

WBP Business and Biodiversity Task and Finish Group

1st Meeting; 28th Nov 2008, DOW Corning Education Centre, Barry

Name	Representing
Amy Mulkern	Wildlife Trusts Wales
David Jenkins	Coed Cymru
Jonathan Coldman	Dow Corning Ltd
Margaret Mathews	Dow Corning Ltd
Nick Bialynicki-Birula	EAW
Richard Thomas	Bangor University (Synnwyr Busnes/Business Sense)
Robin Woodyatt	WLGA
Sean McHugh	WBP
Tom Lunn	Arena Networks
Apologies	
Alison Smith	DE&T
Gwenno Griffith	Natur
Joanna Robertson	CCW
Malcolm McGee	Shared Earth Trust
Martyn Evans	CCW
Rhian Jardine	CCW
Sarah Brown	Flintshire CC
Stephanie Waite	Visit Wales

Tom Lunn chaired the meeting. Amy Mulkern opened the session with a presentation titled "Llwyddiant i natur ac i fusnes / Success for nature & Business"

Action	Lead	Time scale	Comments
1. Produce Business case for Biodiversity bullet-point list	Sean McHugh (s.mchugh@welshwildlife.org)	Feb 09	All, please feed in your comments. Could use a simplified version of what's currently available (see the '10 Reasons' attachment). Need twin track approach for new entrants & existing businesses with biodiversity commitments and businesses with landholdings & those without. Also need consistency with current advice offered in Green Dragon & EMS. Summary of benefits: PR; Education; Moral; Community; Health; Team Building; Iconic and Generic species/habitats; Environmental issues (sustainability; climate change; alien species; wider society benefits). Signposting by region would be useful.
2. Produce Biodiversity & Business case study pack	Amy Mulkern (AmyMulkern@wildlifetrustswales.org)	Feb 09	Eye catching & informative case studies with maps if possible to be used in publicly & awareness raising. Ideally examples from all Welsh regions and covering a variety of business sectors & sizes
3. Follow up on Industrial Estates	Tom Lunn (thomas.lunn@arenanetwork.org)	Feb 09	Build on work carried out in North East Wales. Investigate which LBAPs have actions for Industrial estates/businesses. Investigate ARENA Network members engaged in biodiversity action (inc. awards businesses)

Action Plan			
4. Contact Federation of Small Businesses; Keep Wales Tidy; Dwr Cymru; CBI; Visit Wales; FWAG	Tom Lunn	Feb 09	All provide your input to Tom. Use of existing networks will streamline the process. CBI has a business forum. Visit Wales are developing environmental standards information – need to feed into this.
5. Current Engagement baseline	All	Jan 16	Require an analysis of WBP partners currently providing business support services. Please provide this information to Tom Lunn.
6. Review & comment on existing business & biodiversity website links	All	Jan 16	Arena Networks Business & Biodiversity portal was suggested as the main ‘landing site’ for the initiative. Link: http://www.businessbiodiversitywales.com/ Also, see WBP business section, Link: http://www.biodiversitywales.org.uk/businesses-44.aspx .
7. Partnership Working	All		Use existing initiatives, networks & relationships to develop the business and biodiversity case. E.g. Dow Corning wetlands project with EAW drew in European Funding
8. Produce Business Pack	Tom Lunn/ Amy Mulkern/ Sean McHugh	Stage 2 (post Feb 09)	Generic ‘business friendly’ pack to be offered directly or through proxy initiatives e.g Flexible Support for Business scheme (Link: http://www.business-support-wales.gov.uk/). Utilise contacts at Synnwyr Busnes/Business Sense (Link: http://www.sbbs.org.uk) & DE&T
General comments			Single point of contact desirable for business enquiries & Tom Lunn (Arena Networks) suggested as main contact.
			Communication with business was seen as a crucial element. We have to tune in to business needs as well as getting our message across and to demonstrate the business contribution is not just tokenistic but adds value. Language used is critical. Some direct ‘door knocking’ approaches will be required.
			Need to keep sight of less glamorous habitats and species as well as the traditional Cinderella species.
			There is the potential to use biodiversity in product marketing, particularly for smaller companies using traceability and provenance-based quality assurance to add value

Date of Next meeting

The group aims to meet up again in late February/early March 2009 following a review of the initial work.