

# LIFE Coalition for Business & Biodiversity



*A visionary leader's initiative that connects Business and Biodiversity.*

In today's world, over 50% of the global economy depends on natural resources\*, and is at risk of being seriously affected by the biodiversity crisis.

Innovative companies are ensuring their longevity by conserving the ecosystems necessary for business operations and all life on the planet.

**This need for change in the development models gave rise to the LIFE Coalition for Business and Biodiversity.**

The LIFE Coalition for Business & Biodiversity is formed by a select group of business leaders committed to accelerating the insertion of biodiversity into business strategy through concrete actions and transformative solutions proposed by the LIFE Institute.



*Engage in this groundbreaking movement that adds value to your business and builds a positive legacy.*

As a member of the LIFE Coalition for Business and Biodiversity:

- the company becomes a protagonist in the transformation of business models, including biodiversity as a response to the global environmental emergency and mitigation of the effects of climate change;
- thus, it positions itself as an important reference in the global market, disseminating the integration of biodiversity conservation as a fundamental step of the ESG strategy.

The LIFE Coalition for Business & Biodiversity encourages transformation in corporations, revealing the win-win scenario that favors scaling up practices and investments in biodiversity conservation, meeting Targets 18 and 19 of the GBF (Kunming-Montreal Global Biodiversity Framework - Convention on Biological Diversity - UN).

In addition to the company taking a leadership role the transformation of business models, joining this group of corporate front runners gives access to opportunities such as:

- active participation in the main international events of Business and Biodiversity;
- networking with industry leaders;
- sharing strategies and good practices in biodiversity conservation;
- positive visibility, strengthening reputation.



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## Join us and be part of the LIFE Coalition.



## MEMBERS OF THE LIFE COALITION FOR BUSINESS & BIODIVERSITY



The LIFE Coalition was officially launched on December 15, 2022, during the UN Biodiversity COP-15 in Montreal, Canada.

