

Webinar “LIFE Methodology and LIFE Key Europe to measure biodiversity for business and finance”

Organised by



#LIFEMethodology
#NatCapFactory
@NatCapFactory



#EUGreenWeek

14 October 2020

Who are participating



ALICE ALEXANDRE

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European Leader, **LIFE Institute**
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LIFE KEY Europe: “Methodology to Measure Biodiversity
for Business and Finance”

Instituto LIFE

Lasting Initiative For Earth



About LIFE Institute

■ **LIFE Institute**, established in **2009**, was created to promote the engagement of the business sector on biodiversity conservation and maintenance of ecosystem services

Main activities:



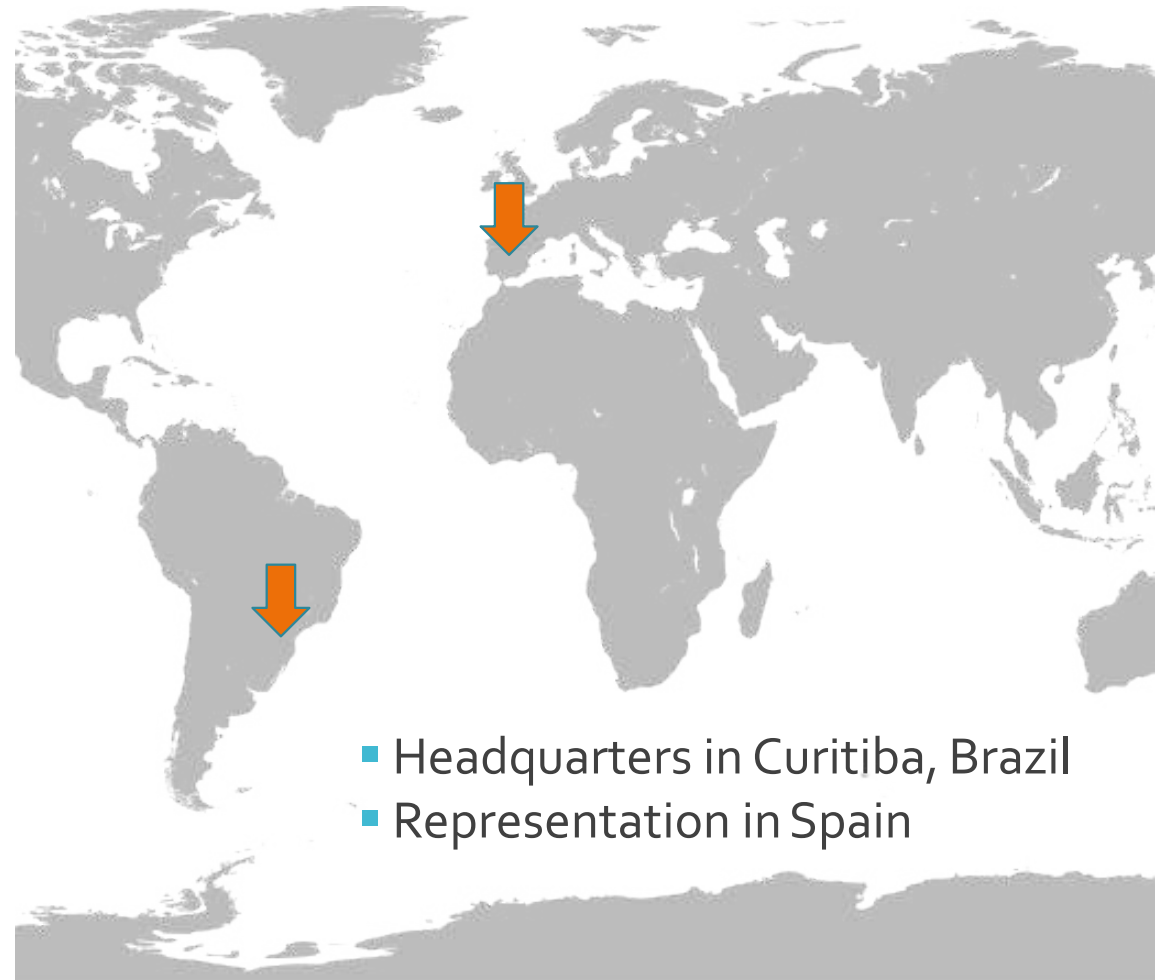
Development of Methodologies



Standard-setting Organization



Management Software – LIFE Key



LIFE METHODOLOGY

Business and Biodiversity Tool



How does LIFE Methodology work?



LIFE Methodology – Business Application according to European B@B platform

BUSINESS APPLICATION SUPPORTED	ORGANISATIONAL FOCUS					
	Product/ service	Project/ site	Supply chain	Business	Portfolio/ sector	Country
Current performance	-	LIFE	LIFE	LIFE	LIFE	LIFE
Future performance	-	LIFE	LIFE	LIFE	LIFE	LIFE
Tracking targets	-	LIFE	LIFE	LIFE	LIFE	-
Comparing options	-	-	LIFE	-	LIFE	LIFE
3 rd party assessments/ ratings	-	LIFE	-	LIFE	LIFE	LIFE
3 rd party certification	-	LIFE	LIFE	LIFE	LIFE	LIFE
Risk and opportunity assessment	-	-	-	-	-	-
Biodiversity accounting	-	-	-	-	-	-

https://ec.europa.eu/environment/biodiversity/business/assets/pdf/European_B@B_platform_report_biodiversity_assessme nt_2019_FINAL_5Dec2019.pdf

LIFE METHODOLOGY

Business Case

POSIGRAF Printing Company

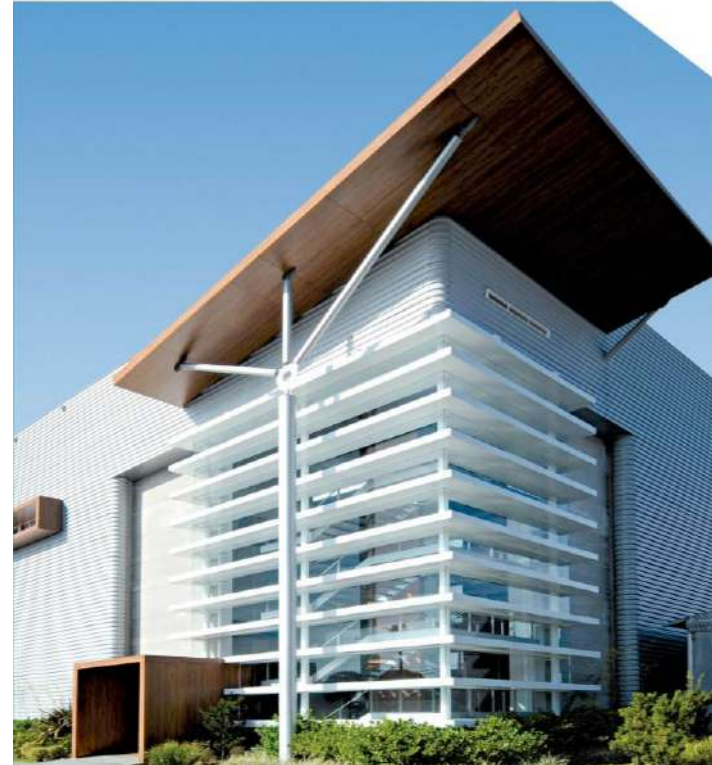
Business Case – POSIGRAF Printing Company

Business Application: Site Level Assessment

POSIGRAF is a printing company in Latin America – belongs to Positivo Group.

Context: **POSIGRAF** was founded in 1972 and is present in more than 40 countries with its products and services. **POSIGRAF** was the first Brazilian industry to be **recognized by third-party audit as a LIFE Certified company** (since 2014).

Location: Curitiba – PR - Brazil



Curitiba, Paraná.

STATE

Characterization of Business and Landscape

STATE

Main activities

- Initial evaluation of business' operations and management system
- Characterization of the landscape
 - ✓ Ecoregion identification
 - ✓ Identification of hydrographic region
 - Conservation priorities
 - ✓ Identification of threatened species (flora and fauna)
- Identification of implemented conservation actions



STATE

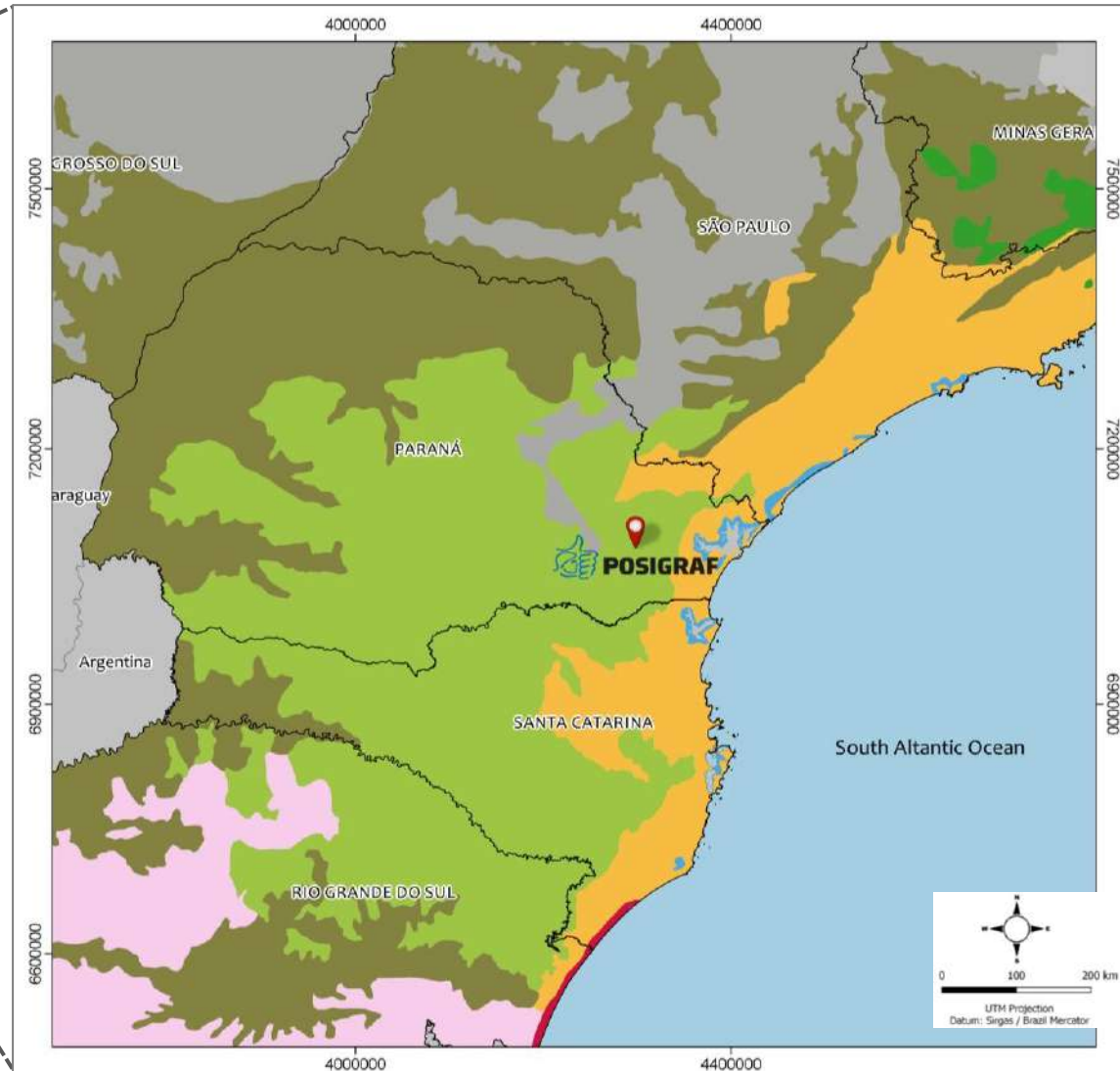
• **Diagnosis**

» Evaluation of Business' Management

• **Characterization of the Landscape**

» Biodiversity Priorities Identification
» Ecoregions Fragility
» Threaten Species

POSIGRAF Location – Araucaria Moist Forests



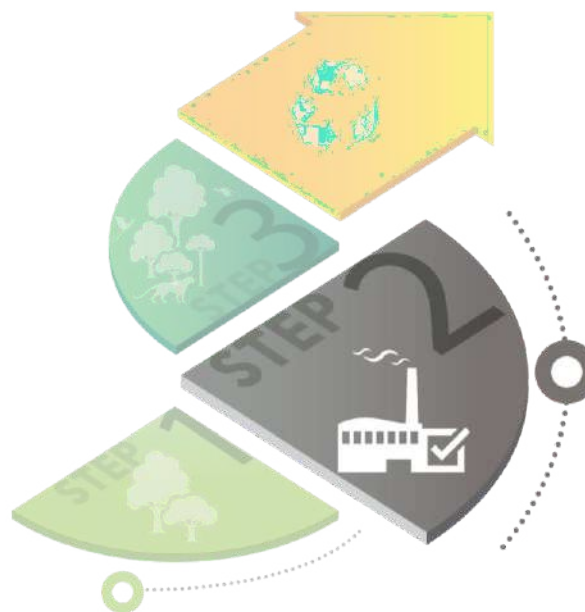
PRESSURE

LIFE Biodiversity Pressure Index (BPI)

PRESSURE

Main activities

- Calculation of the Biodiversity Pressure Index
 - ✓ Assessing the quantity and severity of 05 environmental aspects
 - ✓ Calculation of the individual pressure index for each environmental aspect
- Assessment of Impacts and Dependence on Ecosystem Services



PRESSURE

• Metrics:

- » Biodiversity Pressure Index (BPI)
- » Biodiversity Minimum Performance (BMP)

• Ecosystem's Impacts and Dependencies

POSIGRAF Printing – Biodiversity Pressure Index 2019

Total BPI
(Biodiversity
Pressure Index)
and Individual
Environmental
Aspects Indexes



Assessment based on 05
environmental aspects:

➤ **Environmental Monitoring Data**

- ✓ Energy Consumption
- ✓ Waste Generation
- ✓ Greenhouse Gas Emission
- ✓ Area Occupation
- ✓ Water Usage

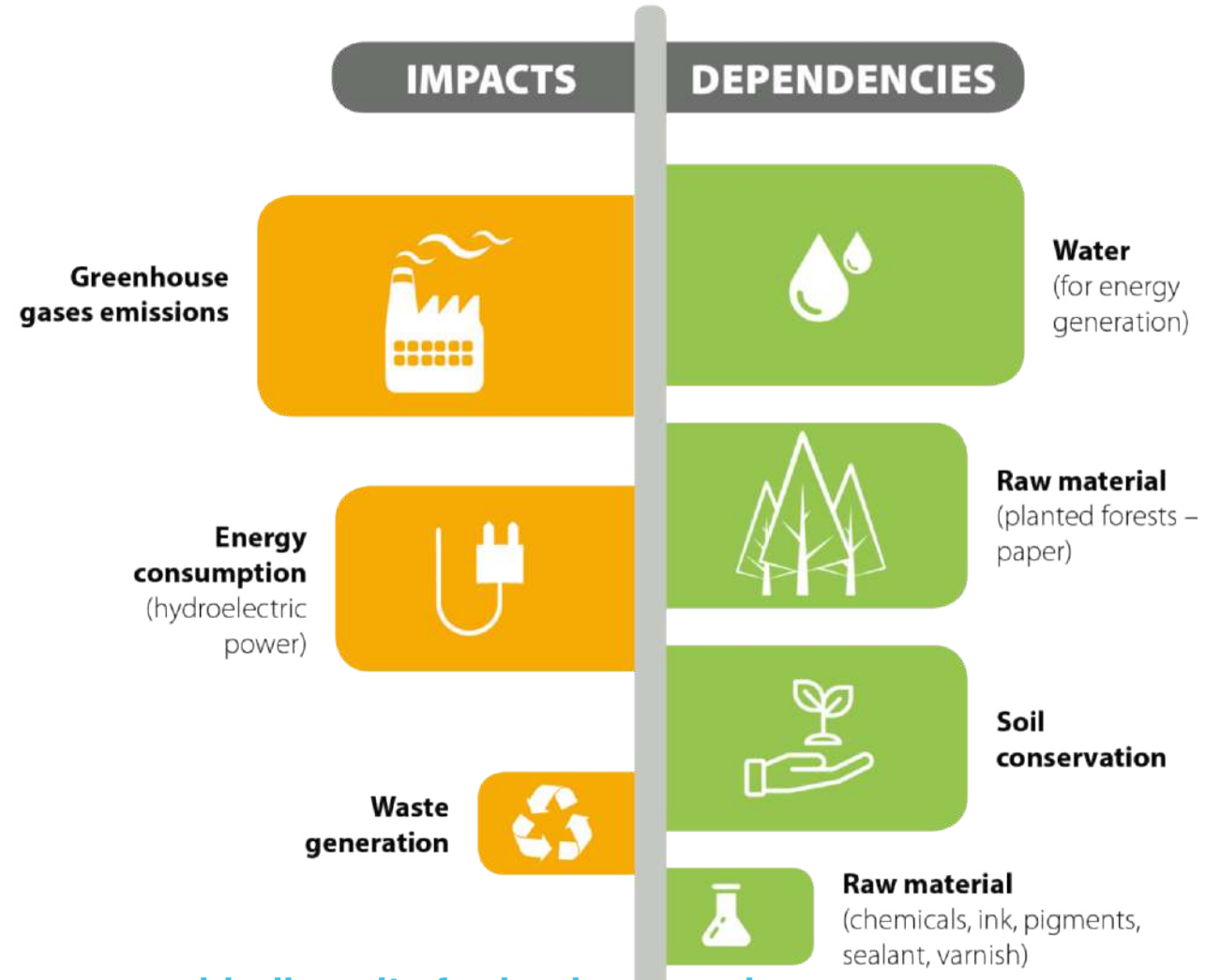
Environmental
Aspects and BPI
(Biodiversity
Pressure Index)



BPI Scale

POSIGRAF Printing - Ecosystem's Impacts and Dependencies Evaluation 2019

- Identification of the main impacts on biodiversity and ecosystem services
- Identification of the main dependencies of ecosystem services
- Measurement of the effectiveness of the actions to compensate the impacts
- Possibility of minimizing risks and identifying business opportunities



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RESPONSE

Biodiversity Positive Performance



RESPONSE

Main activities

- Elaboration of a Biodiversity Action Plan
 - ✓ Evaluation and scoring of biodiversity conservation actions
 - ✓ Calculation of Biodiversity Positive Performance (BPP)
 - ✓ Improvement of conservation actions and projects
- Management Indicators Assessment and Improvements
 - ✓ Policy establishment and communication with a focus on biodiversity conservation
 - ✓ Implementation of the supplier's assessment program and criteria definition for assessing impacts on biodiversity
 - ✓ Other management indicators

RESPONSE

- **Biodiversity Action Plan**
 - » Evaluation and Scoring
 - » Biodiversity Positive Performance (BPP)
 - » Conservation Results Indicators
- **Management Indicators Improvements**
 - » Biodiversity Policy
 - » Suppliers Evaluation



POSIGRAF Printing - Biodiversity Positive Performance

The main action carried out by the organization was the adoption of a **Uru Reserve**, located in Parana (Brazil).

One of the last remnant natural area of **Araucaria Forest**.

POSIGRAF invested **US\$ 500,000** in the Uru Reserve.



Uru Reserve located in Parana (Brazil)

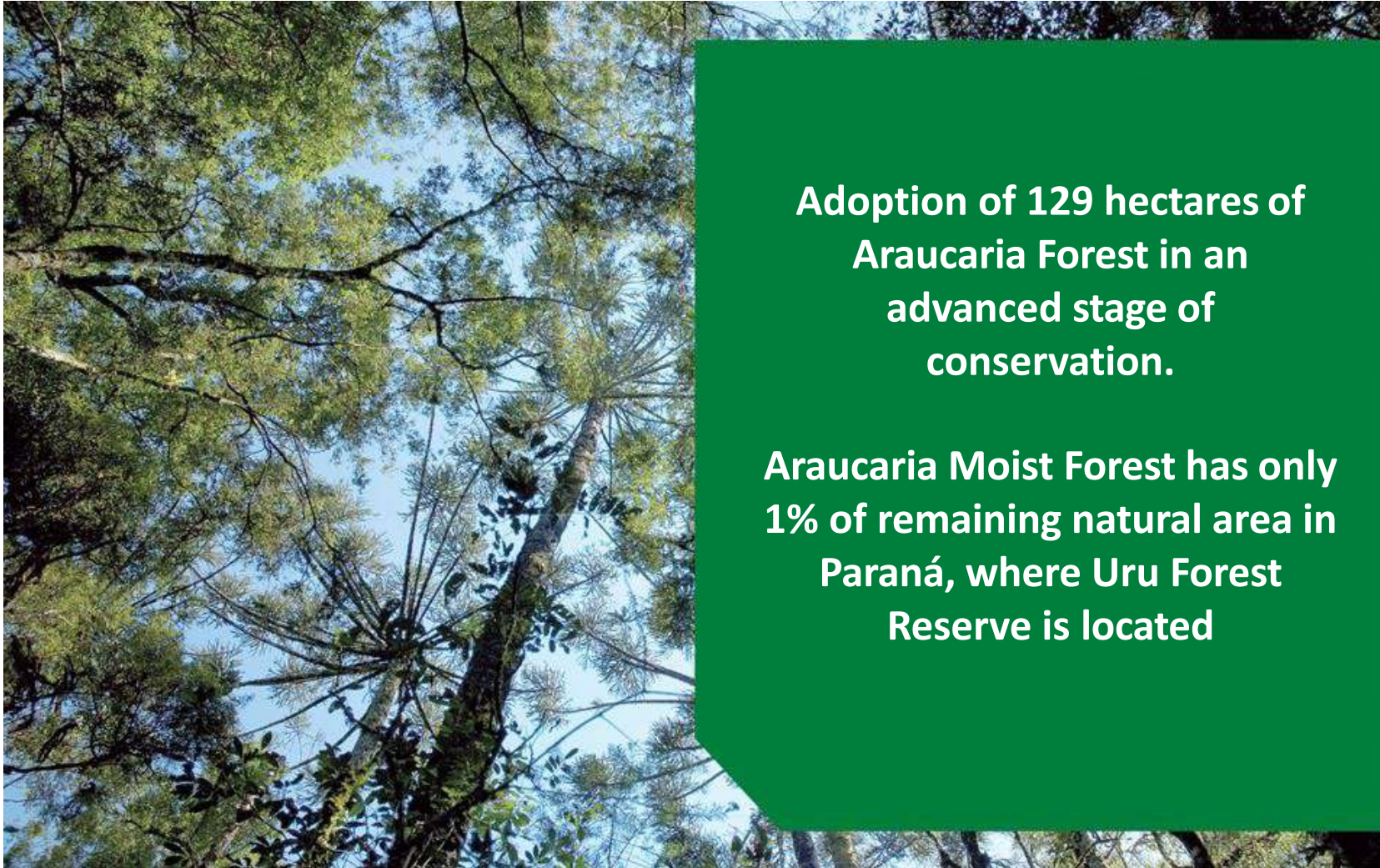
Location Uru Reserve



Remnant natural area of Araucaria Forest



POSIGRAF Printing - Biodiversity Conservation Results



Adoption of 129 hectares of Araucaria Forest in an advanced stage of conservation.

Araucaria Moist Forest has only 1% of remaining natural area in Paraná, where Uru Forest Reserve is located

POSIGRAF Printing - Biodiversity Conservation Results



Flora Species Monitoring Activity

573 species
20 rare species
15 endangered
1 very rare species

POSIGRAF Printing - Biodiversity Conservation Results



Fauna Species Monitoring Activity

41 species of
medium and large
mammals
10 endangered

RESPONSE

LIFE Biodiversity Management Indicators

POSIGRAF Printing - Improvements on Biodiversity Management



Analysis of company's role in the implementation of biodiversity international agreements

Development of a technical Biodiversity Action Plan (BAP)

Refinement of environmental data collection and control to monitor GHG emissions

Supply chain evaluation of biodiversity impacts

LIFE requirements for supplier's evaluation



POSIGRAF main activities:

- Identification of 100% of **direct suppliers**
- **Biodiversity impact assessment** required for suppliers
- Identification of risks for each category of direct suppliers
- Criteria for periodic evaluation and classification of suppliers
- Minimum requirements for the purchasing policy

LIFE Certification

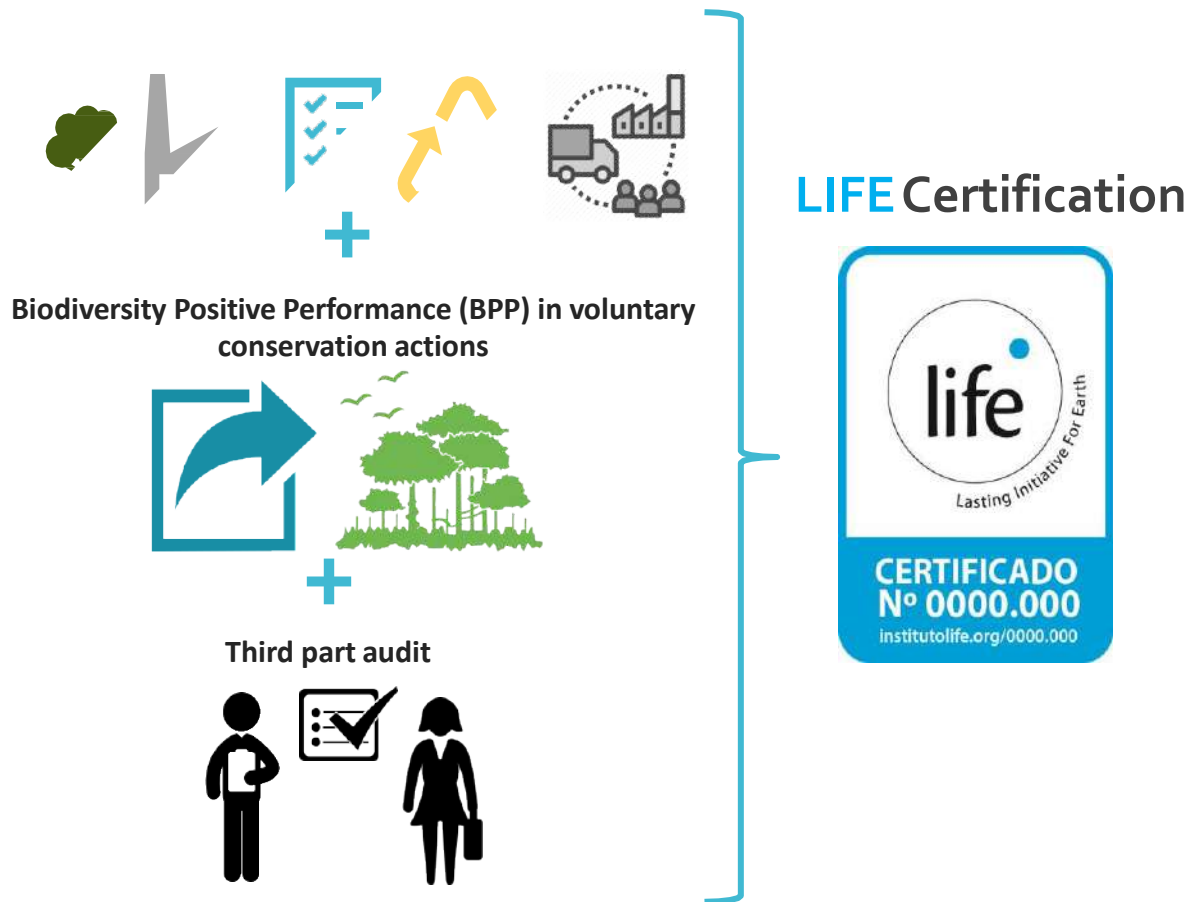
POSIGRAF Printing Company Certification



LIFE Certification

Response must be higher than Pressure

POSIGRAF has been LIFE Certified since 2014



Biodiversity Positive Performance (BPP)

55.100

Biodiversity Minimum Performance (BMP)

22.700



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POSIGRAF Statements

- ✓ We chose LIFE Methodology because of its reliable and objective metrics
- ✓ LIFE Methodology allowed the identification of main biodiversity pressures
- ✓ Biodiversity Performance score allowed us to evaluate technically our investments
- ✓ LIFE Methodology was a way to evaluate if POSIGRAF response was compatible with pressure
- ✓ LIFE Key is user-friendly and allow us to report biodiversity anytime both in a technical or executive way
- ✓ Our main challenges are reduce Biodiversity Pressure and mobilize our supply chain
- ✓ LIFE Certification helped to:
 - ✓ Quantify and value the efforts for conservation
 - ✓ Communicate the Board the relations between business future and conservation
 - ✓ Improve organization's reputation

LIFE KEY Software



LIFE KEY Software

Biodiversity Disclosure Reports



- ✓ Standardized information on Biodiversity Pressure and Performance
- ✓ Quantitative and comparable data
- ✓ Information annual updated
- ✓ Public summaries available after **third-party audits**
- ✓ Example of **real cases summaries reports** available at <https://www.tecparcert.com.br/en/life/>

LIFE Methodology

Where we are

Where we are

Latin America



Europe

- First pilot: november/2020



Instituto LIFE

Practical solutions to promote the durability of any economic activity through the conservation of biodiversity



www.institutolife.org



/lifecertification



/company/instituto-life

Natural Capital Factory

Spanish regional platform of the Natural Capital Coalition



DAVID ÁLVAREZ

Executive Director, **Ecoacsa**
European Leader, **Instituto LIFE**
Director, **Natural Capital Factory**



- The Natural Capital Factory brings together the Spanish community around natural capital approaches with the aim of ensuring that nature is included in decision making.
- It promotes analysis, dialogue and the Spanish representation before the global natural capital movement.
- The Factory is a collaborative platform which offers ongoing and specialised information and training on news, developments and markets trends related to natural capital business management.

Natural Capital Factory

Working Group on Natural Capital and Energy

Coordinators



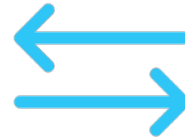
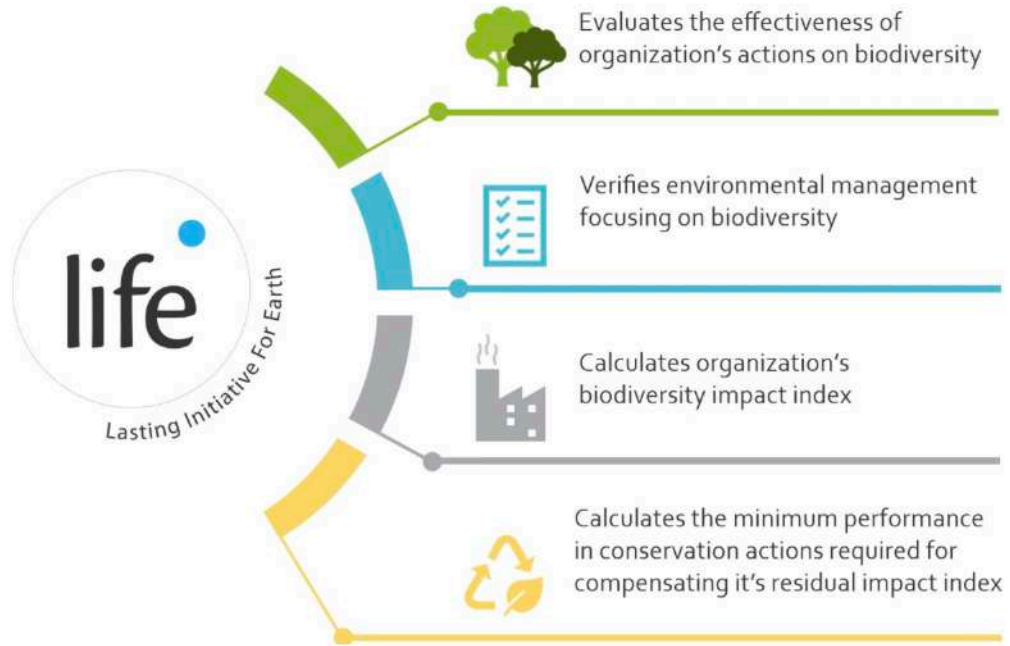
Members



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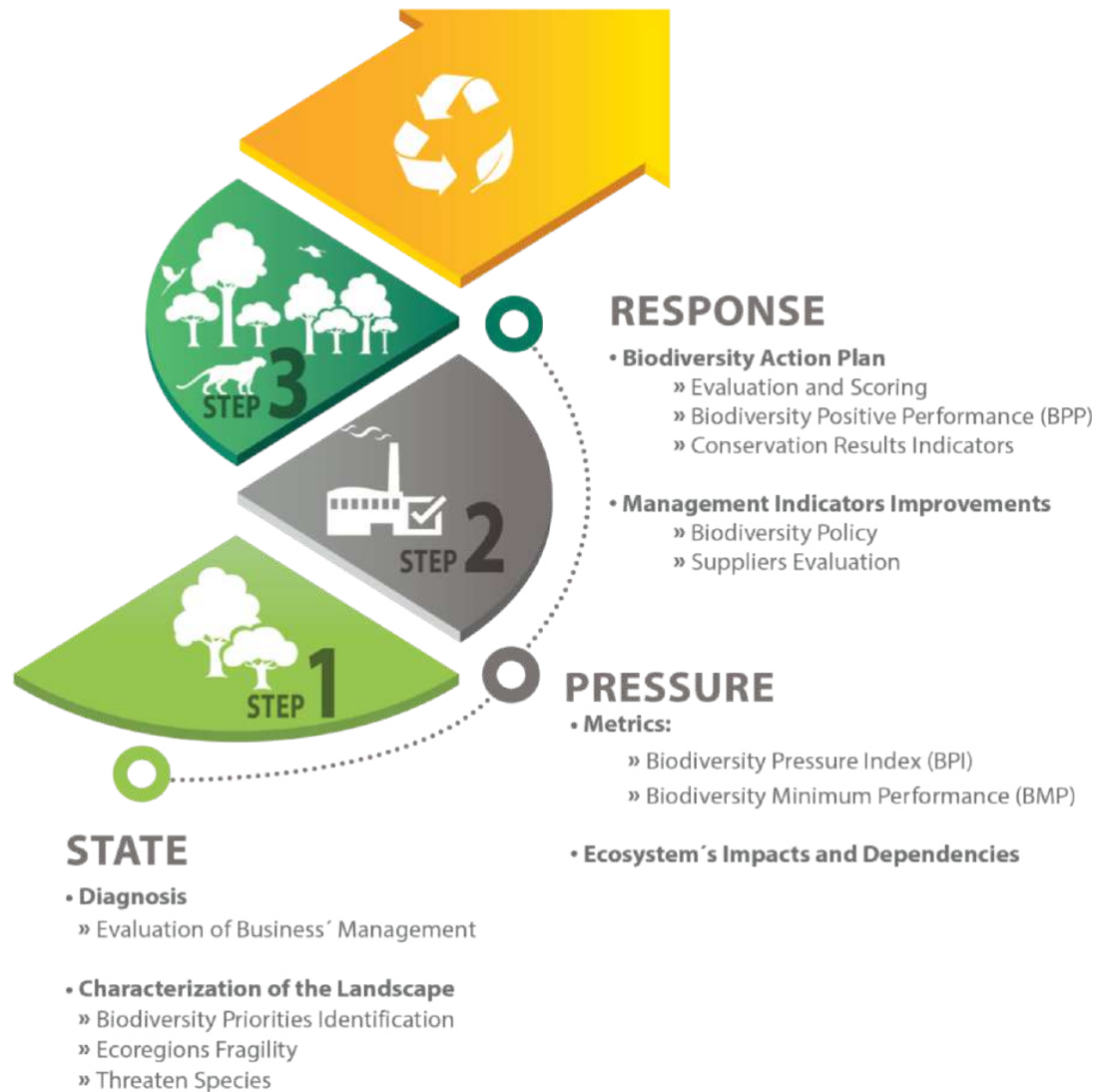


LIFE Methodology adaptation process to Europe



Much more than a methodology or a biodiversity indicator...

How does the LIFE Methodology adaptation process to Europe work?



- ✓ **PHASE 1: METHODOLOGY ADAPTATION AND ENHANCEMENT**
 - ✓ Pilot case
 - ✓ Standard validation
 - ✓ EUROPEAN TECHNICAL COMMITTEE (ETC)
 - ✓ Public Consultation
- ✓ **PHASE 2: METHODOLOGY IMPLEMENTATION AND PROMOTION FOR SCALING-UP**
 - ✓ Training
 - ✓ Disclosure
 - ✓ New testing
 - ✓ Certifying process (training, accreditation...)

Thanks!

We´d love to keep in touch and
hear from you



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