






Taking action for biodiversity has the potential to bring benefits throughout your company's operations, to your staff and customers, as well as to nature conservation. Action for biodiversity can provide a means to re-think and improve the environmental outlook of your company, and enhance your business's environmental performance. By integrating wider environmental considerations into relevant decisions, and informing staff, suppliers and customers about your environmental priorities and performance, real benefits can be gained. The examples in this booklet are drawn from different sectors in North East Scotland, including engineering, manufacturing, agriculture and tourism. These will provide some ideas for your own company.

The business community is uniquely placed to contribute to the protection and enhancement of our environment. This booklet aims to provide:

-  a basic guide, and ideas, for businesses who are interested in improving their environmental practices and performance
-  some contacts and sources for information on Biodiversity
-  an excellent opportunity to contribute to the National Government's sustainable development strategy

Biodiversity is the variety of life around us. It is all living things from trees to flowering plants, from birds to butterflies, from the common place to endangered species. Biodiversity contributes fundamentally to our quality of life and is a key measure of sustainable development. Central to maintaining the balance which helps the planet to function properly, biodiversity provides the clean air we breath, the food we eat and the water we drink. We also benefit economically from many aspects of biodiversity, from supplying raw materials for production, to the many natural wonders that attract Scotland's many visitors.

