Introduction

Pedi demporeped min con rem harum ipsum, ulparun tiumquiam erum ipsandi cus ma desed eictetu ribus, non cum hil iusaperem res aliquam imin res experum et lautatum et untionse quis doloris volum, exerest eos quo quaspersped et evenderepel et, quibus et aliti aperum nobisquam quis nimiliqui dolorrovid modi corem aut milites quat.

Eugenie Regan  -  IBAT Manager
Background

IBAT is a web-based map and reporting tool that provides fast, easy and integration access to three of the world’s most authoritative global biodiversity datasets:

- IUCN Red List of Threatened Species
- World Database on Protected Areas
- World Database of Key Biodiversity Areas

IBAT is developed and maintained by the IBAT Alliance (IUCN, BirdLife International, UN Environment World Conservation Monitoring Centre, and Conservation International) with the aim to enable users to make informed decisions in policy and practice.

IBAT was conceived in 2005 and was formally launched in October 2008 at the IUCN World Conservation Congress, with a focus on helping commercial organizations in the agribusiness, energy, extractives and financial sectors better manage their impacts on biodiversity. In 2010 the tool was re-launched with a new business plan and a remit of enabling decision-makers to: “access integrated critical information to inform risk assessment processes, national or regional development strategies and the practical implementation of environmental safeguard policies”.

By 2012, the commercialization of the product enabled IBAT to post an operating surplus which could be reinvested into the back-end data processes as per the original vision. A 2013 independent product review was then undertaken which helped guide the next four years of the tool followed by the development of a business plan in 2017 that included a further review of the product and its target markets and renewed commitment by the IBAT Alliance. The key recommendation of the 2017 business plan was the redevelopment of the IBAT platform using the latest technology improving both the efficiency and running of IBAT and the service to end-users.
Informing world-shaping decisions

“Our common vision is that decisions affecting critical biodiversity should be informed by the best and most up to date scientific information and the decision makers who use that information should help support its generation and maintenance.”

IBAT Alliance Partners
Website visitor stats

7,413 views
3,569 users
6 min average time spent per visit

Web traffic

% of Referrals
- keybiodiversityareas.org: 51.2%
- datazone.birdlife.org: 9.9%
- learn2.open.ac.uk: 10%
- ipbes.net: 7.1%
- bioindicators.net: 3.2%
- tokyo.birdlife.org: 1.7%
- iucn.org: 2.3%
- Other: ??%

Devices viewed on
- Desktop: 93.5%
- Mobile: 4.5%
- Tablet: 2%

Pages viewed per session
- 1 Page: 3,400
- 2 Pages: 4,000
- 3 Pages: 2,800
- 4 Pages: 1,800
- 5 or more pages: 1,500

Traffic sources:
- Direct
- Referral
- Organic Search
- Social
- Email
Website visitor location

Top ten cities:
1. Cambridge
2. London
3. Washington
4. Jakarta
5. Luxembourg
6. Chattanooga
7. Bangkok
8. Paris
9. Gland
10. Madrid

Website visitors by country:
- UK: 18.5%
- USA: 15.5%
- India: 4%
- Indonesia: 3.5%
- Canada: 3%
- France: 3%
- Japan: 2.5%
- Switzerland: 2%
- Brazil: 2%
- Australia: 2%
- Others: XX%

Website visitors by country by region:
- Europe: 1,382 (38%)
- Americas: 1,045 (29%)
- Asia: 786 (21.5%)
- Africa: 263 (7.5%)
- Oceania: 107 (3%)
- (Not set): 42 (1%)
Reports Downloaded

00,000

Total reports downloaded

3,351

Reports downloaded by World Bank Group

428

Organisations downloaded reports
Sustainability has a central place in the work of the IOC and it is one of the three pillars of Olympic Agenda 2020 – the strategic roadmap for the future of the Olympic Movement. As a result, sustainability principles are now embedded throughout the entire lifecycle of the Olympic Games: from the earlier stages of the candidature process, through to the legacy that the Games leave behind.

IBAT is a key tool used by the IOC already during the initial dialogue with cities interested in hosting the Olympic Games. “Thanks to IBAT, we can now make sure that biodiversity is taken into account at the very early stages of the cities’ Olympic journey,” says Michelle Lemaitre, Head of Sustainability at the IOC. “Based on data provided by IBAT, cities can modify their plans for the siting of Olympic venues to avoid impacting areas of high biodiversity value. They can also go a step further, looking into ways in which hosting the Olympic Games can contribute to biodiversity conservation in the area.”

The use of IBAT has been facilitated by IUCN’s Business and Biodiversity Programme, through the IUCN/IOC partnership. The partnership was established in 2016, to support the IOC in the delivery of its 2017 Sustainability Strategy, specifically in relation to nature conservation.

The Cambridge Institute for Sustainability Leadership (CISL) uses IBAT as a core part of their unique environmental impact tool, the Healthy Ecosystem Metric. Developed in partnership with the Natural Impact Group, leading NGOs and academics, the Metric allows users to evaluate impacts on the environment in a consistent, quantifiable way.

User stories

IBAT was initially co-developed with World Bank Group specialists to support early implementation of Performance Standard 6. This remains one of the core applications of the tool but it is now also used in a range of circumstances and by a wide set of users including the International Finance Corporation, Rio Tinto, The Rainforest Trust, International Olympic Committee, General Motors, the Cambridge Institute for Sustainability Leadership, and the US Army.
General Motors

“I use IBAT to look for key biodiversity areas, alliance for zero extinction areas and IUCN areas within 1 km and 10 km of our manufacturing sites. I use IBAT as a research tool to pull information to look where we can improve the environment around us and to be aware of where there may be issues near us”

Susan Kelsey, Global Biodiversity Programme Manager at General Motors explains how IBAT is helping GM achieve their goals.

General Motors (GM) are internationally renowned for their innovation and sustainability leadership, and use IBAT as a tool in their environmental goals.

Their corporate sustainability leadership ensures they are included on The Dow Jones Sustainability Indices and the organisation has a 20 year strong record of improving energy efficiency in offices and factories around the world.

Rio Tinto

Rio Tinto is the third largest mining company in the world, operating in 35 countries with four mining product groups: Aluminium, Copper & Diamonds, Energy & Minerals and Iron Ore. Despite the size and breadth of their operations, Rio Tinto are mindful of their impact on biodiversity and operate using mitigation hierarchy in the planning stages of projects.

“It’s [IBAT] probably the most important aspect in the beginning stages of any project” explains Dr Theresia Ott, Principal Advisor: Group Environment at Rio Tinto Group Environment. IBAT also plays a key role in Rio Tinto’s ability to devise effective biodiversity management plans for new and current sites: “In terms of risk analysis, for a mining company, or any extractive for that matter, it’s a really powerful tool for us to be able to use and understand where we’re going into new areas and when we want to expand in areas where we currently are operating.”

US Army

The US Army’s contingency bases allow for a rapid response in a joint area of operations. However, they inevitably have an impact on the surrounding built, natural and social environments. It is therefore critical that the Army’s contractors, the Engineering Site Identification for the Tactical Environment (ENSITE), have a way to integrate and visualise environmental data to avoid knock-on effects or logistical burdens.

Military planners have now incorporated the World Database on Protected Areas (WDPA), one of the main datasets within IBAT, as a core component of their ENSITE hub software. Planners can now explore how potential contingency bases might affect the natural environment and early stage decisions to

The Rainforest Trust

Archil eiur alit liquam, ad eat. Min eaquam alitasque aut poreratis doluptia vel etur, optibus et ant autectem illaut officiiis si nonsectium qui vel iur ad quo expliquasped quidend aessitate de quibusa non consequam, incimil laboreseque quisquos mo tet, unt exerem quid maiosae nate lab invello magniaspid maiorporit vel exerum quatur repetit, cone di dolut latquati aut et utat et volorro mint, unt quis comniminciat des es del ipsuntotatur rerum, tem volupta tionsed qui oditatur?

Ad ulpariorerat latis maio quam erior aut hil et vitatqu ostibusdae et quam con plabo. Beauqii am ad quos iumqui ipsuntus mo cus, culpa apel idestibus eribus veliqui odi tem ipicime evelianiandi aliqui nonsequam
Bringing data to life

IBAT uses the most up to date information from each of these datasets to ensure the information our customers are accessing accurately reflects our ever-changing world. Over US$6.5 million is invested each year to update and maintain these databases.
Eri dolorum veliam si to cum aut et verrum ex expersp erferchicae. Sed molorem. Ecti archiciist landaeptatus denes sam, occuptat laboresseque im rem aut ipsa ducid que quiam dest inciliqui ut optatin cidebit, ulliqui recabor emporro volorae. Nat aut verspellant pro estio ipit rem inverum nonse ipicatur? Tor aut porruptat iliqui dolore quam aces et ant moloris et aci consequiamustent omnimin imusam acipitatur, id quasperunt faccum eos et vidi rem ra voluptin nobis volor aut hicabo. Nis ape sequatur aut mintios aut as si dolest ea excera id eumendiam, velit, officitasin re de optate num andes et edit ommo quatiae optati nonseque plibusci dolore, si dem quia
Eri dolorum veliam si to cum aut et verrum ex expersp erferchicae. Sed molorem. Ecti archiciist landaeptatus denes sam, occuptat laboresseque im rem aut ipsa ducid que quiam dest inciliqui ut optatin cidebit, ulliqui recabor emporro volorae. Nat aut verspellant pro estio ipit rem inverum nonse ipicatur? Tor aut porruptat iliqui dolorem quam aces et ant moloris et aci consequ iamustent omnimin imusam acipitatur, id quasperunt faccum eos et vidi rem ra voluptin nobis volor aut hicabo. Nis ape sequatur aut mintios aut as si dolest ea excera id eumendiam, velit, officitasin re de optate num andes et edit ommo quatiae optati nonseque plibusci dolore, si dem quia
Eri dolorum veliame si to cum aut et verrum ex expersp erféricae. Sed molorem. Ecti archiciist landaeptatus denes sam, occuptat laboreseque im rem aut ipsa ductid que quiam destin incilique ut optatin cidebit, ulliqui recabor emporro volora. Nat aut verspellant pro estio ipit rem inverum nonse ipicatur? Tor aut porruptat illiqui dolorem quam aces et ant moloris et aci consequiamustent omnisim imusam acipitatur, id quasperunt faccum eos et vidi rem ra voluptin nobis volor aut hicabo. Nis ape sequatur aut mintios aut as si dolest ea excera id eumendiam, velit, officitas re de optate num andes et oito omo quatiae optati nonseque pibusci dolore, si dem quia
SPENDING 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web presence (maintenance of IBAT 2.0 and redevelopment of the new IBAT 3.0 platform)</td>
<td>380,591</td>
</tr>
<tr>
<td>Support to management, maintenance and interpretation of core IBAT data sets</td>
<td>290,007</td>
</tr>
<tr>
<td>Communications and corporate engagement</td>
<td>29,224</td>
</tr>
<tr>
<td>Governance, management and coordination (IBAT staff, travel, support to IBAT from Alliance)</td>
<td>332,721</td>
</tr>
<tr>
<td>Miscellaneous (office equipment, legal, other)</td>
<td>6,285</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,038,827</strong></td>
</tr>
</tbody>
</table>

REVENUE 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>971,598</strong></td>
</tr>
</tbody>
</table>

IBAT is an important cost recovery mechanism and IBAT subscriptions directly support the update and maintenance of three of the world’s most authoritative global datasets: the World Database on Protected Areas, the World Database of Key Biodiversity Areas, and the IUCN Red List of Threatened Species.

The annual cost of updating and maintaining these datasets is estimated at US$6.5 million. An additional US$114 million will be needed to reach baselines of data coverage for global biodiversity and conservation knowledge products.