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**New ISO CSR Standard (ISO 26000) uses Ecosystem Services
as the Framework of the Environmental Management Guidelines**

The current draft of the upcoming ISO Corporate Social Responsibility standard (ISO 26000) incorporates Ecosystem Services as the operating framework for corporate environmental management.

In the new standard, Environmental Issue 4 (guideline 6.5.6 in the attached excerpt) includes considerable discussion of how “An organization can become more socially responsible by acting to protect the environment and restore natural habitats and the various functions and services that ecosystems provide. Key aspects of this issue include valuing, protecting and restoring ecosystem services and biodiversity.”

As recognized global experts in the science and policy of Ecosystem Services and its application to corporate strategy and operations, we are encouraged that the ISO guidelines acknowledge Ecosystem Services as the going-forward operating framework for addressing corporate environmental performance.

Attached please find an excerpt from the current draft of the ISO 26000 guidelines, to be formally released in late 2010.

We encourage companies to review this information and to incorporate ecosystem services into their existing strategic and environmental programs; our Corporate Ecosystem Services team is available to answer any questions.

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Guidance on social responsibility*Lignes directrices relatives à la responsabilité sociétale*

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1999 **6.5.5.2.2 Climate change adaptation**

2000 To reduce vulnerability to climate change, an organization should:

2001 — consider future global and local climate projections to identify risks and integrate climate change
 2002 adaptation into its decision making. This should be done to implement responsive measures to existing or
 2003 anticipated impacts and to increase the capacity of stakeholders within its sphere of influence to adapt;
 2004 and

2005 — identify opportunities to avoid or minimize damage associated with climate change and take advantage of
 2006 opportunities, where possible, to adjust to changing conditions (see Box 10).

2007

2008 **Box 10 – Examples of climate change adaptation actions**

2009 Examples of actions to adapt to changing climate conditions include:

2010 — planning for land use, zoning and infrastructure design and maintenance taking account of the
 2011 implications of a changing climate and greater climatic uncertainty and the possibility of increasingly
 2012 severe weather, including floods, high winds, drought and water scarcity or intense heat;

2013 — developing agricultural, industrial, medical and a range of other technologies and techniques and making
 2014 them accessible to those in need, ensuring the security of drinking water, sanitation, food and other
 2015 resources critical to human health;

2016 — supporting regional steps to reduce vulnerability to pluvial and fluvial flooding. This includes restoring
 2017 wetlands that can help manage flood water, re-routing rivers away from residential areas, and reducing
 2018 the use of non-porous surfaces in urban areas; and

2019 — providing wide opportunities to increase awareness through education and other means of the importance
 2020 of adaptation and preventive measures for the resilience of society.
 2021

2022

2023 **6.5.6 Environmental issue 4: Protection of the environment and restoration of natural habitats**2024 **6.5.6.1 Description of the issue**

2025 In the past 50 years, human activity has changed ecosystems more rapidly and extensively than in any
 2026 comparable period in history. Rapidly growing demand for natural resources has resulted in a substantial and
 2027 often irreversible loss of habitat and diversity of life on earth ^[84]. Vast areas – both urban and rural – have
 2028 been transformed by human action.

2029 An organization can become more socially responsible by acting to protect the environment and restore
 2030 natural habitats and the various functions and services that ecosystems provide (such as food and water,
 2031 climate regulation, soil formation and recreational opportunities) ^[84]. Key aspects of this issue include:

2032 — **valuing, protecting and restoring ecosystem services** Ecosystems contribute to the well-being of
 2033 society by providing services such as food, water, fuel, flood control, soil, pollinators, natural fibres,
 2034 recreation and the absorption of pollution and waste. As ecosystems are degraded or destroyed, they
 2035 lose the ability to provide these services.

2036 — **valuing and protecting biodiversity** Biodiversity is the variety of life in all its forms, levels and
 2037 combinations; it includes ecosystem diversity, species diversity and genetic diversity ^[126]. Protecting
 2038 biodiversity aims to ensure the survival of terrestrial and aquatic species, genetic variability and natural
 2039 ecosystems ^{[127][128]}.

2040 — **using land and natural resource sustainably** An organization's land use projects may protect or
 2041 degrade habitat, water, soils and ecosystems ^{[129][130]}

2042 — **advancing environmentally sound urban and rural development** Decisions and activities of
 2043 organizations can have significant impacts on the urban or rural environment and their related
 2044 ecosystems. These impacts can be associated with, for example, urban planning, building and
 2045 construction, transport systems, waste and sewage management, and agricultural techniques.

2046 **6.5.6.2 Related actions and expectations**

2047 In relation to all its activities, products and services, an organization should:

2048 — identify potential adverse impacts on ecosystem services and biodiversity and take measures to eliminate
 2049 or minimize these impacts;

2050 — where feasible and appropriate, participate in market mechanisms to internalize the cost of environmental
 2051 burdens caused and create economic value in protecting ecosystem services;

2052 — give highest priority to avoiding the loss of natural ecosystems, next to restoring ecosystems, and finally,
 2053 if the former two actions are not possible or fully effective, to compensating for losses through actions that
 2054 will lead to a net gain in ecosystem services over time;

2055 — establish and implement an integrated strategy for the administration of land, water and ecosystems that
 2056 promotes conservation and sustainable use in a socially equitable way;

2057 — take measures to preserve any endemic or endangered species or habitat that may be adversely
 2058 affected;

2059 — implement planning, design and operating practices as a way to minimize the possible environmental
 2060 burdens resulting from its land use decisions, including decisions related to agricultural and urban
 2061 development;

2062 — incorporate the protection of natural habitat, wetlands, forest, wildlife corridors, protected areas and
 2063 agricultural lands into the development of buildings and construction works ^{[92][128]};

2064 — consider adopting sustainable agricultural, fishing, animal welfare and forestry practices as defined in
 2065 leading standards and certification schemes ^[14];

2066 — consider that wild animals and their habitats are part of our natural ecosystems and should therefore be
 2067 valued and protected;

2068 — progressively use a greater proportion of products from suppliers meeting the requirements of standards
 2069 and certification schemes (see for example Annex A and Bibliography); and

2070 — avoid approaches that threaten the survival or lead to the global, regional or local extinction of species or
 2071 that allow the distribution or proliferation of invasive species

2072 **6.6 Fair operating practices**

2073 **6.6.1 Overview of fair operating practices**

2074 **6.6.1.1 Organizations and fair operating practices**

2075 Fair operating practices concern ethical conduct in an organization's dealings with other organizations and
 2076 individuals. These include relationships between organizations and government agencies, as well as between
 2077 organizations and their partners, suppliers, contractors and competitors, and the associations of which they
 2078 are members.