



CEEweb for Biodiversity  
Széher út 40. 1021 Budapest, Hungary  
Phone: +36 1 398 0135  
Fax: +36 1 398 0136  
ceeweb@ceeweb.org  
www.ceeweb.org

**Report of the Preparatory Skype Meeting**  
**Enhancing business and biodiversity cooperation in the Visegrád**  
**countries for the benefit of all**

**18 July 2013**

Participants:

Katarzyna Sliwa-Martinez, PTTK, Poland

Lubomira Vavrova, BROZ, Slovakia

Stefan Hoermann, Global Nature Fund, Germany

Veronika Kiss, CEEweb, Hungary

10:00-10:30 Introductory round: professional background, the reason of participation in the meeting

10:30 – 12:30 Discussing the Guidelines

- Agreement was made that the guidelines should be developed as the following:

- **Target group is GREEN NGOs that are open for cooperation.**
- **The main aim of the guidelines is how V4 green NGOs can approach business.**
- **CONTENT:**

**I.** Opportunities and risks: Based on research, finding out what type of information is already available on business and green NGO cooperation, and what can be interesting and beneficial for V4 NGOs to be included in the guidelines. This chapter should include the followings while considering the findings of this desktop research:

- 1) Why is cooperation beneficial for both for and non profit sectors? (e.g.: cooperative image and reputation, reach new markets, new consumers – stimulate the sale of products if it cooperates with NGOs)
- 2) What can be the motivation for both the business and the NGO sector?
- 3) Why is it necessary?
- 4) What are the preconditions, key elements of successful collaborations?
  - from NGO point of view identify what is greenwashing– compile a statement on it,
  - from business point of view,
  - necessary legal background
- 5) Why this type of cooperation has not been spread widely in V4 countries?

**II.** Ongoing initiatives and how V4 NGOs can be part of them and how they can benefit from these initiatives

- 1) UN Global Compact - the largest voluntary corporate sustainable initiative
- 2) International Finance Corporation – Performance Standards on Environment and Social Sustainability
- 3) CBD Guidelines on Business and Biodiversity – ongoing national experience and successes-failures
- 4) Environmental management schemes: ISO, EMAS - NGOs can give a helping hand in providing expertise how to develop this schemes
- 5) CSR reporting becoming more and more obligatory - green NGOs can contribute to meet the requirements of the GRI environmental indicators
- 6) regional/EU initiatives, what can be useful V4 NGOs

**The main focus should be put on the regional and EU initiatives not the global ones.**

- III. Small study cases based on green NGO experience in the V4 countries, – the study cases can be assigned based on the following grouping:
  - philanthropy - donation
  - project based – short term single project
  - strategic cooperation – long term cooperation
  
- IV. Practical tips on how to approach businesses
  - how to establish partnership
  - how to plan project
  - how to implement it
  - how to assess the process/outcomes

**The structure of the guideline should be presented in the October 8<sup>th</sup> meeting.**

12:30 – 13:00 Discussing the workshop

- Agreement was made that
  - **The event will take place 8-9th October, Budapest**
  - **Look for side event opportunities in business events between November and February**
  - **The background of the event is: it is high time to start cooperation**
  - **Preliminary Agenda:**
    - West EU experience – GNF
    - Big NGO experience – WWF Hungary
    - Business experience: Telekom?, Philips? and an SMEs, or CSR consultant company focusing SMEs (EMFVE)
    - Guidelines content: CEEweb
      - Contribution from partners, presenting national background: PTTK, BROZ, Veronica?
    - Discussion on how to improve the Guidelines
      - word cafe depends on the structure/size of the audience
      - goal: discuss similar questions as in the content in the guidelines, identify the needs of local NGOs

Participants agreed on keeping the following deadlines:

Activity	Deadline	Details
structure of the guideline	31 <sup>st</sup> September	24-pages, sent to workshop participants
national small study cases	31 <sup>st</sup> September	2-pages / case study, CEEweb will send the template
collect NGO and business contacts	31 <sup>st</sup> September	based on real interest
extend the NGO/business database	30 <sup>th</sup> January	based on real interest
finalize the guidelines	31 <sup>st</sup> December	
Translate the guidelines into national languages	31 <sup>th</sup> December	

#### TO DO AFTER THE MEETING

- Stefan Hoermann, GNF will provide his thoughts to the points of the guidelines content and the list of interested NGOs.
- Veronika Kiss, CEEweb will send the case study template.
- Veronika Kiss, CEEweb will go through the project plan and modify it according to decisions made:

<https://docs.google.com/spreadsheet/ccc?key=0ApHFi7lwSVy5dEo3Wm1xeWR5cjVjdopYbkF5Ty1KaEE#gid=0>

*The event was generously supported by the [International Visegrad Fund](#) and the European Commission*



**CEEweb for Biodiversity is a network of non-governmental organizations in the Central and Eastern European region. Our mission is the conservation of biodiversity through the promotion of sustainable development.**