



biodiversity

Biodiversity...

a profitable investment...
naturally!

business opportunity



FONDATION DE LA FAUNE
DU QUÉBEC





What

of

-
-

is biodiversity?

Biodiversity encompasses all animal and plant species and other forms of life thriving in an area. It is expressed through:

- physical differences between species;
- differences in genetic make-up within members of one species; and
- variety of ecosystems and habitats where they live.

Is biodiversity threatened?

Yes! The loss of a species can be quite natural, but the current rate of species loss is several hundred times higher than the natural extinction rate. The increasing impact of human activities on the environment (habitat loss and destruction, pollution, etc.) is the main cause of this increased rate. We must act now!

Biodiversity and species at risk in Quebec

- In Quebec, the survival of 374 plant species and 79 animal species (12% of all our fauna!) could be threatened and is a source of special concern.
- Some of these species, such as the beluga, the woodland caribou and the wild leek are amongst

Is your investment portfolio sufficiently diversified?

The loss of biodiversity can be compared to the loss of diversity within an investment portfolio: it creates an imbalance, increases risk and limits the potential for growth. Biodiversity is an asset that we must strive to safeguard for future generations. Any loss of biodiversity could generate risks that impact negatively on our quality of life.

According to Statistics Canada, 21 million Canadian and foreign tourists spent close to 12 billion dollars on nature-related activities in 1996, demonstrating our close ties to our natural heritage.



Any loss of biodiversity increases risk permanently

Unlike investment portfolios that can be re-balanced periodically, the loss of biodiversity creates a permanent imbalance within ecosystems. The level of risk associated with our global natural portfolio therefore increases continuously, endangering the multitude of ecological services we derive from our ecosystems, such as clean water and new drugs extracted from wild species.

Lowering this risk



biodiversity

can be profitable

Biodiversity conservation is now an unavoidable issue that is an integral part of a company's positive social balance sheet. Many companies have adopted a positive approach towards the environment and biodiversity conservation, and have found ways to benefit from it, both economically and through an enhanced public image. Some of these innovative companies are described below.



Bioxel Pharma Inc. Saving lives while maintaining biodiversity... and client trust



Bioxel Pharma develops, produces and distributes compounds called taxanes that play an important role in the treatment of several cancers, and have shown promise in the treatment of other medical conditions. These taxanes are extracted from the shoots of Canada yew, a shrub once thought to be of no value!

The most important natural reserve of taxanes in the world is located in Quebec. By creating the *Bioxel Pharma Biodiversity Fund** to support various research projects, this company has committed itself to the sustainable use of Canada Yew and the protection of the wildlife associated with it. This commitment will help build customer confidence and address the concerns of the conservation community.

The conservation of Canada yew will allow Bioxel Pharma to extract over 500 kg of taxanes annually, valued at approximately 150 million dollars, that will be sufficient to treat some 300,000 patients.



“The protection of Canada yew is one of Bioxel Pharma’s main priorities. We will use this resource wisely to extend and improve the lives of those afflicted with cancer.”

Pierre Lacroix, Eng., Ph. D.
President and CEO

* The *Bioxel Pharma Biodiversity Fund* is managed by the *Fondation de la faune du Québec*.

vitality





Desjardins Integrating the key values of sustainable development

For 104 years, the Mouvement Desjardins has been contributing to the economic and social wellbeing of individuals and communities in all regions of Quebec.

It fulfills this mission, from generation to generation, by integrating the key values of sustainable development in its daily activities. In fact, it feels that any corporation or business seeking long-term prosperity can benefit from an integration of social and economic development with environmental protection and natural resource conservation.

On the environmental front, in 1989 the Mouvement Desjardins adopted its Environmental Option that it hopes to develop further over the coming year into a sustainable development policy. Desjardins has also supported the environment through its *Desjardins Environment Fund*, research grants, recycling practices and support of farmers to encourage the adoption of green farming practices.

durability

Eco-advisors in Sustainable Development, a North American First Desjardins will invest \$75 000 over three years to help establish the Eco-advice Chair at the Université de Chicoutimi. This initiative will help Quebec to develop expertise in the field of eco-advice that will be unique and original in North America. Eco-advisors will help businesses to consider sustainable development principles in their decision-making process.

“On the medium term, our sustainable development policy will aim to mobilize our network’s strengths, our employees and management team, to consider the principles of sustainable development as part of their decision-making process.”

Pauline D’Amboise
Secretary General of Mouvement Desjardins

The Fédération des caisses Desjardins du Québec is one of the three Founding Sponsors of the Fondation de la faune du Québec. Working together since 1989.





Abitibi-Consolidated Reducing impact... and buyers' concerns

The population of woodland caribou that once roamed near what is now Montreal has been reduced to about 3,000 animals, located in the boreal forest. Hunting, predation and habitat modifications are all major causes of this decline.

Since it operates in woodland caribou territory, Abitibi-Consolidated is establishing new forest management strategies that are adapted to the areas that shelter this species. Forest blocks ranging in size from 100 km² to 250 km² are kept intact over periods of 20 to 40 years, depending on the situation, to meet the immediate needs of the caribou. On the remaining territory, the goal is to spread out tree harvests over time and space. Moreover, new harvesting techniques are tested to recreate suitable habitat rapidly for the caribou. The effectiveness of these new strategies is being assessed through a university research project funded by the *Northern Wildlife Fund**.

Wildlife Habitat Canada recognized the high value of this project through a *Forest Stewardship Recognition Program* award that was presented to Abitibi-Consolidated. This award recognizes the efforts of the best forest resource managers



"It is highly profitable for Abitibi-Consolidated to work in concert with wildlife conservation groups to maintain species and meet customer expectations through quality products with reduced environmental footprints."

Serge Gosselin
Director of Forestry, Québec-Centre Region
Abitibi-Consolidated

* The *Northern Wildlife Fund* (www.northernwildlifefund.com) was created by the *Fondation de la faune du Québec* in collaboration with various stakeholders involved in Quebec's northern regions, including forestry companies Abitibi-Consolidated, Bowater and Kruger, the Founding Partner of the Fund.

dialogue



Croisières AML
Maintaining biodiversity...
and a competitive advantage
in the market

Croisières AML is Canada's largest excursion cruise company, welcoming more than half a million passengers annually. This company offers several whale observation cruise packages on the St. Lawrence.



For eight years now, Croisières AML has invested 50,000 dollars annually to support projects directed by the Groupe de recherche et d'éducation sur les mammifères marins (Marine Mammal Research and Education Group; GREMM)*. This financial support consists of direct funding and the use of Croisières AML's fleet as research platforms by GREMM researchers.

In return, the GREMM offers whale training to captains and naturalists working on their cruise ships. This partnership allows Croisières AML to differentiate itself from the competition through the high quality of the information offered to ecotourists and its respect for the whales.



According to the Centre d'interprétation des mammifères marins (Marine Mammal Interpretive Center) located in Tadoussac, annual economic spin-offs associated with marine mammal observation in the region total more than 50 million dollars.

"Our support of conservation and biodiversity protection has made us a global leader in the marine mammal observation cruise industry. This partnership, which is an integral part of Croisières AML's philosophy, makes us proud and allows us to differentiate ourselves from the competition."

Édouard Hamel
Owner and President, Croisières AML

* The *Fondation de la faune du Québec* has financially supported several of the GREMM's research and education projects on marine mammals.





Normrock Industries Environmental protection creates new markets

The strengthening of environmental standards that guide dredging activities and the obsolescence and lack of flexibility of current dredging equipment have created a niche that Normrock Industries of Terrebonne has been able to fill. Among other things, the Amphibex, a versatile dredging unit, can be used to restore and clean contaminated streams, create and restore habitats* and control erosion and invasive species.

An environmental assessment of the Amphibex has shown that the unit's hydraulic suction bucket reduces negative impacts on aquatic fauna and allows for more precise and uniform dredging.



Since 1997, Normrock Industries has sold more than 20 Amphibex, on four continents. The Amphibex continues to be viewed as the best dredging unit in its class.

*"We are proud to have developed
a versatile unit that can minimize and correct
the impacts of human activities
on aquatic species and habitats."*

Norman Grant
President
Normrock Industries Inc.

* The *Fondation de la faune du Québec* has supported close to 1,000 projects on aquatic habitats since 1987.

development



business opportunity



Benefiting from biodiversity: a good business opportunity

The examples presented in this document demonstrate that it is possible, and even profitable, for the private sector to combine biodiversity and habitat conservation with economic and commercial activities. These companies have embraced various strategies to reach the same goal: business development through biodiversity conservation.

You can implement several other strategies: establishing a consultative committee on the environment; analyzing your company's environmental impacts; publishing a sustainable development report; seeking environmental certification; supporting the work of local conservation groups; donating land of ecological importance; and many others.

In support of any initiative, it is also to your advantage to partner with a conservation group with an established track record in biodiversity conservation. The Fondation de la faune du Québec, with its partnership network of more than 1,000 wildlife and environmental organizations in Quebec, can help you to find a suitable partner, or work directly with you to help you achieve your objectives. Call us for more information!



1175 Lavigerie Avenue, #420 Sainte-Foy (Quebec) G1V 4P1 Telephone: (418) 644-7926 Toll-free line in Canada: 1 877 639-0742 Fax: (418) 643-7655 E-mail: ffq@riq.qc.ca **Realised in collaboration with:**



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*Text: François Blain
Picture: Short-billed Marsh Wren (Cover): Alain Hogue
Picture: Wood Turtle (Page 2): Jean-Sébastien Hébert*

Design: Jacques Choquette Communications inc.