



World Business Council for
Sustainable Development



Invitation

Launch of WBCSD's new

Guide to Corporate Ecosystem Valuation

Friday 8 April 2011, 12:00 – 14:00

International Conference Centre of Geneva
17 rue de Varembe, 1211 Geneva

Ecological balance is one of the three pillars of sustainable development and without it, business and society cannot function. All companies both impact and depend on ecosystems and the services they provide (e.g. freshwater, fiber, food, flood control, water purification, waste treatment).

Companies need to understand these impacts and dependencies and their associated values. The WBCSD **Guide to Corporate Ecosystem Valuation (CEV)** is the first of its kind, catering directly for the needs of business to do so. It was developed through a process of close collaboration with businesses themselves – fifteen WBCSD members road tested the Guide*, working with four partners: International Union for Conservation of Nature (IUCN), World Resources Institute (WRI), ERM and PwC.

Companies must anticipate that ecosystem valuation will be more consistently incorporated into public policies, regulations, and political decisions. Ecosystem values will be increasingly considered by the finance sector and business-to-business customers as they assess the biodiversity and ecosystem-related risks and opportunities of investments and supply chains.

During the event, participants will hear about:

- How companies can use CEV to make better-informed business decisions,
- Real company experiences using the Guide to explicitly value both ecosystem degradation and the benefits provided by ecosystem services,
- Why the Guide can be described as a framework to “operationalize” The Economics of Ecosystems and Biodiversity (TEEB).

See: www.wbcd.org/web/cev.htm for more information.

Agenda

Please note that media will be present.

12:00 – 13:00: Launch event

- Welcome by **Björn Stigson**, President, WBCSD
- Introduction by **Takeshi Takagi**, Hitachi
- Presentation of the Guide to CEV by **Eva Zabey**, WBCSD
- Panel reactions moderated by **James Griffiths**, WBCSD
 - **Gerard Bos**, Holcim
 - **Juan Gonzalez**, Syngenta
 - **Josh Bishop**, IUCN
 - Reactions on CEV from two non-business representatives
- Q & A/ moderated discussion (incl. media)
- Closing by **Christophe Bouvier**, UNEP & Geneva Environment Network

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

Practical information

Registration: Please indicate your participation by Friday 1st April by email: gen.secretary@unep.org.

Venue: International Conference Centre of Geneva, 17 rue de Varembé, 1211 Geneva

More info: <http://www.cicg.ch/en/>

Map: <http://www.cicg.ch/en/access-map/>

Contacts:

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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 Road Testers of the Guide were: AkzoNobel, EDP, Eni, Eskom, GHD, Hitachi Chemical, Holcim, Lafarge, Mondi, Repsol, Rio Tinto, Syngenta, Veolia Environnement, Weyerhaeuser and the US BCSD.