

**Market driving Biodiversity or...**



**Nuno Vilela**

Ecological Economist

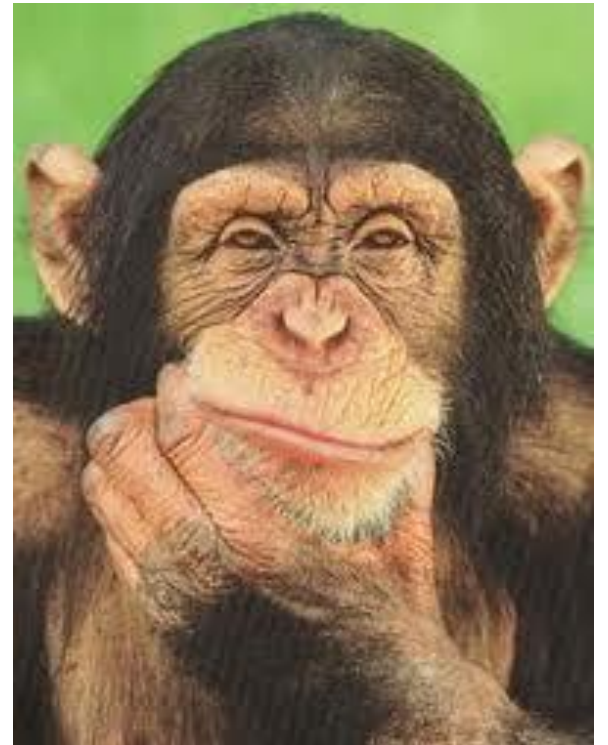


**SINERGIAE**  
Ambiente

**... Biodiversity driving the Market?**

# ***Overview***

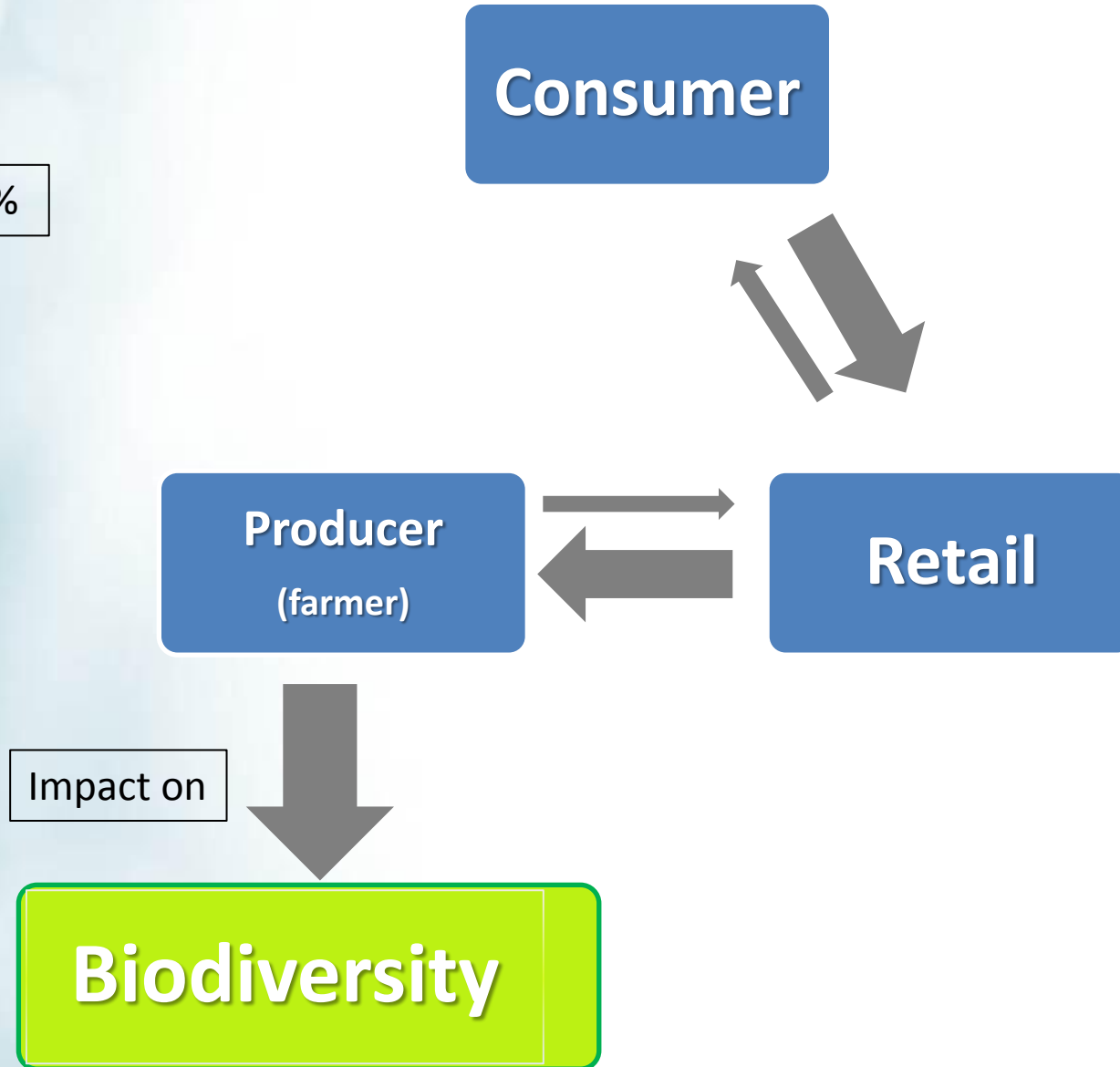
- **Driving forces**
- **Case Study**
- **Questions to the audience**



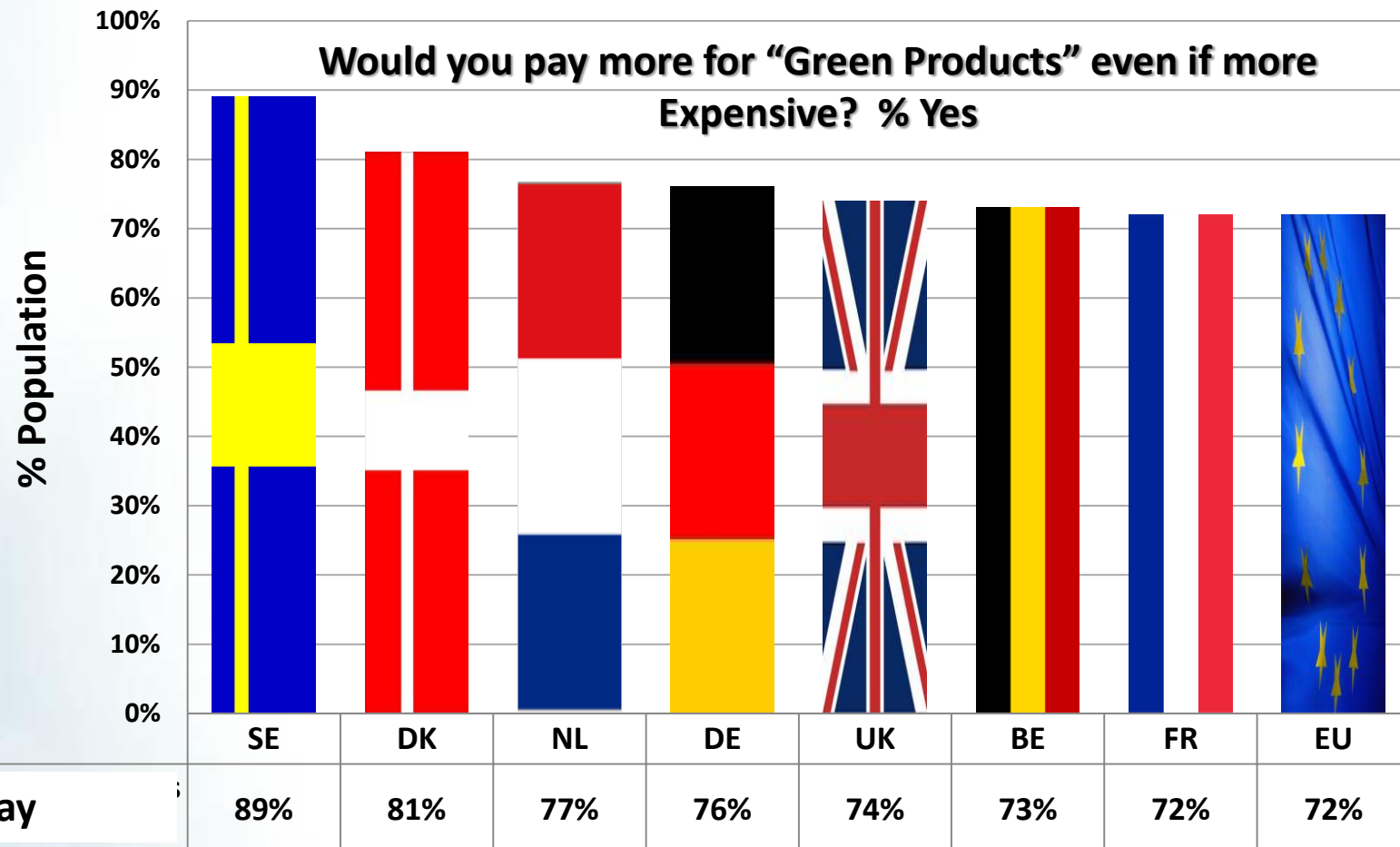
# ***Commun Forces:***

(Traditional)

Organic :  $\pm 2\%$

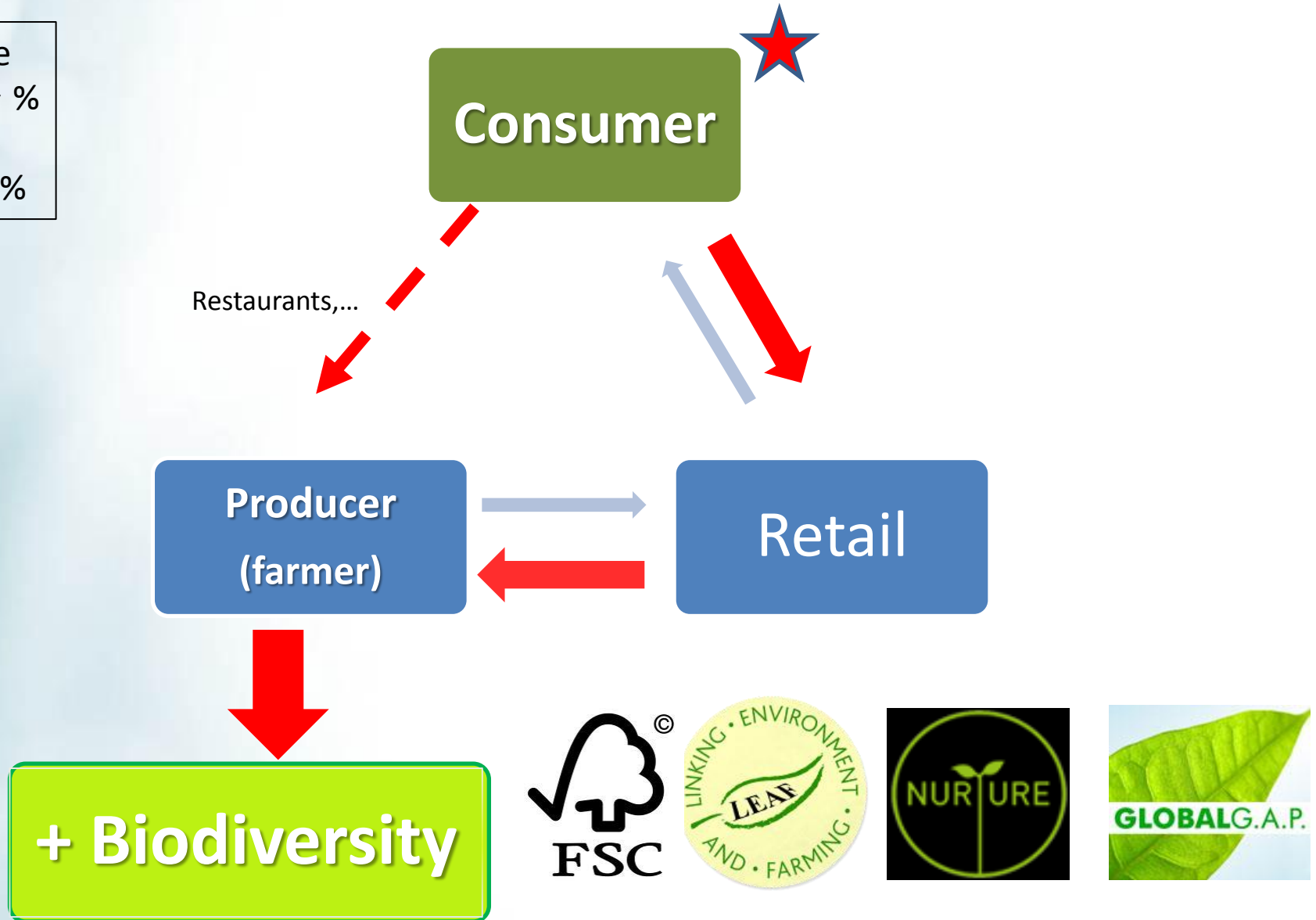


# ECO-Awareness growing...



# *...This is the **Desired** forcing:*

Sustainable  
products: ↑ %  
Organic: ↑ %



And other Eco-certifications...



# DUORUM

UM PROJECTO COM 5 ANOS DE EXISTÊNCIA

*A five year old project*



***Case Study***

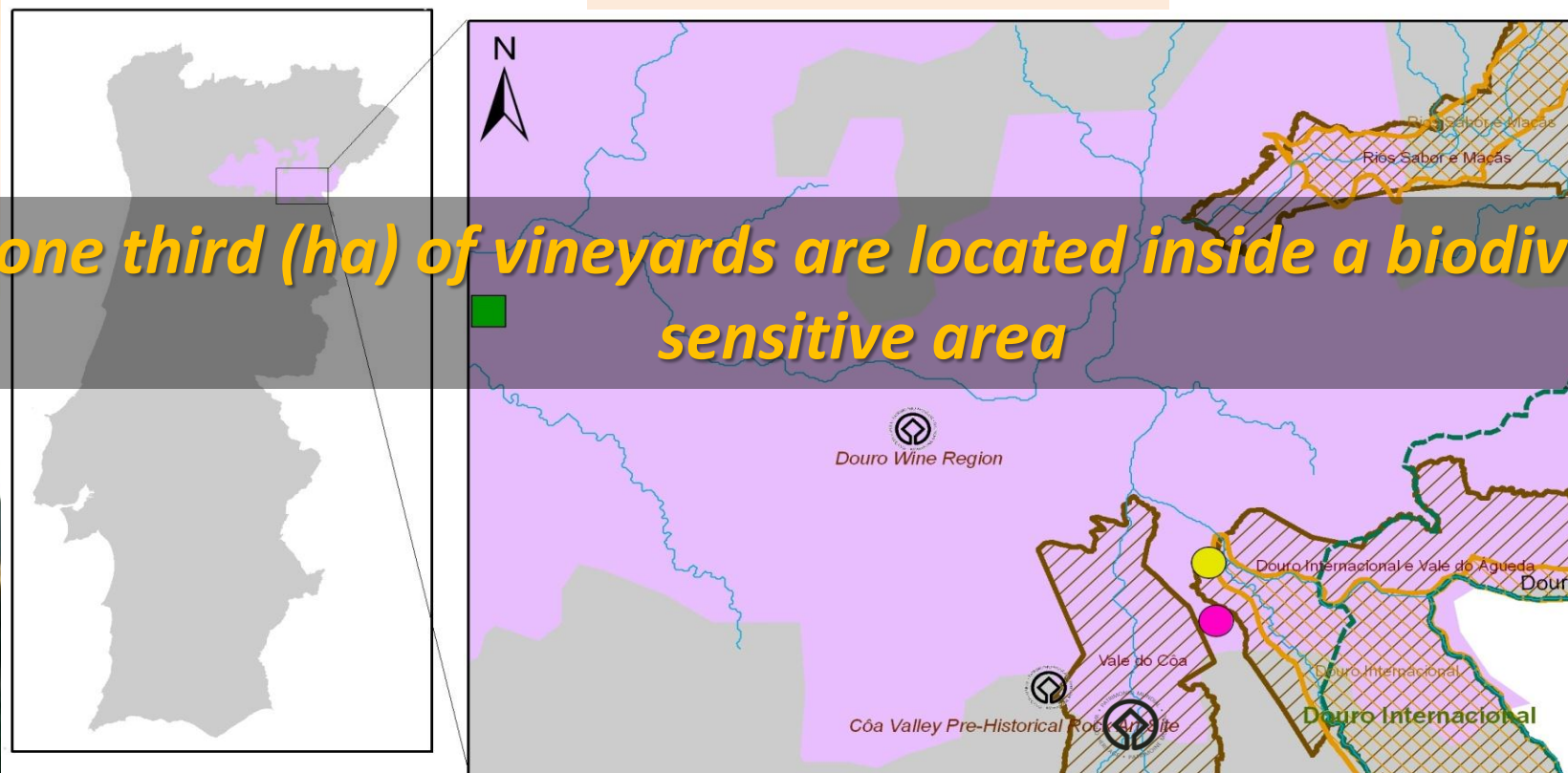
***DUORUM Vinhos SA***



# DUORUM Wines

## In Detail

*one third (ha) of vineyards are located inside a biodiversity sensitive area*



### Legend

- Duorum Winery
- Quinta de Castelo Melhor Farm
- Quinta de São Custódio Farm
- Main rivers
- Douro Wine Region
- Douro Internacional Natural Park
- Special Area of Conservation for Habitats
- Special Protection Area for Birds

Unesco World Heritage





# DUORUM Wines

*Its fellow neighbours*



egyptian vulture  
(*Neophron percnopterus*)



Black wheatear  
(*Oenanthe leucura*)



Peregrine falcon  
(*Falco peregrinus*)



griffon vulture  
(*Gyps fulvus*)



Black kite  
(*Milvus migrans*)





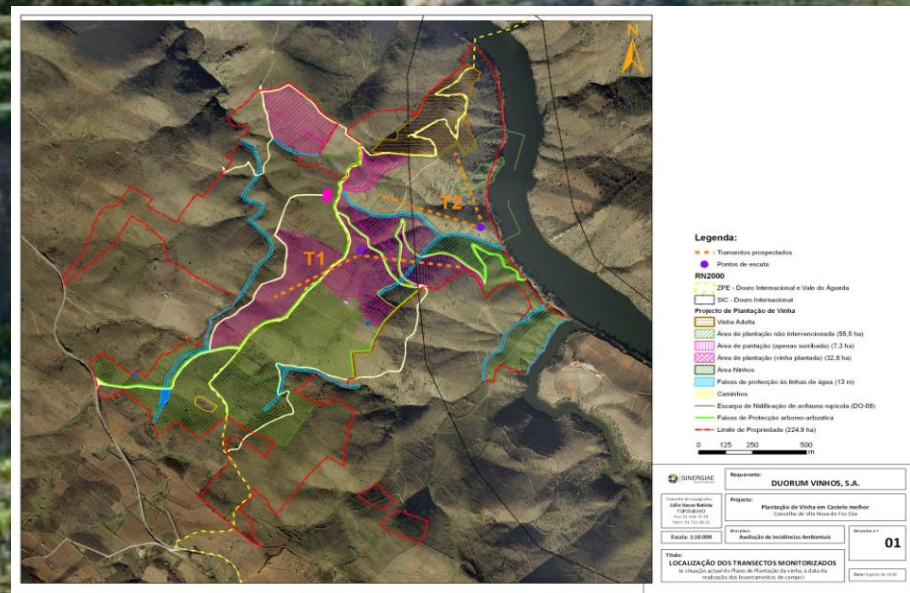
**Insomnia or Opportunity?**



# DUORUM Wines

## *The Opportunity*

**A BIODIVERSITY IMPACT ASSESSMENT, to check the sustainability of the project**



# Joined Business & Biodiversity initiative

## High Involvement across Europe:



**E. LECLERC**





# Implementation

## Integration of Biodiversity into Corporate management:

- Production practices that decrease production impacts and promote Biodiversity;
- Habitat Management, Recovery and Ecological Restoration (Water Courses, Forests, etc.);
- Biodiversity Monitoring;
- Environmental Education and Awareness;
- Functional Biodiversity;



DUORUM  
*do Vale do Rio de Ouro*  
DOURO · PORTUGAL

# Communicating with Biodiversity Friendly Consumers...



## TONS DE DUORUM DOURO DOC 2011

O reflexo do sol no Rio Douro, que origina as diferentes tonalidades nas vinhas foi o que nos inspirou na escolha do nome Tons de Duorum. Este vinho produzido a partir das castas Touriga Franca, Touriga Nacional e Tinta Roriz exprime todo o terroir da fantástica Região do Douro, resultante da interação da natureza e do trabalho do homem.

*Tons de Duorum is inspired by the bright colours that result from the reflection of the sun on the Douro River, creating different tones in the vineyards. This wine produced from the grape varieties Touriga Franca, Touriga Nacional and Tinta Roriz expresses the 'terroir' of the fantastic Douro Region, the result of a unique interaction between nature and human effort.*

European Initiative on

**Business &  
Biodiversity**

José Maria Soares Franco  
Winemaker

Produzido e engarrafado por / Produced and bottled by:  
Duorum Vinhos, SA 5150 Vila Nova de Foz Côa

Produce of Portugal  
Produto de Portugal

<http://avin.cc/scuis>



5 600224 301447



1500ml e 13,5%vol.



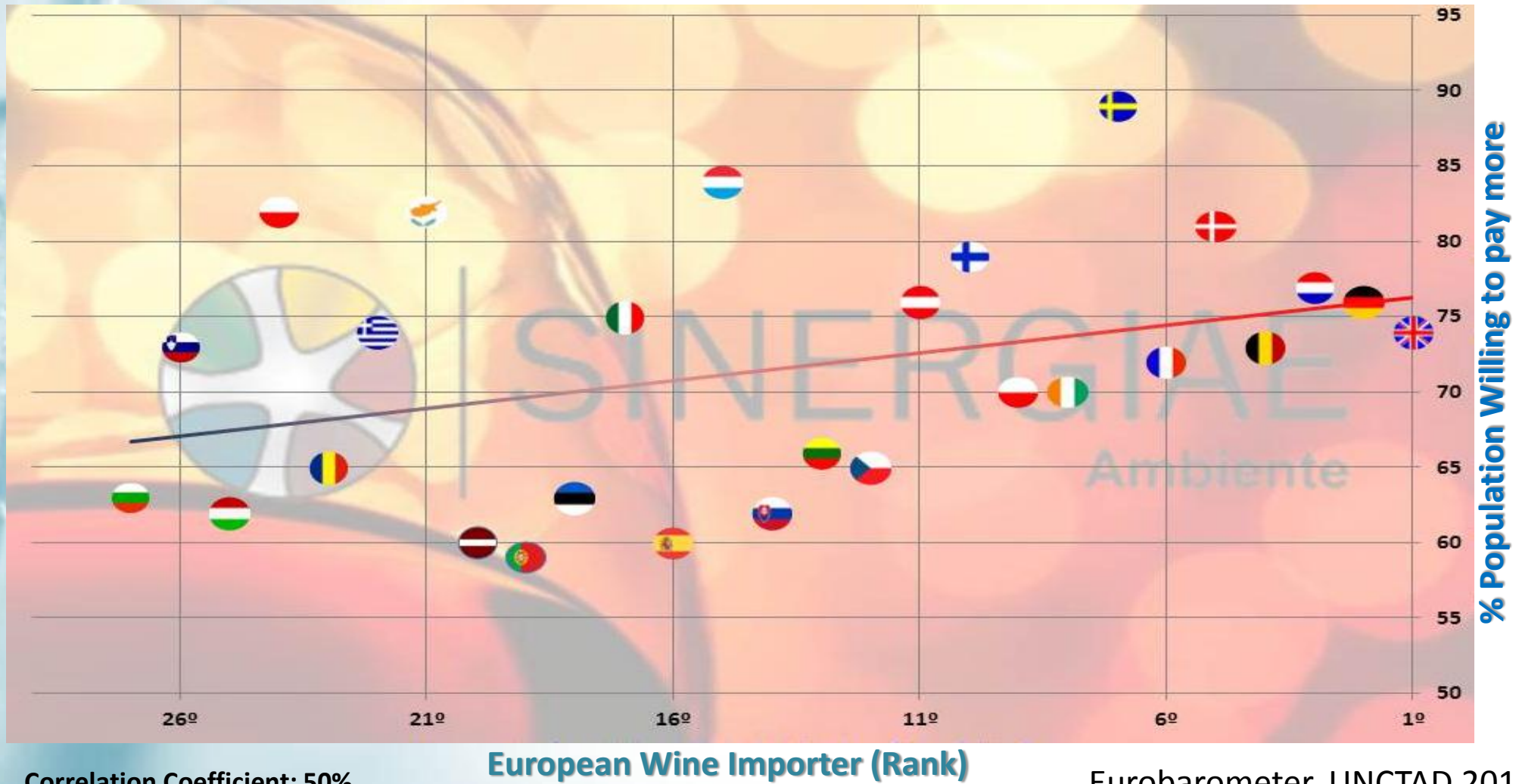
wines of  
portugal



CONTAINS SULFITES | CONTÉM SULFITOS | CONTIENT DÊS SULFITES | ENTHÄLT SULFITE | INNEHÅLLER SULFITER | SISÄLTÄÄ SULFIITTEJA | INNEHOLDER SULFITER | KONSERVERINGSSTOFFER: SULFITER

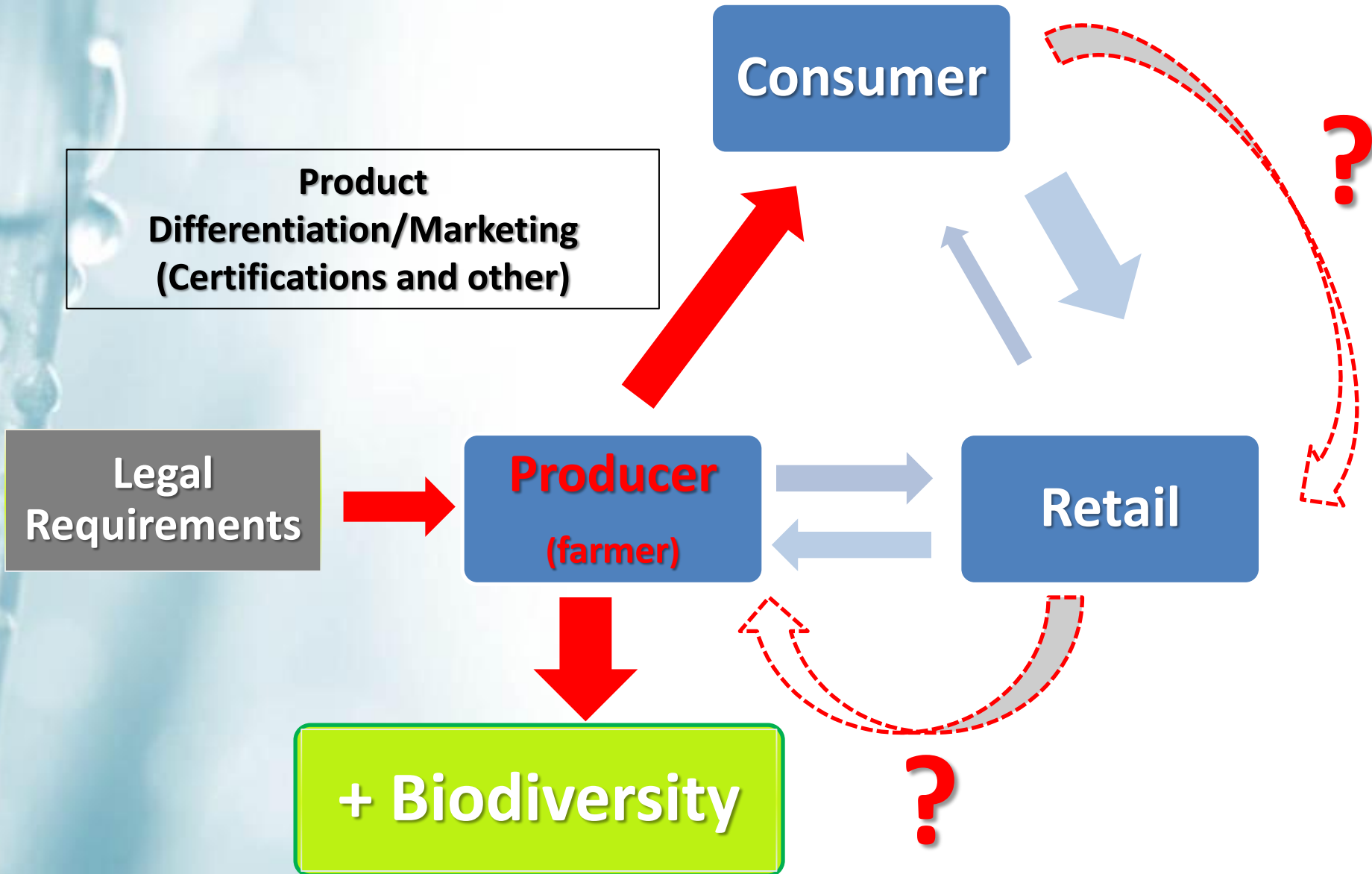
# Opportunities

## Exemple for the European Wine Market:





# Forces at the *Duorum* Case Study:



# Initiatives on Business & Biodiversity

## Engage Business into Biodiversity Conservation



**Canadian Business and Biodiversity Council**

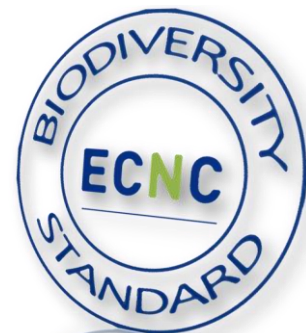




# Biodiversity Conservation Specific Labels and Programs

*LIFE*

*European Biodiversity Standard*







# Growing Awareness for Sustainable Products

not really  
Organic...

*Food chain companies willing to have more Sustainable products:*

- TESCO
- Carrefour
- etc...

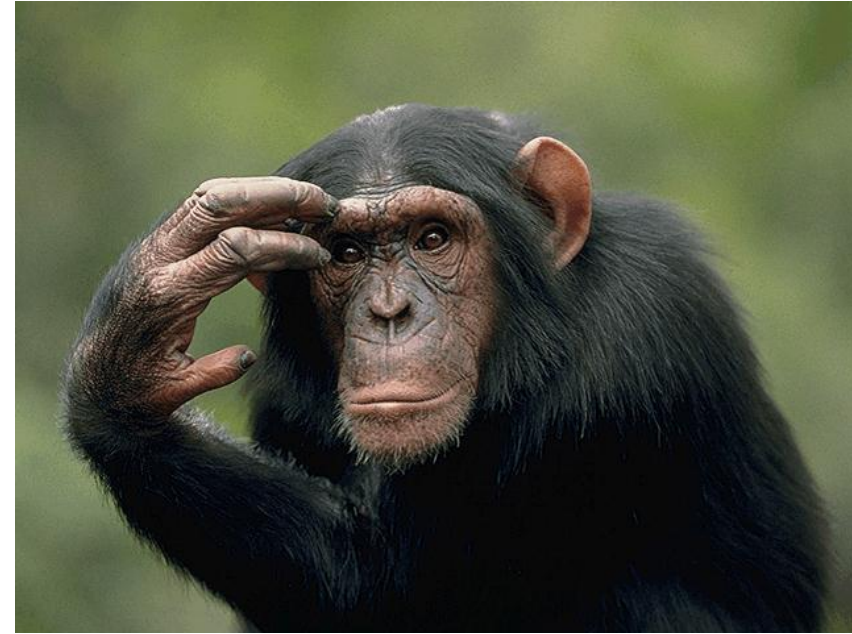


Are we making the best out of this growing Market Opportunity?

# Questions come to mind...

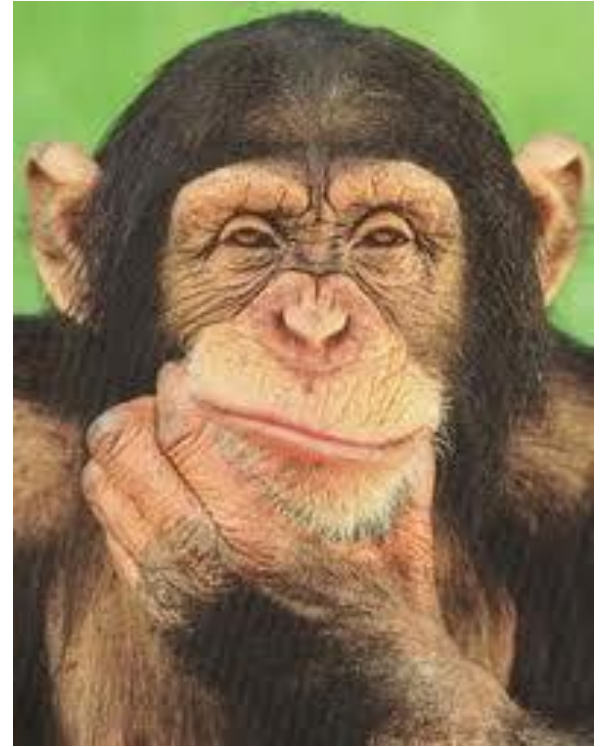


And other Eco-certifications...



- Too many Certifications and Logos confound consumers & Business...
- How to uniformize communication and which Standards are most Biodiversity-wise effective?

***Questions come to mind...***



- **How to enhance Consumer ECO-Awareness?**
- **CONSUMER → PRODUCER relationship?**
  - **Urban society vs Rural society**



# ***Questions come to mind...***



- **Can Regulatory Power contribute, or should Market control the output?**
- **What role for NGO and other stakeholders (UNEP, IUCN, CBD,...)?**

# Thank you for your attention!



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**SINERGIAE**  
Ambiente

European Initiative on

**Business &**  
Biodiversity

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**Yet, no Coordination on a Global Scale amongst  
Countries, Organizations and therefore Business!**



**...No Standardized Procedures**

**...No Standardized Label**

**...For  
Business & Biodiversity**

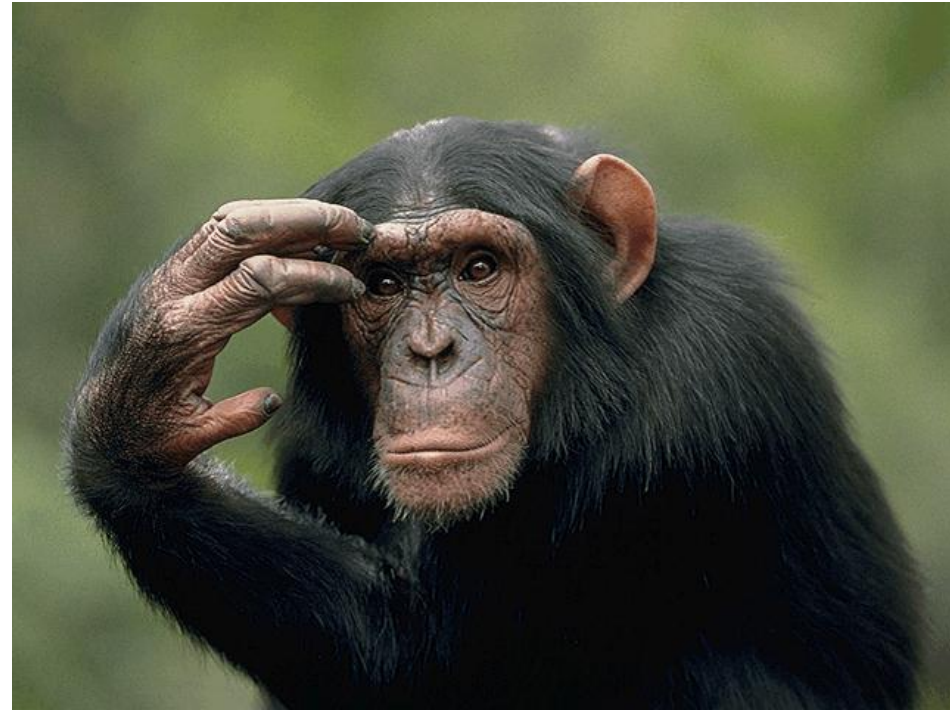
European Initiative on



**Canadian Business and Biodiversity Council**







**What is its future and who will lead the  
**Business&Biodiversity** Initiatives on a  
Global Scale?**



## Happy Biodiversity

- Cross-Sector
- Conservation Efforts/Compensation can be quantified through supply-Chain



## Sad Biodiversity

- Business2Business
- Require local adaptation
- May not represent well all Market Sectors





# Other Market Oriented Labels that can benefit from Biodiversity Programs

*Tesco Nature's Choice*

*Global G.A.P.*

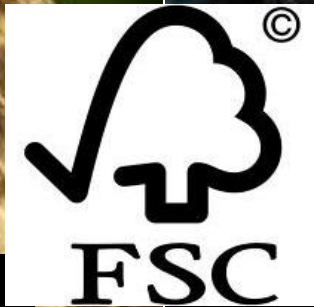
*LEAF*

*FSC*

*Wildlife Estates*







## Happy Biodiversity

- Required by Retailers  
(Top-Down regulation)
- Most are also Business2Consumer

## Sad Biodiversity

- Sector Specific (the creation of Eco labels across sectors can confound consumers)
- Hard to trace Biodiversity results Into the Supply-Chain