



Private Business Action for Biodiversity

Context

Biodiversity is the diversity of life, comprising the wealth of species, genes and ecosystems on Earth. It provides the basis for functioning ecosystems, which in turn deliver services such as fertile soils, clear water, pollination or climate regulation. Yet the loss of biodiversity is progressing faster than ever before, and it is increasingly jeopardising human livelihoods. Businesses can play an important role in combating the causes of biodiversity loss. On the one hand, the services provided by nature are at the basis of many economic processes. On the other hand, economic activity may often alter biodiversity and ecosystems in a negative way.

Objective & contributions

The project promotes promising instruments and mechanisms for biodiversity-friendly production and commercialisation. It tests and enhances them and systematises the experience gained in a way that enables both private and public actors to use them. A special focus is placed on small and medium-sized enterprises (SMEs) that are part of agricultural and forestry supply chains.

Partners

The project Private Business Action for Biodiversity is commissioned by the German Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety (BMU) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). It is part of the International Climate Initiative (ICI). The project focuses on the pilot application of selected instruments and mechanisms in Brazil, India and Mexico. These are carried out jointly with cooperation partners from the public sector, companies and associations, civil society and non-governmental organisations.

Brazil: Açaí & carnauba

Açaí grows in the tropical Amazon rainforest and is increasingly cultivated in plantations that have low biodiversity – rather than in mixed forests.

Measure focuses on:

- Impact monitoring with regard to ecosystem services

Partners:
Forest Stewardship Council (FSC), Bailique community, Brazilian Ministry of the Environment (MMA), Brazilian Ministry of Agriculture, Livestock, and Supply (MAPA)

Carnauba palms grow on riverbanks in the predominantly semi-arid Caatinga, a region in northeastern Brazil, and are increasingly threatened by invasive species and changes in land use. Wax extracted from the leaves of the palm trees is used in car polish, cosmetics and sweets.

Measures focus on:

- Management practices for carnauba areas
- Support of the Initiative for Responsible Carnauba
- Improved sourcing according to the standard of the Union for Ethical BioTrade (UEBT)

Partners:
Brazilian Ministry of the Environment (MMA), Brazilian Ministry of Agriculture, Livestock, and Supply (MAPA), Union for Ethical BioTrade (UEBT), Associação Caatinga, Initiative for Responsible Carnauba

India: Pepper, cardamom, nutmeg, cinnamon & chili

In India, the project addresses **spice** cultivation in the Western Ghats, a mountain range in southern India that is known for its high biodiversity. The project promotes biodiversity-friendly practices in the cultivation of pepper, cardamom, nutmeg, and cinnamon as well as chili.

Measure focuses on:

- Implementation of Biodiversity Action Plans for the integration of biodiversity aspects into spices production by small farmers

Partners:
Indian Ministry of Environment, Forest and Climate Change (MoEFCC) / National Biodiversity Authority, Global Nature Fund, Indian Business and Biodiversity Initiative (IBBI), Peermade Development Society (PDS), Rainforest Alliance, Union for Ethical BioTrade (UEBT), World Spice Organization/All Indian Spice Exporters Forum

Mexico: Agave

In Mexico, the focus of the project is on **agaves**. It is one of the most traditional plants of the country and is used, for instance, to produce mezcal and tequila.

Measures focus on:

- Monitoring system for biodiversity-friendly production
- Promotion of a bat-friendly label
- Integration of costs into the production and marketing process

Partners:
Mexican Ministry for Environment (SEMARNAT), Autonomous University of Mexico (UNAM), NGO Bioconsciencia, National Biodiversity Commission (CONABIO), Mexican Alliance for Biodiversity and Economy (AMEBIN)

On behalf of:



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

of the Federal Republic of Germany

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