

THE SSBI: 2013-2017

The Spanish Business and Biodiversity Initiative (SBBI) was launched the 22nd of May of 2013, The International Day for Biological Diversity. The SSBI seeks, in cooperation with the business sector, to encourage an economic development compatible with the conservation of biodiversity.

The Initiative provides a solid cooperation framework for large businesses, NGOs, associations and the government to join efforts towards improving and maintaining Spain's natural capital. It also seeks to involve private businesses in implementing the objectives of The Convention on Biological Diversity (CBD) and the national and international biodiversity conservation plans and strategies.

The main SBBI objectives are:

- Integrating natural capital in business management practices and policy.
- Showcasing the contribution of large companies towards preserving the natural heritage.
- Channeling private funds to preserve biodiversity.

The companies that wish to join sign a 'Biodiversity Pact', where they commit to:

1. Evaluate the impact of their business activities on biodiversity and natural capital.
2. Integrate biodiversity protection into their management policies and manuals.
3. Set realistic and measurable goals for biodiversity conservation that will be reviewed, at least, every three years.
4. Publish activities and achievements attained in the sphere of biodiversity conservation in their annual reports.
5. Inform suppliers of the company's targets in the field of biodiversity conservation and support those that gradually incorporate those objectives in their operations.
6. Explore the possibilities of cooperating in this field with scientific institutions, non-governmental organizations (NGOs) or government institutions to deepen the dialogue and establish joint projects and an ongoing climate of improvement of business and environmental management practices.
7. Designate a person in the company responsible for meeting the objectives of this Pact.

Currently, the SBBI has 22 large companies representing sectors such as energy, technology, construction, urban services, food and beverages, large areas, transport, cosmetics or pharmaceutical (Altran, ABB, Balària, BSH, Cemex, Cepsa, Decathlon, Endesa, Ferrovial, FCC, Gas Natural Fenosa, Mahou-San Miguel, Heineken, Iberdrola, LafargeHolcim, Mapfre, OHL, Red Eléctrica, Suez Water Spain, Unilever, Yves Rocher y Zeltia) and 4 project partners (Fundación Global Nature, Forética, Club de Excelencia en Sostenibilidad and Biodiversity in Good Company).

In relation to networking, the SBBI is part of the European Business and Biodiversity Platform, the CBD Secretariat and the Natural Capital Coalition.

The role of the Ministry of Agriculture and Fisheries, Food and Environment, through the Biodiversity Foundation is to promote this strategic project, making available to the Initiative economic and human resources, institutional support, communication capacity and contacts to advance the proposed objectives.

In general terms, the SBBI has demonstrated that the alliance of companies with the Biodiversity Foundation and its partners is a relevant framework that helps to its objectives. Companies have been helped to better understand their business case in biodiversity and have had the chance to collaborate or participate in concrete projects, as well as benefiting benefited from the know-how and working relations with the most relevant conservation entities and NGOs in Spain.

The Foundation's experience in managing environmental projects and the close relationship with the entities of the third sector has allowed the interconnection of these with companies through their CSR activities or through specific projects, such as the Environment Days of Decathlon (with more than 5000 volunteers undertaking more than 100 activities in one single day), the programme for beach conservation of Unilever, the participation with sustainable beach bars by Grupo Mahou San Miguel or the creation of the Yves Rocher Forest. Also, companies have contributed in the implementation of environmental projects such as LIFE Urogallo Cantábrico (financed by Iberdrola) or the Monitoring Network of Global Change (financed by Ferrovial).

In addition to this activity, the SBBI has engaged in different strategic working groups: Habitat Banking, Transport and distribution of electricity infrastructures and Ecological Restoration. In these working groups, several of the member companies work together to obtain a concrete result. Currently, the following working groups developed or in development have produced the following results:

- **Habitat Banking**: companies gathered to draft a business stance relative to the conservation banks, that was presented to the Ministry of Agriculture and Fisheries, Food and Environment for its consideration during the legal process ongoing on habitat banking. Participating companies: ABB, Altran, BSH, Cemex, CEPSA, Decathlon, FCC, Ferrovial, Gas Natural Fenosa, Heineken, ISS, LafargeHolcim, Mahou San Miguel, Red Eléctrica Española and Zeltia.
- **Transport and distribution of electricity infrastructures**: several energy companies study the opportunity of potential projects that favor biodiversity in the context of their activity. Participating companies: Endesa, Gas Natural Fenosa, Iberdrola and Red Eléctrica Española.
- **Ecological Restoration**: this group is working to develop a practical guide for companies and public administrations that help to incorporate biodiversity and sustainability criteria in the restoration of habitats, supporting the methodology of ecological restoration. The group has created a Technical Committee with more than 30 people

and collaborates with the development of the Green Infrastructure, Connectivity and Ecological Restoration National Strategy. The various meetings held have generated a great expectation for this guide, which aims to bridge the gap between the business world and public administrations and help enhance ecological restoration as a mainstream practice. It is intended to be available in 2018. Participating companies: Endesa, Ferrovial, Gas Natural Fenosa, Iberdrola, LafargeHolcim and OHL.

This shared activity as well as the individual efforts held for the conservation of biodiversity has been showcased at several occasions, especially within the first results report of the SBBI and the event 'Responsible Companies Leaders in Biodiversity' held in Madrid, the 7th July 2017.

The SBBI also collaborates with other project run by Fundación Biodiversidad, helping to integrate business into conservation initiatives. In this sense, the LIFE PAF INTEMARES (the biggest marine conservation initiative in Europe) addresses best practices in the sustainable use of the sea by corporate entities. Also, the Land Stewardship Platform searches to enhance business and NGO partnership.

In these years, the SBBI has worked to give visibility to its activity by attending relevant Biodiversity forums, such as those of the Global Platform on Business and Biodiversity, the National Parks World Congress, the CSR Forum, among others. The SBBI has collaborated with the European Business and Biodiversity Platform and the Natural Capital Protocol and it participates at the working groups organized by the SBBI partners such as CSR Market Place (Forética), CONAMA Company and Biodiversity Permanent Working Group (Fundación Global Nature) and the Observatory of Biodiversity Management in the company (Club de Excelencia en Sostenibilidad).

In all, the SBBI works to provide companies a stable framework for collaboration between large companies, the government and the third sector that helps in the objective of making the economy sustainable with our natural capital.

[Web link](#)

[Event](#)

[Report](#)

[Video](#)