Gaining Profit While Conserving Nature

Vernika Kim, CEO
Office of Sustainability

Needs
- Skill-based training
- Financial incentives
- Technology dissemination
- Community engagement

Strengths
- Improved corporate reputation
- Increased efficiency
- Reduced costs

Weaknesses
- Limited resources
- Regulatory challenges

Opportunities
- Emerging markets
- Technological advancements

Threats
- Economic instability
- Political uncertainty

Ongoing Activities

Analysis of Project and Objectives

Thank you for your attention.
Gaining Profit While Conserving Nature

Veronika Kiss, CEEweb for Biodiversity

How CEEweb helps companies be sustainable and competitive at the same time
Contents of this presentation

- Why CEEweb?
- Needs for multi-actor engagement
- Past experience: Guidelines to creating and sustaining effective partnerships
- Present activities
- Looking to the future
Why CEEweb for Biodiversity?

- CEE member of the European Business and Biodiversity Platform
- Projects with businesses since 2007
- CEE network of 60 NGO from 20 countries
Needs for multi-actor engagement

- "Business as usual" is changing
- Businesses need to create strategies: more sustainable & more competitive
- NGOs are learning to use the market to reach their goals
- CEE nations have unique biodiversity that needs to be preserved
Guidelines on business & NGO cooperation

**Goal:** to create and maintain sustainable partnerships between businesses and NGOs to preserve biodiversity, the basis of economic viability.
Analysis of potentials and pitfalls of cooperation

- Cooperative analysis using **SWOT** analysis:
  - Strengths of the potential cooperation
  - Weaknesses of the potential cooperation
  - Opportunities for success
  - Threats to success
  - Provide clarity on the potentials/pitfalls
  - Ease planning process of creating partnerships
  - Bring systematic change
Strengths I.

Internal characteristics of the cooperation that make it more advantageous to work as a partnership than as individuals.

- Partnerships can create business value and environmental impacts.

In Slovakia NGOs and construction companies work together for creating "hotels" and thus conserving birds and bats in buildings.
Strengths II.

Possible benefits include:
• Reduced cost and risk
• New market development
• Enhanced brand value
• Reduced environmental impacts in company's product line and supply chain
• Improved credibility and image
• Chance to reach a larger audience
Weaknesses I.

The internal issues that hinder cooperation of green NGOs and business

- It can be a challenge to find a proper pairing that will work successfully.

Holcim Slovakia helps survival of Sand Martin along the Danube in Slovakia
Weaknesses II.

- Lack of commitment or expertise
- Different goals (short term profit vs. long term vision, mission) and methods
- View partnerships as a cost instead of a benefit
- Picture of the enemy instead of potential partner
- Reduced reputation of an NGO
Opportunities I.

External factors that can be employed to enhance cooperation

- Changing public opinion toward "green" business

Tchibo and Polish NGO working on Sustainable Tourism, Poland
Opportunities II.

- Financial crisis showed: change is necessary
- Facing complex environmental and social problems
- Growing movement toward corporate social responsibility
- NGOs increase energy and resource efficiency
- Climate change is a great risk to world market
Threats I.

**Barriers to cooperation that arise externally and cannot be influenced by business of NGOs**

- Public perception of partnerships as greenwashing
- Economic recessions

**MAVIR supports nesting birds, Hungary**
Threats II.

- Resource scarcity caused by over consumption and resource exploitation
- Efforts for increased consumer demand
- Low environmental tax rate
- Tangible social problems vs environmental ones
- Cheap imported goods
Practical Tips for Realizing Partnerships

**Design**
- Set the goals
- Identify partners’ roles
- Develop criteria for success
- Find appropriate partners (considering motivation, decision-making, credibility, trust, experience, size)
- Decide what kind of partnership would be best

**Execution**
- Set up a project team
- Develop a clear project plan
  - Measurable goals
  - Scope of project
  - Budget
- Agree on control mechanisms
- Highlight accomplishments, even minor ones

**Measurement of Results**
- Account specific and measurable benefits from the partnership
- Communicate these results internally and externally
- Define follow up steps
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Established contacts

Networks
- Business @ Biodiversity
- Natural Capital Coalition
- CSR Europe

Partners for this event
- Independent Institute
- Seed
- BCSDH
- Greenwill

Online database for partner search
Including 150 interested organizations from all around Europe: http://www.ceeweb.org/ngo_business_database/

Webinars and Trainings
- Help companies to use biodiversity as an opportunity
  1. EU and national policies, trends, legislation
  2. Natural capital accounting and CSR
  3. Tools for measuring corporate impacts on ecosystems
  4. Economic benefits and supporting mechanism arising from natural capital
  5. Well-working examples on multi-actor engagement from all around Europe

International conferences
- Attend and present our results at
  The 8th International Management Conference - Management Challenges for Sustainable Development
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Future activities

• Provide services to businesses to operate in a more sustainable and competitive way through
  • Consultancy
  • Webinars and trainings
• Extend the number of our partners
• Attend further events
Thank you for your attention

http://www.ceeweb.org/about-us/cooperation-with-business/
Gaining Profit While Conserving Nature

Yvonne Kin, CEO of the Fund Society
How CEEtech helps companies to sustainable and competitive at the same time

Analysis of current and past data

Strengths 1.
- Relevant experience
- Established network
- Strong technology
- Committed to sustainability

Weaknesses 1.
- Limited resources
- High competition
- Difficulty in scaling
- Lack of employee training

Opportunities 1.
- Increasing demand for sustainable technology
- Government subsidies and incentives
- Collaboration with universities and research institutions

Threats 1.
- Fluctuating market conditions
- Economic downturns
- Environmental regulations
- Technological advancements

Ongoing Activities
- Research and development
- Market analysis
- Partnering with non-profits
- Community engagement

Thank you for your attention