Sub-category 5: Business and Biodiversity

- **Is the ecosystem/habitat/species important?** (E.g. is the action in a Natura 2000 area, or one covered by the Habitat or the Birds Directive? Is it threatened? Is it indigenous?)

- **How extensive is the impact?** (E.g. what is the geographical area covered? What land types are affected? What other types of land use can be found in the region? Are there negative side effects?)

- **Does the action contribute to the protection and improvement of biodiversity in a broader context?** (E.g. is it a constituent of an ecological corridor? Does the action involve others in the company or beyond? Does it develop and/or use green infrastructure and/or ecosystem-based approaches to climate change adaptation and mitigation? Does it create benefits for species, water, soil, land-use, resource-use (see "Environmental benefit" section on p.21 for examples)

- **How sustainable is the protection of biodiversity?** (e.g. Are staff appropriately trained? Is financing in place to sustain the action? Is the awareness of other actors raised?)

If the jury is unable to reach a decision on the basis of these four criteria, then the following additional criteria may also be used:

- **Accountability** including reporting on biodiversity impacts (qualitative and quantitative e.g. environmental footprint, Global Reporting Initiative (GRI), Environmental Profit & Loss)

- **Employee involvement** e.g. specific training on biodiversity issues and recognition of employees’ involvement in biodiversity conservation initiatives.

- **Social benefits** for local communities and stakeholders and poverty reduction. Focus on preserving the cultural heritage.

- **Economic benefits** for local communities and stakeholders and profitability of the projects including consideration of the value chain with a sustainable sourcing policy.

- **Commitment** e.g. through the development of a specific corporate vision on biodiversity issues and strong involvement of top management in the integration of biodiversity issues into the corporate strategy.

- **Synergies** by working together and/or promoting the project and sharing experience with local and national stakeholders, peers, NGOs and other stakeholders.

- **Duration and consistency** of the initiatives including focus on long-termism

- **Environmental benefits;** the following list provides guidance on the information needs for demonstrating environmental benefits in different areas;
  - **Land use**
    - Description of location and size of lands on which operations are led.
    - List of protected habitats on or close to which operations are led.
    - List of biodiversity restoration actions.
    - List of habitats already protected or restored.
• Species protection
  o List of emblematic and protected species (fauna and flora)
  o Implementation of a species population census before and after operations
  o Conservation and/or management actions implemented for preserving endangered and emblematic species
  o Actions implemented to fight invasive alien species introduction.

• Water resource protection
  o List of water sources surrounding operation sites
  o Implementation of a water management system to minimize withdrawal of waste water (e.g. recycling or reusing)
  o Actions implemented to protect surrounding water resources.

• Soil protection
  o Actions implemented in order to avoid soil pollution during operations
  o Actions implemented in order to avoid soil pollution during transport.
  o Actions implemented in order to avoid soil over-fertilisation.

• Natural resource use
  o Description of natural resources used in operations.
  o Actions implemented to avoid over-exploitation and unsustainable use of natural resources
  o Implementation of energy-efficient systems and processes for the operations.

• Environmental Management Systems
  o Implementation of an EMS controlling and reporting on progress regarding environmental issues
  o Implementation of an EMS with specific focus on biodiversity (e.g. GRI).

• Compensation measures
  o In case of biodiversity destruction/degradation, actions implemented to compensate by restoring protected areas (e.g. reforestation).