



BREAKFAST SEMINAR SERIES

February 17, 2012

ISE /CHRMS
Fairleigh Dickinson University
285 Madison Avenue – M-MS1-05, Madison, NJ 07940
Phone: (973) 443-8577, Fax: (973) 443-8506

“The Convergence of Business and Biodiversity Conservation”



Speaker:
Helen Crowley

Conservation & Ecosystem Services Specialist, PPR

Helen Crowley has worked in biodiversity conservation for over 25 years. After receiving an Honors Degree in Zoology from the University of Tasmania and a PhD from the Australian National University, Helen started her career as a research scientist working on several ecological projects across Australia and in the Sub-Antarctic.

With her move to Madagascar in the early 1990s she began to focus on conservation and development programs, encompassing protected areas management, environmental education and ecotourism development. In 2000, she took up the post of Assistant Director of Africa Program for the Wildlife Conservation Society (WCS) based at the Bronx Zoo, where she was responsible for managing their conservation programs in Central Africa and Madagascar.

After two years, she returned to Madagascar as the Director of the WCS Madagascar Country Program. In this capacity, she helped establish the first forest-based carbon offset project (REDD) in Madagascar, focus new efforts on marine and coastal conservation, design and manage national parks, create environmental education programs and work on improving livelihoods of local communities.

More recently, at WCS she helped start a Fund to support community-based conservation enterprises around the world as part of a new initiative developing innovative approaches for integrating biodiversity conservation into business.

In 2011, Helen started work with the French fashion company, *PPR* (www.ppr.com), as the Conservation and Ecosystem Services Specialist in their innovative, company-wide sustainability initiative, PPR Home. She lives with her husband and two children in New Jersey but will be moving to Paris in the Spring.

In 2008, Helen was awarded the *Ordre National - Chevalier d'Honneur*, the highest honor accorded by the President and Government of Madagascar in recognition for her contribution to conservation in Madagascar over 18 years.

Highlights

2012 is a significant year – it marks the 20th anniversary of the Earth Summit in Rio and 10 years since the Johannesburg Summit on Sustainable Development and another global summit is planned for this year in Rio. In spite of some progress on the goals and pledges for “sustainable **development**” **we are still losing biodiversity at an alarming rate, the critical ecosystems upon which we depend** are being degraded and destroyed, too many people are hungry and poor and we are on a trajectory for the “worst case scenario” for climate change. In the face of these challenges, we are seeing new perspectives, innovative actions and creative collaborations to design solutions that slow and reverse these trends. For this transformation, business plays a key role.

This presentation explores:

- the value of ecosystems and biodiversity
- the business community’s emerging awareness of this value and the business risks created by biodiversity and ecosystem loss
- efforts under way to make business more ‘sustainable’: successes & ongoing challenges.
- new approaches to conservation using business

Friday, Feb. 17, 2012

7:30 a.m. to 9:30 a.m.

HARTMAN LOUNGE
Hennessy Hall (The Mansion)

Fairleigh Dickinson University
College at Florham, Madison, NJ

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<http://www.fdu.edu/forms/chrmsregister.html>

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FEE: \$40* (\$25-non-profits)

*This charge does not apply to FDU faculty, administration, matriculated students, current employees of ISE/CHRMS Corporate Partner companies or ISE/CHRMS “Breakfast” Partners.

Non-partners are subject to the \$40/\$25 admittance fee if they register and do not attend without cancelling before Feb. 15, 2012. **PLEASE NOTE:** ISE/CHRMS incurs food-ordering costs whether a registrant actually attends or not, which is why we state on our registration materials that there is a payment expected regardless of actual attendance.

