



Business Forum
Care for Land - Land for Life



The Windhoek Declaration
Sustainable Land Management Business Forum
Windhoek, Namibia, 23–24 September 2013

The participants of the second Sustainable Land Management Business Forum meeting in Windhoek, Namibia,

Acknowledging desertification/land degradation and drought as acute and escalating challenges to human and business development with major negative social, economic, political, climate and ecosystem implications,

Recognizing that societies consist of the public sector, private sector and civil society, including citizens and their non-governmental organizations, and that targeted activities aimed at sustainable social development are needed to reach poor stakeholders,

Emphasizing the important role the business community can and should play in tackling desertification/land degradation and drought,

Noting the multiple benefits sustainable land management offers to business operations in terms of financial and operational performance, market opportunities, compliance with legislation, and ethical, social and environmental values and responsibilities,

Noting also that natural resource management enhances business models and opportunities,

Commit to

Participate in the United Nations Convention to Combat Desertification (UNCCD) process and *support* the implementation of the Convention and its 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018);

Monitor, measure and communicate the environmental, social and economic impacts of business activities on land and *strive* to eliminate or minimize negative impacts;

Incorporate sustainable land management into business operations and corporate, social, environmental and sustainability strategies, practices and policies;

Our approach

Develop and apply procedures and/or mechanisms for identifying information, regulations and resources needed within each company to achieve land degradation neutral performance;

Identify specific measurable land management objectives with relevant indicators and *report* on their progress;

Assess new business initiatives and products, and *adopt* a precautionary approach that prevents serious or irreversible land degradation;

Incorporate land issues into internal management systems, decision-making processes, accounting systems and standards;

Consider developing and participating in voluntary certification schemes that promote sustainable land management and land degradation neutrality;

Networking and partnerships

Engage in relevant public-private partnerships to promote sustainable land management and pioneer land restoration initiatives;

Undertake measures to create synergies with other United Nations initiatives aimed at promoting environmental, social and corporate governance issues;

Contribute to the achievement of those societal must-haves included in the World Business Council for Sustainable Development–World Resources Institute Action2020 strategy that are related to climate change, ecosystems, water and sustainable land management solutions that can result in food, feed, fibre and biofuel security within ecological limits;

Support the UNCCD Soil Academy and *call on* private and public-sector stakeholders to join the initiative.

Support the Economics of Land Degradation initiative by providing input and considering and commenting on the scientific outcomes and recommendations;

Provide the UNCCD process and the Economics of Land Degradation initiative with existing and new best sustainable land management cases to mainstream innovation and sustainable land management across the business sector;

Support and *leverage* business influence to ensure the implementation of a policy framework (e.g. the post-2015 development agenda) that helps achieve zero net land degradation by 2030 and zero net forest degradation by 2030,

and ensure that drought policies and preparedness measures are put in place in all drought-prone countries by 2020;

Communication and outreach

Publish land-related policies and good practices on company websites and share them with the UNCCD process for their promotion and knowledge-sharing;

Research and *showcase* information on sustainable land management practices and innovations, or *support* existing and/or new research to improve own company performance;

Address the need for the increased visibility of the Sustainable Land Management Business Forum between Conferences of the Parties through a dedicated website;

Focus on the need to harness and manage business experiences and results through knowledge management, including gathering, storing, disseminating and producing new knowledge via the website;

Explore the idea of establishing a virtual resource centre to help harness business skills.