



ibat

FOR BUSINESS

Integrated Biodiversity Assessment Tool

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IBAT update and proposed subscription model

Martin Sneary
Programme Director – IBAT



STRUCTURE OF TALK

- 1. IBAT for business – recent highlights and progress to date**
- 2. Sustainable funding, with a focus on transitioning to a subscription model**



ibat

FOR BUSINESS

Integrated Biodiversity Assessment Tool

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IBAT for business - **recent highlights and progress to date**

THE VISION BEHIND IBAT

- First product of ambitious **shared vision** by:



- Tools to provide **easy access** to **site-scale** conservation priorities to inform planning
- Designed with & for **specific user needs**
- **Harness user support** to ensure comprehensive, accurate & updated data at finest scale over long term



THE VISION

*Decisions affecting critical natural habitats
are informed by the best scientific
information and in turn decision makers
support the generation and maintenance
of that scientific information*



THE VALUE

The integration of key datasets of global biodiversity priorities in a single tool that presents the information in a context relevant to the business community



KEY RECENT EVENTS

- **IBAT for Business launched at WCC, October 2009**

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Science & Technology

Conservation

Where the wild things are

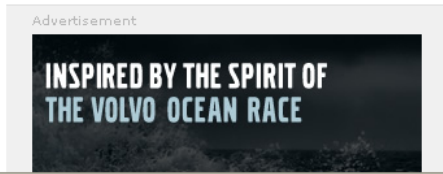
Oct 2nd 2008
From *The Economist* print edition

A new database will warn companies if their activities threaten rare species

LAKE BAIKAL holds a fifth of the world's unfrozen fresh water. It is home to thousands of species of plants and animals that are found nowhere else. Its northern shores, as anyone using the [Integrated Biodiversity Assessment Tool \(IBAT\)](#), a new online database, can easily discover, form part of a World Heritage site. There are also several Russian national parks and reserves in the area. Four species of birds considered "vulnerable" by conservationists, including the greater spotted eagle and the lesser white-fronted goose, can be found in a local wetland. The "critically endangered" Siberian crane flies through on the way to its summer nesting grounds.

If Transneft, a Russian firm that first proposed a few years ago to build an oil pipeline through the Baikal region, had been able to see all this information—including detailed maps of especially biodiverse spots and the threatened species that inhabit them—at the click of a mouse then it might have altered its plans and avoided those spots. This would have spared it some of the \$1 billion that it claims shifting the pipeline's route, as it has agreed to do after persistent protests, will cost.

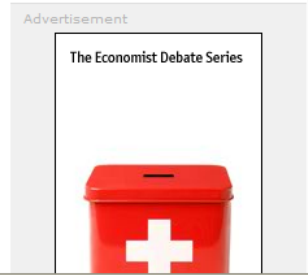
That, at any rate, is the sort of thing Conservation International, the charity that conceived IBAT, had in mind when it decided to bring together as much data on biodiversity as it could in a single database, to be



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- Recommend (32)
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Related Items

- More articles about...**
The environment
- Websites**
The IUCN publishes its [Red List](#) and information about the World Conservation Congress. See also the United Nations Environment Programme, Conservation International and BirdLife International.



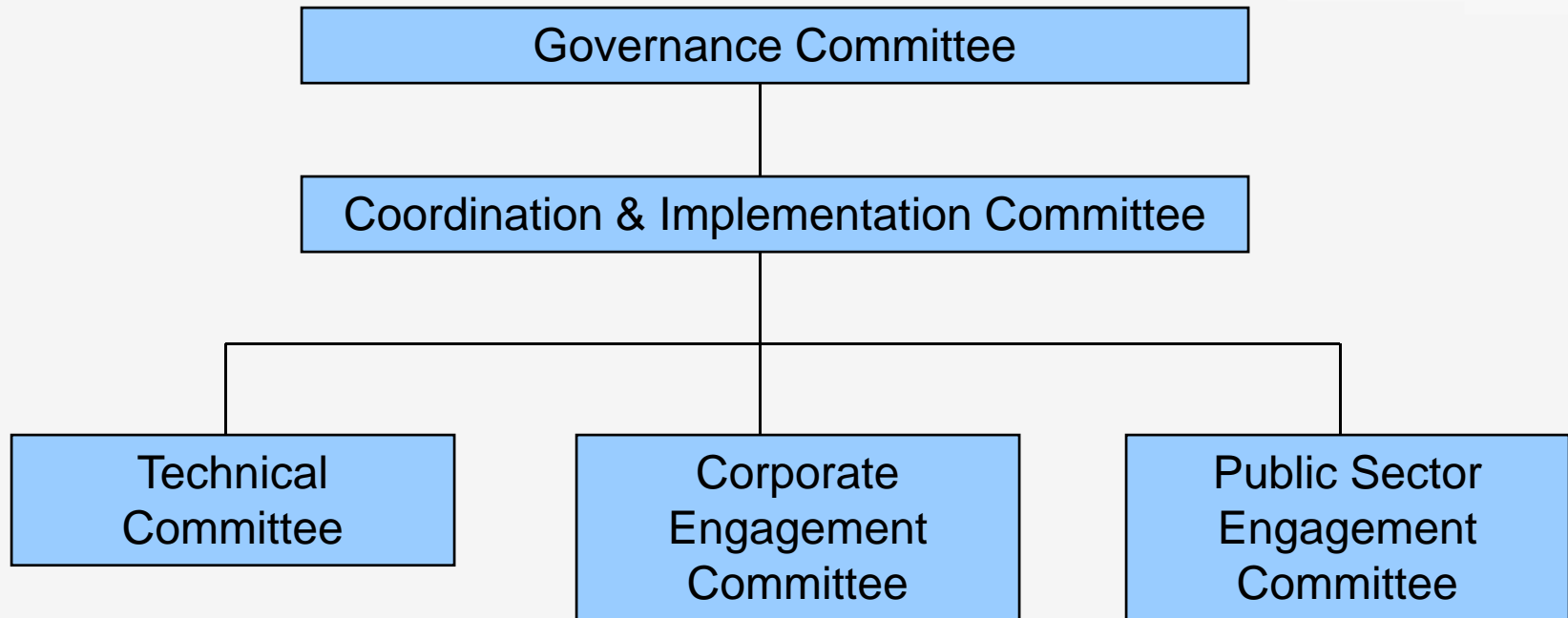


KEY RECENT EVENTS

- IBAT for Business launched at WCC, October 2009
- **Cross-institutional Governance Structure established January 2009**



GOVERNANCE STRUCTURE



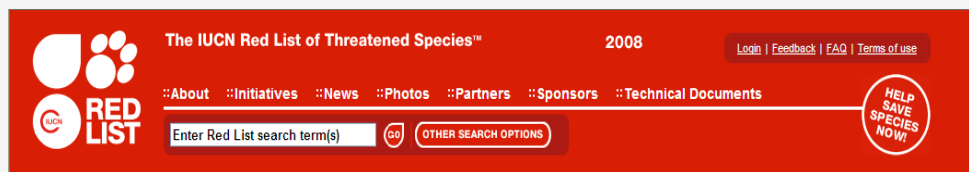
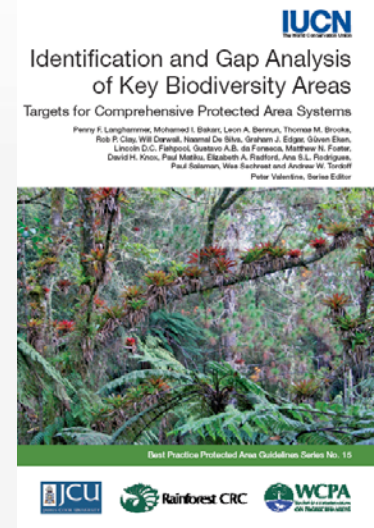


KEY RECENT EVENTS

- IBAT for Business launched at WCC, October 2009
- Cross-institutional Governance Structure established January 2009
- Appointment of full-time Programme Director, March 2009


CORE DATA

- Support fine-scale spatial planning
- Mapped by national partners
- Respected international standards
- Built on existing tested approaches
- Globally significant sites that deliver multiple benefits



Legally Protected Sites

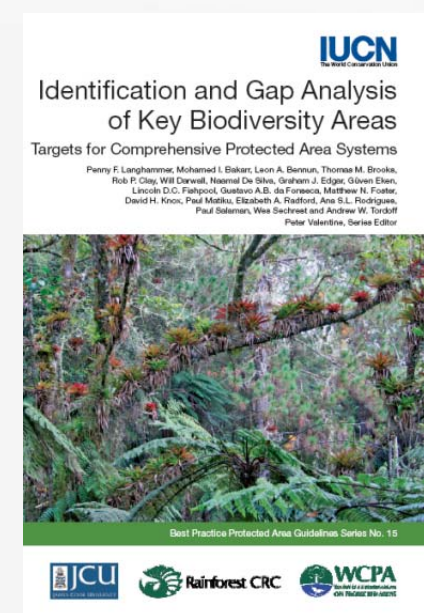
- **World Database of Protected Areas (WDPA)**
 - UNEP-World Conservation Monitoring Centre (WCMC) and IUCN-World Commission on Protected Areas (WCPA)
- **Submitted by national governments and partners**
 - UN List of Protected Areas
 - National protected areas (IUCN I-VI)
 - Parks, cultural sites, communal areas
 - International conventions
 - UNESCO World Heritage, Ramsar, Man-and-Biosphere



The screenshot shows the homepage of the World Database on Protected Areas (WDPA). At the top, there is a navigation bar with links for Home, Maps, Search, Download, and Upload. A prominent banner reads "2009 WDPA RELEASED". Below the banner is a search bar with the text "Quick Protected Area Search: Start typing then select from list". The main content area is divided into several sections: "Welcome" (providing an overview of the database), "Tools" (listing various tools like Rapid Assessment of Land Use Change and the Fire Information for Resource Management System), "Maps" (exploring and visualizing protected areas), "What's New" (announcing the release of the 2009 data), and "Search" (providing an advanced search tool). The footer includes "The WDPA Supporters" and "The WDPA is powered by software donated by ESRI and Safe Software", along with logos for UNEP WCMC, IUCN, and WCPA.

Key Biodiversity Areas

- **Known gaps in protected area networks**
 - Important sites – protected and unprotected
- **KBAs...**
 - Build on existing approaches (IBAs, AZEs)
 - National process with international standards
 - Relevant management units
 - Known occurrence of trigger species
 - Threat, endemism, concentrations, unique biomes



Globally Threatened Species

▪ IUCN Red List of Threatened Species

- Compiled by global network of experts
- International standard
- Maps species range
- Fundamental to identification of KBAs
- Covers wide range of taxonomic groups and habitats, with new efforts focused on marine and freshwater habitats





Welcome

IBAT for business is an innovative tool designed to facilitate access to accurate and up-to-date biodiversity information to support critical business decisions. The tool is the result of a ground-breaking conservation partnership among BirdLife International, Conservation International and United Nations Environment Programme World Conservation Monitoring Centre.

To access this site, please use the link to the right to request a user name and password.

If you are attending the IUCN World Conservation Congress, then please join our launch event on 6 Oct 2008 (1430 CET).



User name

Password

[Register](#)

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IBAT & Your Business

Data Behind IBAT

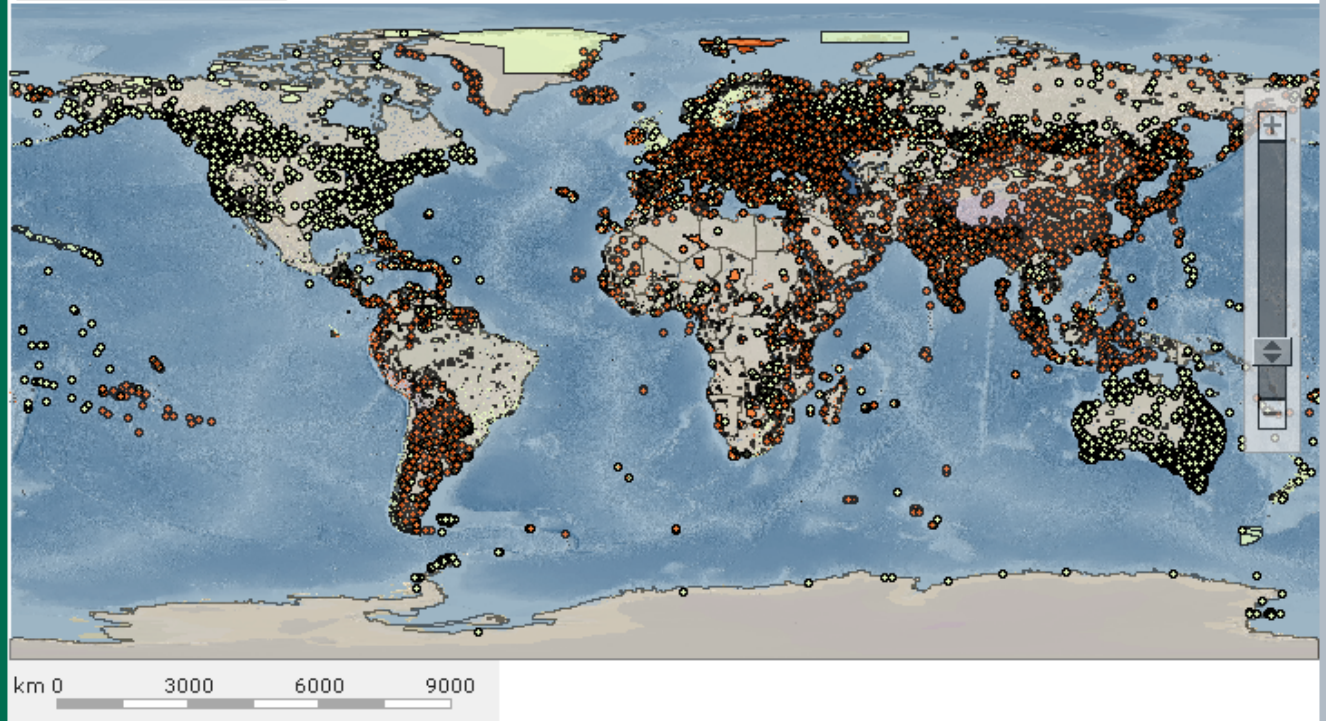
Partners Behind IBAT

Join Us



Search for [v] Lat. [] Lon. [] Go

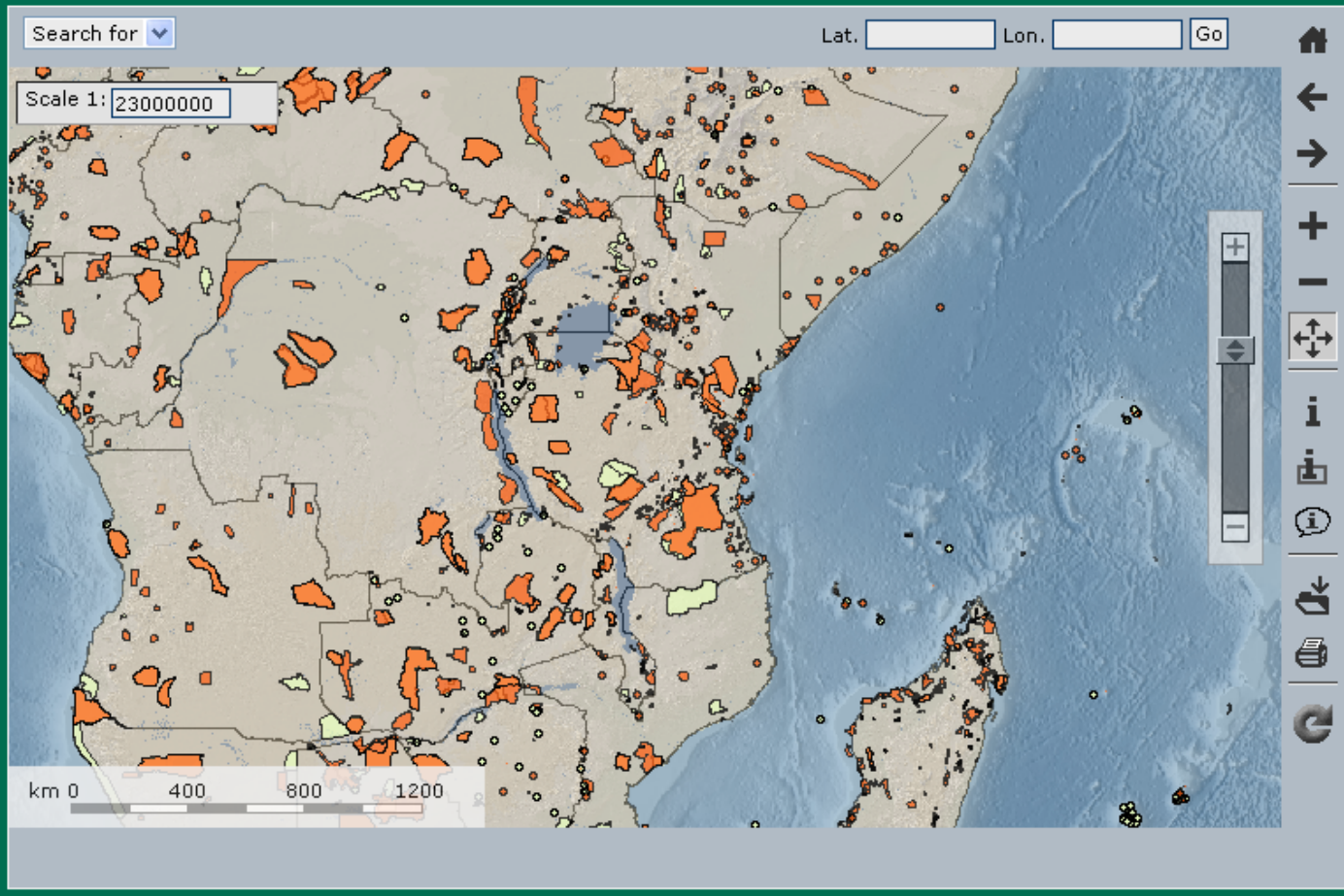
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Layers Legend


- Completeness**
 - KBA Completeness **i**
 - WDPA Completeness **i**
 - Important Areas for Biodiversity**
 - Biodiversity Areas **i**
 - AZE Sites **i**
 - Biodiversity Hotspots **i**
 - HBWAs **i**
 - Endemic Bird Areas **i**
- Internationally Recognised Sites**
 - World Heritage Sites **i**
 - Ramsar Wetlands **i**
 - UNESCO MAB **i**
 - Other Sites **i**
- Nationally Designated Sites**

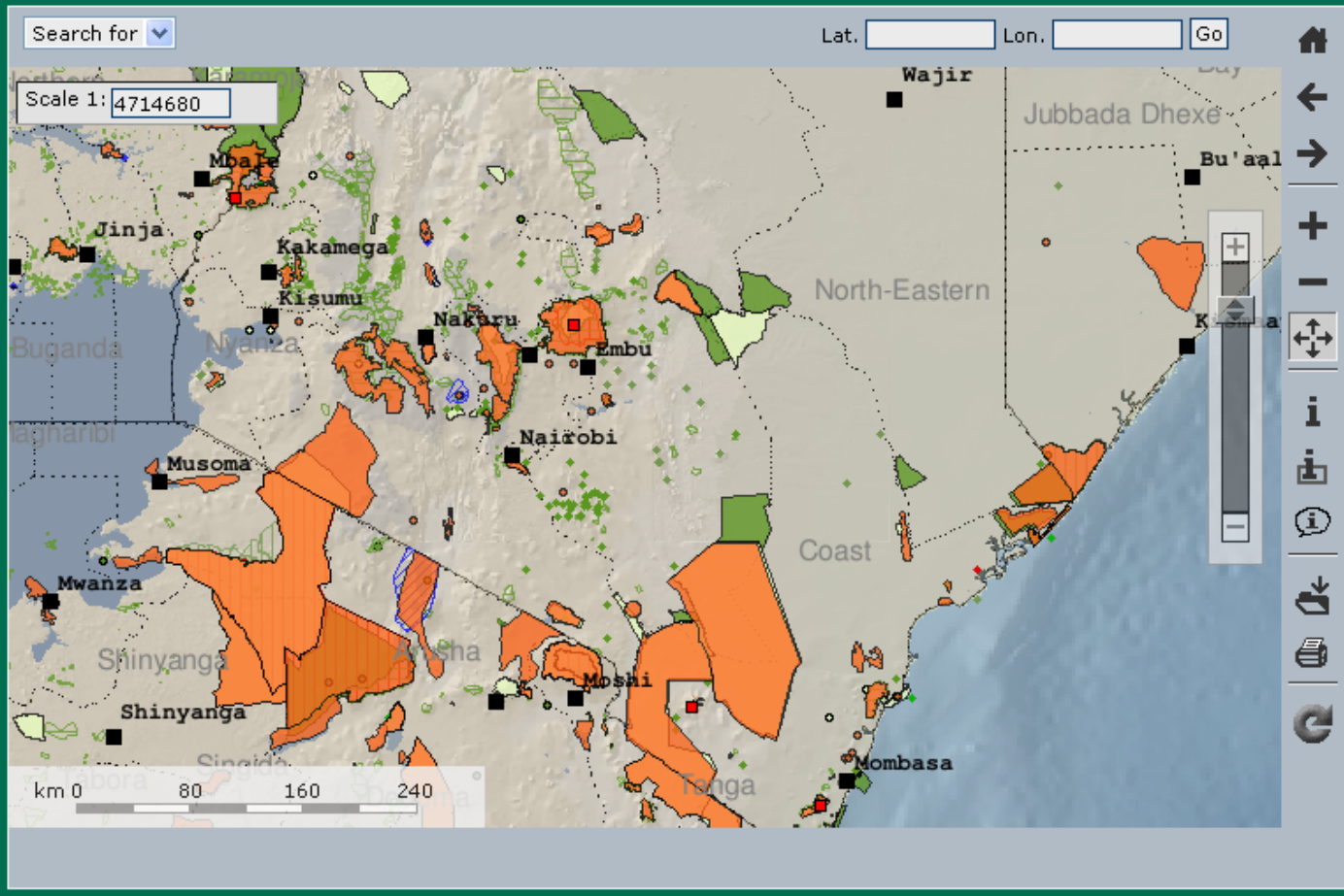




Layers Legend

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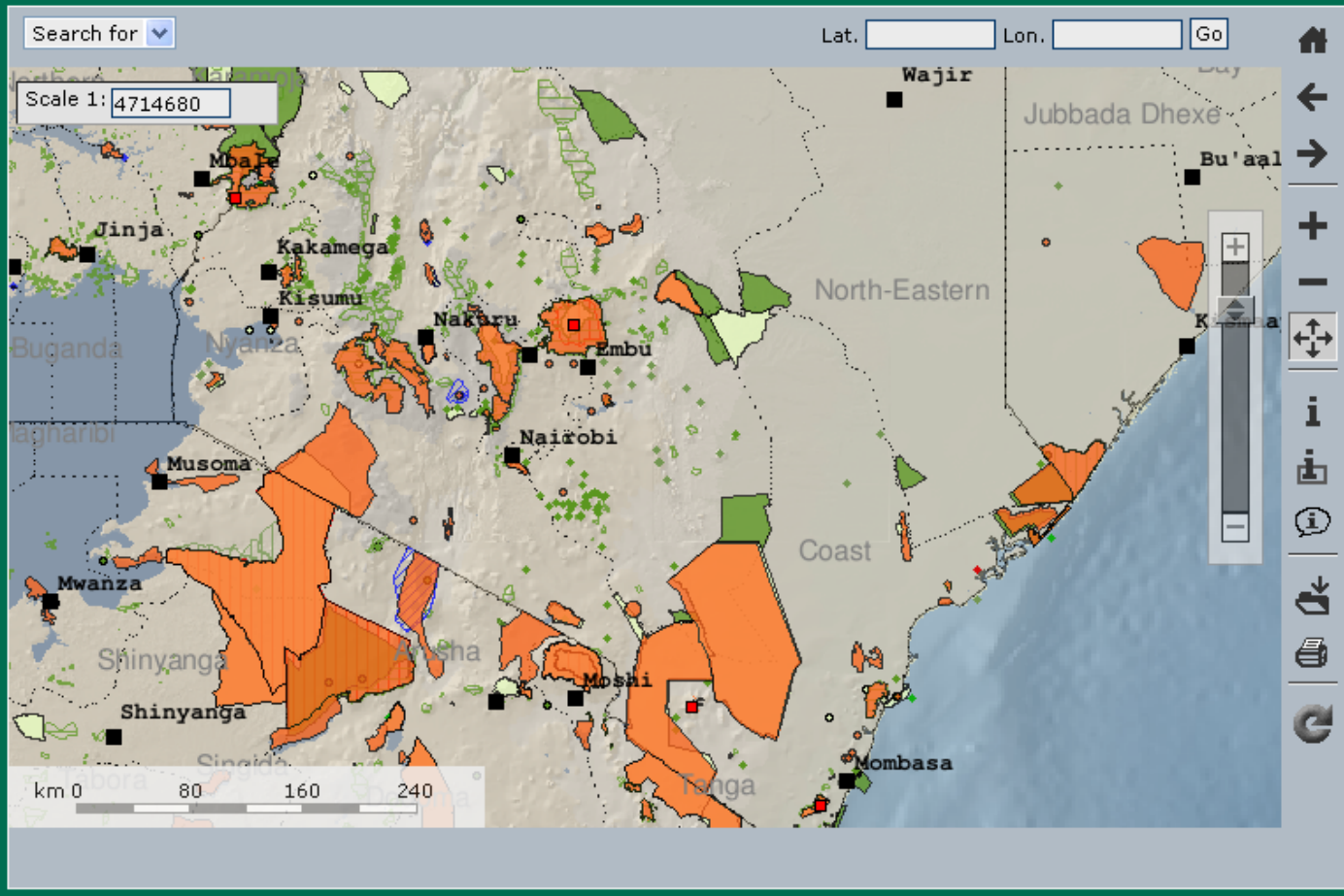




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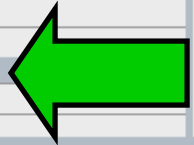
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 - WDPA Completeness *i*
- Important Areas for Biodiversity**
 - Key Biodiversity Areas *i*
 - AZE Sites *i*
 - Biodiversity Hotspots *i*
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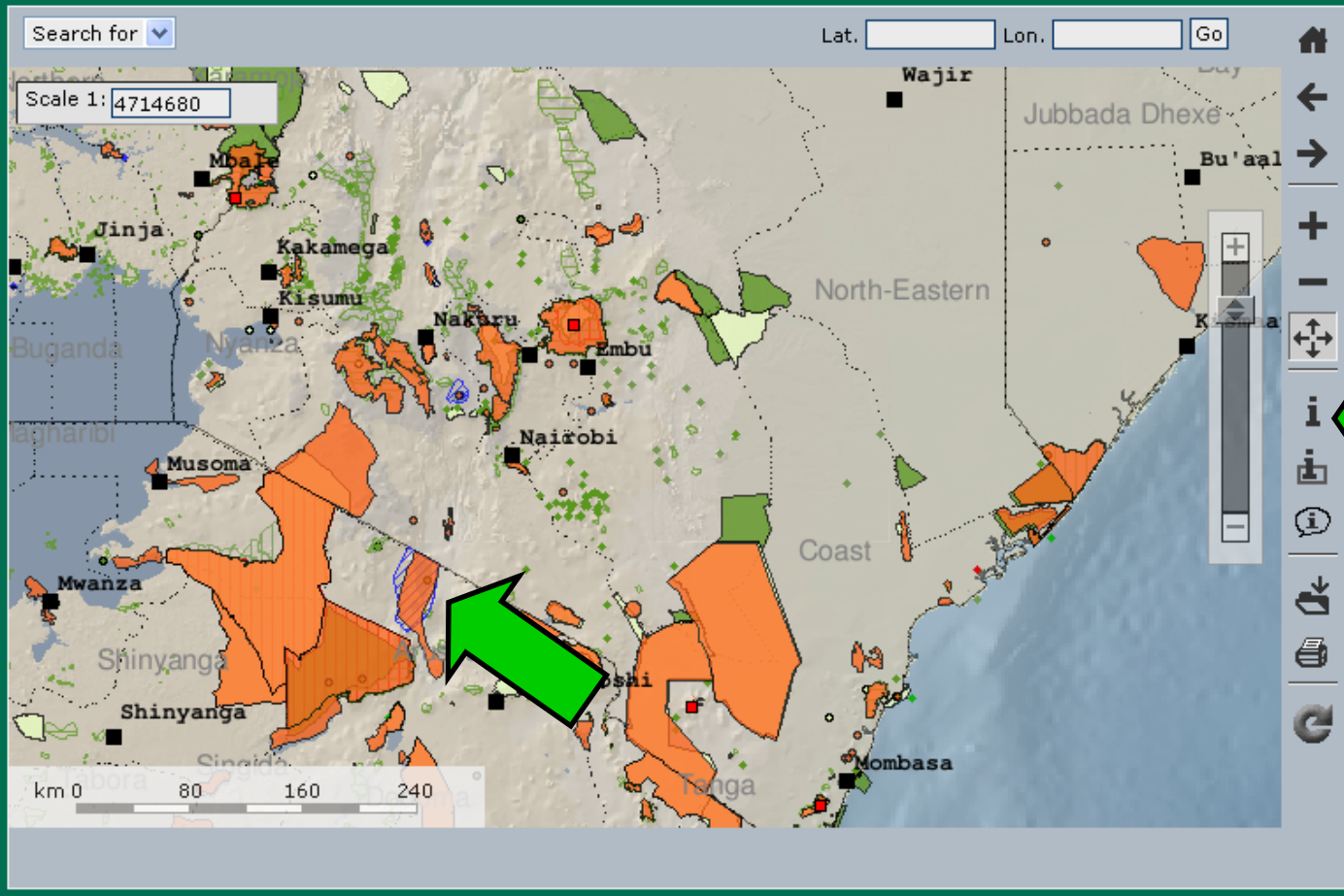




Layers Legend


- Key Biodiversity Areas
 - Boundary
 - Point
- AZE Sites
 - Point
- World Heritage Sites
 - Polygon
 - Point
- Ramsar Wetlands
 - Polygon
 - Point
- UNESCO MAB
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- Other Sites
 - Polygon
 - Point
- IUCN Category I-IV
 - Polygon
 - Point





Layers Legend

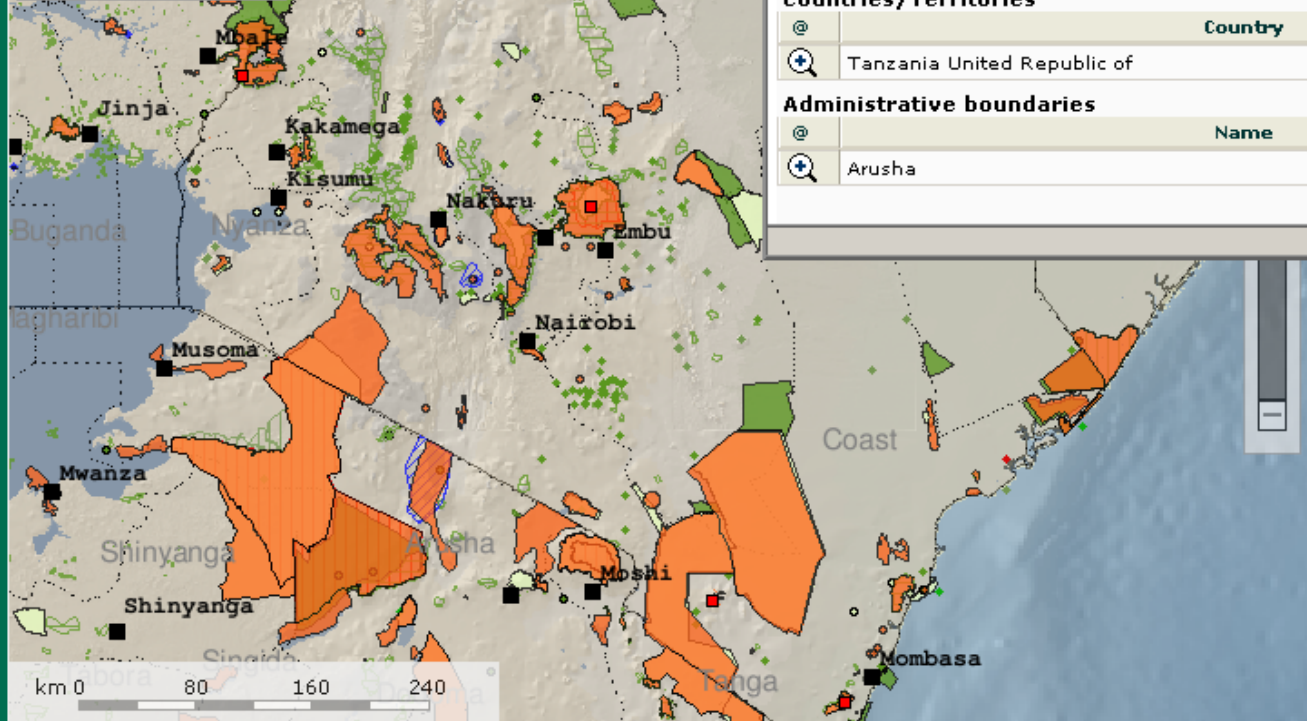
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- Nationally Recognised Sites**
 - World Heritage Sites **i**
 - Ramsar Wetlands **i**
 - UNESCO MAB **i**
 - Other Sites **i**
- Nationally Designated Sites**





Search for [dropdown]

Scale 1: 4714680



km 0 80 160 240

Result

Key Biodiversity Areas

@	Name	Display factsheet
+	Lake Natron and Engaruka basin	6994

Ramsar Wetlands

@	Name	Convention	Display factsheet
+	Lake Natron Basin	Wetlands of International Importance (Ramsar)	900623

Countries/Territories

@	Country
+	Tanzania United Republic of

Administrative boundaries

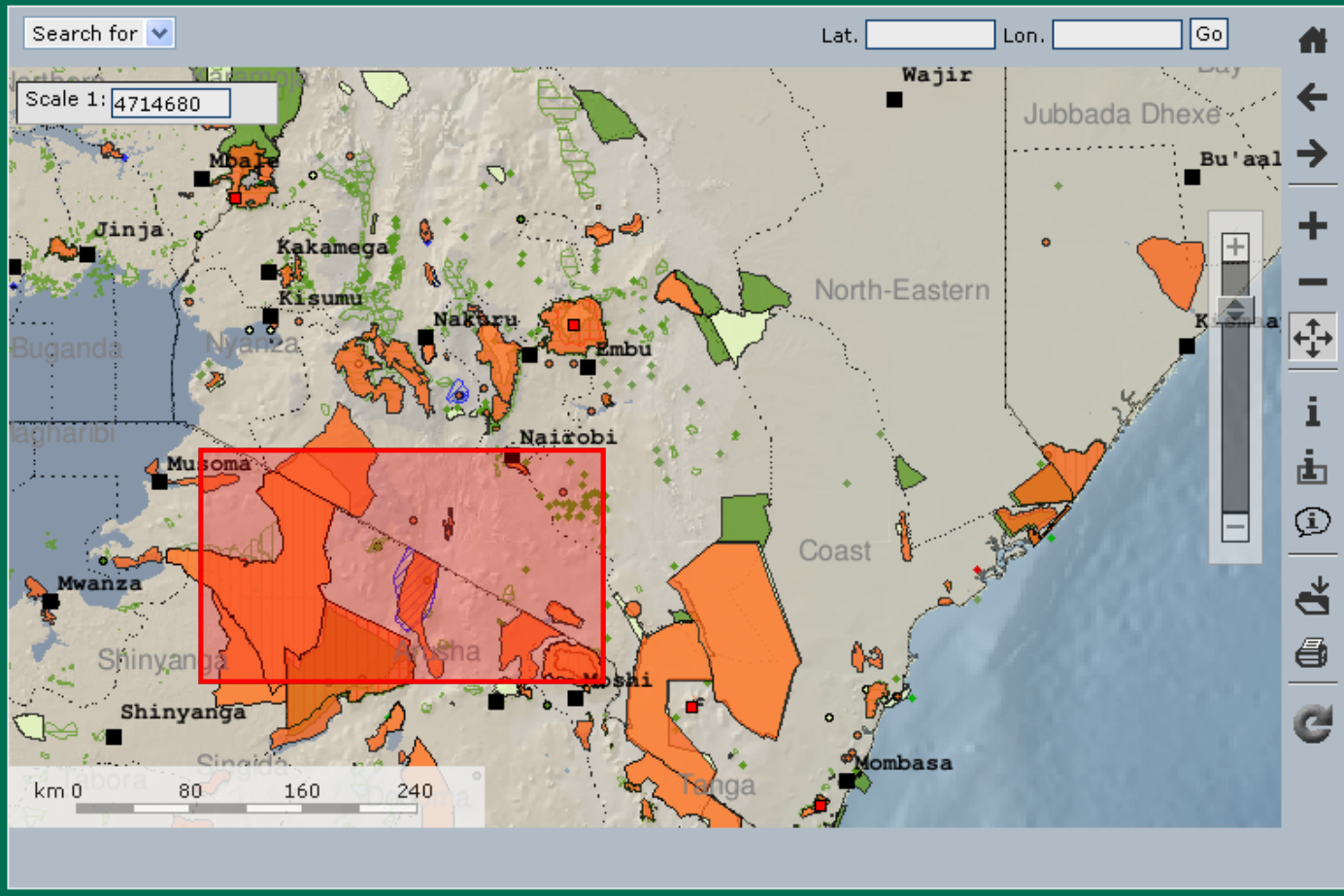
@	Name
+	Arusha

Us

Legend


- Endemic Bird Areas
- Internationally Recognised Sites
 - World Heritage Sites
 - Ramsar Wetlands
 - UNESCO MAB
 - Other Sites
- Nationally Designated Sites
 - IUCN Category I-IV

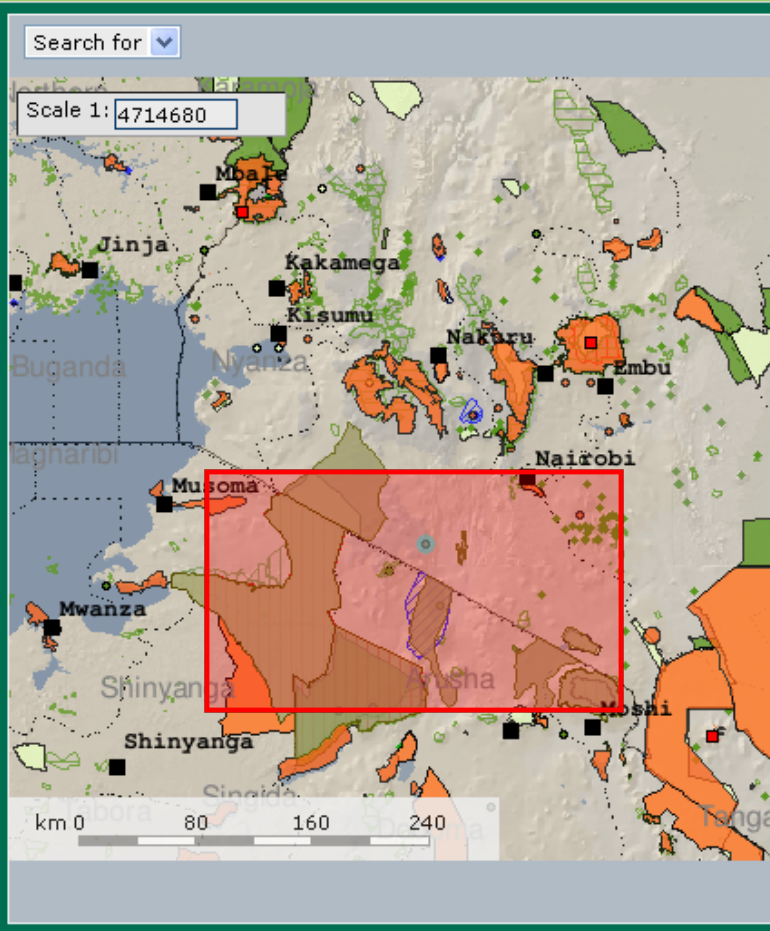




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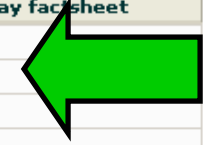




Result

Key Biodiversity Areas

@	Name	Display factsheet
+	Ambosemi National Park	6432
+	Masai Mara	6440
+	Lake Magadi	6437
+	Longido Game Controlled Area	7037
+	Ngorongoro Conservation Area	6976
+	Mount Kilimanjaro	6966
+	Serengeti National Park	6972
+	Lake Natron and Engaruka basin	6994
+	South Nguruman	6446
+	Zoom to Selected Features	



Legend

- World Heritage Sites
- Ramsar Wetlands
- UNESCO MAB
- Other Sites
- Nationally Designated Sites**
 - IUCN Category I-IV



Result

Key Biodiversity Areas

Name	Display factsheet

Search for

Scale 1: 4714680

km 0 80

Integrated Biodiversity Assessment Tool - Microsoft Internet Explorer

Address: http://birdlaa2.memset.net/ibat/kbafactsheet.php?sid=6440

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Integrated Biodiversity Assessment Tool

KBA factsheet

International name: Masai Mara
Country/Territory: Kenya
Area: 664000 ha

KBA trigger species

Taxonomic group	Species	IUCN Red List	Factsheet
Birds	<i>Ardeola idae</i> Madagascar Pond-heron	EN	[icon]
Birds	<i>Crex crex</i> Corncrake	NT	[icon]
Birds	<i>Euplectes jacksoni</i> Jackson's Widowbird	NT	[icon]
Birds	<i>Falco naumanni</i> Lesser Kestrel	VU	[icon]
Birds	<i>Hirundo ruficauda</i> Rufous-tailed Weaver	LC	[icon]
Birds	<i>Parus tringillus</i> Red-throated Tit	LC	[icon]
Birds	<i>Prionops poliolophus</i> Grey-crested Helmet-shrike	NT	[icon]
Birds	<i>Trachyphonus usambiro</i> Usambiro Barbets	LC	[icon]

Close

Legend

Biodiversity

World Heritage Sites

Wetlands

UNESCO MAB

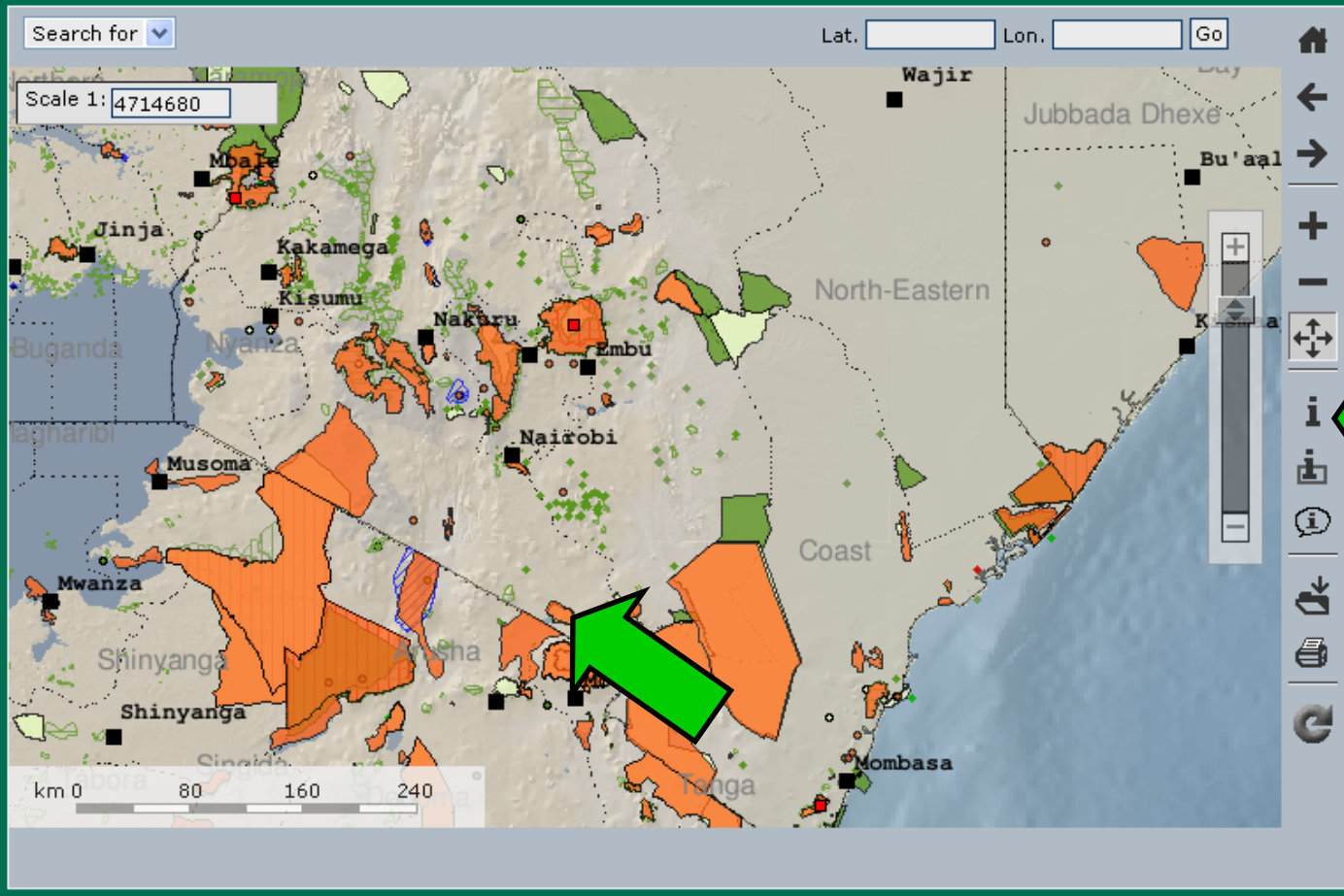
Other Sites

Nationally Designated Sites

Category I-IV

Apply on layer Key Biodiversity Areas





Layers

- Completeness**
 - KBA Completeness **i**
 - WDPA Completeness **i**
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Legend



Search for [v] Lat. [] Lon. [] Go []

Scale 1: 4714680

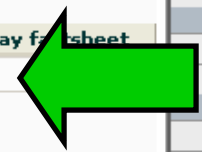
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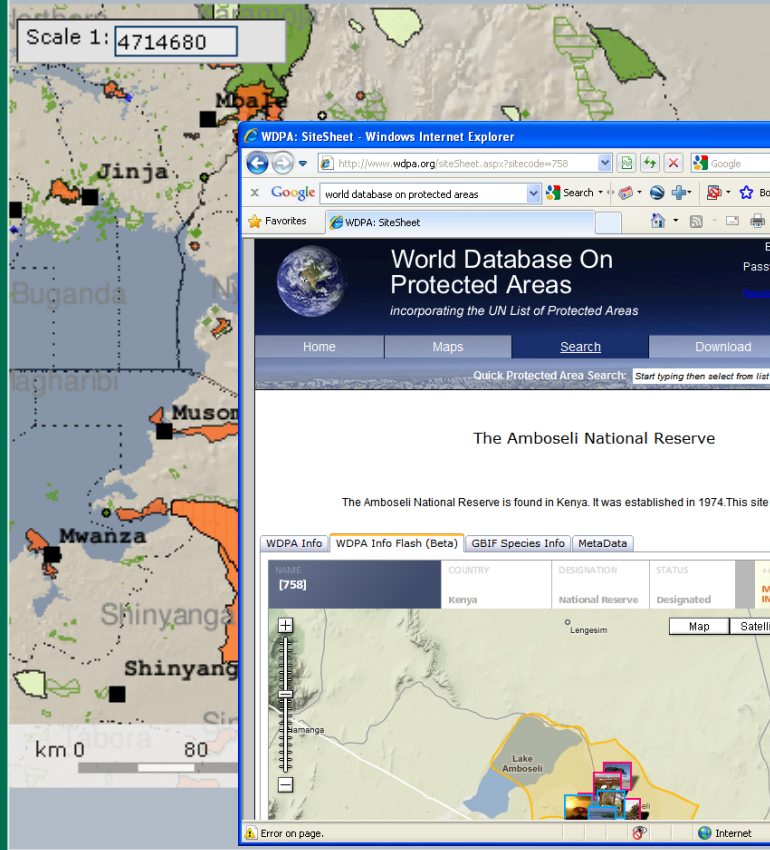
IUCN Category I-IV

Name	Designation	Status	IUCN Category	Display f	sheet
Amboseli	National Reserve	Reclassified	II	758	

Map showing East African region with various IUCN categories. Legend includes Polygon, Point, IUCN Category V-VI, IUCN Not Designated, IUCN No Category.

Apply on layer IUCN Category I-IV





Result

IUCN Category I-IV

@	Name	Designation	Status	IUCN Category	Display factsheet
	National Reserve	Reclassified	II		758

WDPA: SiteSheet - Windows Internet Explorer

http://www.wdpa.org/siteSheet.aspx?sitecode=758

World Database On Protected Areas
incorporating the UN List of Protected Areas

Home Maps Search Download Upload

Quick Protected Area Search: Start typing then select from list

The Ambosemi National Reserve

The Ambosemi National Reserve is found in Kenya. It was established in 1974. This site is 39206.00ha.

WDPA Info WDPA Info Flash (Beta) GBIF Species Info MetaData

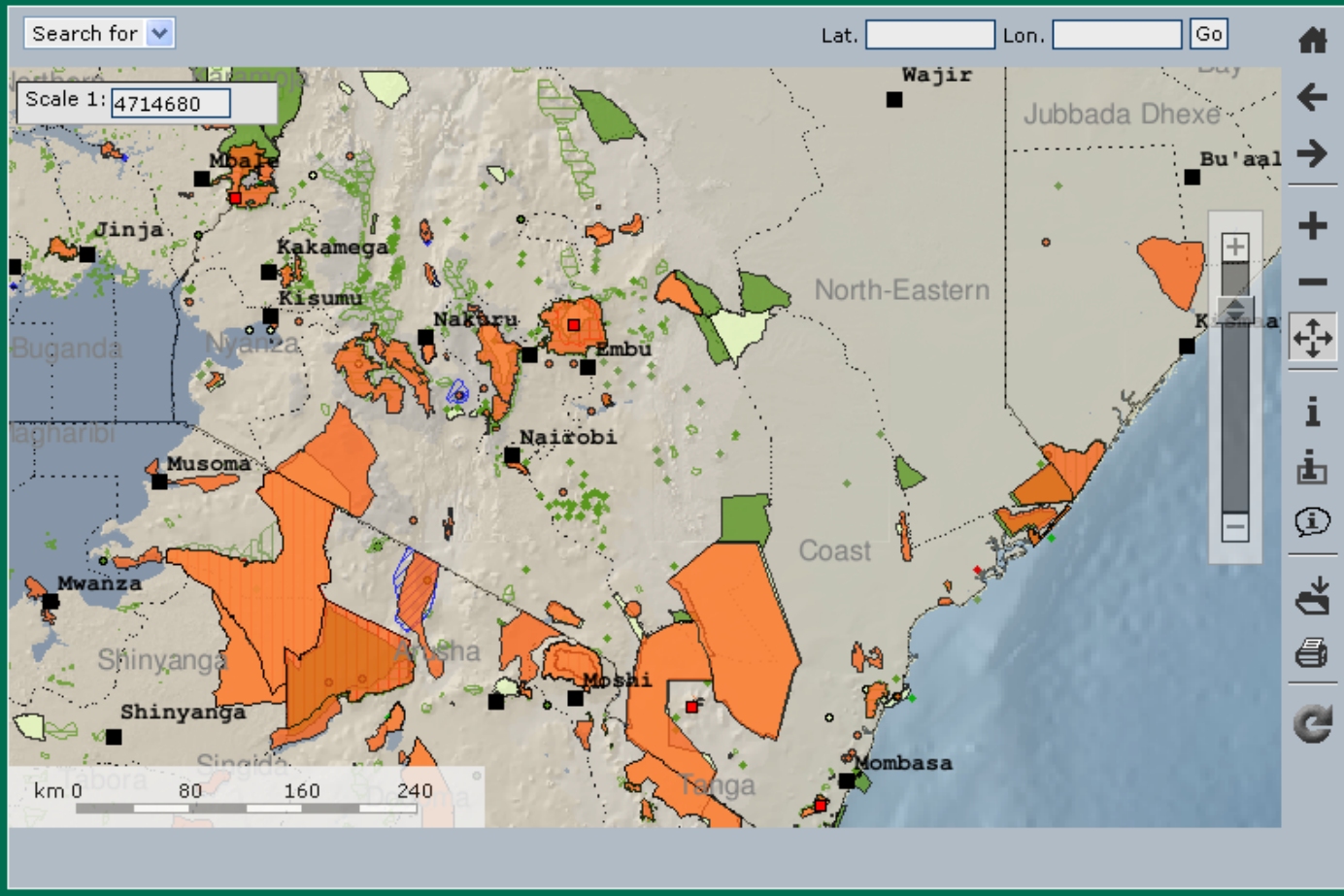
NAME	COUNTRY	DESIGNATION	STATUS
[758]	Kenya	National Reserve	Designated

Map Satellite Hybrid Terrain

VIEW PICTURES

Legend

- Polygon
- Point
- IUCN Category V-VI
- Polygon
- Point
- IUCN Not Designated
- Polygon
- Point
- IUCN No Category
- Polygon
- Point



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 - Other Sites **i**

Designated Sites



Search for Lat. Lon. Go

Scale 1: 4714680

Result

Countries/Territories


Country	Shape	KML
Somalia	Shp (0.019 MB)	KML (0.018 MB)
Uganda	Shp (0.73 MB)	KML (0.863 MB)
Kenya	Shp (0.413 MB)	KML (0.447 MB)
Tanzania United Republic of	Shp (1.163 MB)	KML (1.346 MB)

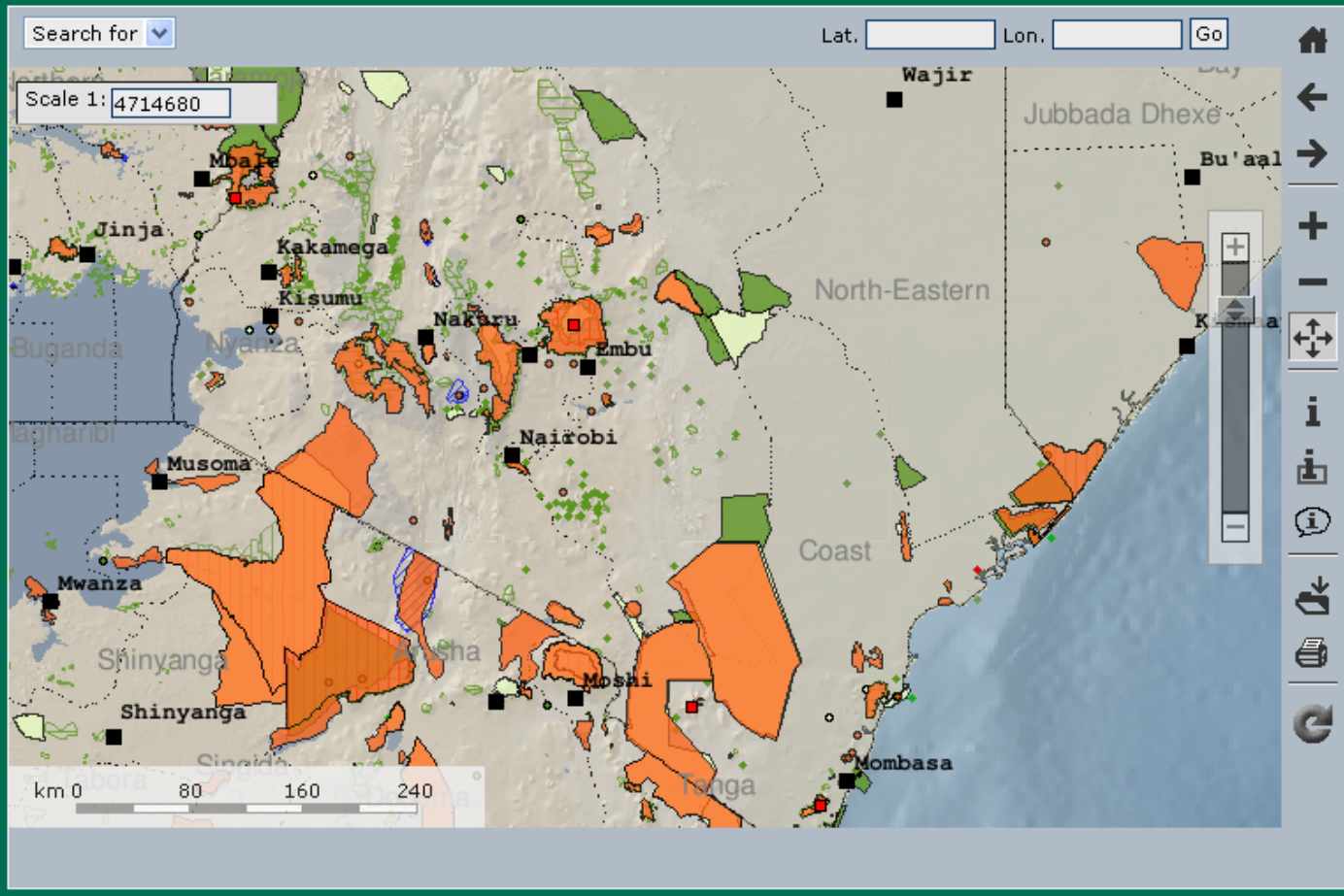
Map showing East African region with various sites and administrative boundaries. Labels include Wajir, Jubbada Dhexe, Jinja, Kakamega, Kisumu, Musoma, Nairobi, Coast, Mwanza, Shinyanga, Moshi, Ngorongoro, Singida, Tanga, Mombasa.

Apply on layer IUCN Category I-IV

Layers Legend

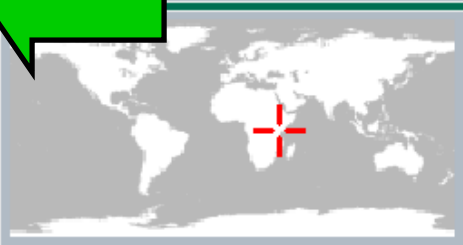
- HBWAs
- Endemic Bird Areas
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 - World Heritage Sites
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 - UNESCO MAB
 - Other Sites
- Nationally Designated Sites**
 - IUCN Category I-IV
 - IUCN Category V-VI
 - IUCN Not Designated
 - IUCN No Category
- Administrative Data**
 - Countries/Territories
 - Administrative boundaries
 - Cities





Layers Legend

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Home Map

Search for

Scale 1: 4714680



km 0 80 160

Integrated Biodiversity Assessment Tool

Scale 1: 4714680

0 80 160 240 320 km

Key Biodiversity Areas	• Point
Boundary	• Point
AZE Sites	• Point
World Heritage Sites	• Point
Polygon	• Point
Ramsar Wetlands	• Point
Polygon	• Point
UNESCO MAB	• Point
Polygon	• Point
Other Sites	• Point
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IUCN Category I-IV	• Point
Polygon	• Point
IUCN Category V-VI	• Point
Polygon	• Point
IUCN Not Designated	• Point
Polygon	• Point
IUCN No Category	• Point
Polygon	• Point

1 of 2

Done Unknown Zone

Apply on layer IUCN Category I-IV

Behind IBAT Partners Contact Us

Go

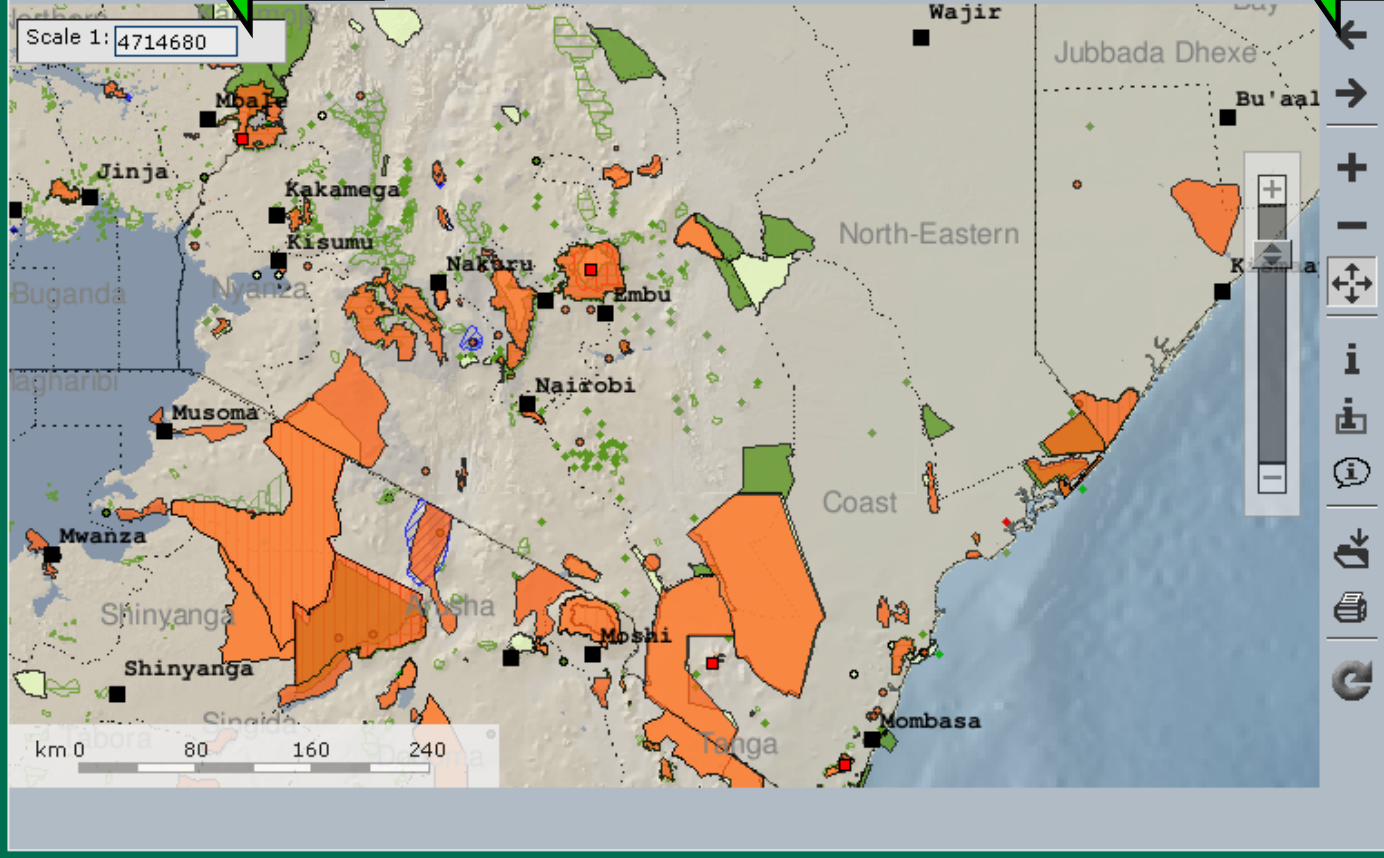
Layers **Legend**

- HBWAs
- Endemic Bird Areas
- Internationally Recognised Sites**
 - World Heritage Sites
 - Ramsar Wetlands
 - UNESCO MAB
 - Other Sites
- Nationally Designated Sites**
 - IUCN Category I-IV
 - IUCN Category V-VI
 - IUCN Not Designated
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Search for [v] Lat. [] Lon. [] Go



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Country/Territory Profile

Quick Navigation

Latitude Longitude

Country/Territory



Country/Territory Profile - Kenya

Species overview: There are currently 243 globally threatened species recorded in Kenya.

Of these:

- 38 are Critically Endangered,
- 53 are Endangered,
- 152 are Vulnerable and
- 78 are endemic to the country.



	Globally Threatened	Endemic
Mammals	32	6
Birds	25	6
Reptiles	5	1
Amphibians	6	5
Fish	55	17
Invertebrates	32	12
Fungi	0	0
Plants	88	31
Protists	0	0



KBA overview: There are currently 83 Key Biodiversity Areas (KBAs) identified in Kenya.

These sites include Important Bird Areas (IBAs) and Alliance for Zero Extinction Sites (AZEs) and have been identified as important for the conservation of key individual species and species assemblages.

Of these sites 4 have been identified as AZEs. AZEs have been identified as being in most urgent need of conservation as they are the last remaining location of one or more Critically Endangered or Endangered species.

[Search for more information...](#)

Protection overview: There are currently 362 protected areas identified in Kenya.

14 have been recognised through international conventions and 348 have been designated under national law.

Internationally recognised sites	
World Heritage Sites	3
UNESCO Man and Biosphere Reserves	6
Ramsar wetlands of international importance	5
Other internationally recognised sites	0

Nationally designated sites	
IUCN Category Ia	0
IUCN Category Ib	0
IUCN Category II	37
IUCN Category III	0
IUCN Category IV	13
IUCN Category V	0
IUCN Category VI	18
Sites with no IUCN category defined	280
Sites that are not designated	142

[Search for more information...](#)



Contact Us

Quick Navigation

Latitude **Longitude** [Go](#)

Country/Territory
 [Go](#)



IBAT for business is a partnership among BirdLife International, Conservation International and United Nations Environment Programme World Conservation Monitoring Centre.

For direct assistance, or to provide us with welcome feedback, please fill out the information below and click Submit.



Your information:

First Name

Last Name

Email Address

Please tell us what category your inquiry falls under so we may direct it accordingly:

- Difficulty with our site
- Inquiry regarding data quality or availability
- Funding / Grants / Partnership
- Other



ENHANCEMENTS

- Corporate Consultative Group meet recently to discuss potential enhancements:
 - Inclusion of local organizations and/or government agencies working on conservation issues within KBA fact sheets
 - Additional support materials, guiding the user on the interpretation of the various data layers
 - Latitude / longitude conversion tool from degrees, minutes, and seconds to decimal degrees
 - “Measure” function to provide distance estimates from a given point



ENHANCEMENTS

- Intersection report (point and rectangle)
- Development of output formats to support the following Global Reporting Initiative (GRI) requirements on biodiversity
 - EN11. Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.
 - EN12. Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.
- Improved KBA factsheets



FIRST PARTNERS: PRIVATE SECTOR

- Private sector **leaders** first to recognize value
- IBAT partners
 - Bank of America, BP, Cargil, Chevron, JP Morgan Chase
- Proteus Partners
 - Anglo American, BP, BHP Billiton, Chevron, Exxon Mobil, IHS Energy, Premier Oil, Repsol YPF, Rio Tinto, Shell, Statoil, Total, Conoco Phillips, Deltek, ESRI, Microsoft, Safe Software, Welldata



ENGAGING WITH THE PUBLIC SECTOR

- Pressure to demonstrate environmental and social leadership in development
- Increasing efforts to improve safeguard policies
 - World Bank: Operational Policy/Bank Procedure 4.04
 - International Finance Corporation (IFC): Performance Standard 6
 - European Bank for Reconstruction and Development (EBRD): Performance Requirement 6
 - Inter-American Development Bank (IDB): Policy Directive B.9

NEW PARTNERS: PUBLIC SECTOR

- International Finance Corporation (IFC)
- InterAmerican Development Bank (IDB)



IABD
Inter-American
Development Bank



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Sustainable funding, with a focus on **transitioning to a subscription model**



SUSTAINABLE FUNDING RATIONALE

- Increase corporate donor base to support maintenance and operational costs
 - Corporate contributions will cover portion
 - Other donors (notably Development Bank and Foundations) will also contribute
- Will enable additional data development of key data sets (PAs, KBAs, globally threatened species)



CORPORATE FUNDING

- Three ways of contributing
 - Grants
 - High level of annual contribution and membership of Corporate Consultative Group/Council (\$100k/year)
 - Subscription



CORPORATE FUNDING

- Three ways of contributing
 - Grants
 - High level of annual contribution and membership of Corporate Consultative Group/Council (\$100k/year)
 - **Subscription**
 - Establishing necessary legal framework
 - Identifying ongoing costs and setting annual revenue targets
 - Tiered fee structure or a single flat rate



TIERED FEE STRUCTURE

- What should level be based upon?
 - Size of company (i.e. annual net revenue)
 - Level of use within company
 - Combination of these



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- How many tiers?
 - Perhaps simply three (small, medium and large companies)



E-tasc (electronics tool for accountable supply chains)

Annual revenue (\$US)	Fee (\$US)
> \$10bn	\$30,000
\$5bn - \$10bn	\$20,000
\$2.5bn - \$5bn	\$15,000
\$1bn - \$2.5bn	\$10,000
\$500m - \$1bn	\$7,000
\$250m - \$500m	\$4,000
\$100m - \$250m	\$2,000
< \$100m	\$1,000



TIERED FEE STRUCTURE

- What should level be based upon?
 - Size of company (i.e. annual net revenue)
 - Level of use within company
 - Combination of these
- How many tiers?
 - Perhaps simply three (small, medium and large companies)
- How set thresholds?
 - Review annual operating costs
 - Establish targets for number subs/year



Steps towards introducing subscription model

- Elicit feedback from existing corporate supporters (June)
- Proposed model circulated for review (1st July)
- Necessary legal framework in place (1st Sept)
- Necessary software in place (15th Sept)
- Subscription model launched (1st October)



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Questions/comments

Thank you for your attention.