

# One Planet Business for Biodiversity's Framework for Restoration Actions

## Context

**The agricultural system, which produces ingredients, food, feed and fiber through crop production and livestock raising, heavily depends on nature (climate, land, biodiversity, freshwater and oceans) for ecosystem services.<sup>1</sup>**

Agricultural lands are continue to expand globally and these conversions remain a major driver of biodiversity loss and land degradation.<sup>2</sup> As stated in the 2019 Intergovernmental Panel on Climate Change's Climate Change and Land report, land use contributes about one-quarter of global greenhouse gas emissions, notably CO<sub>2</sub> emissions from deforestation, methane emissions from rice and ruminant livestock and nitrous oxide emissions from fertilizer use.<sup>3</sup> The Food and Agriculture Organization of the United Nations argues that it is also responsible for 80% of the world's deforestation.<sup>4</sup>

Humans have caused the loss of 83% of wild animals and 50% of plants.<sup>5</sup> The collapse of biodiversity and ecosystems is a major risk for humanity and business.

At the same time, given its impact, the agricultural system holds great potential to reduce greenhouse gas emissions, preventing land degradation and restoring biodiversity globally. In short, a nature-positive shift is necessary because humans are extracting natural capital at a far greater rate than the one at which ecosystems can recover.

## The role of business

**Due to their high dependencies on nature, businesses should protect and restore biodiversity by implementing coherent restoration and regeneration actions in their supply chains.**

Businesses must demonstrate leadership by following the priority mitigation steps to avoid and reduce impacts on nature. For existing (or historical) impacts on nature, companies can remediate them and achieve measurable nature-positive outcomes with two actions: regenerate and restore.<sup>6</sup>

*"In the face of an unprecedented decline in biodiversity across the globe, LVMH is taking action and making the protection and regeneration of biodiversity a key pillar of its LIFE 360 environmental strategy by implementing regenerative agriculture and targeting a zero gross deforestation across its supply chains and supporting specific endangered ecosystems restoration programs. To support and accelerate the implementation of these targets, LVMH is proud to have recently joined OP2B and to have actively participated to the new framework for restoration actions."*

**Antoine Arnault, Image and Environment - LVMH**

*"While the first emergency is to halt nature loss by reducing our negative impacts, L'OCCITANE Group truly believes that the regeneration of biodiversity should be the ultimate goal. Combining conservation and restoration projects with the development of regenerative agriculture is a key lever in this dynamic."*

**Adrien Geiger, Group Sustainability Officer and Director of the L'OCCITANE en Provence**

*"We're already transforming how we do business across our operations with the suppliers and farmers we work with – from seeking to improve cocoa farming practices in West Africa to promoting regenerative agriculture in wheat fields in the Midwest United States. While we've made progress the road ahead requires global collaboration, harmonized approaches and collective reporting across industries, sectors and landscapes and frameworks like OP2B Restoration Actions enable this type of transformation at scale."*

**Dirk Van de Put, Chairman and CEO Mondelez International**

*"OP2B has been working hard to support companies in transitioning to more nature-positive, regenerative food systems. This Restoration Actions Framework encompasses a harmonized approach to amplify the impact of our actions. Complementary with our Regenerative Agriculture Framework, these tools will help OP2B members deploy large-scale restoration and regeneration practices across their supply chains. We believe food businesses are key players in protecting and restoring biodiversity. This next step is fundamental to guide them at every step of the journey."*

**Antoine de Saint-Affrique, OP2B Co-chair and CEO Danone**

*"Given the urgency of the climate and nature crises, it is essential for businesses to not only do less harm but also to restore natural ecosystems – enhancing biodiversity, preserving water resources, increasing carbon sequestration in soils, and respecting human rights as we do so. At Kering, we are happy to support the development of OP2B's framework for Restoration Actions, as it will help accelerate business implementation of robust ecosystem restoration actions, by providing clear objectives, integrity principles and impact indicators"*

**Marie-Claire Daveu, CSO Kering**

## Restoration & regeneration

Restoration and regeneration have different objectives in natural ecosystems or habitats. Restoration focuses on halting and reversing ecosystem degradation and recovering biodiversity. Regeneration actions apply to working lands and are about increasing ecological productivity in terms of nature's contributions.<sup>7</sup> Restoration and regeneration are not mutually exclusive practices and can take place in the same project. This means that restoration can take place on a company's production site or landscape/waterscape.

However, companies must first avoid and reduce impacts on nature to not jeopardize their restoration efforts, as outcomes from restoration are less certain.<sup>8</sup> One Planet Business for Biodiversity (OP2B) strongly supports **zero deforestation and zero land conversion targets by 2020** as an overarching imperative, in line with the Science Based Targets Network (SBTN) interim targets published in November 2021. Active measures for **ecosystem conservation and protection** go hand in hand with zero conversion and align with OP2B's ambition.

## The ambition of the Restoration Actions framework

In 2021, OP2B developed a framework for regenerative agriculture that serves as a tool for companies to support the transition of land, farms and farmers to a regenerative agriculture approach, report on progress and drive continuous improvements. Inspired by the success of this piece of work, in 2022, the coalition created a complementary framework for restoration actions and thus completed the guidance for companies on restoration and regeneration.

The Restoration Actions framework will help answer the need for harmonization in the restoration field by aligning and amplifying action for maximized impact at scale. Its ambition is to enable companies to deploy large-scale and coherent high-value ecosystem restoration actions.

This framework also helps companies understand the potential contributions of restoration actions for 9 out of 22 action targets included in the post-2020 Global Biodiversity Framework, which will apply at a jurisdictional level.<sup>9</sup>

This is OP2B's ongoing contribution to supporting the halting and reversing of nature and biodiversity loss by 2030.

## Our approach

Using a collaborative, science-driven approach and in close partnership with business, scientists and civil society, OP2B has developed the Restoration Actions framework with a set of objectives, impact indicators and a process to measure impact.

This comprehensive process included working sessions with members, consultations with external partners (listed below) and the leveraging of existing restoration frameworks and potential indicators. OP2B developed its proposed framework for restoration actions in line with SBTN's interim targets.

The coalition will collaborate continuously with stakeholders to restore biodiversity. OP2B will support the evolution of the framework as guidance, regulations and common understandings evolve.



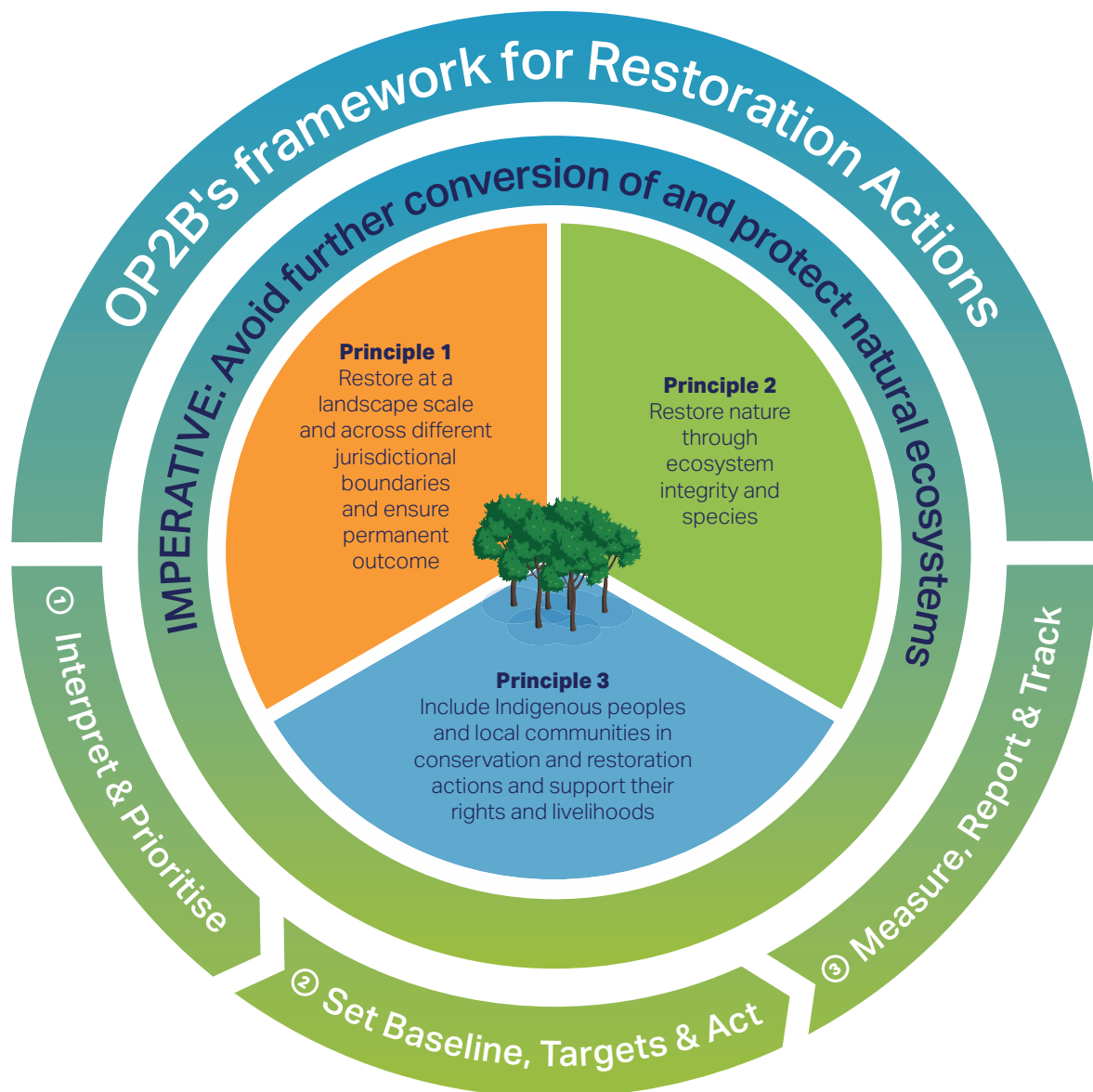
## The framework in practice

OP2B members and partners aligned on the following principles as the most relevant to guide restoration actions:

- Overarching imperative: Avoid further conversion of natural ecosystems
- Principle 1: Restore at a landscape scale and across different jurisdictional boundaries and ensure permanent outcomes
- Principle 2: Restore nature by considering ecosystem integrity and species
- Principle 3: Include Indigenous peoples and local communities in conservation and restoration actions and support their rights and livelihoods

Based on practices on the ground and available data and knowledge, this framework proposes using the following indicators to assess progress:

- Converted area in each ecoregion since 2020 (ha)
- Surface under restoration in each ecoregion (ha)
- Simplified Ecosystem Integrity Index
- Local species population indexes



## Moving forward – Call to action

This collective effort aims to foster alignment. The coalition invites all companies to use the framework or test it against their approach.

This work is also a starting point for collective projects to restore biodiversity at scale. It is important to shift mindsets and acknowledge that restoration is a key lever to protect the landscapes in which companies operate and to build resilient supply chains.

**It is time to act together to restore nature as we are highly dependent on it. We either succeed together or no one will.**

Read more about WBCSD's [One Planet for Biodiversity \(OP2B\)](#) coalition or contact [dana.rakha@wbcsd.org](mailto:dana.rakha@wbcsd.org) for further information.

## OP2B member companies participating in the High-Value Ecosystems working group

Firmenich, JDE Peet's, Kering, Livelihoods Venture, L'Occitane Group, LVMH, Mars, Mondelez, Symrise

## Contributing Stakeholders

Center for International Forestry Research and World Agroforestry (CIFOR-ICRAF), CGIAR (Alliance Bioversity International), Global Environment Facility (GEF), International Union for the Conservation of Nature (IUCN), Proforest, Quantis, Rainforest Alliance, Reforest'Action, Science Based Targets Network (SBTN), The Biodiversity Consultancy, Union for Ethical BioTrade (UEBT), United Nations Environment Programme World Conservation Monitoring Centre (UNEP-WCMC), Wyss Academy for Nature

## Endnotes

- <sup>1</sup> Church, R., Walsh, M., Engel, K., & Vaupel, M. (2022). [A Biodiversity Guide for Business](#).
- <sup>2</sup> Food and Agriculture Organization of the United Nations (2020). [Land use in agriculture by the numbers](#).
- <sup>3</sup> Arneeth, A., Denton, F., Agus, F., Elbehri, A., et al. (2019). Framing and Context. In: Climate Change and Land: an IPCC special report on climate change, desertification, land degradation, sustainable land management, food security, and greenhouse gas fluxes in terrestrial ecosystems. Intergovernmental Panel on Climate Change (IPCC).
- <sup>4</sup> Food and Agriculture Organization of the United Nations (2018). Productive and healthy forests are crucial for meeting sustainable development, climate, land and biodiversity goals.
- <sup>5</sup> Quinney, M. (2020). 5 reasons why biodiversity matters to humans. World Economic Forum.
- <sup>6</sup> Science Based Targets Network (2020). Science-Based Targets for Nature: Initial Guidance for Business.
- <sup>7</sup> Ibid.
- <sup>8</sup> Science Based Targets Network. (n.d.). SBTN Interim Targets.
- <sup>9</sup> Convention on Biological Diversity. (n.d.). Preparations for the Post-2020 Biodiversity Framework.
- <sup>10</sup> Science Based Targets Network. (n.d.). SBTN Interim Targets.

## About One Planet Business for Biodiversity (OP2B)

OP2B is a unique international cross-sector coalition of leading businesses committed to transforming agriculture to protect and restore biodiversity. We aim to achieve this by promoting regenerative agriculture and the protection and restoration of high-value ecosystems.

We recognize that business cannot achieve systemic transformation alone. Supported by a rigorous and science-driven approach, OP2B engages constructively with policy-makers, institutions and supply chain actors to initiate action at scale.

## About the World Business Council for Sustainable Development (WBCSD)

WBCSD is the premier global, CEO-led community of over 200 of the world's leading sustainable businesses working collectively to accelerate the system transformations needed for a net zero, nature positive, and more equitable future.

We do this by engaging executives and sustainability leaders from business and elsewhere to share practical insights on the obstacles and opportunities we currently face in tackling the integrated climate, nature and inequality sustainability challenge; by co-developing "how-to" CEO-guides from these insights; by providing science-based target guidance including standards and protocols; and by developing tools and platforms to help leading businesses in sustainability drive integrated actions to tackle climate, nature and inequality challenges across sectors and geographical regions.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995, WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability, united by our vision of creating a world in which 9+ billion people are living well, within planetary boundaries, by mid-century.

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