



## HEC community calls on decision-makers to protect biodiversity

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The HEC Paris Alumni Association has presented the conclusions of its **White Paper on Biodiversity** in which it calls on the combined efforts of private enterprise and investors, the public authorities and civil society. The report has been officially presented to the French Ambassador for the Environment, Sylvie Lemmet, and will soon be submitted to negotiators ahead of COP15.

The HEC community, which boasts 68,000 alumni, has decided to voice its opinion for the first time on an issue that is seldom discussed in economic circles, but which affects the world of business and our planet as a whole: **biodiversity**. In fact, biodiversity loss is closely entwined with global warming, and many economic sectors (agro-food, textiles, tourism, construction, etc.) have a direct impact on it.

A **White Paper on Biodiversity** has been written by a team from HEC whose members attest to the generational collaboration that is vital for devising solutions to help tackle the crisis. The team brings together students and recent HEC graduates, namely Julie Christiaen, Théo Maret, Adam Melki and Eliette Verdier. The authors were supervised by Christine Rodwell, an expert in the social and environmental impact of business and a member of the HEC Alumni Committee; and David Vaillant, global head of finance, strategy and investment in the financial sector and an affiliate professor at HEC Paris.

This **White Paper** signals the tough stance taken by HEC Alumni on a problem that stands at the intersection of major economic issues, environmental concerns and profound changes in society. The document was drawn up on the basis of interviews held with around 50 corporate and NGO leaders, investors, experts and researchers.

Thanks to this **White Paper**, the HEC community is contributing to the dialogue between research, the private sector, public authorities and civil society. The report recommends a pragmatic approach to preserving and restoring biodiversity while highlighting the difficulties involved and best practices.

Accordingly, the **White Paper** suggests to:

- **Stabilize research funding;**
- **Strengthen biodiversity** protection standards;

- **Extend nature awareness** in primary and secondary schools and introduce dedicated lessons in higher education together with **vocational training** not just for corporate executives, but also for local and national public policy-makers;
- **Analyze the impact of economic activity on biodiversity** at every level of the value chain;
- **Provide a structure for dialogue within industries** as well as local coordination;
- **Put biodiversity on the boardroom agenda**;
- **Harness innovations in technology and economic models** to measure and limit impact;
- **Support the transition of the agri-food industry** to tackle waste and advance new production and consumption methods;
- **Develop and deploy a strategy for protecting biodiversity** in the relevant key business sectors;
- Encourage the **mainstreaming of biodiversity in the financial sector by developing data and metrics** and integrating them into the decision-making process.

*“ These discussions confirmed the leading role that France can play in terms of biodiversity due to the wealth of our ecosystems, the quality of our research and the commitment of our companies and civil society”, explain Christine Rodwell and David Vaillant.*

*“ Our approach has been unhesitatingly pragmatic because we have been keen to highlight the limits we see today, and especially because we wanted to share a number of solutions and good practices to encourage people to take action. Many of our recommendations are within easy reach and can be implemented without delay”.*

Access the White Paper [here](#) or via this QR code:



#### **About d’HEC Alumni:**

HEC Alumni is the Association of graduates from all degree programs at HEC Paris. It was founded in 1883 and declared of public interest in 1900.

HEC Alumni supports HEC Paris students and graduates at every stage of their lives. Together, we are a powerful, united, and international community that empowers its members to have a positive impact on business and society. Our mission :

We SHARE, grow and create memories together

We DARE with our vision and actions

WE CARE for our community and beyond.

<http://www.hecalumni.fr>

#### **About HEC Paris:**

Founded in 1881, HEC Paris is a leading European Business School. Its ambition is to positively impact both businesses and society thanks to its three-pronged approach “**Think, Teach, Act**” and thus to contribute to a more inclusive, sustainable and prosperous world.

With 160 research professors from all around the world producing and teaching unique knowledge to **more than 4,500 students from 110 different countries**, the HEC Paris campus serves as a real laboratory for innovation and exchange which is open to the world's diversity and challenges. Inspired by its 5 core values -**Excellence, Curiosity, Entrepreneurial spirit, Diversity and Responsibility**- HEC Paris offers a complete range of training courses for the leaders of tomorrow: the Pre-Experience Program, specialized masters, MSc, the Summer School, the MBA, the Executive MBA, the TRIUM Global Executive MBA, the PhD, as well as a wide variety of programs targeted to leaders and managers.

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