?** » (defended in October 2010 by Joël Houdet, sponsored by a CIFRE grant and by Veolia Environment,)
 - « **Biodiversity and stakeholders' strategy: developing tools to manage multiple and inter-temporal interactions** » (begun in may 2012 by Ciprian Ionescu, sponsored by a CIFRE grant and by LVMH, Yves Rocher and Veolia Environment)

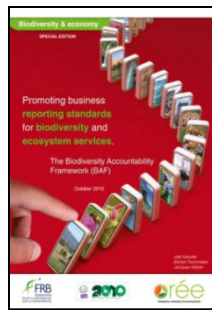
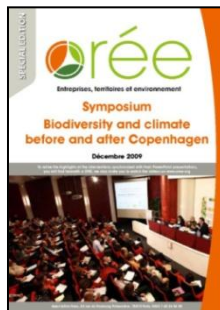
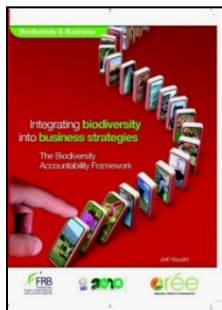


ORÉE'S WORKS ON ECONOMICS & BIODIVERSITY

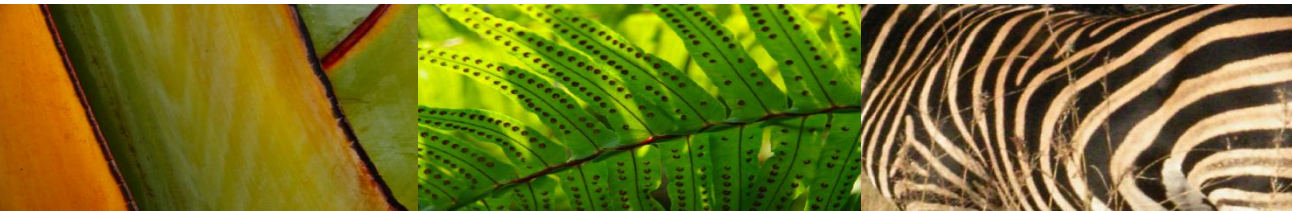
- Case studies :

- Test methodological ideas emerging from working group and thesis works;
- Identify major issues related to the interactions with biodiversity;
- Improve environmental management tools;
- Analyze the links between environmental and economic performance.

- Publications in English :



New Orée Guide *Coming very soon !*
« Managing organizations' interactions with biodiversity »



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