

BIODIVERSITY

Communications Toolkit

NEWS RELEASE

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Bio-Business award scheme launched

(DATE)

A new award scheme has been launched by (organisation name) to encourage local businesses to engage in biodiversity conservation.

The award scheme, Bio-Business will be judged by (organisation name) and by members of the public. Local businesses are invited to submit their entries explaining what they do to conserve the community's biodiversity and why they should win this prestigious title. Businesses can submit their entries through (website) or by writing to (details). The closing date is (date).

Five entries will then be short listed by judges and the local community will be invited to vote for the business they believe makes the biggest contribution. The winner and two runners-up will be announced at an award ceremony at (place name) on (date).

(Name), (job title) at (organisation) said: "Biodiversity is an issue of strategic importance for business. Biodiversity supports the world we live in, providing the raw materials required for business production. We must ensure our biodiversity is used in an efficient way to ensure the sustainability of our businesses.

"There are many ways in which businesses can make a contribution to biodiversity conservation, including ensuring that they understand and manage their impact on wildlife and nature and by developing biodiversity policies; getting involved in wider initiatives, such as community conservation projects; communicating the biodiversity message to employees and customers and reducing their overall impact on biodiversity through offset actions, such as developing a garden on-site at their premises.

"We hope this award scheme makes more businesses aware of their responsibility and encourages them to do their bit towards protecting and enhancing the rich diversity of wildlife and nature in our community." For further information on Bio-Business and biodiversity in general log on to (website).

-ends-

For further information please contact (name) on (telephone numbers)

Notes to editors

Biodiversity is the rich variety of life which exists on Planet Earth. It concerns all species of plants and animals, their genetic variation, and the range of habitats upon which all living things depend. It encompasses the whole of the natural world, not just the rare or the endangered. It touches and benefits all aspects of our lives.

(Insert additional information such as organisation background or facts and figures here)

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