

WHY IT IS USEFUL FOR COMPANIES TO TAKE CARE OF NATURE

- Natural capital is indispensable for a predictable business operation
- The efficient use of resources leads to cost reduction and to competitive advantage
- Investors' confidence grows in companies that measure and manage their natural dependence
- Compliance with the international and national regulatory framework is ensured
- Conscious business planning minimises external and internal risks
- Consumer confidence and the reputation of the company improve

ACTIVITIES OF CEEWEB

CEEweb is the only member from Central and Eastern Europe of the European Commission's Business & Biodiversity Platform, which includes the biggest European companies, NGOs and EU institutions.

CEEweb started to work with businesses in 2007. In 2013, we developed Guidelines for strengthening the cooperation between companies and NGOs. Our network of Central and Eastern European companies and NGOs is continuously expanding.

CEEweb for Biodiversity is a network of over 60 non-governmental conservation organisations in the Central and Eastern European region established in 1994. Our mission is the conservation of biodiversity through the promotion of sustainable development.

WHAT COMPANIES CAN DO AND WHAT CEEWEB CAN OFFER

- Join the CEEweb network of Central and Eastern European companies and NGOs
- Get information directly about the latest EU and regional initiatives, regulations, events and best practices
- Share your own good examples and initiatives with other stakeholders from the region
- Build up cooperation with efficient conservation NGOs
- Learn how to evaluate your company's natural capital demand and resource use
- Take part in customised trainings
- Learn about the best environmental measures already used in Western Europe

www.ceeweb.org/business

CONTACT US FOR MORE INFORMATION:

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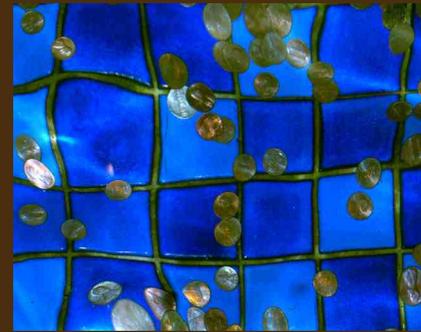
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GAINING PROFIT NATURALLY

*How CEEweb helps companies
in sustainability and competitiveness*





Business is depending on all those products and services that ecosystems provide us. Companies are not just relying on, but also affect ecosystems, including their resource use, pollution and waste production.

For CEEweb for Biodiversity, an international network, it is important that companies reduce their negative impacts on nature. Therefore we would like to help companies in making strategic decisions that are both environmentally friendly and ensure long term competitiveness.

Dependence on natural resources is obvious in companies that source directly from nature (like agriculture), but in truth, almost every entity is affected. Clothing companies need fiber from plants, energy suppliers need cooling water, etc. The lack of natural resources

on a global level is a business risk by all means. A company's negative effects on nature can influence its reputation and its success.

However, ecosystems mean not just a risk but also opportunities. The demand for environmentally friendly products is increasing, whilst the market for green business innovations is growing. Besides, efficient resource use can bring competitive advantage. Research has shown that 87% of the consumers expect companies to take conservation measures.

Forward looking business already consider biodiversity and ecosystems. In 2012, CEOs of over 40 financial institutions signed the 'Natural Capital Declaration' committing to integrate natural capital considerations into their products and services as well as in governance, accounting and disclosure practices. The signatories

now work towards a comprehensive natural capital accounting framework for businesses.

In light of this, we believe that companies have to cooperate closely together with green NGOs in order to conserve biodiversity and other natural resources, that is natural capital.



GOOD EXAMPLES OF COOPERATION BETWEEN COMPANIES AND NGOs

1 Building companies in Slovakia have created 10 000 nesting and resting places for birds and bats during the renovation of buildings.

2 Thanks to the Hungarian electricity transmission company's Programme for the Protection of Birds, the saker falcon has been brought back from the verge of extinction. The number of collisions affecting mostly wading birds has been reduced to its quarter.

! These are only two examples on how companies and NGOs can work together in order to make profit and preserve natural values at the same time. For more good examples have a look at our guidelines: www.ceeweb.org/BBguidelinesEN.pdf