

Presentation of the B4B+ Club Business for Positive Biodiversity



Webinar – 10 May 2022 | 11:30 – 12:30 CEST



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Webinar | B4B+ Club



Presentation of the Business
for Positive Biodiversity Club

10th of May, 2022



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Webinar | B4B+ Club

Presentation of the Business for Positive Biodiversity Club



10th of May, 2022

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11h15-11h30	<i>Welcome participants</i>	
11h30-11h35	Introduction	CDC Biodiversité team
11h35-11h40	Quick presentation of the Global Biodiversity Score (GBS)	CDC Biodiversité team
11h40-11h50	The B4B+ Club in further details	CDC Biodiversité team
11h50-12h00	Schneider Electric & the B4B+ Club : focus on capacity building	Schneider Electric
12h00-12h10	Decathlon & the B4B+ Club : focus on the technical support	Decathlon
12h10-12h20	L'Oréal & the B4B+ Club: focus on the case study	L'Oréal
12h20-12h25	B4B+ Quiz	CDC Biodiversité team
12h25-12h30	<i>Complements and conclusion</i>	

CDC Biodiversité



Joshua Berger

Head of the Biodiversity Footprint Department – CDC Biodiversité



CDC BIODIVERSITÉ



CDC Biodiversité, a company committed to biodiversity



CDC Biodiversité has a wide range of services for different stakeholders with the aim of protecting biodiversity



Long-term restoration and ecological management

- ✓ Ecological compensation actions for companies
- ✓ Voluntary ecological restoration actions
- ✓ Provision of long-term land investments for the conservation of natural areas
- ✓ Promoting biodiversity in cities



Training and research

- ✓ Research and publication on economics & biodiversity topics
- ✓ Realization and presentation of training modules for all economic actors



Studies and engineering

- ✓ Strategy and integration of biodiversity into economic models
- ✓ Development and implementation of biodiversity footprint measurement solutions for public and private actors



Webinar | B4B+ Club



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Are you already familiar with the B4B+ Club?
Which company do you represent?



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The Global Biodiversity Score concepts reminder



Elisa Magueur

B4B+Club Programme officer – CDC Biodiversité



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FOREST ECOSYSTEM



Pristine
forest



Selective
logging

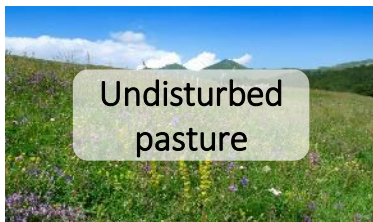


Plantation



Urban
area

100 % ← —————→ 0 %



Undisturbed
pasture



Extensive
cattle farming



Intensive
cattle farming

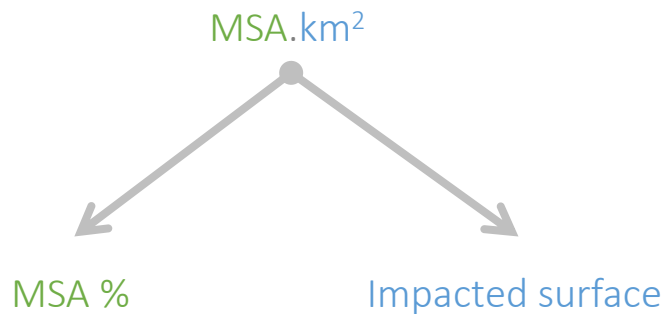


Urban
area

PASTURE ECOSYSTEM

The GBS measures biodiversity integrity lost on a given surface

The unit used by the GBS integrates the MSA on the impacted surface



1 $MSA.km^2$ loss
is equivalent to
the artificialisation of
1 km^2 of pristine natural ecosystem

Example

Conversion of pristine forest into a plantation
on 100 km^2



$MSA = 100 \%$



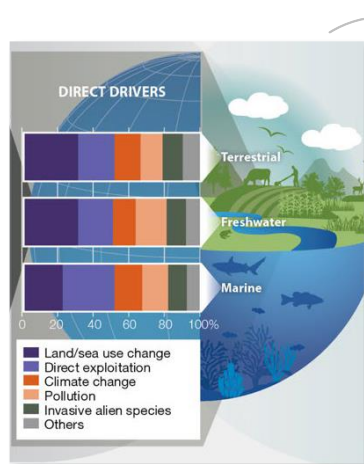
$MSA = 30 \%$

This conversion causes an impact of 70
 $MSA.km^2$

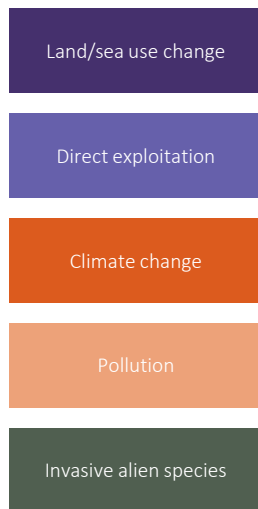
$$(100 \% - 30 \%) \times 100 km^2$$

The GBS covers key pressures for terrestrial and freshwater biodiversity

Pressures assessed in the GBS cover 4 out of the 5 main drivers identified by the IPBES for terrestrial and freshwater biodiversity



IPBES PRESSURES



GBS PRESSURES



Terrestrial

- ✓ Land use
- ✓ Fragmentation
- ✓ Encroachment
- ✓ Pressures due to resources extraction (crops, woodlogs, mining...)
- ✓ Climate change
- ✓ Atmospheric nitrogen deposition
- ✓ Terrestrial ecotoxicity



Freshwater

- ✓ Wetland conversion
- ✓ Hydrological disturbance due to direct water use
- ✓ Hydrological disturbance due to climate change
- ✓ Land use in catchment of rivers
- ✓ Land use in catchment of wetlands
- ✓ Freshwater eutrophication
- ✓ Freshwater ecotoxicity

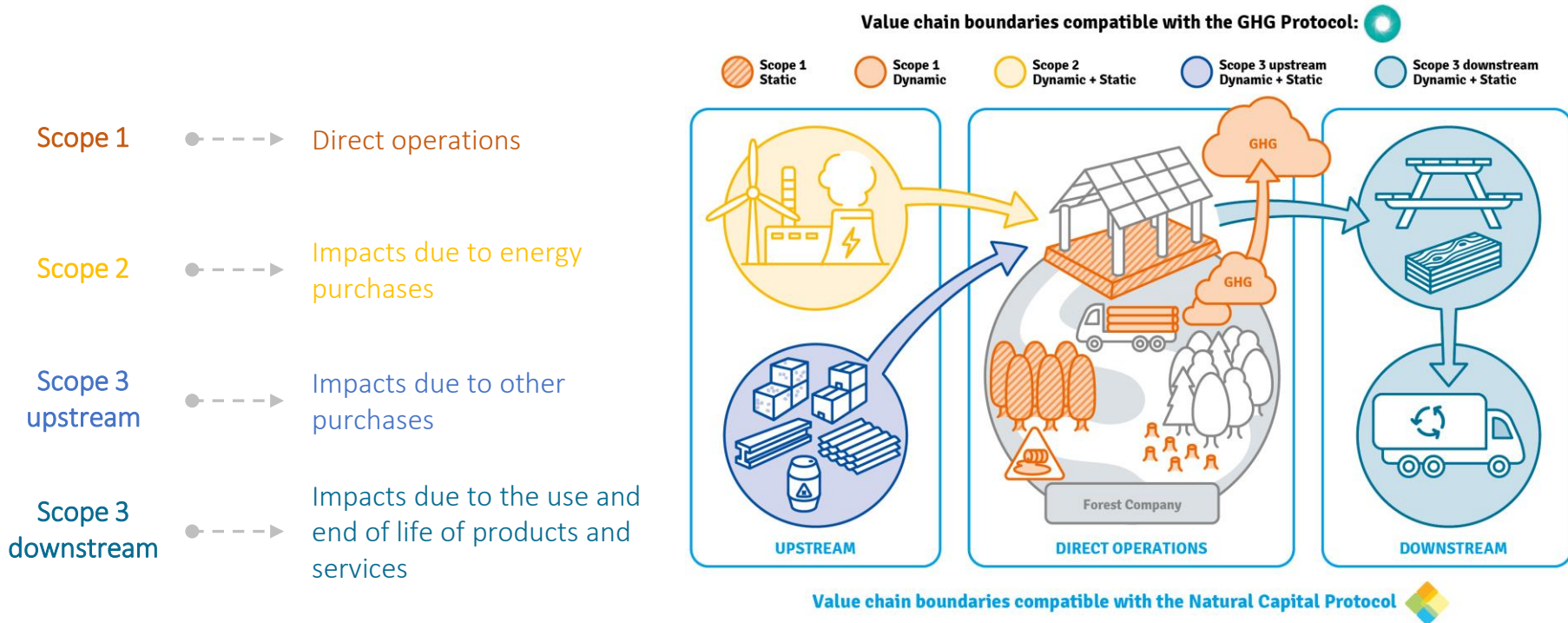


Marine

Not yet covered

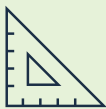
Not yet covered

The concept of “Scopes” allows to consider the impacts of the entire value chain



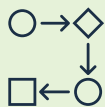
The Global Biodiversity Score (GBS) in short

01 Aggregated metric



The GBS evaluates impacts in **MSA.km²**, the fraction of biodiversity integrity lost on a given surface

02 Whole value chain



The GBS measures the **impacts on biodiversity generated by economic activities**

03 Stocks and flows of impacts



The GBS considers **static** (negative cumulated impacts) and **dynamic** (periodic gains or losses) impacts

04 Pressure-impact model



The GBS assess the impacts on biodiversity generated by economic activities by **modelling pressures** on ecosystem, with the help of **GLOBIO model**

WATCH OUR REPLAYS



For more detailed information about the Global Biodiversity Score, watch our last presentations held in January and March 2022 :



[Replay video - FR](#)
[PDF presentation - FR](#)



[Replay video - EN](#)
[PDF presentation - EN](#)

Webinar | Setting science-based targets for nature with the Global Biodiversity Score

[Replay video - EN](#)
[PDF presentation - EN](#)

UPCOMING EVENTS



Webinar – Presentation of the Global Biodiversity Score (GBS) | FR

- 21st June 2022, 14:00-16:30 CEST
- [Registration link](#)



Webinar – Presentation of the Global Biodiversity Score (GBS) | EN

- 23rd June 2022, 10:00-12:30 CEST
- [Registration link](#)

The B4B+ Club



Justine Mariette

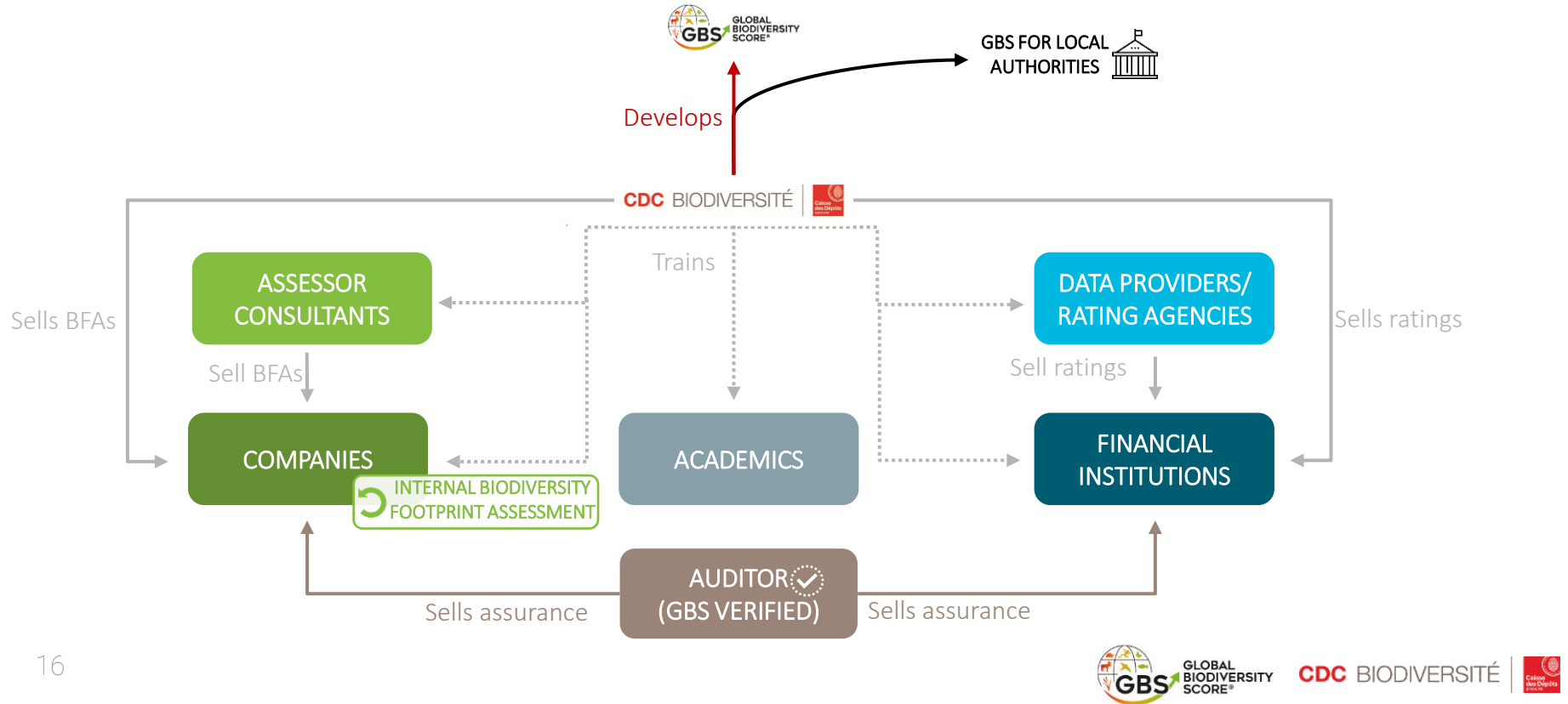
B4B+ Club Project officer— CDC Biodiversité



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GBS ecosystem



Members and partners of the B4B+ Club

VALUE CHAIN



FINANCE



CONSULTANTS



PARTNERS



> Objectives of the B4B+ Club

- Understand how biodiversity footprint assessment tools can serve **corporate decisions**, **investment decisions** and **external reporting**.
- Anticipate **financial**, **regulatory** and **market developments** with regard to the reduction of the biodiversity footprint
- **Ensure the adaptation** of the GBS to the constraints and needs of companies and allow its implementation through **case studies**
- Keep companies informed about the assessment of the biodiversity footprint through the intervention of **external experts** and **regular bibliographic monitoring**
- Assist in carrying out biodiversity footprint assessments via **technical support**



Content of the B4B+ Club



Stakeholders ecosystem



- 3 annual meetings with the members (including distinct workshops for consultants, financial institutions and value chain)
- Network of businesses and experts on biodiversity footprinting
- Sharing best practice and feedback

New in
2022

International
working groups
(30th of June)

Last speakers

- **Romie Goedicke** (Project & Technical Manager Nature at UNEP-FI),
- **Alain Vidal** (Technical Director at SBTN)
- **Ingmar Juergens** (Sherpa and biodiversity lead in the EU Sustainable Finance Platform, and expert in EFRAG's Project Task Force)

Literature review



- Regular literature updates on biodiversity footprint assessment
- Presentation of GBS upgrades and new developments

Tool and capacity building



- Technical support via webinars and telephone (5 h of individual support included)
- Possibility of having a case study (starting at EUR 7500 excluding VAT)
- Priority access to training courses and discount for the training "Fundamentals of biodiversity footprint" (-20%)

Membership

€7500 excl. VAT

€7000 excl. VAT/year
for 3 years and more



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B4B+Club and other initiatives' positioning

Initiatives	Focus	Business supported	Sharing best practices	Road testing	Common language	Literature / regulation review	Technical support	Capacity building
Align	Footprint assessment specialist	Corporate/Finance			✓			
B4B+ Club	Footprint assessment specialist	Corporate/Finance	✓	✓		✓	✓	✓
BDP	Disclosure	Corporate			✓			
Business for Nature (BfN)	Generalist	Corporate/Finance	✓					
CSR Europe	Generalist	Corporate	✓			✓		✓
EU Business @ Biodiversity	Generalist	Corporate/Finance	✓			✓		
Finance for Biodiversity Pledge	Generalist	Finance	✓			✓		
Finance for Tomorrow's biodiversity working group	Generalist	Finance				✓		✓
The Capitals Coalition	Generalist	Corporate/Finance	✓		✓			
PBAF	Footprint assessment specialist	Finance	✓		✓			
Proteus	Footprint assessment specialist	Corporate (oil & gas + mining)	✓	✓				✓
SBTN	Footprint assessment specialist	Corporate	✓	✓	✓		✓	
TNFD	Footprint assessment specialist	Corporate/Finance	✓	✓	✓			

Schneider Electric and the B4B+ Club

Capacity building



Daniele Bufano

Sustainability Transformation Director – Schneider Electric



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An aerial photograph of a winding asphalt road that snakes through a dense, lush green forest. The road has white dashed lines and a yellow curb. Two cars are visible on the road: a red car in the upper curve and a dark car in the lower curve. The forest is composed of various types of trees, creating a rich, textured canopy.

Biodiversity at Schneider Electric

Daniele Bufano, Sustainability Transformation Director

May 10th, 2022

Life Is On

Schneider
Electric

Schneider Electric biodiversity journey

Building a scientific approach to anticipate with No Net Loss international objectives

2018

- First public appearance of SE in the biodiversity world (recognizing its importance)
- Our participations in the Livelihoods Funds had a positive, non measured impact

2020

- We've joined the [B4B+ club](#), to share good practices on biodiversity
- With CDC Biodiversité, we've performed the first ever end-to-end biodiversity footprint assessment
- Blog post by OBM ["It's Time for Nature"](#), for the WED on June 2020
- JPT signs the Call to Action of Business for Nature ["Nature is everyone's business"](#) + [video](#)

2021

- **CEO Summit, France** – sponsored by La Republique Française
- IUCN World conservation Congress

2021

- COP 15, Conference on Biological Diversity Kunming

act4nature
Les entreprises pour la biodiversité

LIVELIHOODS FUNDS
ACT TODAY FOR A BETTER FUTURE

CLUB B4B



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Business @ Biodiversity

WORLD FORUM FOR A RESPONSIBLE ECONOMY



Convention on Biological Diversity

Life Is On

Schneider Electric

January 2021

Schneider Electric's vision in 5 points:

1. measure & disclose
2. align with science & commit
3. develop solution for biodiversity
4. engage and transform the value chain
5. act local



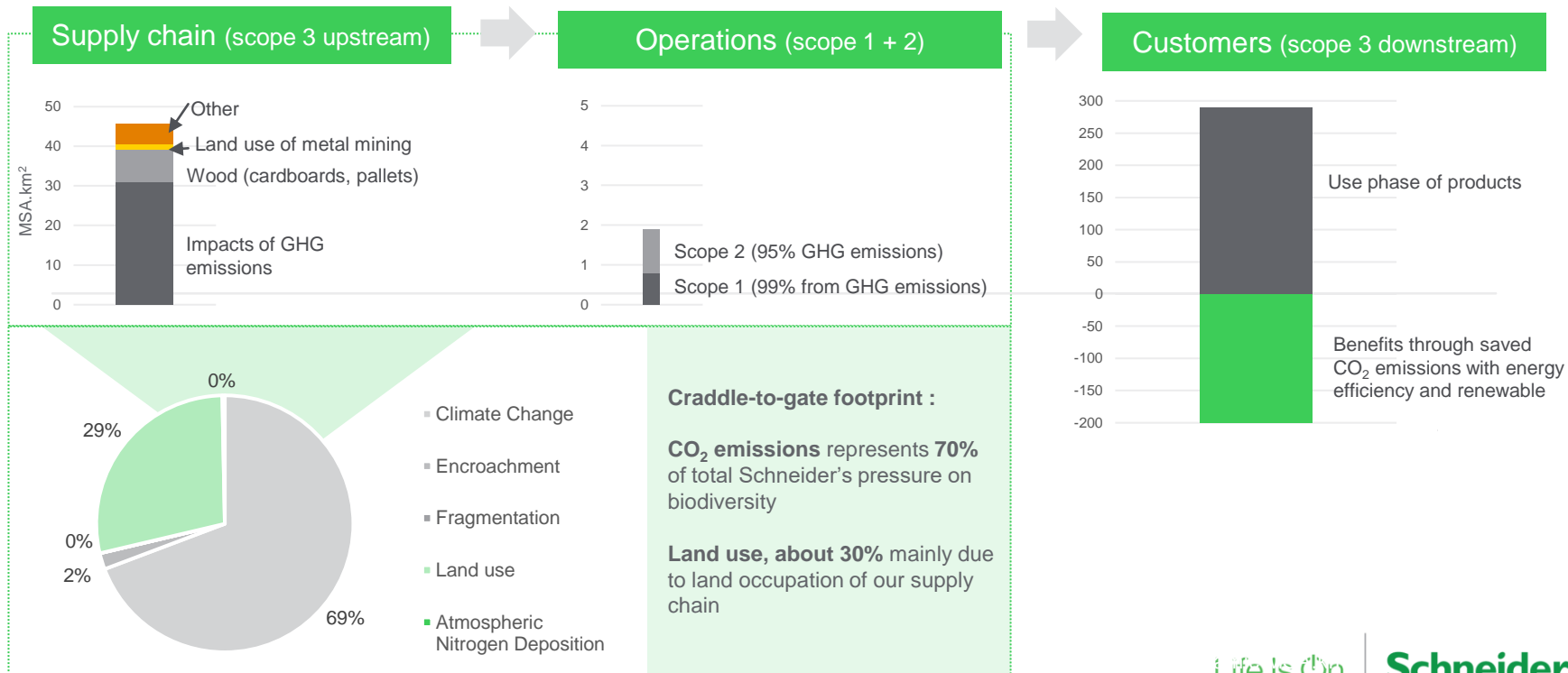
Schneider Electric commits to achieve
**no net biodiversity loss in its direct
operations by 2030**

Life Is On

Schneider
Electric

Our starting point : end-to-end biodiversity footprint with Global Biodiveristy Score (CDC Biodiversity)

Download : Publication of the biodiversity footprint of Schneider Electric



Life Is On

Schneider Electric

Schneider Electric Biodiversity pledge: a commitment to action

Measure, disclose, commit and act in line with Science

Download : Biodiversity
pledge of Schneider
Electric

Transform value chain

Wood & Metals

Increase **green material** content
in our products **to 50%**

**100% of our primary and
secondary packaging** is free
from single-use plastic and uses
recycled cardboard



Local Action

Raise Awareness & Act

100% of sites with local
biodiversity conservation
and restoration programs



Solutions for biodiversity

Business Innovation

Build **traceability** of resources

Circular economy, with **predictive
analytics and asset optimization**

Avoid the consumption of 420,000T of
resources with **end-of-life recovery**

EcoStruxure Traceability Advisor



ECOFIT



Life Is On



Decathlon and the B4B+ Club

Technical support



Antoine Lablée

Biodiversity leader - Decathlon



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Question 1

What is the biodiversity strategy of Decathlon today ?



DECATHLON

DECATHLON

Biodiversity - Antoine LABLÉE

DECATHLON BIODIVERSITY PROJECT VALUE CREATION

- _ Identify Biodiversity targets for Decathlon United & its activities**
- _ Identify *potential actions* plan to *reach* our targets for Decathlon United & its activities**
- _ *Enlighten* Decathlonian about biodiversity stakes**

2022 KPI / TARGETS



Priority 1

Have a footprint and a performance indicator

Publish in the 2021 DPEF the biodiversity footprint with an explanation about this method. (indicator done / undone)



Priority 2

India Country POC

Biodiversity Country POC, Answer this question: measurement tool (GBS) enables the country leader to set up a target / trajectory & an action plan to reach planet boundary and value action plan



Priority 3

Link Climate Change & Biodiversity

Raise Decathlonians awareness around the link between Climate change & Biodiversity

Question 2

When and why did you join the B4B+ Club ?

Question 3

What added value do you get from the B4B+ Club
(especially in terms of technical support) ?

Question 4

What could be different ?

L'Oréal and the B4B+ Club

Case study



Jacques L'Haridon

Head of the Environmental Assessment and
Methodology Development team – L'Oréal



Kaiwei Wang

Environmental Evaluation Engineer
- L'Oréal

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B4B+ Club

Quiz



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Join the quiz on the B4B+Club!



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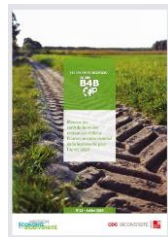


Learn more: our publications (PDF format)

- [Global Biodiversity Score: Establishing an ecosystem of stakeholders to measure the biodiversity performance of human activities- 2021 update \(2021\)](#)



- [Measuring the contributions of business and finance towards the post-2020 global biodiversity framework – 2019 technical update \(2020\)](#)



- [Global Biodiversity Score: a tool to establish and measure corporate and financial commitments for biodiversity – 2018 technical update \(2019\)](#)



- [Common ground in biodiversity footprint methodologies for the financial sector – CDC Biodiversité, ASN bank, ACTIAM, Finance in Motion \(2018\)](#)



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