



GEO Biodiversity Observation Network

Addressing a Business Plan

2nd Workshop April 8th 2008



Some questions...

- ◆ Is there a demand?
- ◆ Is this initiative user driven?
- ◆ Is there a 'consumer' who can/will pay?
- ◆ Have potential funders been identified & consulted?
- ◆ What happens when the 'business' is mature?
- ◆ What will keep funds flowing in?
- ◆ Can we be sure of supply?
- ◆ What will motivate essential collaboration and data inputs?
- ◆ What 'competition' is there?
- ◆ Who will win and lose?
- ◆ How will competition be avoided?
- ◆ Will this mobilise new resources or compete for existing money?
- ◆ What is the budget?
- ◆ What are the priorities, how will activities be phased?
- ◆ Will there be confidence in the institution?
- ◆ Who will be fundraising and in whose name?

RED LIST
ASSESSMENTS.
Global Assessments
underway by 2012
\$50 million

DATA
GATHERING
+
MANAGEMENT

RED LIST

①

ENGAGEMENT
COSTS

⑧

BL -
Global coverage
\$100k +
BL -
4 yr monitoring
cycle
± \$100,000 +

DATA
GATHERING &
MANAGEMENT

IBAS

②

KBA
Database
ENTERPRISE
SYSTEM
?
Data
Collection

⑤

IBAT
TOOL

IBAT
partners.

⑥

KBAS -
All GA species in
CI areas by
end 2008.
(\$1000 per KBA)

DATA
GATHERING &
MANAGEMENT

OTHER
KBAS

③

PART OF IBAT
+ OTHER CI PROCESSES
BC

OTHER TOOLS
(REPATRIATION)

UNET

⑦

\$3 million
for 100%
polygons L IUCN
Cat I-III.

DATA
GATHERING +
MANAGEMENT

WDPA

④

SSC
MEMBERS

DEVELOPMENT
BANKS

LOTS OF OUTPUTS

Some numbers...

- ◆ 5 year time-frame...
- ◆ IUCN Global species assessment > \$50m
- ◆ IUCN/UNEP-WCMC WDPA > \$8m
- ◆ CI/BL KBAs > \$20m
- ◆ Will GEO-BON be contributing or assume these costs will be carried by others?

Some possibilities...

- ◆ Governments
 - ◆ Don't like open ended commitments...
- ◆ Inter-Government
 - ◆ UN system might take on parts...
 - ◆ Some regional groupings may contribute (EU)...
- ◆ Research Funds
 - ◆ Growing opportunity for research but ongoing observation systems???
- ◆ Development Banks
 - ◆ Some possibilities for useful tools...
- ◆ NGOs
 - ◆ Generally looking for support themselves...
- ◆ Business
 - ◆ Both CSR and operational opportunities, but strong competition...
- ◆ Foundations
 - ◆ Significant opportunities, but generally hyped...
- ◆ The Public
 - ◆ Untapped potential but...

Some suggestions...

- ◆ Make a simple, iron-clad case
- ◆ Capitalize on GEO's unique strengths
- ◆ Focus on gap areas needing a facilitator *or* new player
- ◆ Identify quick wins
- ◆ Break the work into bite-sized parts
- ◆ Get a track record of success



A world where biodiversity counts

www.unep-wcmc.org