

## **WWF EU Business and Biodiversity Forum - Day 2**

### **Joint Advocacy & Nature Strategies**

#### **A special session for WWF Corporate Partners and Friends : Friday 20<sup>th</sup>, 9 am to 1 pm**

Dear partners and Friends,

We would like to invite you to join a “**WWF Corporate Partners and Friends**” gathering, on Friday 20<sup>th</sup> of September, from 9 am to 1 pm, in WWF Belgium’s offices. Taking the opportunity of being in Brussels on the occasion of our **WWF EU Business and Biodiversity Forum**, we will invite you to reflect on **joint advocacy opportunities**, and to **meet your peers in a networking session** focusing on nature strategies within your organizations.

Together with business, WWF is working to secure a more sustainable future for people and the planet. This includes engaging in joint advocacy calling for and shaping government and sectoral policies and incentives that support sustainability.

Delivering on global goals on climate, nature and development requires significant change in how we feed, fuel, and finance ourselves. With the forthcoming appointment of a new Commission, there is a real opportunity in Europe to progress sustainable transformation.

In a challenging political context, including an ever more polarized debate against environmental policies and the European Green Deal, **progressive business voice can make all the difference** in securing policies and incentives that support sustainability.

This WWF-convened half-day session will bring together WWF corporate partners and friends to first explore the business case for European policies that support sustainable businesses and resilient, healthy ecosystems, as well as the opportunities to engage in joint advocacy to secure them.

Our aim is to better understand your priorities, find common ground, and begin to co-design advocacy that attracts business participation and has a positive impact.

We will then organize peer-to-peer discussions to share best practices and challenges on building nature strategies within your organization, to build on each other’s experiences and vision.

For any questions on this session, please contact :

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### **AGENDA**

9.00 am to 1.00 pm	<b>Joint Advocacy &amp; Nature Strategies - a special session for WWF corporate partners and friends</b>
9.00 to 10.30	<b>An introduction to joint advocacy (plenary) :</b>  <a href="#">Welcome &amp; Introductions (20')</a> <ul style="list-style-type: none"><li>- Who are we, why are we meeting</li><li>- What do we mean by joint advocacy</li><li>- Trends in companies engaging in joint advocacy</li></ul> <a href="#">Joint advocacy success stories (20')</a>

	<p>Effective examples of joint advocacy which helped shape legislation :</p> <ul style="list-style-type: none"> <li>- EU Nature Restoration Law</li> <li>- Business Coalition for a Global Plastics Treaty</li> </ul> <p><b><u>A new EU context : what’s at stake, and where businesses can play a role (25’)</u></b>  With a new Commission and Parliament, and the risk of environmental roll back at the EU level, how can we work together to keep a high ambition on nature, for the benefit of people and the economy?</p> <p><b><u>Typical challenges corporates might face in building joint advocacy (20’)</u></b></p> <ul style="list-style-type: none"> <li>- Addressing Lobbies</li> <li>- Avoiding green hushing</li> <li>- Getting internal buy-in</li> </ul> <p><b><u>Conclusions and next steps (5’)</u></b></p>	
<p>11.00 am to 1.00 pm</p>	<p><b>Shaping Sustainable Food Systems (group 1 : agri-food sector companies)</b></p> <p><i>Special session for WWF partners and friends in the agrifood sector</i></p> <p><b><u>The Business Case for Change</u></b></p> <p>What do we mean by sustainable food systems and what are the business opportunities?</p> <p><b><u>Policies &amp; Politics for Sustainable Food Systems</u></b></p> <p>What are the opportunities ahead for policy-making that encourages sustainable food systems in Europe, and what are the challenges in their creation and implementation that joint advocacy can overcome?</p> <p><b><u>Finding Common Ground</u></b></p> <p>From encouraging healthy eating and sustainable diets to driving changes in agricultural production and tackling food waste, where do we share common ground, and what is the scope for engaging in joint advocacy together?</p> <p><b><u>Discussion</u></b></p>	<p><b>Peer to Peer session and networking for WWF corporate partners (group 2 : non agri-food sector companies) :</b>  <i>Sharing best practices and challenges on building nature strategies. In small groups, participants will be able to discuss the below strategic topics, building on each others experiences and visions :</i></p> <p><b><u>Stakeholders engagement : challenges and levers</u></b>  Who are the key stakeholders to engage to build an ambitious nature transition plan, and what are the key success factors to get them onboard ?</p> <p><b><u>Financing nature action : challenges and levers</u></b>  What are the existing tools and gaps to finance nature action that will deliver on a nature positive pathway ?</p> <p><b><u>Navigating the complexity of nature framework</u></b>  From global to local, from water to land and biodiversity, from the CSRD to the BRF, TNFD and SBTN... How to navigate the complexity of the nature topic ?</p> <p><b><u>Building integrated nature strategies</u></b>  Nature programs cannot be disconnected from climate programs, or</p>

	<p>What are your priorities and objectives, what can we work on together, who might be our allies, and what are the first opportunities to engage in joint advocacy?</p> <p><b><u>Next Steps</u></b></p> <p>Where do we go from here?</p>	<p>from business strategies. How to connect the dots ?</p>
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*To encourage open and meaningful discussion, we will hold the round table under the [Chatham House Rule](#) under which participants are free to use the information received but may not reveal the identity nor the affiliation of speakers, nor of any other participant. Taking part is free of any commitment or expectation to engage in further collaboration.*