Name of landscape/region:
Organisations:

IUCN National Committee of The Netherlands

BUSINESS ENGAGEMENT CANVAS

1. Which businesses are active in the landscape(s) where your organisations are active?

ⓘ *Be specific, with name, sector, type of ownership, financing, etc.*

2. What are the impacts & dependencies of business on biodiversity and ecosystems (focus on one prioirty sector and/or issue)?

ⓘ *Impacts (can be negative or positive) – break down per sector*

ⓘ *Dependencies*

3. Which practices would you like to change? How can business play a role?

ⓘ *What business practices would you like to change as a priority? Be specific for each company(ies).*

ⓘ *What needs to change in order to bring about this change? Think of governments, financing as well as CSO practices and others.*

**To be completed per organisation
Name & organisation:

IUCN National Committee of The Netherlands

BUSINESS ENGAGEMENT CANVAS

4. Your organisation

Mandate *How would engaging business help yourorganisation reach its goals ?*

Culture and norms *Which forms of business engagement (campaigning, etc.) would suit the culture and norms of your organisation? Which wouldn't suit and why?*

Expertise & Capacity *What expertise /capacity does your organisation have for influencing business? What have you learned already from previous engagements? What do you still need to learn?*

Internal support *How does your organisation's leadership and your colleagues look at the possibility to engage business?*

Your unique selling point *What do you have to offer to business and other partners in the landscape (i.e. Unique skills, expertise, contacts, etc.)*

External support *Who could you partner with to create a complementary approach and what would they bring (i.e. skills, contacts, etc.)?*

Name of landscape/region:
Organisations:

BUSINESS ENGAGEMENT CANVAS

5. What are the main drivers for change in the target company(ies)? What type of engagement could lead to change in busines practices?

6. What are the key risks of the potential engagement(s)? Where could you find more information?

i *Think about financial, legal, operational, marketing and reputational.*

i *Major issues identified in the risk and opportuni y assesment? Any red flag issues?*

i *Think about different forms of direct engagement (campaign/dialogue) and also indirect through governments, financial institusions, consumers, etc.*

i *How could these risks be managed?*

**To be completed per organisation
Name & organisation:

BUSINESS ENGAGEMENT CANVAS

7. | **Action plan**

Outcome desired by 2020:
The change we want to see in business practices

Shared objective by 2020:
How we will contribute to achieving the outcome

Specific action 1	**Specific action 2**
Write down Action 1 for your organisation. Make it SMART! How will this link to other partners in the landscape?	*Write down Action 2 for your organisation. Make it SMART! How will this link to other partners in the landscape?*
By when should this Action be completed?	*By when should this Action be completed?*
What will be needed for this Action and where will you get it from?	*What will be needed for this Action and where will you get it from?*

SMART targets are: Specific, Measurable, Attainable, Realistic, Time-related