



Nature-based Solutions: One Planet Business for Biodiversity (OP2B)

Context and rationale

The importance of Nature-based Solutions

Nature-based Solutions (NBS) are a critical requirement to address climate change while delivering co-benefits that span the environmental, societal and economic aspects of the 2030 Sustainable Development Goals. Looking at the land use sector, key areas such as agriculture and forestry are critical priorities in Nationally Determined Contributions (NDCs) – e.g. agricultural priorities around mitigation and adaptation feature in 90% of country NDCs¹. NBS such as the conservation, restoration and improved management of land that increase carbon storage and/or avoid GHG emissions have the potential to deliver up to 37% of cost-effective mitigation by 2030².

WBCSD and the role of private sector in NBS

Business plays a critical role in delivering NBS that are scalable, economically sustainable, implementable and innovative. Through its projects, partnerships and member companies, the [World Business Council for Sustainable Development](#) (WBCSD) has been at the heart of NBS from several angles, including institutional partnerships with the UN Framework Convention on Climate Change (UNFCCC) that include the [Koronivia Joint Work on Agriculture](#), leading NBS policy and technology tracts as part of the [2019 Africa Climate Week](#), and [progressing optimal climate policies](#) under UNFCCC Article 6. More broadly, WBCSD has also led the business streams for the UN Convention to Combat Desertification (UNCCD) in Ordos, China and Ankara, Turkey, where NBS have included [public and private sector partnership recommendations](#). WBCSD has also led the development of the [Natural Capital Protocol](#), including toolkits and guidance for companies to effectively set metrics for mainstreaming and valuing the role of ecosystem services.

WBCSD proposals for the UN Climate Action Summit - One Planet Business for Biodiversity (OP2B):

Diversity creates and sustains life, allowing systems to regenerate and not succumb to entropy. Biodiversity, or diversity within natural systems, is a backbone of life, community, peace and growth; it is the inclusive lifeline of all people on this planet. Yet today biodiversity is decreasing at a worrisome rate despite the adoption of ambitious targets by the UN [Convention on Biological](#)

¹ <https://ccafs.cgiar.org/agricultures-prominence-indcs-data-and-maps#.XMBLaOgzZEY>

² <https://www.pnas.org/content/114/44/11645>

[Diversity](#) (CBD), efforts by conservation organizations, and recurring alarming calls from scientists. The intensive cultivation of agricultural land and the overexploitation of the oceans are two main drivers of biodiversity loss.

According to scientific studies, there are only ten years left to bend the curve on climate change and halt biodiversity loss before the impacts on human beings are dramatic. The focus should not only be on conserving and restoring biodiversity but also on transforming human interaction with, and dependency on, nature.

The raising global awareness of consumers regarding the responsibility of agriculture-related businesses in environmental degradation can constitute as much of a threat as an opportunity for businesses to play a critical role in addressing the topic – in due time before the CBD COP15 in Beijing, in 2020.

Biodiversity depletion is a core challenge for the private sector, and especially agriculture-related companies. At the forefront of the topic, they can demonstrate increased leadership in bringing adequate solutions to bend the curve. To that aim, OP2B is a coalition involving a variety of relevant stakeholders - from both the public and private sector - to enable the implementation of imaginative solutions reconciling business and biodiversity. Particular attention will be given to involving disruptive actors such as innovative start-ups which will help us think out of the box towards innovative economic models and value chains respecting and promoting biodiversity.

Launched in 2018 by the French President Emmanuel Macron, the [One Planet Lab](#) gathers influential actors from the private and public sector but also civil society and academia to propose innovative solutions designed to address key environmental challenges. Among the work streams, OP2B is part of the one specifically dedicated to biodiversity.

The nature-based solutions of OP2B will address the integrated challenges of climate change, biodiversity loss and sustainable development. The specific aspects of this initiative for the Climate Action Summit are described in more detail below:

Initiative Title:	One Planet Business for Biodiversity (OP2B)
Objective:	An action-oriented coalition of businesses committed to preserving biodiversity with actions that deliver nature-based solutions to address climate change.
Impacts:	<p>The One Planet Business for Biodiversity (OP2B) will create impact in the following ways:</p> <p>Transformational impact: This coalition of leading businesses are engaged in an ambitious plan to preserve and restore biodiversity across their global value chains. The results of these initiatives will:</p> <ul style="list-style-type: none"> • Scale up regenerative agriculture practices for livestock and crops at farm level, focused on soil health improvement and the reduction of chemical inputs and genetic modifications. • Ensure that the sourcing of commodities at risk (palm oil, soy, paper and beef) does not drive deforestation, which is a major contributor to biodiversity loss. • Diversify portfolio and product lines with commodities which contribute to improved biodiversity, resilience and/or nutrition.

	<p>Sustainable development co-benefits: The focus areas of OP2B will deliver economic and nature-based benefits across the ingredient and material value chains of the coalition members, addressing food security and sustainable agriculture (SDG2), healthy diets (SDG3), improved water efficiency (SDG6), equity and improved livelihoods (SDG10), climate change mitigation, resilience and adaptation (SDG13), improving biodiversity (SCG15) and strong multi-sector partnerships (SDG17).</p> <p>Replicable and scalable: The work of OP2B is to replicate and scale existing business solutions for regenerative agriculture, improved transparent sourcing of high risk commodities and to diversify portfolio and products which contribute to improved biodiversity, resilience and/or nutrition. This work, multiplied across the value chains of all members, will achieve significant beneficial impact for specific landscapes.</p> <p>Measurable and implementableThe work of OP2B will include specific commitments and outcomes, to be announced during the August 2019 G7 or during the September 2019 UNGA Climate Week events.</p> <p>Innovative and visible: OP2B is part of the One Planet Lab work stream specifically dedicated to biodiversity. It gathers influential actors from the private and public sector but also civil society and academia to propose innovative solutions designed to address key environmental challenges. Full communications plans will be developed surrounding this work, its partners, initiatives, and outcomes.</p>
Geographic application	The scope of OP2B is global.
Participating countries / organizations	Participating organizations at this stage include One Planet Lab, WBCSD, and Danone as a founding company. More member companies and partners will be joining in the coming months prior to launch of the OP2B.
Delivery method and impact	The contributions from OP2B will be delivered in partnership and through direct execution of work across company value chains to scale regenerative agriculture, improve transparent sourcing of high risk commodities, and to improve biodiversity, resilience and/or nutrition through diversified portfolios and products.
Stakeholders consulted	A wide range of stakeholders, including innovative small and medium enterprises, farmers, local communities, and youth will be engaged as part of the OP2B specific initiatives.
Broader relevance for Climate Action Summit	By acting urgently on biodiversity, OP2B will be enabling nature-based solutions which also deliver benefits of climate resilience, adaptation and mitigation in the agriculture and land use space.
Linkages to other ongoing initiatives	The One Planet Lab was launched by President Macron of France to help Government identify and promote concrete goals with regard to climate policy. Its three sponsors are Bertrand Badré (former Managing Director of the World Bank), Paul Polman, and Nick Stern (Professor at the London School of Economics). Other members include Ellen MacArthur (sailor and President of the Ellen MacArthur Foundation), Laurence Tubiana (CEO of the European Climate Foundation) and



	Emmanuel Faber (CEO of Danone). Through these individuals and groups, as well as those who will be joining the coalition, there will be extensive linkages to other organizations.
Funding	Funding is being mobilized.
Monitoring & Evaluation	Metrics for monitoring mechanisms will be developed in support of the OP2B pledge, incorporating existing tools.
Communications	
Contacts	Contact for additional questions should be directed to Peter White and Emeline Fellus at WBCSD: Peter White: white@wbcasd.org +41-79-945-7491 Emeline Fellus: fellus@wbcasd.org +41-79-947-2715

About the World Business Council for Sustainable Development (WBCSD)

WBCSD is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world. We help make our member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and with 19 million employees. Our Global Network of almost 70 national business councils gives our members unparalleled reach across the globe. WBCSD is uniquely positioned to work with member companies along and across value chains to deliver high-impact business solutions to the most challenging sustainability issues.

Learn more at www.wbcasd.org

About One Planet Lab

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**World Business Council
for Sustainable Development**

Maison de la Paix, Chemin Eugène-Rigot 2B,
Case postale 2075, 1211 Geneva 1, Switzerland

www.wbcasd.org