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## Invitation

Launch of WBCSD's

# Business Ecosystems Training

**Friday 24 February 2012, 12:00 – 14:00**

International Environment House 2

7-9 Chemin de Balexert, CH 1219 Chatelaine/ Geneva, Switzerland

**Business Ecosystems Training (BET)** is a capacity building program to increase the business sectors knowledge and understanding of ecosystems. It aims to equip companies with the skills they need to better measure, manage and mitigate their ecosystems impacts and dependencies.

BET has been developed by the World Business Council for Sustainable Development (WBCSD) with the support of KPMG together with some of the world's largest companies, environment NGOs and various UN and academic institutions, including the International Union for Conservation of Nature (IUCN). This combination of business and non business stakeholders and expertise make BET a unique tool for business learning about ecosystems.

BET has been designed to get employees from different business functions and units thinking and acting on ecosystems and the services they provide. It is structured in four modules of four hours each, which gradually drill down into the topic, according to the learner's needs. The program draws on the wealth of WBCSD materials, methodologies and tools that have been developed over the past 10 years as well as valuable external resources.

**During the event, participants will hear about:**

- Why ecosystems matter to business,
- Why capacity building is now critical to scale and speed up action by business,
- How the BET program is structured, how it can be used and delivered by different organizations.

See: <http://www.wbcspd.org/work-program/ecosystems.aspx> for more information about WBCSD's work on ecosystems.

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## Agenda

Please note that media will be present.

### 12:00 – 13:00: Launch event

- Welcome by Sylvie Motard, Europe Deputy Director, UNEP
- Why it matters, Peter Bakker, President, WBCSD
- The business case for training, Julia Marton-Lefèvre, Director General, IUCN
- Introduction to Business Ecosystems Training, James Griffiths, Managing Director, WBCSD
- How to build a training program – program overview and facilitation tips, Violaine Berger, WBCSD
- Respondents panel - comments from Takeshi Takagi (Hitachi), Stephanie Hime (KPMG) and Eduardo Escobedo (UNCTAD) (tbc)
- Q&As
- Closing – James Griffiths, Managing Director, WBCSD

### 13:00 – 14:00: Please join us for a light lunch

## Practical information

**Registration:** Please indicate your participation by Friday 17 February by email to [gen.secretary@unep.org](mailto:gen.secretary@unep.org)

**Online registration:** [www.genevaenvironmentnetwork.org/?q=en/registration-wbcscd-bet](http://www.genevaenvironmentnetwork.org/?q=en/registration-wbcscd-bet)

**Venue:** International Environment House 2, 7-9 Chemin de Balexert, CH 1219 Chatelaine/ Genève - More info: [www.environmenthouse.ch/?q=en/directions](http://www.environmenthouse.ch/?q=en/directions)

### WBCSD contacts:

General: Violaine Berger – [berger@wbcscd.org](mailto:berger@wbcscd.org)

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## About the organizers

The **World Business Council for Sustainable Development** (WBCSD) is a CEO-led, global association of some 200 companies dealing exclusively with business and sustainable development.

The **Geneva Environment Network** is a partnership of over 75 environment and sustainable development organizations based in the Geneva area, including WBCSD, set up in 1999 by UNEP with the support of the Swiss Federal Office for Environment.

The **IUCN**, International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges. IUCN works on biodiversity, climate change, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice.