

Companies’ benefit expectations from a voluntary engagement for nature conservation

The company interviews revealed different benefit expectations (motives) why businesses are voluntarily engaged in nature conservation in Germany. During the data analysis the stated benefit expectations were assigned to business case drivers, developed by The Economics of Ecosystems and Biodiversity (TEEB) (Schaltegger et al., 2016). ‘Business case drivers’ are factors that contribute to the success of a business. Based on our own deliberation, the stated benefit expectations were assigned to the business case drivers to which they most likely correspond.

Table D.1 Stated benefit expectations of companies from voluntary nature conservation engagement

Business Case Driver*	Summarized stated benefit expectations of companies
Reputation and market value	<ul style="list-style-type: none"> ✓ Communication and marketing: possibility to create a positive public image ✓ Corporate strategy: engagement as part of a wider corporate sustainability strategy; wish to be perceived as an ‘eco pioneer’; creation of a corporate identity; maintaining credibility ✓ Competition: creation of a competitive advantage through differentiation by means of image gain or by creating a unique selling point of products/ services ✓ Customer loyalty: enhancement of customer loyalty by offering environmentally friendly products/ services, fulfilment of customer preferences ✓ Employees: image gain as an attractive employer; motivation of the employees; enhancement of employee awareness for environmental issues ✓ Fulfilment of requirements: fulfilment of internal environmental standards and commitments, e.g. voluntary sustainability labels, certifications, network memberships ✓ Business relationships: access to and development of new business opportunities and partnerships (nature conservation as a ‘door opener’)
Risk reduction	<ul style="list-style-type: none"> ✓ Protection of business foundation: safeguarding resource quality and quantity within the value chain ✓ Pre-compliance: preparation for stricter laws and regulatory requirements ✓ Conflict management: reduction of conflicts by partnering with NGOs and other stakeholders to stimulate constructive cooperation (protection against public criticism), increased acceptance from local communities for business processes
Increase in revenue	<ul style="list-style-type: none"> ✓ New markets and customers: opening up new markets and customer groups by offering environmentally friendly products/ services
Cost savings	<ul style="list-style-type: none"> ✓ Permit processes: facilitation of faster and more successful permit processes (access to land) due to a positive company record and reputation
Innovation	✗ Not stated
Business models	✗ Not stated

* Business case drivers influence the company's decisions as they have either a direct or indirect impact on business success. Classification of business case drivers according to TEEB Germany (Schaltegger et al., 2016).

Source: Based on interview data with 26 companies. Assignment and summary of the stated benefit expectations to the TEEB business case drivers based on own deliberation.

Reference

SCHALTEGGER, S., BESTÄNDIG, U. & WUCZKOWSKI, M. 2016. *Berücksichtigung von Ökosystemleistungen in Privatwirtschaftlichen Entscheidungen.* In: ALBERT, C. V. H. C. (ed.) *Ökosystemleistungen in ländlichen Räumen – Grundlage für menschliches Wohlergehen und nachhaltige wirtschaftliche Entwicklung.* Hannover; Leipzig: Naturkapital Deutschland.