

Welcome to Session 13:

# Inspiring business solutions for *Healthy Parks Healthy People*

**Paul Smith**

Deputy Secretary

Department of Environment and Primary Industries

Victoria, Australia





IUCN  
WORLD PARKS  
CONGRESS  
SYDNEY 2014

## Stream 3 - Improving Health and Wellbeing: *Healthy Parks Healthy People*

### Session 13: Inspiring business solutions for Healthy Parks Healthy People

Global Business and Biodiversity Programme

Gerard Bos

15th November 2014



# Healthy ecosystems provide numerous benefits



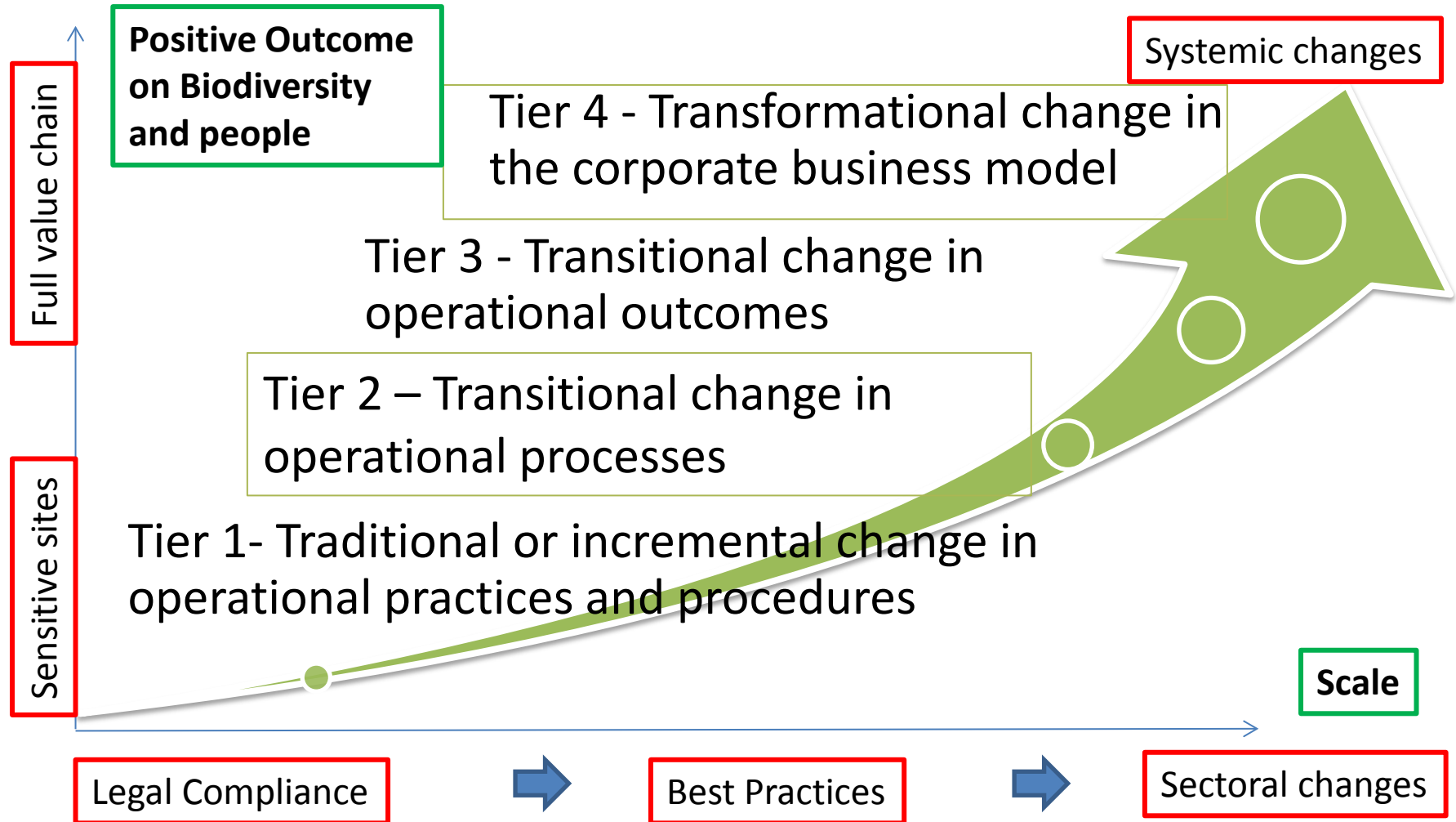
# Inspiring business solutions for Healthy Parks & Healthy People

- 4 Tiers of Business Transformation
- The Natural Capital Protocol
- Sustain-Africa – Landscape based business engagement



# IUCN Business Engagement Strategy

Encourage transformational and demonstrable change at company / sector level in how biodiversity is valued and managed by business



# IUCN Business Engagement Strategy

## 4 tiers of changes / 4 tiers of engagements

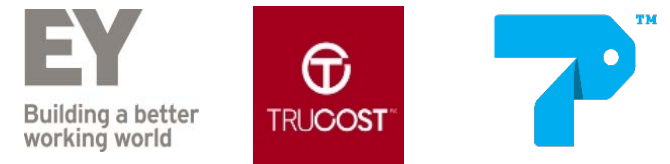


# The Natural Capital Protocol

2 Consortia working together



- Natural Capital Protocol



- Sector guides for Food & Beverage + Apparel
- Business engagement and pilot testing





Work in  
Progress

# The Natural Capital protocol

## Consists of:

1. **Natural Capital Protocol**  
(generic, across all sectors)
2. A **high-level guide** for  
executives and stakeholders
3. **Business engagement** to  
shape the Natural Capital  
Protocol and test it through a  
selection of pilot studies
4. Specific **sector guides** for  
food/beverage and apparel

## Is intended for:

- The Protocol will be written  
**primarily for a business user**, in  
particular program managers in  
sustainability, environment,  
operations or accounting.
- The short, high-level guide will be  
written for **senior management**
- Other users may include investors,  
NGOs, consultants, governments



# Sustain-Africa

An IUCN Programme on Climate Resilient Water & Food Security Solutions for Sustainable & Inclusive Growth



**SUSTAIN** bridging water security and sustainable development

Building sustainable and inclusive growth to improve water and food security and climate resilience

- € 30 million leverage initiative
- NL programme funding
- 5 years, 2014-2108

# Sustain-Africa

Objective: Demand for water, land and food is met sustainably using nature-based solutions, creating the foundations for a green economy

## 1. Water security

1.1 Governance & institutions

1.2 Implementing IWRM, applying natural infrastructure

1.3 Water quality

## 2. Land resources & food security

2.1 Landscape mgt & restoration

2.2 Local food security

2.3 New value chains linking NR/ecosystem to growth & trade

## 3. New investment & business partnerships

3.1 Investor partnerships

3.2 Public & private market-based mechanisms

2.3 Business development for small enterprise

## 4. Policy, learning & evidence

4.1 Data, evidence for policy

4.2 Learning & leadership

4.3 Programme coordination

# Business engagement in Sustain-Africa

- Demonstrate change in the way businesses operate in a manner that benefits biodiversity and the lives of the people who rely on it;
- Scale up businesses and supply chains that deliver ecosystem services (e.g. increased tree cover through agroforestry, reduced erosion, habitats);
- Catalyze financial policies and investments which incentivize improved management of natural resources

# IUCN Business and Biodiversity Programme

## New reports for release

- Tourism and Visitor Management in Protected Areas: Guidelines for Sustainability (by WCPA, CBD, GIZ, BMZ and French Gov't.)
- Biodiversity Management in the Cement and Aggregates Sector: Biodiversity Indicator and Reporting System – BIRS (with Holcim)
- A Global Assessment of the Environmental and Social Impacts Caused by the Production and Use of Biofuels (with CEESP)
- Biodiversity Offsets Technical Study Paper, plus two Input Papers, (with DG-TSG, Forest Trends and the Biodiversity Consultancy)
- Exploring “No Net Loss” and “Net Positive Impact” Approaches for Biodiversity in Business Sectors beyond extractives: An initial assessment of feasibility and implications for commercial agriculture and forestry sectors (with Shell and UPM-Kymmene)





# Aligning Corporate Strategy with the Sustainability of People and Planet

**Eileen McNeely**  
**Harvard School of Public Health**

World Parks Congress  
November 15, 2014



# We All Have Footprints. We Can Also Have Handprints.

Every person, product, and company  
unavoidably has a footprint.

We can reduce them,  
but they'll never be zero.



Thankfully, we can also create handprints!

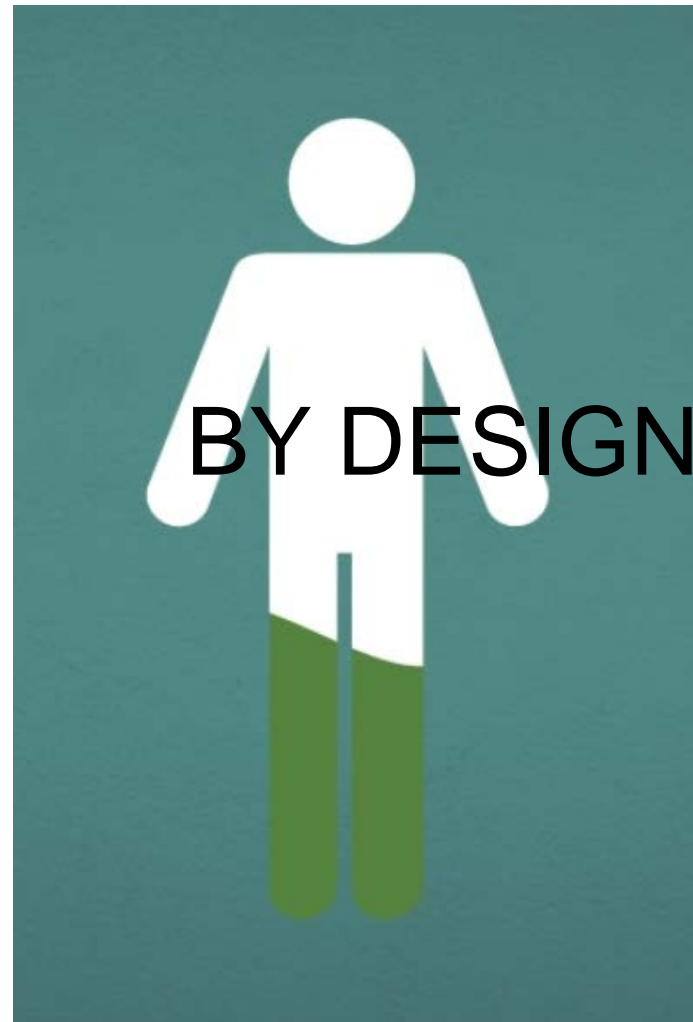


shine

Sustainability and Health  
Initiative for NetPositive Enterprise



Handprints are **positive impacts** we cause to happen



Reductions to Footprints or Healing or  
Generative Actions



shine

Sustainability and Health  
Initiative for NetPositive Enterprise



# Think Outside the Foot!

## To Influence health and wellbeing:

- Create a volunteer community
- Teach your employees and your employees' *children* about wellbeing and resource protection **IN THE PARK!**



Your  
Footprint

Everyone's Footprint

What **Else** is possible?



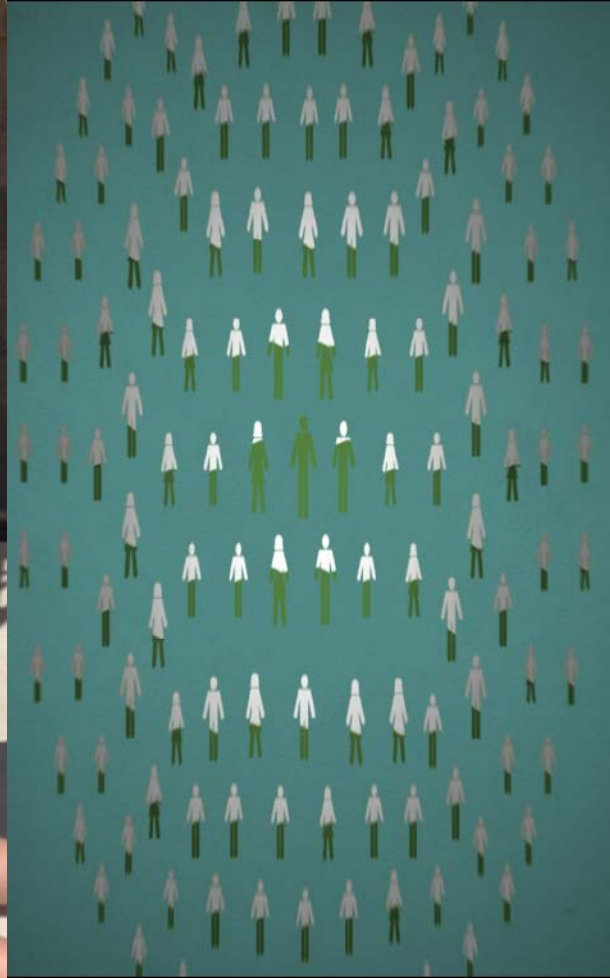
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# ***Handprint Innovations: Connecting the dots***





[Climate, Energy, & Health](#) [Healthy & Sustainable Food](#) [Corporate Sustainability & Health](#) [Nature, Health, & the Built Environment](#)

# Corporate Sustainability and Health (SHINE)



The Sustainability and Health Initiative for  
NetPositive Enterprise (SHINE) helps

[ABOUT THIS PROGRAM](#)



# Corporate Challenge: Decide on your Handprint



**Plan for impact  
and ripples**



**shine**

Sustainability and Health  
Initiative for NetPositive Enterprise



# HP Earth Insights with Conservation International

Combining Big Data and Biodiversity Monitoring for  
Healthier Parks and Better Outcomes

World Parks Congress

November 15, 2014



# Living Progress



**Creating a better  
future for everyone  
through our actions  
and innovations**



# We rely on tropical forests

House **1/2** of all  
plants and animals on Earth

Generate **40%**  
of Earth's oxygen

Provide  
resources for **25%**  
of modern pharmaceuticals

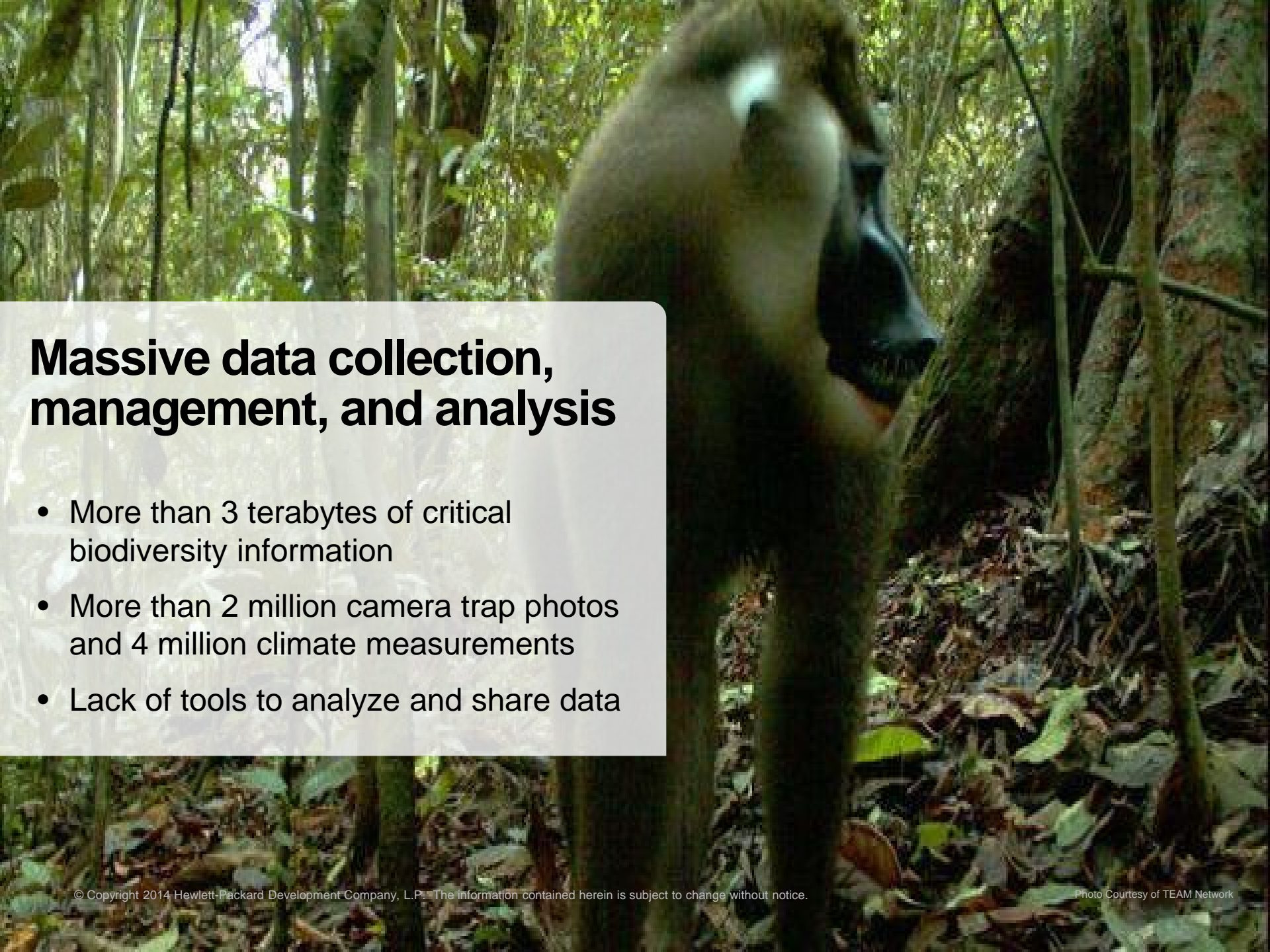
## Yet they are in peril



## HP Earth Insights

**An early warning system  
for threatened species  
and at-risk ecosystems**



A photograph of a mandrill standing in a dense forest. The mandrill is positioned on the right side of the frame, facing right. It has a dark face with a prominent blue and red stripe running down its cheek. Its body is covered in brown and grey fur. The background is a lush green forest with many thin tree trunks and dense foliage. The lighting is natural, suggesting daylight. A semi-transparent white box with a rounded top-left corner is overlaid on the left side of the image, containing text.

## Massive data collection, management, and analysis




- More than 3 terabytes of critical biodiversity information
- More than 2 million camera trap photos and 4 million climate measurements
- Lack of tools to analyze and share data



# HP Earth Insights – Wildlife Picture Index System

HP Earth Insights  
**Wildlife Picture Index**

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## Explore WPI


Welcome!


HP Earth Insights' Wildlife Picture Index (WPI) Analytics System is an innovative application designed to speed up data collection, management and analysis performed by the TEAM Network. The WPI Analytics System was developed by HP and Conservation International.

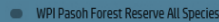
 About WPI

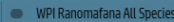
 Technical Approach

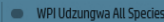


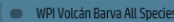





 WPI Pasoh Forest Reserve All Species

 WPI Ranomafana All Species




 WPI Udzungwa All Species

 WPI Volcán Barva All Species

 WPI

HP Earth Insights  
**Wildlife Picture Index**

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## Explore WPI

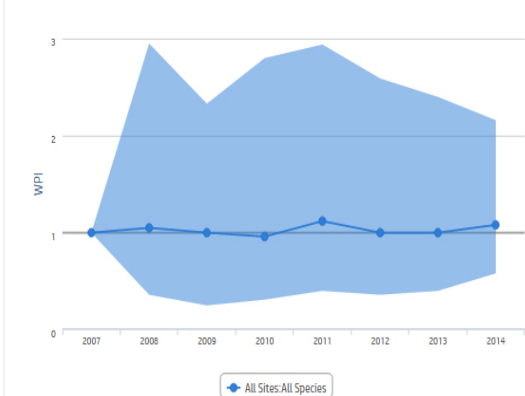
Year Range Selection  
2007-2014

Site Selection  
1 Selected

Species Group Selection  
1 Selected

Global WPI

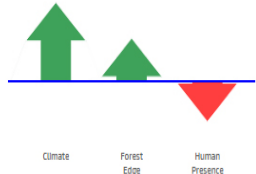
Click on WPI line to drilldown




Impact Analysis


All Sites: All Species


Summary of Impacts





Climate Forest Edge Human Presence

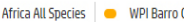





 WPI World Wide VU (Vulnerable)

 WPI Latin America All Species

 WPI Asia All Species

 WPI Africa All Species

 WPI Barro Colorado Nat



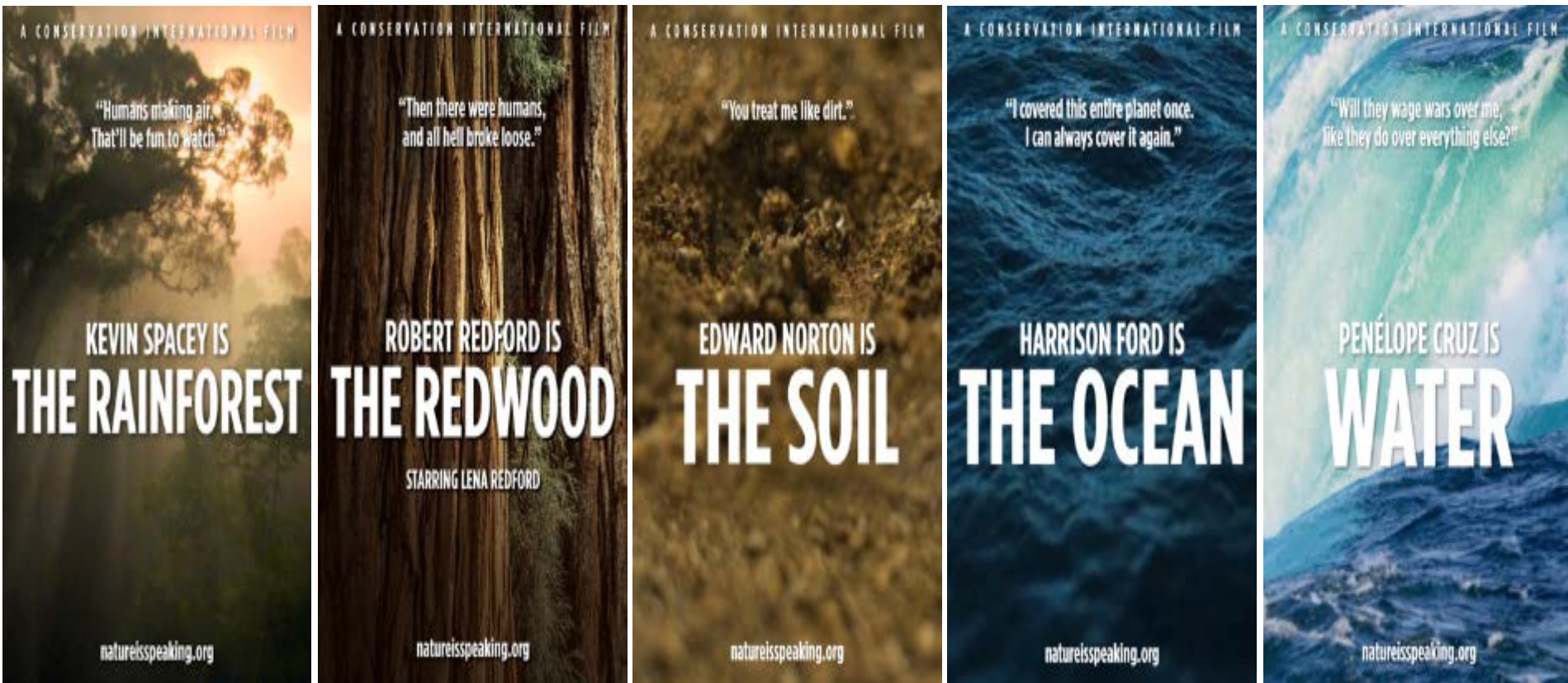


## Impacts and implications for parks, people, planet

- Improved accuracy and time to results
- Effective protected area management
- Evidence-based evaluation and recommendations
- Building connection to nature



# Nature is Speaking

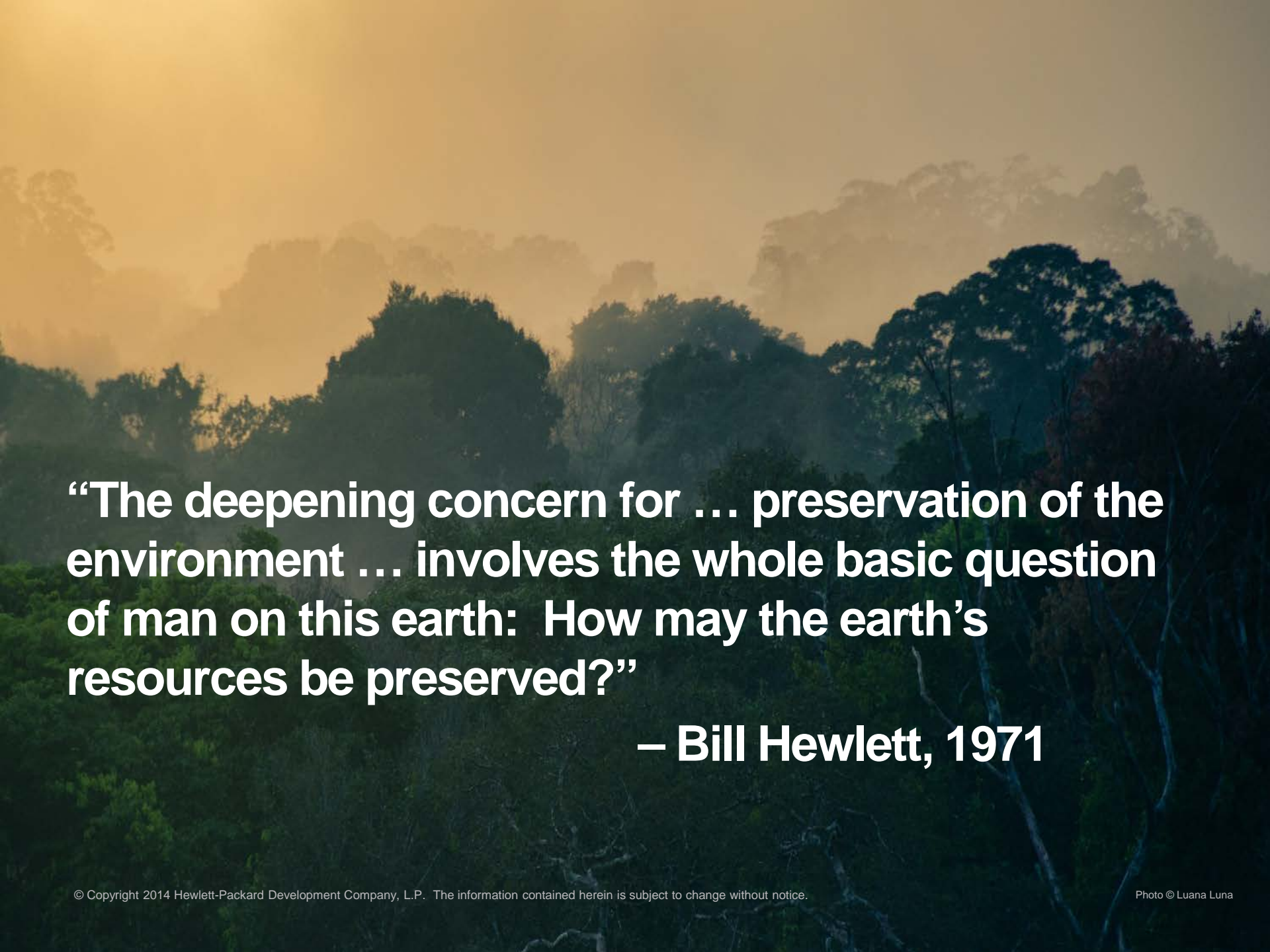


Supported by



**NatureIsSpeaking.org**





**“The deepening concern for ... preservation of the environment ... involves the whole basic question of man on this earth: How may the earth’s resources be preserved?”**

**— Bill Hewlett, 1971**



# David Mihalic

Principal  
Heritage Resource Group LLC



# ***Business Concessions as Partners***

*Lessons from the field:*

**A Partnership Between  
Park Managers and Concession  
Visitor Service Providers**

# ***The US National Parks...***

- ***Are the Responsibility of the  
FEDERAL GOVERNMENT***
- ***The FEDERAL GOVERNMENT  
manages the resources***
- ***The FEDERAL GOVERNMENT does  
NOT make beds or serve drinks!***

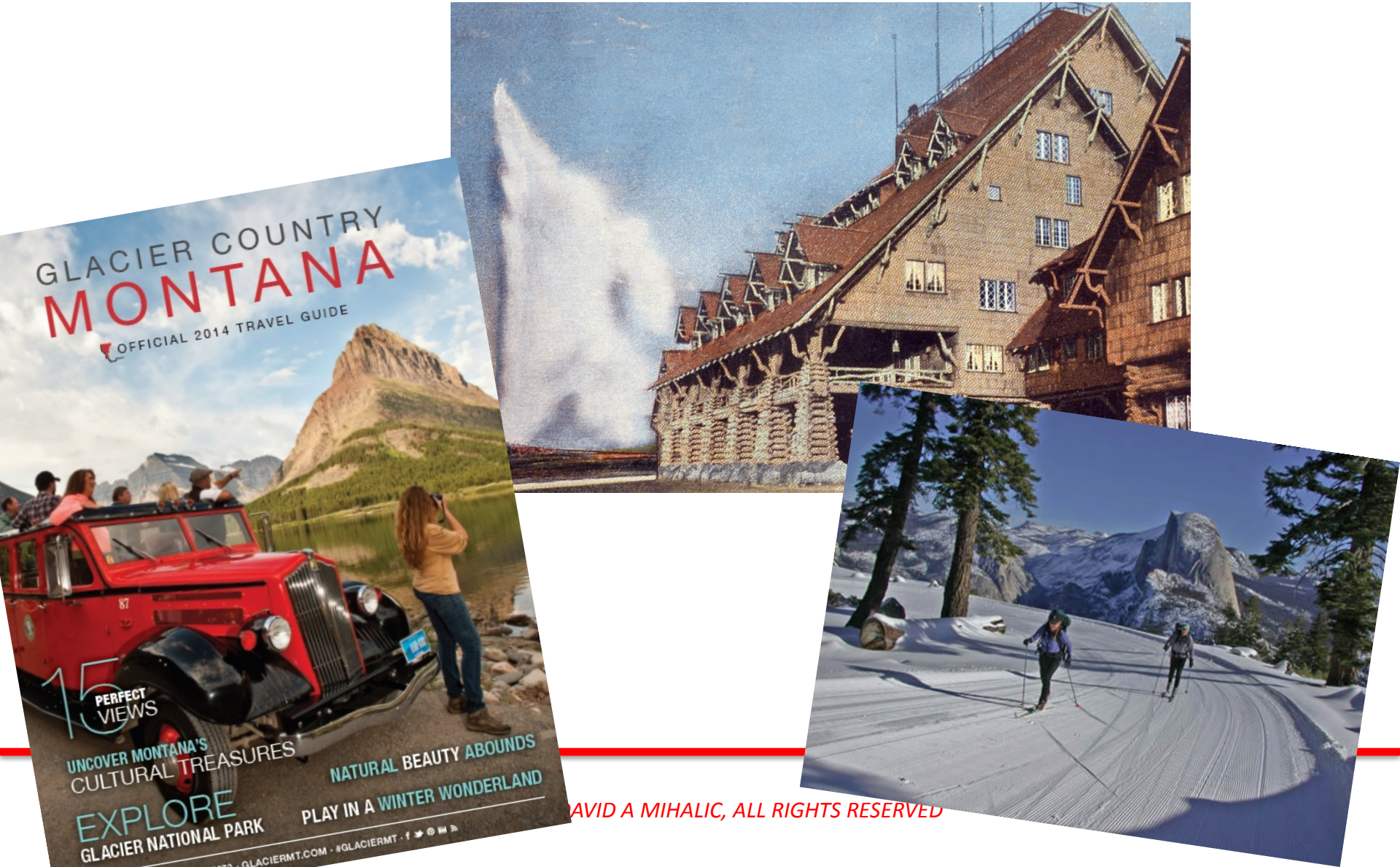
# ***US National Park Policy: To limit...***

***Accommodations and Services to only:***

- ***Those that are necessary and appropriate***
- ***Consistent with preservation of Park resources and values***



# US National Park Concessions



DAVID A MIHALIC, ALL RIGHTS RESERVED

# ***YOSEMITE NATIONAL PARK***

## ***Delaware North Companies - 1993***

- ***Purchase Assets & Give to NPS (US\$67M)***
- ***GreenPath Environmental Mgt Sys***
- ***ISO 14001 in 2001***
- ***Local & Sustainable Food Sourcing 2005***

## ***In Yosemite, DNC operates...***

- ***Park Visitor Shuttle Buses***
- ***Yosemite Climbing & Ski School***
- ***Interpretive Tours***
- ***Recycling and Zero Waste***

***As well as ALL Food, Beverage and  
Lodging Facilities***

## ***DNC and Yosemite***

- ***2001 – Co-composting Partners***
- ***2005 – Local, Organic, Free Range, Sustainable, Monterey Bay Standards***
- ***2008 – DNC Extends GreenPath Corporate-wide***
- ***2010 – DNC Chefs & Michelle Obama***
- ***2011 – NPS “Healthy Parks” R&D***



## ***Delaware North Leads With Corporate Values***

- ***At World Heritage Sites (Yosemite, Yellowstone, Grand Canyon, Olympic, Great Barrier Reef)***
- ***USA, Australia, Great Britain, Canada, New Zealand***
- ***GreenPath now Corporate-Wide Management Philosophy***

# ***PARKS CAN MAKE A DIFFERENCE***

***Samples of  
Yosemite Dining Guide  
&  
Yosemite Green Guide  
Available After Presentation***

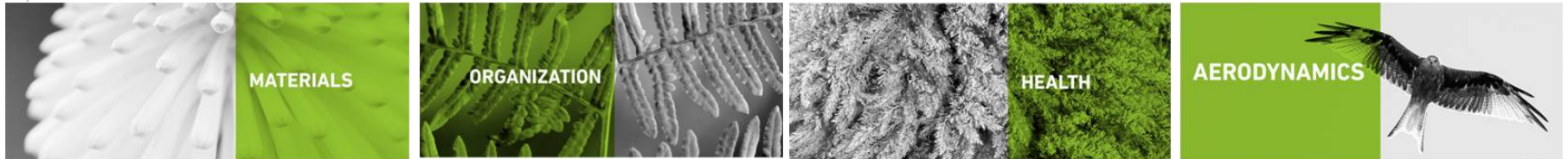


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SYDNEY 2014

*Parks, people, planet: inspiring solutions*

12 – 19 November 2014

Improving Health and Well-Being: Healthy Parks Healthy People



## **BIOMIMETICS: A METAMODEL FOR CONSCIOUSNESS**

Purificació Canals, PhD.



## Improving Health and Well-Being: Healthy Parks Healthy People

### CONCEPT

**Biomimetics** is a science that studies nature as a Metamodel to get inspired in order to build new models and contribute to its implementation in our society, according to the integral development of humans, communities, and the planet that sustains them. This, by acquiring behaviors related to new lifestyles and using behaviors and technologies, to solve problems that nature already solved. Biomimetics uses model systems, processes and elements that mimic nature or are inspired by it.



#### **New concept of Wellbeing:**

Biomimetic as the comprehension of the micro dimension in its relationship with every living being to express a new reference for research and for consciousness.

#### **Biomimetic approach:**

Recovering of "human time" to tackle, from a full perceptive, mental and vital consciousness, the reason of our origins, our becoming and our destiny. To do it and to be effective we should respect people with no limits; in a way of loving ourselves as a species.

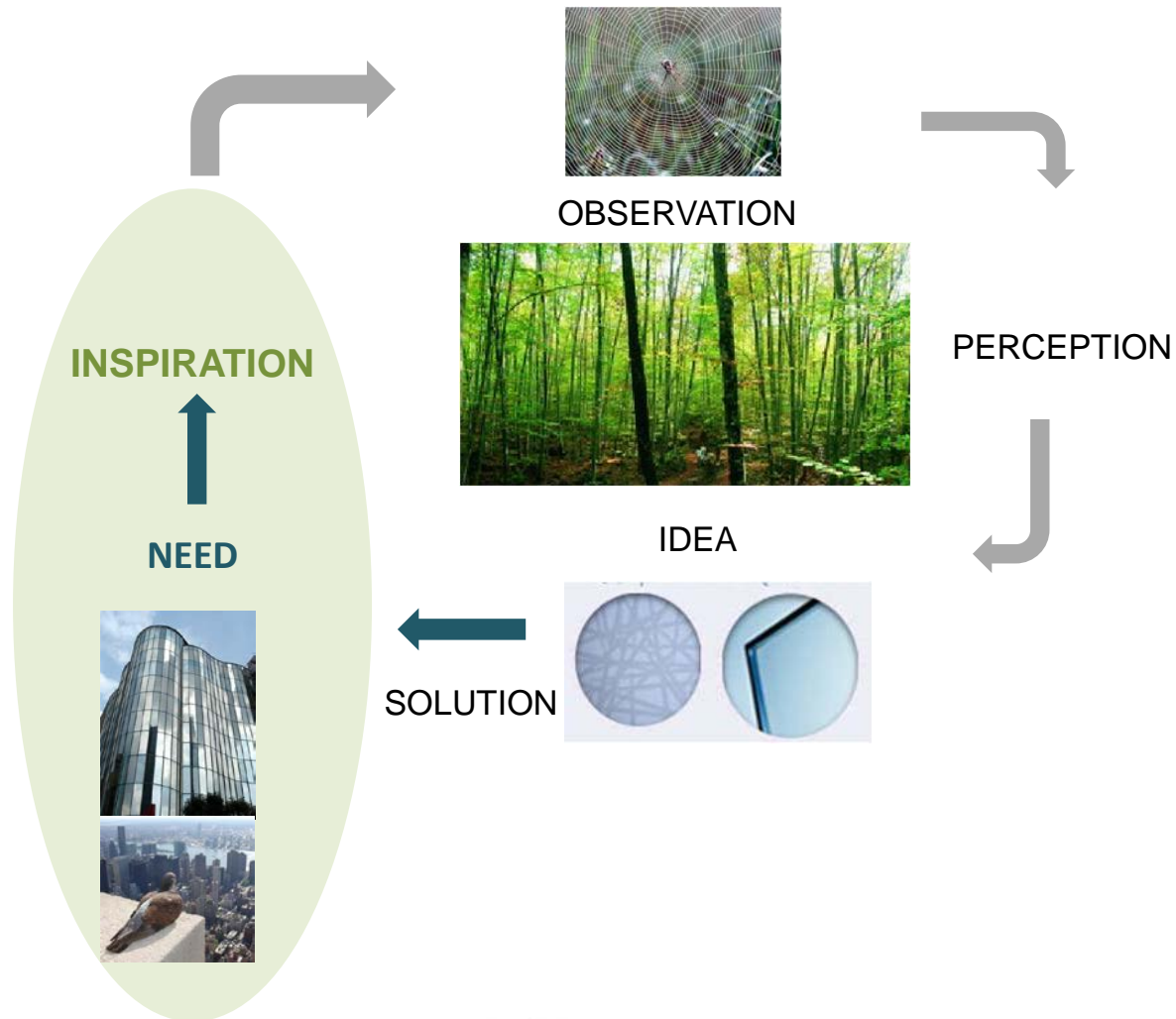
#### **Internalization of the Nature “self”:**

Symbiotic relationship between Nature & Person



Improving Health and Well-Being: Healthy Parks Healthy People

*inspiring solutions*



## INSPIRED BY NATURE: INSPIRING SOLUTIONS



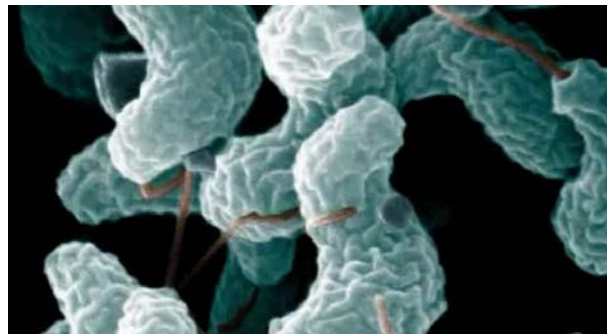
**TO MOVE TOWARDS A SUSTAINABLE WORLD, WE NEED TO PUT NATURAL ECOSYSTEMS AS THE SOURCE OF INSPIRATION FOR SOCIAL AND ECONOMIC MODELS**

## Improving Health and Well-Being: Healthy Parks Healthy People

- Natural ecosystems as a source of inspiration for new models of social and economic organization



- New models of relationship and / or organization inspired by the social behavior of bacteria





## Improving Health and Well-Being: Healthy Parks Healthy People



### Shinrin – Yoku “Forest Medicine”

Biomimetic consciousness: Person & Nature.

Shinrin-Yoku is a term that means "taking in the forest atmosphere" or "forest bathing." It was developed in Japan during the 1980s and has become a cornerstone of preventive health care and healing in Japanese medicine. Researchers primarily in Japan and South Korea have established a robust body of scientific literature on the health benefits of spending time under the canopy of a living forest. Now their research is helping to establish shinrin-yoku and forest therapy throughout the world.



*Fageda d'en Jordà. Catalonia*

**INSPIRATION**



**PROCESS**



### HEALTH BENEFITS

**Scientifically-proven benefits of Shinrin-yoku include:**

- Lowered blood pressure
- Lowered pulse rate
- Reduced cortisol levels
- Increased vigor
- Reduced anger
- Reduced depression

**Just as impressive are the results that we are experiencing as we make this part of our regular practice:**

- Deeper and clearer intuition
- Increased flow of energy
- Increased capacity to communicate with the land and its species
- Increased flow of eros/life force
- Deepening of friendships
- Overall increase in sense of happiness





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Improving Health and Well-Being: Healthy Parks Healthy People

THANK YOU!

[info@worldbiomimetics.org](mailto:info@worldbiomimetics.org)



WORLD  
BIOMIMETICS  
FOUNDATION

# Panel Discussion

Moderated by

**Paul Smith**

Deputy Secretary

Department of Environment and Primary Industries

Victoria, Australia



## Stay Connected

For more information on the *Healthy Parks Healthy People* approach visit [www.hphpcentral.com](http://www.hphpcentral.com)

Contribute to the Promise of Sydney at  
[www.worldparkscongress.org/about/promise\\_of\\_sydney](http://www.worldparkscongress.org/about/promise_of_sydney)



## *Coming up in Stream 3*

**Hall 3B1 Home Room, 1.30pm-3.00pm**

**Session 10:** Sustaining parks and improving human health together 2

**Charley Room, 1.30-3.00pm**

**Session 14:** Connecting people and parks

**Hordern Room, 1.30-3.00pm**

**Session 18:** The nature experience: behaviour change, conservation and technology

