

# Piloting a corporate biodiversity net impact approach



Charlie Butt, Partnership Manager,  
CEMEX-BirdLife Global Conservation Programme

# CEMEX-BirdLife Global Partnership: Brief history

2007

- MoU signed with BirdLife

2009

- Global Biodiversity Scoping Study began

2011

- CEMEX's Biodiversity Policy & Biodiversity Action Plan Standard

2013

- Won European Aggregates Biodiversity Award
- Launched joint statement

2010

- Scoping study published

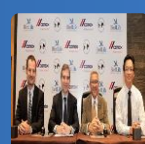
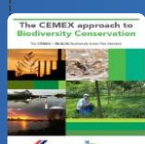
2012

- New partnerships launched

Six biodiversity pilot projects launched (one project per region)

2016+ years

- Develop and implement a biodiversity strategy
- Provide training to CEMEX operations on biodiversity



# Why have a corporate accounting framework?

- Report on outcomes as well as process
- Competitive differentiation
- Regulation, mitigation & lending requirements
- WBCSD CSI NIA



# Determining net impact

- % cover of all habitats prior to operations
- % cover of all habitats at present time

- Stakeholder-informed determination of habitat importance

- Justification for species-based definition of condition of each habitat, at each timeframe

# Habitat condition, species-based



High = supporting populations at typical abundance of all characteristic species and those of conservation concern



Medium = supporting populations at typical abundance of most characteristic species and most of those of conservation concern, but some may be absent or atypically rare



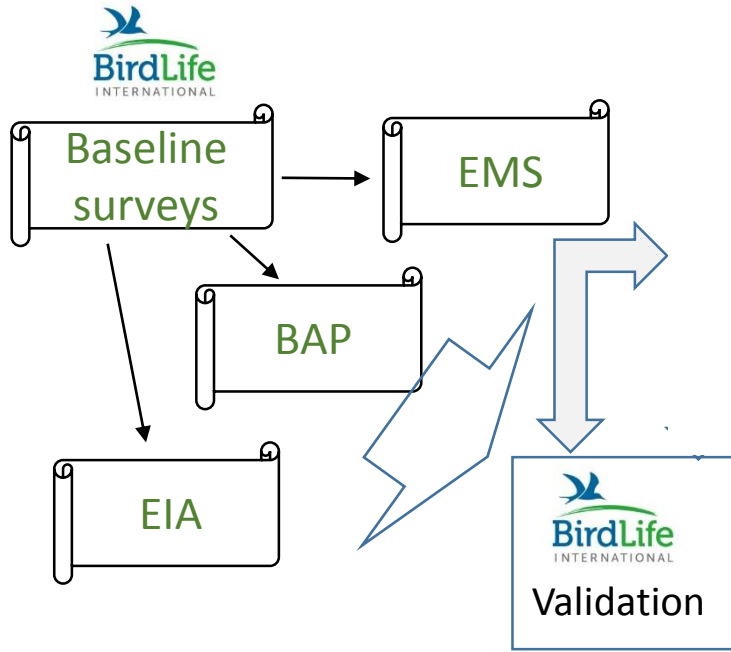
Low = many characteristic species and many of those of conservation concern largely absent or rare

# BirdLife Partnership: local knowledge

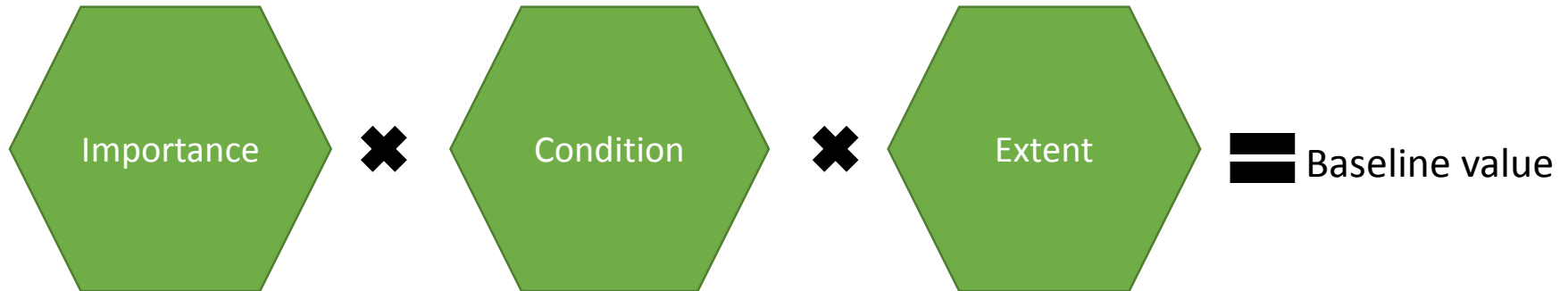


Independent, reliable grassroots expertise key to success

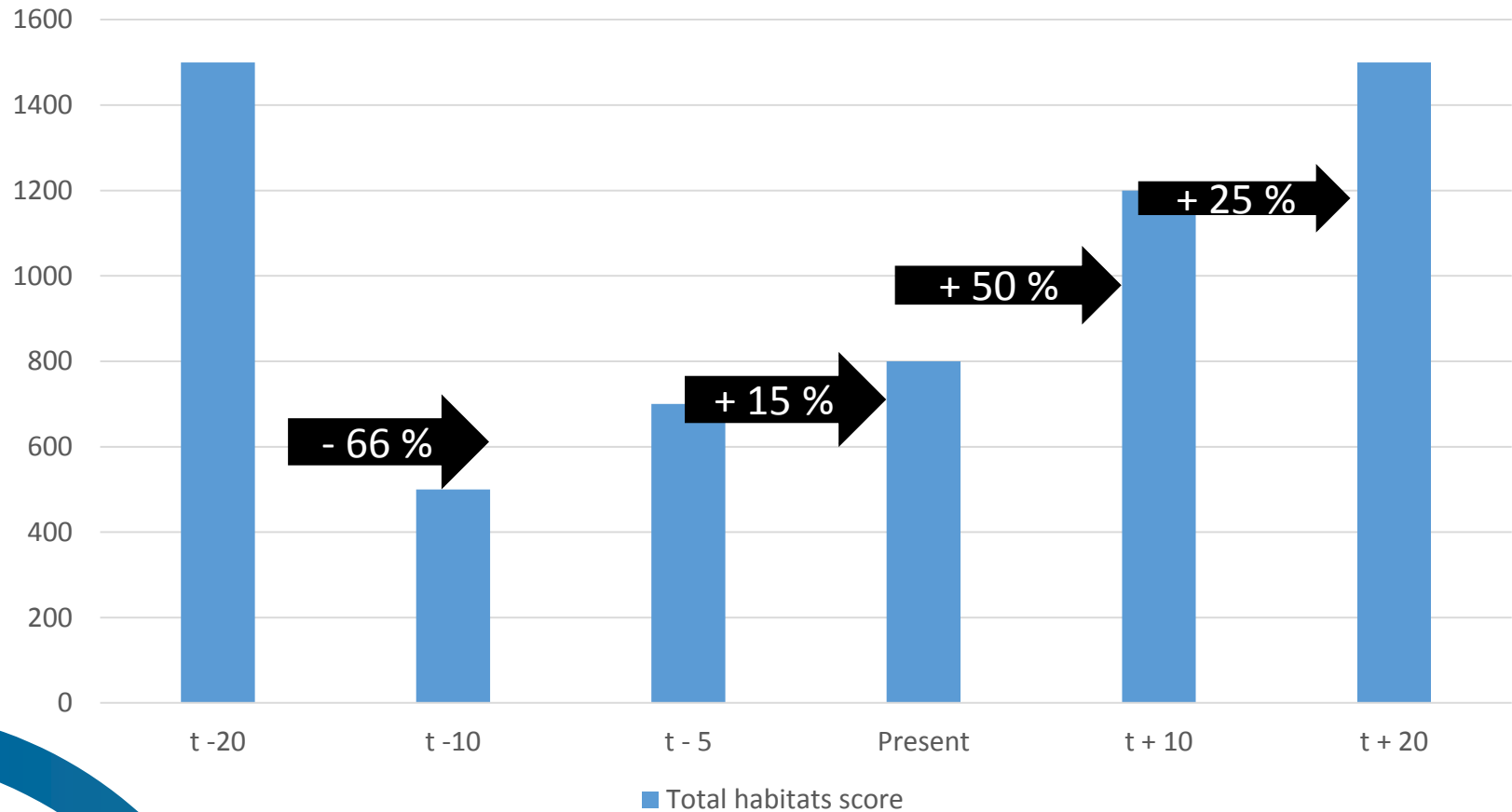
# Information sources & process



# Basic calculation to determine % progress between assessments



# Monitoring progress of net impact



# Challenges ... and some solutions

- **Baselines**

- When do you define your baseline?
- Include the current footprint + compensation habitat?
- What do you do if you do not know what existed prior to operations?

- **Timeframes**

- Concern: long-term (> 50 year) timeframe to achieve NPI
- Response: emphasise regular progress between assessments rather than end result (from –ve to +ve )

- **Habitat importance**

- Not yet universal system for determining habitat importance

- **Internal Systems**

- How can a system like this be integrated with day-to-day operations? Who is in charge?

Thank you!

Questions, further info:  
[charlie.butt@birdlife.org](mailto:charlie.butt@birdlife.org)

