



**Chantal van HAM** is EU Programme Manager Nature Based Solutions in the IUCN EU Representative Office. She is responsible for IUCN's activities on urban biodiversity and the cooperation with subnational governments in Europe. She develops and coordinates projects for biodiversity and ecosystems services conservation, restoration and valuation that help policy-makers, cities, local and regional governments find nature-based solutions for sustainable development, by mobilising IUCN knowledge and best practices. She represents IUCN in networks and fora at the European and global level to raise awareness of the value of nature-based solutions to improve quality of life, as well as economic prosperity.

Before joining IUCN, Chantal worked as Finance Specialist with PricewaterhouseCoopers in the Netherlands. She has a degree in International Business and an MSc in Forest and Nature Conservation Policy. Chantal is passionate about nature and perceives the exchange with people from different professional and cultural backgrounds as an enriching and inspiring starting point for sustainable change.

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#### **follow-up of the meeting**

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## **Our Natural Capital**

### **Strengthening the link between business and biodiversity**

**Karl-Heinz FLORENZ**

President of the Intergroup Biodiversity, Hunting, Countryside

**14th of April 2015, European Parliament – Brussels, 12h30-14h00**  
**Room ASP 8F388**



#### **Co-Secretariat**

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SUSTAINABLE HUNTING, BIODIVERSITY, COUNTRYSIDE ACTIVITIES & FORESTRY  
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## Our Natural Capital

### *Strengthening the link between business and biodiversity*

14<sup>th</sup> of April 2015  
European Parliament – Brussels  
12:30-2:00 pm

**1. Welcoming and introduction (12:30), Karl-Heinz FLORENZ,**  
President of the Intergroup

**2. Panel Discussion (12:40-1:10)**

**Pia BUCELLA**, Director, Natural Capital Unit, DG Environment,  
European Commission.

**Chantal van HAM**, EU Manager Nature Based Solutions,  
International Union for Conservation of Nature.

**Christoph BÜREN**, ELO President, Farmer.

**3. Questions and answers (1:10-1:45)**

**4. Closing remarks (1:45-2:00), Karl-Heinz FLORENZ**

## **Biography of the Panelists**



**Pia BUCELLA** joined the Commission in 1979 after graduating in philosophy from the Catholic University of Milan in Italy. She started her career as a translator, but then went on to work in different Directorates-General performing a number of roles.

In the European Commission's Directorate-General for the Environment, she used to manage the Directorate of Legal Affairs and environmental integration in the Cohesion policy and in the TENs. She was also responsible for developing European disaster preparedness and response system. She is now the Director in charge of Natural Capital.

Her current responsibilities cover the development and implementation of the strategy and policies that pursue the protection and enhancement of Biodiversity, and to promote better understanding of the value of Biodiversity to our society through the Natura 2000 network (Habitat and Birds Directives), and also the integration and development of strategies and policies for Agriculture, Forest, Soil and Nitrates.



**Christoph BÜREN** is Vice-President of the French farmers' society, SAF-agriculteurs de France and is the leader of SAF's work on the EU Common Agricultural Policy.

Christoph BÜREN is an agricultural entrepreneur from the Marne area of France. Previously, he was Secretary General of the Association of French Wheat Growers (AGPB), and a Director of ARVALIS (crops research institute) and Parmentine (a French potato company).