

1.81 Productive Relationships between IUCN and the Private Sector

RECOGNIZING that for the Union to be successful in its Mission it must expand its efforts to develop productive relationships with the full range of organizations and interests whose actions affect the integrity and diversity of nature;

AWARE that private sector organizations carry out activities and make decisions that have a major impact on the use of the world's natural resources and are responsible for most of the fixed capital investment affecting environmental protection and sustainable development;

REAFFIRMING that, as stated in *Caring for the Earth*, the lower income countries should develop their industry so as to escape from acute poverty and achieve sustainability, but this development should not be of the kind that blights the environment and imposes heavy social costs in many areas of the high income countries;

NOTING that in some countries the private sector is an active partner in the preparation of strategies for biodiversity conservation and sustainable development;

RECOGNIZING that there are a number of key international business organizations which represent major economic sectors of importance to sustainable development, such as travel/tourism, banking and natural resource extraction;

RECOGNIZING also that the goal of sustainable development will therefore not be achieved without the active and constructive involvement of the business community and an increased dialogue between the business community, governments and government agencies, and the environmental movement;

NOTING that new technology will be needed to achieve new industrial growth which does not bring environmental disaster, and that a major part of the research and investment for this will have to come from the business community;

NOTING further that various parts of IUCN, including Commissions, have engaged in programmatic and funding partnerships with private sector organizations;

RECOGNIZING that the Director General is pursuing specific initiatives with the World Business Council on Sustainable Development and other business associations for the environment, including preparation of a business guide to the Convention on Biological Diversity;

NOTING that the Keidanren Nature Conservation Foundation, a Japanese business-related organization, whose main purpose is in line with IUCN's objectives, has been accepted for membership in the Union as a non-governmental organization;

NOTING that the topic of business and sustainable development was the focus of a special high-level panel discussion at the present World Conservation Congress and was addressed in workshops;

The World Conservation Congress at its 1st Session in Montreal, Canada, 14–23 October 1996:

1. URGES IUCN members and the Director General, within available resources and based on the need to influence private sector policies in support of the Mission of IUCN, to expand dialogue and productive relationships and to find new ways to interact with members of the business community;
2. REQUESTS all Commissions to review their programmes with a view to strengthening their efforts to persuade the private sector to support their mandates;
3. REQUESTS the Council:
 - a) to establish a Task Force on IUCN-Private Sector Relationships, including representatives of the private sector, to advise Council on ways to advance the Mission of the Union through more effective productive relationships between the components of IUCN and the private sector;
 - b) to invite the Task Force to consider, *inter alia*, the possibility of organizing an international conference on IUCN and the private sector, and on establishing productive relationships between IUCN and key international business organizations;

- c) to report to the 2nd Session of the World Conservation Congress on the implementation of the recommendations of the above Task Force.