

**ENERGY AND BIODIVERSITY  
INITIATIVE (EBI): Report on Progress**

**September 2005**

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## **I. INTRODUCTION**

The Energy and Biodiversity Initiative (EBI) is a partnership of four energy companies and five conservation organizations. The EBI was created in January 2001 to develop and promote practices for integrating biodiversity conservation into upstream oil and gas development. In mid-2003, at the close of this first phase, the EBI partners, recognizing that they still had much to learn from each other and much to accomplish from their original goals, extended the Initiative for another two years. Now, nearly five years after the first EBI meeting took place in Washington, DC, Phase II is drawing to a close. This report reviews the last two years of progress and achievements of the group as it continues its efforts to be a positive force for biodiversity conservation within the oil and gas industry.

The idea for the EBI was born at the Center for Environmental Leadership in Business at Conservation International, where staff members realized, both through their own experiences and in talking with colleagues at other NGOs, that oil and gas companies were often active in the same places that they had identified as priorities for conservation work. This overlap presented not only a threat, but also an opportunity. While oil and gas operations are often not the biggest threat to biodiversity in an area, they can have a wide range of negative impacts on ecosystems; yet, in some cases, company activities, resources and influence may also make a positive contribution to biodiversity conservation.

### **A. EBI PHASE I**

Recognizing the need to address these issues in a common forum, CI approached several fellow field-based conservation organizations that had experience working with the energy industry, and several energy companies that had recognized biodiversity as an important issue and had made a commitment to conservation. Out of this, the Energy and Biodiversity Initiative was created by five energy companies – BP, Chevron, Enron,<sup>1</sup> Shell and Statoil – and five conservation organizations – Conservation International, Fauna & Flora International, IUCN – The World Conservation Union, Smithsonian Institution and The Nature Conservancy.

The group set out to develop principles, practical guidelines and tools that could be used by companies to address biodiversity issues both at the corporate level and at their project sites. These guidelines would seek to not only avoid and mitigate harm to biodiversity, but also contribute positively to conservation. To facilitate their efforts, the EBI members divided themselves into four working groups, each of which focused on a specific topic related to energy and biodiversity: Business Case, Biodiversity Conservation Practices, Site Selection and Indicators.

In August 2003, the EBI published a main report, “Integrating Biodiversity Conservation into Oil and Gas Development,” which contains recommendations and tools for practical steps to integrate biodiversity protection into the entire lifecycle of oil and gas operations,

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<sup>1</sup> In December 2001, Enron ceased to be a part of the Initiative.

from exploration to decommissioning. The report is a synthesis of the dialogue and conclusions of the EBI and its working groups over the course of EBI Phase I, and a summary of the guides, discussion papers and resources (the EBI products) that the group produced (see Table 1). For more information and the full text of EBI products, go to [www.theebi.org](http://www.theebi.org)

**Table 1: Products of the Energy and Biodiversity Initiative**

<b>Guides</b>	<b>Discussion Papers</b>	<b>Resources</b>
Integrating Biodiversity into Environmental Management Systems	Negative Secondary Impacts from Oil and Gas Development	Good Practice in the Prevention and Mitigation of Primary and Secondary Biodiversity Impacts
Integrating Biodiversity into Environmental and Social Impact Assessments	Opportunities for Benefiting Biodiversity Conservation	Online Biodiversity Information Sources
Framework for Integrating Biodiversity into the Site Selection Process		International Conventions
Biodiversity Indicators for Monitoring Impacts and Conservation Actions		Glossary
		PowerPoint Presentation on Integrating Biodiversity Conservation into Oil and Gas Development

## **B. EBI PHASE II**

The EBI was created to “develop and promote” the integration of biodiversity conservation into oil and gas development. While Phase I focused on the first element, *developing* a series of products and recommendations, Phase II was designed to further the second element, *promoting* the ideas and practices outlined in the EBI products.

At the close of EBI Phase I, it was agreed that the EBI would enter a transition period during which the EBI members would have the opportunity to demonstrate a commitment to the recommendations and guidelines they had developed, by testing the products at the corporate level and through pilot projects, and fulfill the second half of the EBI mission, through promotion. The main goal of Phase II is for industry to adopt, disseminate, apply, gather feedback on, and encourage refinement of the EBI report and products.

EBI members agreed on the following five objectives for Phase II:

1. Apply and test the EBI guidelines at the corporate and project level (to be done by EBI members, as well as other energy companies).
2. Monitor, collect feedback on, and report on progress of applying the EBI guidelines at pilot projects, as well as the impact of the EBI guidelines.
3. Widely disseminate and promote the application and testing of the EBI guidelines among strategic audiences.

4. Encourage the refining of EBI products and the development of supplementary products.
5. Close the EBI formally, or discuss the way forward to be taken as a group at a final meeting of the EBI members in early 2005.

The EBI products are being disseminated through and tested by EBI members and through a collaborative effort with the Biodiversity Working Group (BDWG), which was established in 2003 as a joint initiative of the International Petroleum Industry Environmental Conservation Association (IPIECA) and the International Association of Oil & Gas Producers (OGP) (see Section II.A.2 below).

Over a two-year period, EBI Phase II has included activities by the member companies and conservation organizations to adopt and apply the results and recommendations of the Initiative to their own systems and operations. Member companies and organizations have joined with other energy companies in testing the EBI recommendations, public outreach, soliciting of feedback, and, in coordination with the BDWG, further disseminating the products throughout the oil and gas sector and developing additional products addressing biodiversity. Section II discusses progress on these activities in more detail.

## **II. EVALUATING PROGRESS**

### **A. ADOPTION AND APPLICATION OF EBI RECOMMENDATIONS**

The key measure of the EBI's success is the extent to which EBI members and other companies have integrated biodiversity into their policies and standard management practices for oil and gas development. The EBI member companies and conservation organizations have publicly stated their continued commitment to using and disseminating the EBI guidelines and have begun to adopt and apply the recommendations and findings into their own systems and operations. Initial public reaction to the EBI products has been positive (see Annex 1), and several other large companies and organizations in the oil and gas industry and in other industry sectors have used the EBI in designing their biodiversity management systems. Use of the products on the ground will provide the first genuine test of the effectiveness and applicability of the EBI products. EBI members and other companies are beginning testing the EBI recommendations and products through pilot projects around the world.

#### **1. EBI member commitments and actions**

The nine member companies and organizations of the EBI first became involved in the Initiative because they were investigating the relationship between biodiversity issues and oil and gas development, with an eye to reducing impacts and uncovering opportunities to support conservation. For all members, the EBI has led to a significant deepening of understanding of each other's concerns about the pressure oil and gas development can place on biodiversity, as well as the opportunities for energy companies to play a positive role in conservation. All company members acknowledge that the EBI has affected their approach to managing biodiversity issues. This has made it easier to establish and sustain a dialogue between these conservation groups and energy companies and to begin to look for solutions to the serious challenges that can arise where conservation and oil and gas development coincide.

As a first step toward adoption and application of the EBI guidelines, the member companies of the EBI each made public commitments to begin working on applying the recommendations to their own operations, and to spearhead efforts to encourage their colleagues in the oil and gas industry to do the same (see Annex 2). The EBI conservation organizations also issued a joint public statement on their commitment to "continuing the EBI spirit of collaboration through our work with companies to test and refine the EBI products, looking for opportunities to promote the integration of biodiversity conservation into corporate decision-making, operations and management systems, and identifying ways to contribute to conservation outcomes."

The company members of the EBI have found that the EBI products have been valuable in structuring discussions in their companies about biodiversity and what the companies should be doing to manage risk to biodiversity from their activities, at the corporate center and at operations. The EBI has been helpful in raising awareness about the importance of biodiversity and why biodiversity loss should be addressed by the energy

sector. In this way, the EBI has helped raise the status of biodiversity as a corporate issue and has triggered corporate policies and standards on biodiversity. All EBI companies now include biodiversity issues as part of their environmental policies and strategies. For example, Statoil uses the EBI guidelines as part of its overall risk assessment when considering acquisitions and new project opportunities, and Shell has developed an “Early Warning System” of biodiversity information that can be overlaid with new project data to identify sensitivities early-on in the project life cycle. Also, in 2003, Shell made a voluntary commitment not to operate in natural World Heritage Sites and stated its intention to implement “enhanced operating practices” if it does operate in areas of high biodiversity value.

An important indicator of success is the incorporation of the EBI products and recommendations into companies’ operating management systems. Management systems are the vehicle for delivering a company’s environmental policies and strategies and the way for a company to organize the operational aspects of its business and measure improvements in performance. By making biodiversity a part of their management systems, companies are fully integrating biodiversity issues into their business. The EBI companies have incorporated the EBI recommendations in their internal operating systems. For example, biodiversity is now integrated into Statoil’s Health, Safety and Environment policy. At Chevron, biodiversity issues are explicitly addressed in the Operational Excellence Management System and in the company’s mandatory Environmental, Social and Health Impact Assessment. BP is using the EBI to guide the inclusion of biodiversity in its new Environmental Stewardship Principles, and Shell has developed a biodiversity standard as part of the company’s mandatory Health, Safety and Environment Policy, with which each business unit is required to comply.

EBI member companies are also implementing the EBI recommendations and guidelines at project sites. For example, Chevron is piloting the use of EBI tools at its projects in Angola, Venezuela and Western Australia. BP is developing biodiversity indicators using the EBI guidelines at its Tangguh project in Papua, Indonesia, its LNG project in Angola, and in Trinidad & Tobago. Shell is pursuing piloting opportunities in China and Gabon, and is piloting a biodiversity offset project through its Gas-To-Liquids project in Qatar. Statoil is using the EBI as part of its planning process for projects in areas of significant biodiversity importance in the deep water coral reefs, at projects in tropical and sub-tropical areas and in the Arctic.

For the conservation organization members, the EBI has informed their understanding of the issues and thinking that drive energy companies. This greater understanding will allow the organizations to better advise companies and more effectively deliver on their missions of promoting conservation by working constructively with energy companies. For example, the EBI has helped TNC shape its approach to working with energy companies and has guided TNC operating units that are engaging the oil and gas sector. At IUCN, the products have helped to make the business case for addressing biodiversity in its nascent business and biodiversity unit.

The conservation organizations are using the EBI products to guide their engagement with the oil and gas industry and national governments, to help them communicate the importance of biodiversity and ways in which it can be integrated into company thinking and operations. For example, CI regularly uses the products to help its partners in the energy sector understand the importance of biodiversity and its relation to oil and gas exploration and development. FFI uses the products as a key source of reference material to help companies develop their thinking and approach to biodiversity management. The Smithsonian Institution has used the EBI products as an input into its work on evaluating and monitoring the secondary impacts of oil and gas development on biodiversity. For some organizations, particularly IUCN and FFI, this guidance has also proven useful in engagement with other sectors, such as the mining and financial sectors, where many broader biodiversity-related issues, such as secondary impacts and the business case for responsible behavior, are similar across sectors.

See Annex 3 for more detail on individual member activities.

## **2. Broader industry action and reaction**

Since the EBI started in 2001, there has been a noticeable change throughout the industry in the way energy companies discuss and report on biodiversity issues. In 2001, few companies had anything specifically to say about biodiversity in their annual reports or EHS reports. By 2003, however, several leading companies had begun to include biodiversity issues in their public reports, addressing such topics as conservation, reducing the footprint of operations, analyzing indicators of environmental stress, and preserving habitats. Today, many companies have extensive dedicated sections on biodiversity in their environmental reports, and some have included significant sections in their corporate annual reports and websites.

In April 2005, IPIECA and the American Petroleum Institute released a document entitled *Oil and Gas Industry Guidance on Voluntary Sustainability Reporting*. In the section on environmental indicators is a biodiversity indicator intended to “demonstrate, in qualitative terms, company efforts to manage potentially beneficial and detrimental impacts on biodiversity in terrestrial, freshwater and marine environments from industry operations.”

Building on this broader industry trend, the EBI has influenced the activities of other companies and organizations beyond the EBI members. For example, Norsk Hydro has used the EBI to help in developing a corporate biodiversity policy. ConocoPhillips has drawn on the EBI in developing a Biodiversity Action Plan in Venezuela. Eni in Italy is using the EBI to integrate biodiversity into its corporate and operational practices and to undertake both site and company level biodiversity reviews. ExxonMobil is using the EBI recommendations as guidance for considering biodiversity issues in some of their upstream operations.

EBI-related activity in the wider oil and gas industry is being promoted by the IPIECA/OGP Biodiversity Working Group (BDWG). The BDWG consists of

representatives from 25 private and state-owned energy companies and three industry associations. All company members of the EBI are active in the BDWG, and an EBI member has chaired it in the past. The BDWG has agreed to carry out the following activities relating to the EBI:

- Raising industry awareness about the EBI and its products broadly in the oil and gas industry and with governments at Convention on Biological Diversity (CBD) meetings;
- Developing specific products that supplement the EBI products; and
- Acting as a learning forum for those companies that have decided to pilot the EBI products to share experiences and exchange views.

In Autumn 2003, the IPIECA/OGP BDWG members were surveyed to find out their first impressions of the Initiative and its products. The response was positive. Most respondents thought the EBI products were written in a way that is practical and easy to apply at projects and that the issues addressed in the EBI documents were relevant and addressed the biggest challenges to the industry. There was also a call for guidance to be developed specifically for offshore activities and stakeholder engagement.

An important part of the ongoing collaborative process with the IPIECA/OGP BDWG, involves developing additional products addressing biodiversity that supplement the published EBI products. Two additional products include:

- *A Guide to Developing Biodiversity Action Plans for the Oil and Gas Sector*: This guide offers sector-specific guidance for HSE professionals and other relevant staff in the oil and gas industry on how to develop a Biodiversity Action Plan (BAP). A BAP is a systematic approach to biodiversity conservation that can build on, and be integrated with, company activities and processes relating to biodiversity. Recognizing that each site or project represents a unique situation with its own biodiversity and conservation-related issues, the guidance has a flexible, rather than prescriptive, approach to developing BAPs.
- *Key Biodiversity Considerations in the Oil & Gas Lifecycle*: This guide will provide the most important questions relating to the management of biodiversity issues at each stage of oil and gas projects. It will be primarily a web-based tool, designed to promote the timely planning of biodiversity-related work. The guide will be targeted at project managers, to help them identify questions that may be important in their leadership roles, and business and project team members, to help them identify questions that may be important in project development and management. The value of the guide will be in highlighting potential risks and opportunities in such a way that they are accessible, easily understood and thus stimulate action and further questioning.

The findings of the EBI have proven useful in biodiversity-related activities in other sectors, as well. For example, in the mining industry, Rio Tinto used the products as an input into the development of its 2004 biodiversity guidance, *Sustaining a Natural Balance: A practical guide to integrating biodiversity into Rio Tinto's operational*

*activities*. The EBI has also been an input into the Mining and Biodiversity Dialogue, convened by IUCN and the International Council of Mining and Metals (ICMM).

The EBI products have also been used in the financial industry, for example by Insight Investment in researching company performance in UK extractive and utility industries and writing the report *Protecting shareholder and natural value: Biodiversity risk management: towards best practice for extractive and utility companies*. In addition, several of the banks that have adopted the Equator Principles on environmental and social issues in project financing, including ABN AMRO Bank, N.V., JPMorgan Chase and Bank of America, have adopted policies that include conditions and risk assessment processes for resource extraction in forest ecosystems and are looking to the EBI products and recommendations as guidance in applying those policies.

## **B. PUBLIC OUTREACH**

Since the EBI was created in 2001, its members have worked to disseminate the goals, ideas and conclusions of the EBI and its products worldwide, to stakeholders from industry, the conservation community, government, academia, the financial sector, development agencies and the media. The methods of public outreach have included mailings, translation of the main report into other languages, an EBI website, workshops, meeting and conferences, and media coverage by the mainstream and trade press.

Media coverage of the EBI shows the success the EBI members have had in spreading the word on issues about biodiversity and oil and gas development. Ensuring that the EBI products and results are reported on, presented and sent to as wide an audience as possible increases the likelihood that people will obtain the documents, read them and apply the recommendations to their own work. This section briefly summarizes these public outreach efforts. More detail on these activities can be found in Annexes 4-7.

- **Mailings:** The EBI products were officially released on August 25, 2003, with a mass email sent to nearly 500 email addresses at companies, conservation organizations, other NGOs, government agencies, research institutions, universities, and media outlets (see Annex 4). In conjunction with the official release, 10,000 copies of the main EBI report and 10,000 copies of a smaller Executive Summary document were printed. Both documents include a CD in the back with the full suite of EBI products. To date, nearly 6,500 Executive Summaries and more than 5,200 EBI Reports have been distributed through mass mailings, in person at conferences and meetings, and in bulk to individual EBI member companies and organizations, for internal and external distribution.
- **Translations:** With the support of the IPIECA/OGP BDWG, the Spanish translation of the EBI report was completed in Autumn 2004 and distributed at the ARPEL/IPIECA/OGP Latin America workshop. The report has also been translated into Portuguese and French, with Bank of America support, to allow for wider dissemination into key regions of oil and gas development in Brazil and West and Central African countries. The Spanish, Portuguese and French translations have all

been uploaded to the EBI and CI websites. A fourth translation, into Chinese (Mandarin), is being completed and will be available in the near future.

- **Website:** The EBI website went live on August 25, 2003, the official release date of the products. In just over two months, nearly 3,500 people downloaded the EBI report, more than 1,500 downloaded the Indicators and EMS documents and more than 1,100 downloaded the ESIA and Online Sources documents. Other popular products included the Site Selection guide and the Best Practices resource. Although the first several months after the release saw the most activity on the EBI website, there is still quite a bit of traffic on the site, particularly for certain products. In a similar period of time in early 2005, nearly 550 people downloaded the EBI Report, more than 800 downloaded the ESIA document, more than 650 downloaded the Indicators document, and nearly 600 downloaded the Impacts document. Other popular hits included the EMS guide, the Good Practices resource, and the Conventions and Online Sources resources (see Annex 5 for more information on website activity).
- **Workshops, Meetings and Conferences:** EBI members have promoted the partnership and its products at many workshops, meetings and conferences around the world (see Annex 6). The first public introduction of the EBI and its work took place at a Consultative Workshop in January 2002 at Conservation International's offices in Washington, DC, USA. The goal of this workshop was to present the ongoing work of the Initiative, share progress, solicit input and build relationships with key experts and stakeholders. After the Consultative Workshop, and before the official release of the products, EBI representatives presented at many energy industry and biodiversity conservation-related events worldwide. The EBI products were then formally launched to the conservation community in September 2003 at the World Parks Congress in Durban, South Africa. Since the launch, EBI representatives have continued to reach out to key stakeholders through participation in oil and gas industry events and conservation-related workshops and conferences.
- **Media Coverage and Publications:** The EBI has been featured in general and trade publications (see Annex 7). While much of the direct coverage of the initiative took place in the several weeks after the report and products were officially released, the Initiative continues to be mentioned as an example of good practice and positive partnership in articles on biodiversity and oil and gas development.

### **III. MOVING FORWARD**

Because of the timeliness of the issues EBI addresses and the significant value that all members have gotten from the dialogue and relationships built during the Initiative, the EBI members have decided to continue their affiliation. The group will continue to promote and disseminate EBI products at key venues, and individual companies and organizations will maintain their involvement in EBI product adoption and application at the corporate/organizational level and at project sites. Members will continue to share information on their activities and keep abreast of emerging issues surrounding the integration of biodiversity conservation considerations into oil and gas development and identify issues that might make sense for the EBI group to address.

The EBI will also maintain its relationship with the IPIECA/OGP Biodiversity Working Group in the coming years, with the BDWG continuing to promote and disseminate EBI products, organizing EBI-related conferences and workshops, and completing the development of supplementary products.

Continuing updates on current and future EBI activities will be available at [www.theebi.org](http://www.theebi.org).

## **Annex 1: Public feedback on the EBI products and conclusions**

### **1. Questionnaires**

The EBI has solicited feedback on the quality and scope of its products and how best to disseminate those products and promote application of its recommendations through three separate efforts. First, an initial survey was sent to key NGO stakeholders in Autumn 2003, shortly after the launch of the EBI products at the World Parks Congress. During this round of surveys, 67 questionnaires were emailed to various stakeholders, and 19 responses were received. These responses were used to shape the focus and agenda of EBI Phase II activities.

The second round of questionnaires was distributed, also in Autumn 2003, within the IPIECA/OGP BDWG. A total of 11 companies – AGIP KCO, Amerada Hess, BG Group, ConocoPhillips, ENI, ExxonMobil, Nexen Inc., Norsk Hydro, PD Oman and Total – gave their responses to the BDWG, which passed along a summary of the findings to the EBI. In general, most of the companies that responded thought that at least some of the products would be useful to them. Overall, the companies were satisfied with the content of the products, although some concerns were expressed, including a desire to see more on offshore activities and stakeholder engagement. One company suggested that there should be more effort to communicate the products outside of the “biodiversity community” within the oil and gas industry, as they have overlap with other areas such as ESIA and social responsibility. Several companies commented that they thought the products were a bit too long and dense and were not always user-friendly. The companies were also asked what would be the best activities for the BDWG to undertake, in relation to the EBI products. The most enthusiastic responses were for developing a program to support the testing of the products and consolidating feedback, participating in a process to improve or refine the products, and developing further products to supplement the EBI.

The third, and most comprehensive, survey took place in October 2004, when a questionnaire was emailed to key stakeholders from industry, government, conservation and development organizations, the financial sector and academia. The rest of this section provides a brief compilation of the results of this final round of surveying.

The October 2004 questionnaire consisted of 12 questions designed to assess the accuracy and usefulness of the EBI products. Approximately 70 questionnaires were emailed to stakeholders, and responses were received from 14 individuals, representing 12 companies or organizations – ABN AMRO Bank N.V., Anglo American Plc., Chevron (2 responses), Earthwatch Institute, Ecology and Environment, Environmental Resources Management (2 responses), IUCN, Natural Resources Defense Council, Repsol YPF, Rio Tinto, and the United Nations Development Programme (UNDP). The topics addressed by the questionnaire included whether the EBI products asked the right questions and covered the right issues, how useful each individual product was, and where and how the EBI should disseminate and promote its products and ideas in the future. A list of organizations to which the original survey was sent is included at the end of this annex.

### *a. Content of products*

While all but one respondent thought that the EBI addressed the right questions, more than half felt that there were some questions or topics that should have also been included, or addressed in more significant depth in the EBI products. These topics included the impacts of pipelines on biodiversity; offshore development issues, such as the introduction of non-native species through tanker ballast water; other activities that threaten biodiversity, including poverty, poaching and deforestation; the overall concerns of affected communities; climate change and its impact on biodiversity; and oil spills. Several of these issues, which were recognized in the EBI products as important but not within the scope of the EBI research, are possible topics for future study.

### *b. Usefulness of products*

The EBI report and the associated guides were all well-received by the respondents; most of them were found to be useful, if not very useful. Several companies, from both the oil and mining industries, said they would be using the products in their own operations or the development of their own biodiversity strategies and procedures. However, there was also the feeling that, in some cases, the products were not practical enough for use at the operator level in the field. One company commented on the need for a “how to” guide for integration of biodiversity into ESIA’s. Another company thought the documents were too detailed and asked for a more “concise and easy to read and understand” product for use at the operational level, while another respondent felt that field staff at the operator level would need an even more detailed document.

One respondent would like to see a “compendium of case studies” as a single resource to showcase examples of best practice at each stage of development, while another would have appreciated more links to best practices as identified by organizations like SPE, API, OGP, IPIECA. One organization would like to see a practical guide on the implications of the Kyoto Protocol for the oil and gas industry and also suggested that establishing “standards that set specific targets within the EBI guidelines,” particularly in the Site Selection document, would increase the EBI’s potential to promote its goals and recommendations. To this end, this respondent proposes the idea of a “third-party standardized certification program that adds transparency to the process of identifying sustainable oil and gas industry operations and guiding companies in these matters.”

The most critical response related to usefulness of the products came from a conservation organization, which commented that the guides were highly theoretical and contained “nothing prescriptive in their formulations” Though the guides might be useful in an industry that is not at all regulated and where there is no EIA requirement or government oversight in place, the organization thought it was “hardly a progressive view of good practice to recommend that a company stay within the law when developing a project.”

In general, the respondents were mostly willing to review some or all of the EBI products in more detail and provide additional feedback.

### *c. Ideas for future activities, dissemination and promotion*

Several respondents noted that any future activities should integrate the “missing stakeholder” – government – into the partnership and discussion. One respondent commented that (as noted in several of the EBI guides) although primary impacts of development can often be mitigated by planning, technology and management, secondary impacts are often outside of a company’s control and depend on how communities and local authorities respond to a company’s presence. Thus, the respondent suggested that “a key element of the next steps will be to bring on board the government authorities of key countries with high levels of biodiversity.” Another organization noted the fact that many oil companies are still nationally owned, thus underlining the importance of working closely with governments to further strengthen the enforceable quality of EBI recommendations. In these cases, the respondent suggested, a commitment to biodiversity can be achieved in the context of joint ventures not under operational control or under production sharing agreements with governments. One of the company respondents recommended that the EBI find “ways to influence energy ministers and finance ministers, as well as national park managers.”

To further promote the EBI products and ideas, respondents suggested a variety of venues, partners and geographic areas to target in the future. One respondent thought it would be useful for “leading organizations to conduct workshops presenting the EBI guidelines and raising the general awareness on biodiversity issues across all functional levels of their organizations.” Another offers the possibility of using their offices around the world as a “useful channel to disseminate EBI’s guidelines” and assisting with one or more future workshops.

Several respondents recommended collaboration with the mining industry, as many of their challenges are similar to those of the energy industry. They also suggested outreach to banks that have adopted the Equator Principles, and working with insurance companies, banks and International Financial Institutions that target the oil and gas industry. One conservation organization proposed that direct relationships be fostered with key oil companies, beginning with large companies and then moving on to national ones.

In terms of geographic distribution, it was felt that the products should be promoted with government ministries, national oil companies and seismic associations throughout the world. Several respondents thought that key regions for promotion of the EBI products in the future will be Russia (specifically Kazakhstan) and the Arctic.

## **2. Ad Hoc Feedback**

Ad hoc, unsolicited feedback on the EBI was less structured, and generally took the form of emails sent through the EBI website. Among the requests for additional copies of the various products and offers to collaborate on future work and provide technology or expertise to the initiative were a number of highly complimentary comments, including:

- “EBI was one of the first organizations providing concrete follow up to the 2002 decision by the Conference of Parties of the Convention on Biological Diversity on biodiversity in impact assessment. The EBI actually aimed to further operationalise the guidelines of the convention for a specific sector. Hopefully more sectors will follow.” (Roel Slootweg, SevS natural and human environment consultants)
- “...this is perhaps the best website I have yet seen for environmental and ecological links and resources. Excellent, excellent website for EBI!” (Jesse L. Roberts, BHP Billiton)
- “This should help many people cope with biodiversity in the real world. You and the entire team are to be congratulated for taking this on, and producing a useful document.” (John G. Aronson, AATA International, Inc.)

There were also a number of comments and questions about topics that the correspondents would have liked to see included in the EBI products. These topics included biodiesel; the impacts of pipelines; climate change; offshore oil and gas development and maritime transportation issues; and more information and recommendations on how to address biodiversity at all stages of the oil and gas supply chain, including chemical development, use and disposal of oil and gas products, recycling and others.

Finally, some of the more critical responses included disappointment that the EBI members had not committed to a “no go standard,” especially with regard to protected areas, and concern about the lack of participation by southern NGOs and governments. One respondent expressed interest in what the EBI’s definition of an “energy company” would be and commented that the term implied a commitment to finding more sustainable energy options than just oil and gas. Other people expressed a desire to see more concrete detail in the products and also noted that the products might not be applicable to the developing world and that it would be very useful to have translations of the products for people in non-English speaking countries, where most of the development was taking place.

## Companies and organizations that received the October 2004 questionnaire

ABN AMRO	ICMM
Action Aid	Insight Investment
AGIP KCO	International Association of Oil & Gas Producers
Alcoa	ISIS Management
Amerada Hess Corporation	IUCN-World Conservation Union
Anglo American	Marathon Oil Company
ARPEL	National Botanical Institute, South Africa
Bechtel	Natural Resources Defense Council
BG Group	Nexen, Inc.
BHP Billiton	Norsk Hydro
Birdlife International	Oxfam
Bitor America Corporation	Petroleum Development of Oman LLC
Bitor Europe	Petronas
BP plc	Repsol YPF
Cardiff University	Rio Tinto
CARE International	Shell International
Center for Biodiversity Management	Shell International B.V.
Chevron Corporation	Sierra Club
Chevron Energy Research and Technology Company	Smithsonian Institution
ConocoPhillips	Statoil
EarthWatch	The H. John Heinz III Center for Science, Economics & Environment
Earthworks	The Nature Conservancy
Ecology & Environment	Total
Encana Corporation	UNDP
ENI SpA	Unocal
ENI Technologie	USAID
Environmental Law Institute	Wildlife Conservation Society
ERM	Woodside Energy Ltd
ERM UK	World Bank
Europa	World Commission on Protected Areas
ExxonMobil	World Resources Institute
ExxonMobil Upstream Research Company	WWF International
Fauna & Flora International	WWF UK
Friends of the Earth UK	
Harvard	

## **Annex 2: Excerpts from EBI member statements of commitment**

The following excerpts are from the statements of commitment made by each of the four EBI member companies in August 2003, when the EBI products were officially released.

### BP

“BP will commit to using a variety of these products where appropriate at several sites to ensure that, following review and refinement, they can represent the best available guidance for the industry. We will disseminate the guidance within BP, recommending its use as good practice where applicable. Also, as active members of the IPIECA Biodiversity Working Group, we will jointly work with others to ensure that the use of EBI products is actively encouraged through the sector.”

### Chevron

“...we are pursuing efforts to assure more systematic management of our activities that potentially affect biodiversity, particularly as part of oil and gas exploration and development. These include explicitly integrating biodiversity into our Operational Excellence Management System, defining and understanding the implications of our operations in or near areas that are legally protected and/or designated as highly biodiversity sensitive, enhancing attention to biodiversity in environmental and social impact assessments, understanding and engaging with relevant activities under the Convention on Biological Diversity, and generally promoting greater internal company awareness of the importance of biodiversity. As part of these efforts, we are identifying and pursuing opportunities to test some of the EBI products at the corporate and field level, to evaluate how they can be adapted or improved for company and industry use. We are also very active in encouraging greater industry attention to biodiversity issues through our participation in the joint IPIECA/OGP Biodiversity Working Group.”

### Shell

“...we at Shell can expect to be implementing all of the EBI conclusions in one way or another. Some are already in place, such as the early warning system and impact assessment guidelines. We recognize that there are other areas such as biodiversity action plans and indicators where we still have more work to do and will see how the EBI products best fit into our existing management systems. As Chair of the newly established joint IPIECA/OGP Biodiversity Working Group, we hope that the EBI documentation will provide the platform for the development of guidance for the oil and gas industry as a whole.”

### Statoil

“Statoil is prepared to continue the EBI process, and is also participating actively in the IPIECA/OGP Biodiversity Working Group, promoting and testing the EBI products within the industry. We have organized the biodiversity work as a specific research and development activity in Statoil, and will, as part of this work, aim at further developing EBI products as internal guidance documents and strengthen the biodiversity focus in our management system. We do also plan to test relevant products at selected development projects where Statoil is operating.”

### **ANNEX 3: EBI member adoption and application of EBI guidelines**

The following are brief summaries of the actions that each EBI member company and organization has taken to adopt and apply the EBI findings and recommendations to its own work.

#### COMPANY MEMBER ACTIVITIES

##### **BP**

At the corporate level, BP has distributed the EBI products to all its business units. The company is currently using the EBI document in the development of its Environmental Stewardship Principles. The company has also put a reference and link to the EBI on its website.

At the project level, BP is using the EBI Indicators guide as input into the development of an environmental monitoring program at its Tangguh project in Papua, Indonesia. EBI ideas are also being considered in Trinidad & Tobago and at their onshore Angola LNG project.

##### **Chevron**

EBI has been instrumental in Chevron focusing greater attention on biodiversity conservation and supporting enhancement of company efforts on biodiversity at both corporate and operational levels. Chevron's has used EBI products to raise awareness about the importance of and threats to biodiversity, and to encourage integration of biodiversity conservation into corporate environmental strategy as well as new projects and existing operations. This includes continued encouragement of collaboration and partnership with conservation organizations. The relationships formed through the EBI and the EBI products have been very useful in this regard.

Chevron has initiated a number of biodiversity-related projects for which EBI has been a strong catalyst. The company now has biodiversity explicitly incorporated into its Operational Excellence Management System (OEMS). Biodiversity-related issues are key considerations incorporated into the company's draft corporate standard process for property transfer. Biodiversity, including the EBI guidance and tools, have been integrated into the required process for Environmental, Social and Health Impact Assessment (ESHIA) for the international upstream. Chevron is also working to assure that biodiversity conservation is appropriately integrated into other company standard processes presently under development. It is identifying areas where new biodiversity-related processes, guidance and/or internal training may be needed, including assessing the potential for enhancing the company's internal and external reporting on its biodiversity performance. The company has done work to identify the locations of its operations in legally designated protected areas and is pursuing efforts to most appropriately identify locations of operations in sensitive areas outside of protected areas.

Several of Chevron's ongoing projects are providing possible pilot testing opportunities, though none have developed to the stage where the company has yet been able to use the products specifically for this purpose or generate tangible data on the value of the documents. Projects where the company is planning to pilot the EBI products include Angola LNG (greenfield gas development in Angola), Plataforma Deltana (greenfield gas development in eastern Venezuela), and Campo Boscán (existing heavy oil production operation in western Venezuela). Chevron is also working with regulatory authorities in Western Australia to explore the possibility of adopting the EBI indicator approach to monitor impacts on biodiversity at the Gorgon project (greenfield gas development in Western Australia), and is hoping to pilot them in new activities in Norway. Linking the EBI products to relevant corporate and operating company standard processes are likely to present additional opportunities to pilot and use the products in the future.

### **Shell**

At Shell, the EBI process has played a significant part in providing leverage to implement changes and raising awareness about biodiversity throughout the company.

Shell is currently drafting a Group Guide on integrating biodiversity into its Health, Safety and Environment Management System (HSE-MS). In addition, at present, each Shell Business Unit provides assurance that it has implemented the Biodiversity Standard. The Standard is a specific component of the company's mandatory Health, Safety and Environment (HSE) Policy, which requires each business unit to implement an HSE Management System (HSE-MS). Where high-risk activities have been identified, a specific demonstration that the risk has been reduced to As Low As Reasonably Practical (ALARP) is required in the form of an HSE Case. Major installations are required to have the environmental component of their management systems certified to international standards, normally ISO 14001 or EMAS. Independent HSE-MS audits are conducted to test implementation against Business-level guidance. A further requirement of the HSE-MS process is that integrated Environmental and Social Impact Assessments (ESIA) are carried out for any major new project development.

The Group Biodiversity Standard recognizes the integrity of protected areas. In August 2003, Shell was the first and only energy company to make a voluntary commitment about where it will not operate, namely natural World Heritage Sites. Shell also stated what it would do in terms of enhanced operating practices should it operate in an area of high biodiversity value, including any IUCN category I-IV protected area.

Shell is co-financing the start-up phase of a pilot project looking at Landscape Level Planning (LLP Pilot) in conjunction with UNESCO, IUCN and ICMM. It is hoped that other organizations, such as IPIECA/OGP, the European Commission, CBD Secretariat and WBCSD, may also get involved in the project. The aim of the Landscape Level Planning Initiative is "to promote, by means of research, advocacy and the development of models, examples and tools, the wider application of effective LLP, in keeping with the principles of sustainable development." The Initiative is targeted at the full range of

ministries within national governments, private sector associations, business leaders and civil society organizations.

To monitor its performance, Shell has developed four indicators/targets relating to biodiversity:

1. Describe company policies or directives that provide for biodiversity protection, including biodiversity protection goals or commitments set by the company, as well as management strategies, programmes, campaigns, and projects that are employed to protect biodiversity and sensitive environments.
2. Have Biodiversity Action Plans in place at all sites where Shell operates in areas of high biodiversity value. Related targets:
  - By end 2005 a clear understanding of what a High Biodiversity Value Area (HBVA) means for Shell
  - Per 1 January 2006, BAPs in place for those sites that are in or overlap with protected areas IUCN categories I-IV
  - Per 1 January 2008, BAPs in place for all sites that are in or overlap with HBVAs
3. The achievements of partnerships Shell works with that strengthen global biodiversity conservation.
4. The active involvement of Shell in projects to strengthen protected area management.

The company has also developed two biodiversity-related informational systems. *Ecoishare*, a pilot scheme developed with UNEP-WCMC, Rio Tinto and BP, aims to make the ecological information collected within their companies publicly available. Membership will be expanded following completion of Phase 1 at the end of 2005. *Geosearch*, an online GIS “Early Warning System” contains biodiversity related information that can be overlaid with concession, well and pipeline (existing and planned) data to identify early-on biodiversity related sensitivities with regards to site (and route) selection.

Recognizing that managing biodiversity is more than just avoiding certain areas or minimizing/mitigating one's negative impacts, but also about “putting something back,” Shell is working to deliver on making a positive contribution both at the operations level as well as at the Group level. Examples of what Shell is doing to make a positive contribution towards biodiversity may be found by visiting [www.shell.com/biodiversity](http://www.shell.com/biodiversity). The company is also piloting a biodiversity offset project with Forest Trends and IUCN through its Gas-To-Liquids projects in Qatar. By the end of 2005, Shell will have defined what areas of “High Biodiversity Value” means to them and provide specific guidance for operating in such areas, for example on secondary impacts.

Shell is also pursuing piloting opportunities at several of its project sites around the world. For example, the company is using the EBI products as tools to promote better understanding among Chinese colleagues of how to manage biodiversity issues in major project development and working with the Smithsonian Institution in Gabon to study secondary impacts of oil development.

## **Statoil**

The EBI has been key in raising awareness of biodiversity issues within Statoil. Biodiversity is now integrated into the company's Health, Safety and Environment (HSE) policy, and it has adopted internal environmental and social requirements for project development. The importance of biodiversity to Statoil is now equal to climate change, and in the company's annual report, similar to climate change, an entire page is dedicated to biodiversity. This reflection of biodiversity issues in corporate management and policy documents has influenced employees in the operating units to further consider the issues.

Statoil has also begun to apply the EBI recommendations and products to its projects. For instance, the main elements of the Site Selection tool and its resources for further information have been useful in considering acquisitions and new project opportunities. The EBI's ecosystem approach has been part of Statoil's planning process for projects in areas of significant biodiversity importance, for example in projects around deep water coral reefs and projects in tropical and sub-tropical areas and in the Arctic. The EBI approach has helped the company with an understanding of the importance of such areas for biodiversity.

EBI has also helped Statoil with its internal understanding of environmental and biodiversity issues in relation to social issues. In the past, environmental issues have been seen as mainly technical (i.e. related to discharges and emissions, etc.), while social responsibility and sustainable development issues were seen more as the purview of public relations. There is now a better understanding of the need to link environmental and social issues.

## CONSERVATION ORGANIZATION MEMBER ACTIVITIES

### **Conservation International**

Conservation International (CI) regularly uses the EBI documents when engaging with oil and gas companies. The practical guidelines and tools are often used as reference materials for the energy companies that CI works with, to help them understand the importance of biodiversity and how it can be effectively integrated into oil and gas exploration and development.

More specifically, CI has used the EBI guidelines when working with ConocoPhillips in the Gulf of Paria, Venezuela. CI, in conjunction with local partners, conducted biodiversity surveys near the company's concession areas and, together with local NGOs, developed a Biodiversity Action Plan (BAP). The BAP included recommendations, for example that petroleum companies make positive contributions to sustainable socio-economic development and biodiversity conservation by implementing best operational practices and supporting improved resource management. One specific suggestion for making such contributions was that all companies with a presence in the region should

apply the EBI guidelines in the Gulf of Paria and report back to the EBI on progress. Since the BAP was completed, ConocoPhillips and CI have been discussing opportunities to develop biodiversity indicators and a monitoring program for the area, using the EBI “Biodiversity Indicators for Monitoring Impacts and Conservation Actions” guide as a helpful resource.

CI is also working with Statoil in Venezuela to find opportunities to implement EBI recommendations during development of Statoil’s operations at the *Plataforma Deltana*. CI has collected socio-economic and biodiversity information in the region and generated a number of recommendations that will assist Statoil in promoting both the goals of the EBI and the sustainable development of communities in the project’s area of influence.

### **Fauna & Flora International**

FFI’s focus has been on disseminating the EBI documents to its current and potential corporate partners across a range of sectors. Reference to the products is made in descriptions of FFI’s work with the private sector. The lack of a set of relevant tools in other sectors makes the EBI work relevant, not only to the oil and gas sector but to others as well. This is particularly true of the mining industry, although ICMM is currently consulting on a set of guidance for the industry on biodiversity that might reduce the interest within the mining sector in the EBI documents.

As part of FFI’s work with investor Insight Investment, the organization is engaging with a number of companies within the oil and gas sector, using the EBI as a key source of reference material that can help companies develop their thinking and approach to biodiversity management.

Within the energy sector, FFI is working to help Eni engage with biodiversity from the corporate through to the operational level around the world. This work includes using some of the products in the EBI tool kit. One of the first steps has been to undertake site-level biodiversity reviews in Southern Italy, as part of the process of implementing a company-level biodiversity review in accordance with the EBI principles. This activity is now extending to other Eni operations, offshore and onshore, in Italy and elsewhere in the world.

### **IUCN**

The EBI products have been of significant and diverse use to IUCN. From the perspective of IUCN’s work with companies in the oil and gas sector, the products have been of direct use in making the business case for addressing biodiversity (with new companies and operations IUCN interacts with) as well as framing their thinking on how to engage companies such as Sakhalin Energy Investment Company on specific biodiversity issues. The materials and thinking that went into the EBI process have also been useful in IUCN’s interaction with other sectors, including:

- Mining, particularly in the context of both the process and content of the ICMM good practice guidance;

- Finance, where they have brought the EBI products into their work with both multilateral financial institutions and commercial banks, for example in drafting the forthcoming IFC publication *A Biodiversity Handbook for the Private Sector*; and
- General business alliances (e.g. WBCSD).

### **The Smithsonian Institution**

The Smithsonian Institution's National Zoo Monitoring and Assessment of Biodiversity Program (SI/MAB) has been working in several places to evaluate and monitor the secondary impacts of oil and gas development on biodiversity. This ongoing work is related to the EBI framework and to Smithsonian expertise in biodiversity research and monitoring.

SI/MAB is working with Shell in the Gamba Complex of Gabon, to research and monitor primary and secondary impacts from the company's operations in the area. Ongoing activities in the Gamba Complex include:

- Research on several impact indicators that were selected through research and ecological knowledge gained by Smithsonian and partners and an extensive consultation process with stakeholders.
- An analysis of how the primary impact of habitat degradation on threatened, endangered, rare and localized species of conservation concern be minimized.
- Research on how existing invasive species can be contained and new introductions avoided, as well as how the current negative effects of fire ants, savanna reptiles and other invasive species can be eliminated.
- Field surveys and monitoring inside and outside Shell concessions and at airports and local markets, to determine how to measure the impacts of bushmeat hunting and the state of large mammal populations and their resources in the Industrial Corridor.
- Continued monitoring of elephant movement in the Industrial Corridor, to identify patterns of ecological connectivity across the landscape and highlight critical sensitive areas within the corridor. The goal of this study is to develop guidelines for Shell Gabon to reduce potential negative effects on elephant movements.
- Use of remote sensing, ground-truthing techniques, forest surveys and monitoring to determine the degree and impact of forest fragmentation in the Industrial Corridor, both on canopy-dependent animals and larger mammals. This study is geared toward determining the best strategy for repairing fragmentation in abandoned or active areas and providing management recommendations to improve connectivity and road design.
- Monitoring of coastal oil pollution, sample collection and assistance to government coordination and regulation efforts, to help define an oil spill response strategy and evaluation team to respond in the case of catastrophic spills.
- Stream sampling and monitoring activities designed to determine the most appropriate aquatic biological indicators for water quality in Gabon, understand how these indicators respond to physical and chemical pollution and develop guidelines for maintaining a high standard of water management in operations.

- An eco-toxicology study to analyze the exposure to and effects from petroleum products on species of conservation concern, including sea turtles, fishes, amphibians and marine mammals.

Smithsonian has also been involved in reviewing Environmental and Social Impact Assessments and other biodiversity-related activities of oil and gas companies in Ecuador, Peru, Russia and Venezuela. Several new research and monitoring activities have been recommended, to provide a wide spectrum of case studies on integrating biodiversity conservation into oil and gas development.

### **The Nature Conservancy**

EBI has been a useful internal facilitator for The Nature Conservancy, to help the organization think more strategically about working with energy companies. The Initiative has been featured in TNC's magazine and has helped provide clarity and guidance for those TNC operating units that need to engage the oil and gas sector as part of their ecoregional planning efforts.

EBI has provided useful context for TNC and its partner organizations in the U.S. Rockies, Alaska, the Gulf of Mexico, South America and Asia/Pacific, where oil and gas companies actively seek local and regional advice on biodiversity issues. EBI has also helped TNC identify the role of an energy sector specialist within the organization to provide advice to its policy and field staff about energy-related conservation issues.

TNC has specifically referenced the EBI products in its work with PDVSA in Venezuela on offshore planning issues, and is considering using the products for similar work in Colombia. The organization has also worked with fellow EBI member CI to meet with energy companies in Houston and disseminate the EBI products more widely through the industry.

## **Annex 4:**

### **Companies and organizations that received the EBI launch e-mail**

AATA International, Inc.  
ABN-AMRO  
AccountAbility  
AGIP KCO  
Alberta Energy Company International  
ALCOA  
Alliance for Environmental Innovation  
Amazon Alliance  
Amazon Watch  
Amerada Hess Corporation  
Amerada Hess, Ltd.  
American People's Association  
Amnesty International  
Anadarko Petroleum Corporation  
Anglo American, plc  
Antofagasta, plc  
Argonne National Laboratory  
ARPEL  
Arthur D. Little, Inc.  
ASARCO Inc.  
Asian Development Bank  
Asociacion Civil Labor Oficina Lima  
Asociacion Venezolana para la  
Conservación de Areas Naturales  
Bank Information Center  
Bank of America  
Bankwatch  
Barclays Bank, plc  
Battelle  
Bechtel Group, Inc.  
BG Group  
BHP Billiton, plc  
Biodiversity Project  
Birdlife International  
Bitor  
Bitor America Corporation  
Bitúmenes Orinoco, S.A.  
Botanical Society of South Africa  
BP, plc  
British Gas Group  
Bureau of Human Rights and Rule of  
Law  
Burlington Resources  
Business Action for Sustainable  
Development  
Business for Social Responsibility  
CAEMI Mineracao e Metalurgia, S.A.  
Canadian Parks and Wilderness Society  
CARE International  
CARE USA  
Centennial Group  
Center for Economic and Social Rights  
Center for Energy and Environmental  
Studies  
Center for Environmental Science and  
Engineering  
Center for International Environmental  
Law  
Center for Native Ecosystems  
Center for Science in Public  
Participation  
Chamber of Mines of South Africa  
Chevron Corporation  
Chevron Energy Research and  
Technology Company  
Citigroup  
Citizens for a Better Environment  
Coalition for Environmental Responsible  
Economies  
Committee for the Struggle Against  
Gold Mining in Chaldiki  
Companhia Vale do Rio Doce (CVRD)  
Compania Minera del Sur, S.A.  
ConocoPhillips, Inc.  
Conservation International  
Consumer's Choice Council  
Cook Inlet Keeper  
Cooper Accion, Accion Solidaria para el  
Desarrollo  
Costner Industries Texas, LP (CIT)  
DEFRA  
Department for Environment, Food and  
Rural Affairs  
Department for International  
Development (DFID)  
Duke Energy Corporation

Earth Policy Institute  
 EarthWatch  
 EarthWatch Institute  
 Ecos Corporation  
 El Paso Corporation  
 Emerging Markets Partnership (EMP)  
 EnCana Corporation  
 English Nature  
 ENI SpA  
 Eni-Agip  
 Entrix, Environmental Consultants  
 Environmental Mining Council of  
 British Columbia  
 Environmental Change Institute, Oxford  
 University  
 Environmental Defense  
 Environmental Law Institute  
 Environmental Media Services  
 Environmental Monitoring Group  
 Environmental News Network  
 Environmental Resources Management  
 European Bank for Reconstruction and  
 Development  
 European Commission  
 EUROPIA  
 Expro International Group  
 Extractive Industries Review (EIR)  
 ExxonMobil Corporation  
 ExxonMobil Exploration Company  
 ExxonMobil Foundation  
 ExxonMobil Refining and Supply  
 Company  
 ExxonMobil Upstream Research  
 Company  
 Fanamby  
 Fauna & Flora International  
 First Nations Development Institute  
 Food First Information and Action  
 Network  
 Ford Motor Company  
 Ford Motor Company Fund  
 Forest Peoples Programme  
 Forest Trends  
 Friends of the Earth  
 Fundacion Futuro Latino Americano  
 Ghana – Hall of Trades Union  
 Global Forest Watch  
 Global Reporting Initiative  
 Global Witness  
 Golder Associates  
 Green College, Oxford University  
 Green Strategies, Inc.  
 Greenpeace  
 Grupo de Investigaciones Economicas  
 Hatch & Associates, Inc.  
 Henderson Global Investors  
 Human Rights Watch  
 Hunt Consolidated, Inc.  
 Hydro Exploration and Production, Int'l  
 ICI, plc  
 International Council on Mining and  
 Metals  
 Independent Petroleum Association of  
 America  
 Indigenous Mining Campaign Project  
 Indonesia Ministry of Environment  
 Insight Investment  
 Institute of Marine Research (IMR)  
 Instituto Bio Atlantica  
 Inter-American Development Bank  
 International Association of Drilling  
 Contractors  
 International Association of Oil & Gas  
 Producers  
 International Chamber of Commerce  
 International Development Research  
 Center  
 International Finance Corporation  
 International Institute for Environment  
 and Development  
 IPIECA  
 International Center for Mining, Health,  
 Safety and Environment  
 ISIS Asset Management, plc  
 IUCN – The World Conservation Union  
 JATAM  
 Jefferson Waterman International  
 Joint Nature Conservation Committee  
 Kadoorie Farm and Botanic Garden  
 Kenan-Flagler Business School/UNC –  
 Chapel Hill  
 Kerr-McGee Oil & Gas

KPMG  
 Lawyers Committee for Human Rights  
 Lawyer's Environmental Action Team  
 (LEAT)  
 Living Earth Foundation  
 London School of Economics and  
 Political Science  
 Louis Berger Group, Inc.  
 Maori Business School of Management  
 Marathon Oil Company  
 MCB and Associates, LLC  
 Middlemarch Environmental, Ltd.  
 Mineral Policy Center  
 Mineral Policy Institute  
 Mines, Minerals and People  
 Minewatch Asia  
 Mining Watch Canada  
 Mining, Minerals and Sustainable  
 Development  
 Minstere de Environment des Eaux et  
 Forets  
 Ministerio de Energia y Minas  
 Ministry of Petroleum and Energy  
 Morley Fund Managers  
 Murphy Exploration & Production  
 Company  
 Namibia Ministry of Environment and  
 Tourism  
 National Environmental Trust  
 National Wildlife Federation  
 Natural Resources Canada  
 Natural Resources Defense Council  
 Network Movement for Justice and  
 Development  
 New Fields  
 Nexen, Inc.  
 NGO Networks for Health Project  
 Nippon Koei UK Co., Ltd.  
 Noranda  
 Norsk Hydro  
 Northumbrian Water  
 Norwegian Institute for Nature research  
 Norwegian Ministry of Foreign Affairs  
 Observatorio LatinoAmericano de  
 Conflictos Ambientales (OLCA)  
 Occidental Petroleum Corporation  
 Ocean Energy  
 OLADE  
 Oleoducto de Crudos Pesados (OCP)  
 Overseas Private Investment  
 Corporation (OPIC)  
 Oxfam America  
 Oxfam Community Aid Abroad  
 Pacific Environment  
 PDVSA  
 Pergamon & Adramytteion Society  
 Pertamina  
 Petroleo Brasileiro, S.A.  
 Petroleos Mexico  
 Petroleum Company of Trinidad and  
 Tobago, Ltd.  
 Petroleum Development of Oman, LLC  
 Petronas  
 Pew Center on Global Climate Change  
 PGS Onshore, Inc.  
 Phelps Dodge Corporation  
 Philips Petroleum Company  
 PIP-Links UK  
 Placer Dome Inc.  
 PNG NGO Environmental Watch Group  
 Premier Oil  
 Pronatura  
 Project Underground  
 QIT Madagascar Minerals, S.A.  
 Rainforest Action Network  
 Rainforest Alliance  
 Repsol YPF  
 Research Institute for Systems  
 Technology  
 Resources for the Future  
 Rio Tinto, plc  
 Rocky Mountain Institute  
 Royal Botanic Gardens  
 Royal Dutch/Shell Group of Companies  
 Royal Ministry of Environment  
 Rudall Blanchard Associates, Ltd.  
 S. Glenn Sigurdson, Inc./The CSE  
 Group  
 Sakhalin Energy Investment Company  
 SASOL Petroleum International  
 Saudi Arabian Oil Company  
 Schlumberger Ltd. Environmental Group

Shell International, Ltd.  
 Shell China E&P Company  
 Sierra Club  
 Socially Responsible Development  
 Sociedad Conservacionista Audubon de Venezuela  
 Sociedad Peruana de Derecho Ambiental  
 Stanford University  
 Statoil  
 SUPRACO, PT. Summa Prakarsa Corp.  
 Sustainable Development and Planning Consultancy  
 SustainAbility Ltd.  
 Tecpetrol-Technint  
 Tellus Institute for Resource and Environmental Strategies  
 The Boston Consulting Group, GMBH  
 The Frank Hawkins Kenan Institute of Private Enterprise  
 The Mountain Institute  
 The Natural History Museum  
 The Nature Conservancy  
 The Nature Conservancy of Texas  
 The Prince of Wales International Business Leaders Forum (IBLF)  
 The Rhode Island Technology Council (RITEC)  
 The Terra Group  
 The Tinker Foundation, Inc.  
 The World Bank  
 Third World Network  
 Total  
 TotalFinaElf  
 Transredes, S.A.  
 Trillium Asset Management  
 Tulane Institute for Environmental Law and Policy  
 UK Social Investment Forum  
 UNESCO  
 Union of Concerned Scientists  
 United Nations  
 United Nations Development Programme (UNDP)  
 United States – Asia Environmental Partnership  
 United States Agency for International Development  
 United States Department of Energy  
 United States Department of the Interior  
 United States Geological Survey  
 University Botanic Gardens  
 University of Dundee  
 University of Hamburg  
 University of Oklahoma  
 University of Science and Technology  
 University of Warwick  
 UNOCAL Corporation  
 Wahan Lingkungan Hidup Indonesia (WAHLI)  
 Wallace Global Fund  
 Wass Association of Communities Affected by Mining (WACAM)  
 Wayne Dunn & Associates, Ltd.  
 Weatherhead Center for International Affairs  
 Western Shoshone Defense Project  
 Wildlife Conservation Society  
 William D. Ruckelshaus Institute and the School of Environment and Natural Resources  
 WMC Resources Ltd.  
 Woodside Energy Ltd.  
 World Business Council for Sustainable Development (WBCSD)  
 World Conservation Monitoring Centre  
 World Economic Forum  
 World Resources Institute  
 World Watch Institute  
 WWF  
 Yale University School of Forestry  
 Zoological Society of London

## Annex 5: Downloads from the EBI Website

Product	Autumn 2003				Winter 2005			
	Aug. 25-31	Sept.	Oct.	TOTAL	Jan.	Feb.	March 1-15	TOTAL
EBI Report	811	928	1,697	<b>3,436</b>	365	78	106	<b>549</b>
<i>Guides</i>								
EMS	505	585	463	<b>1,553</b>	203	175	89	<b>467</b>
ESIA	327	384	416	<b>1,127</b>	402	306	117	<b>825</b>
Site Selection	319	387	251	<b>957</b>	79	127	44	<b>250</b>
Indicators	323	620	646	<b>1,589</b>	334	196	137	<b>667</b>
<i>Discussion Papers</i>								
Secondary Impacts	183	306	293	<b>782</b>	224	217	142	<b>583</b>
Opportunities	92	105	150	<b>347</b>	66	62	34	<b>162</b>
<i>Resources</i>								
Good Practice	291	305	331	<b>927</b>	136	176	47	<b>359</b>
Online Sources	422	314	407	<b>1,143</b>	124	117	85	<b>326</b>
Conventions	91	89	N/A	<b>180</b>	110	234	61	<b>405</b>
Glossary	58	31	N/A	<b>89</b>	47	56	27	<b>130</b>
PowerPoint	81	118	90	<b>289</b>	34	40	15	<b>89</b>

## **Annex 6: Presentations at workshops, meetings and conferences**

EBI members have promoted the partnership and its products at many workshops, meetings and conferences around the world, both before and since the official launch of the products. The participants intend to continue this outreach at both industry and conservation events in the future.

### Pre-launch events

- The Sixth Society of Petroleum Engineers (SPE) **International Conference on Health, Safety & Environment in Oil and Gas Exploration and Production (HSE)**; Kuala Lumpur, Malaysia (March 2002)
- **Global Biodiversity Forum 16**; The Hague, The Netherlands (April 2002)
- Sixth Ordinary Meeting of the **Conference of the Parties to the Convention on Biological Diversity (COP-6)**; The Hague, The Netherlands (April 2002)
- **IPIECA Annual General Meeting**; United Kingdom (April 2002)
- Fourth Annual **Population, Energy, and Environment (PEA) Tripartite Conference**; Cuzco, Peru (May 2002)
- **World Summit for Sustainable Development**; Johannesburg, South Africa. The EBI was selected by the International Chamber of Commerce (ICC) and the United Nations Environment Programme (UNEP) as a winner of the 2002 World Summit Business Award for Sustainable Development Partnerships. EBI was recognized as one of four partnerships that had made a global contribution to sustainable development. (August 2002)
- **World Petroleum Congress**; Rio de Janeiro, Brazil (September 2002)
- **Business for Social Responsibility (BSR)**; Miami, Florida, United States (November 2002)
- **IPIECA/OGP Biodiversity Working Group** workshop; Kew, United Kingdom (June 2003)

### Official launch event

- **World Parks Congress**; Durban, South Africa (September 2003). Public launch of the EBI report and products.

### Post-launch events

- **Global Biodiversity Forum and CBD COP 7**, *Kuala Lumpur, Malaysia*. EBI was highlighted at the GBF and the Convention on Biological Diversity Conference of Parties 7 through participation in various presentations and panel discussions. (February 6-20, 2004)
- **IPIECA-OGP Southeast Asia Workshop**, *Kuala Lumpur, Malaysia*. This workshop, which was sponsored by Petronas, focused on government and industry biodiversity initiatives, including the EBI; key marine and terrestrial biodiversity issues in the region; assessment and management of direct and indirect impacts on biodiversity; and community and livelihood considerations. See the IPIECA website under “Biodiversity” for further details: <http://www.ipieca.org/>. (February 24-25, 2004)

- **Africa Biodiversity Collaborative Group Meeting, Washington, DC, USA.** Convened by the ABCG, this half-day meeting, which was hosted by CI, explored the topic “Oil & Gas Development in Africa - What Does It Mean for Biodiversity Conservation?” Meeting objectives were to educate participants on the threats to and opportunities for biodiversity conservation related to oil and gas development in Africa; and to discuss areas for possible collaboration between the conservation community, industry and other stakeholders in Africa. See the ABCG website under “Themes” for further details: <http://www.abcg.org/>. (February 27, 2004)
- **IPIECA/OGP Workshop, Calgary, Canada.** Immediately following the 2004 SPE HSE conference, this workshop, which was sponsored by Nexen, brought together industry experts and HSE managers to discuss current biodiversity initiatives (including EBI) and drivers, and secondary impact challenges. See the IPIECA website under “Biodiversity” for further details: <http://www.ipieca.org/>. (April 1, 2004)
- **Brazil Energy and Environment Roundtable: Sustainable Petroleum: Towards Environmental and Social Sustainability in Brazil’s Oil and Gas Industry, Rio de Janeiro, Brazil.** This meeting, which was sponsored by Shell and Petrobras, brought together 100 senior executives and policy makers to discuss key energy and environmental policy issues and the major challenges affecting Brazil’s oil and gas industry. (April 14-15, 2004)
- **Voluntary Codes of Conduct for Multinational Corporations: Promises and Challenges, New York City, USA.** This conference, run by the International Center for Corporate Accountability, Inc., focused on ways to promote the creation and implementation of voluntary codes in ways that provide business with a flexible yet economically feasible and operationally viable approach, narrow the gap between corporate performance and societal expectations, and recognize the legitimate needs and concerns of key stakeholders. (May 12-15, 2004)
- **World Conservation Congress, Bangkok, Thailand.** The EBI supported this event at the World Conservation Forum through exhibition of a poster highlighting the efforts of the EBI and IPIECA/OGP BDWG and a side event sponsored by BP. About 200 copies of the EBI report and 300 Executive Summaries were distributed in just three days. (November 18-24, 2004)
- **ARPEL/IPIECA/OGP Latin America Workshop, Quito, Ecuador.** This event, which was sponsored by Petrobras, focused on terrestrial and marine biodiversity issues in Latin America, international developments, protected areas, and environmental and social impact assessments. EBI worked with IPIECA and ARPEL to encourage NGO participation in the event. (November 23-24, 2004)
- **Integrating Biodiversity into Infrastructure Development Projects in China – Chengdu, China.** This workshop, organized by Shell, Conservation International and the Chinese Government, focused on infrastructure development projects and biodiversity, with a particular emphasis on integrating biodiversity into the ESIA process for such projects. (June 28-30, 2005)
- **West/Central Africa Workshop – Luanda, Angola.** This workshop, was hosted by Chevron’s Angola LNG project, and planned jointly by the IPIECA/OGP BDWG, Conservation International and the World Conservation Society. The workshop focused on biodiversity issues and policies in West/Central Africa and their relation

to the oil and gas industry. Issues included marine biodiversity assessment and conservation in offshore/coastal ecosystems, and secondary and socio-economic impacts in terrestrial ecosystems. (September 6-7, 2005)

Planned future events

- The **Offshore Technical Conference** and **SPE HSE Conference**, both scheduled for 2006, have been highlighted as important venues at which it would be worthwhile to be involved with on biodiversity issues.
- **World Wilderness Congress**. The EBI will be featured in a workshop on how the Initiative can guide business to contribute to wilderness protection, especially through biodiversity offsets, and on a decision support tool to identify and avoid areas of high biodiversity value. (September 30-October 6, 2005)

## Annex 7: Media coverage and publications

The EBI products and process have been featured in the following publications:

### Pre-launch coverage

- **Newsweek Japan**, January 30, 2001 - *U.S. Business Trends: Environmental Protection*. The Japanese language edition of Newsweek ran this article, which highlighted the connection between the economy and environmental issues, including Conservation International's work with major oil and gas companies to design new guidelines for oil and gas exploration and development.
- **Hart's European Fuels News**, June 27, 2001 - *Oil and Diversity*. This article about the EBI highlights the goals of the Initiative, including specifying the impact of oil operations on biological diversity and devising good measurement methods for area assessment. The partnership is described as seeking “to come up with development and production practices which take the best possible care of the surrounding environment.”
- **The IUCN Bulletin: World Conservation - Celebrating diversity**, Number 2, 2002 - *Business of Biodiversity*. As part of a special Johannesburg issue for the World Summit on Sustainable Development, the IUCN (an EBI participant) asked leading figures from both the public and private sectors to give their personal thoughts on a number of issues. In this piece about the Business of Biodiversity, Assheton Carter, Director of Energy & Mining for the Center for Environmental Leadership in Business, focused on the EBI, highlighting the unique partnership and commitment to improving environmental performance within the energy sector.
- **SRI News.com: Social Investment News**, August 9, 2002 - *Rio + 10 Series: Business Action Addressing Biodiversity is a Rare Species*. This article begins by describing CELB as “leading the most concerted effort of business action to address biodiversity.” It then goes on to highlight EBI's work to join oil companies with NGOs to identify and promote best conservation practices for the oil and gas industry.
- **TIME Magazine**, August 26, 2002 - *The Green Century: The Challenges We Face*. As part of a special report entitled “How to Save the Earth” and a prelude to the World Summit on Sustainable Development in Johannesburg, TIME examined several avenues to a healthier future, including green industry, green architecture, green energy, green transportation and even a greener approach to wilderness preservation. This article highlighted the EBI's efforts to draft guidelines for incorporating biodiversity conservation into oil and gas exploration.
- **The Wall Street Journal**, August 28, 2002 - *Business Scales World Summit: U.N. Signals Openness to Corporate View, Irking Activists*. Written out of Johannesburg during the World Summit on Sustainable Development, this article addressed rising support for partnerships between businesses and NGOs. The EBI, which was one of the winners of the 2002 World Summit Business Awards for Sustainable Development Partnerships, was highlighted as a primary example.

### Post-launch coverage

- **Oil & Gas Journal**, August 25, 2003 - *Oil Firms, NGOs jointly develop biodiversity guidelines*. The leading publication for the oil and gas industry produced the first in-

depth coverage of the EBI report. The article gives the history of the EBI process, features several quotes from Assheton Carter from CELB, talks about the importance of biodiversity and provides a detailed look at the EBI recommendations.

- **Ethical Corporation Online**, August 25, 2003 – *Oil and gas and biodiversity report released*. This online magazine, which provides independent information on corporate environment, social and financial responsibility, covered the EBI launch.
- **The Energy Daily**, August 26, 2003 - *Big Oil, Greens Unveil Guidelines on Drilling*. This daily source of news for the energy industry covered the launch of the EBI report, highlighted commitments from EBI members Shell and BP, and listed some of the key recommendations from the report.
- **Innovations Report** (Germany), August 27, 2003 – *Energy companies, conservation groups issue biodiversity recommendations for oil & gas development*. This online forum for science, industry and economics, based in Germany, reported on the launch of the EBI products.
- **The Hindu Business Line**, August 29, 2003 - *Report on conservation drive in oil, gas sector released*. The financial daily of India's largest newspaper covered the launch of the EBI, the recommendations being promoted and next steps.
- **India Business Insight**, August 30, 2003 - *Report on conservation drive in oil, gas sector released*. This online informational database ran a brief report on the launch of the EBI.
- **The Nature Conservancy: Saving the Last Great Places on Earth**, Summer 2003 - *Refining the Search for Crude*. The Nature Conservancy, one of the EBI participants, featured the EBI in its flagship publication, which reaches the organization's entire subscriber base.
- **Financial Times**, September 18, 2003 - *Oil and mining groups urged to act responsibly over threatened wildlife*. Recapping the events of the 5th World Parks Congress in Durban, South Africa, this article noted that the resulting Durban Accord focused, in part, on calling for responsible behavior from the oil and gas industry. The EBI was mentioned as one of two initiatives by the industry to address these issues.
- **BioMedNet.com**, September 19, 2003 – *Biodiversity recommendations for oil and gas industry*. Highlighting the unique collaborative nature of the EBI, this since-discontinued news weekly from Elsevier publishing reported on the release of the EBI products, quoted representatives from CELB and Shell and discussed the future plans of the Initiative.
- **InTech**, October 1, 2003 – *Energy, green groups talk biodiversity*. This official journal of the Instrument Society of America highlighted the EBI's recommendation on the use of integrated environmental and social impact assessments.
- **Oil Watch**, October 2003 – *Open Letter*. In an open letter to the five conservation groups involved in the EBI, which was posted on the Oil Watch website, the organization questions the involvement of the conservation organizations and criticizes the EBI for providing green cover to companies with bad reputations. Glenn Prickett, executive director of CELB, responded directly to Oil Watch with an invitation to further discuss their concerns.
- **World Oil**, December, 2003 - *The Energy and Biodiversity Initiative can make a difference in operating practices*. World Oil printed a special issue in December with

the theme “Protecting The Environment.” The EBI was the subject of the issue's “Special Focus,” which led off this industry trade journal.

- **Petroleum Africa Monthly**, June 2004 – *Taking HSE Responsibility: An Investment in the Future*. This article discusses the EBI and then highlights a number of conservation-related activities by energy companies, including BP, Chevron and Shell.
- **MPA News**, May 2004 – *Mixing oil and water, Part I: Examining Interactions Between Offshore Petroleum and MPAs*. This newsletter on marine protected areas discusses the EBI and quotes Assheton Carter in an article about the negative and positive implications of interactions between MPAs and the offshore oil industry.
- **Explorer**, August 2004 – *Biodiversity: Breaking New Ground*. This publication of the American Association of Petroleum Geologists discusses the EBI and IPIECA in an analysis of the implications that biodiversity issues may have for future oil and gas exploration. It quotes several EBI representatives.
- **The Nature Conservancy: Saving the Last Great Places on Earth**, Fall 2004- *Refining the Search for Crude*. Following up on its 2003 brief, The Nature Conservancy, one of the EBI participants, featured the EBI in a 10-page story that also highlighted TNC’s oil-related work in Latin America.
- Stewart Carter, A.L. & M. Canter. 2004. *Conserving biodiversity through collaboration*, **Sustainable Development International**, SDI114/1, August. The authors present the net benefit approach of the EBI and discuss the challenges and benefits of conservation groups working in partnership with industry.