

EcoBiz Challenge semi-finalists,  
Selayar, Indonesia  
Photo: D Hine

## THE TOOL: Ecosystem- based Business Development (EbBD) Approach for Coastal Communities



### WHAT KIND OF TOOL IS IT?

This is a process which can be delivered by a workshop.

### WHAT ARE THE DIFFERENT PARTS TO IT?

The *EbBD* approach contains a comprehensive slide pack and supporting materials to direct users through the process for a nominated site or location.

### WHAT DOES IT DO?

The *EbBD* approach uses ecosystem services and biodiversity as part of an overall sustainable development strategy to help support sustainable livelihoods and local economic development in low resource coastal communities. It steps participants through a thinking process designed to help identify enterprise-led solutions that share value along the supply chain and do not cause damage to the environment.

### HOW DOES IT WORK?

The *EbBD* process facilitates the sourcing, matching and implementing of business enterprise solutions for a particular site using successful national or global examples from other sites. The process identifies:

- Local environmental and social challenges
- Regional and/or global business success stories which have addressed similar challenges
- Likely adopters of similar business solutions
- Complementary industry sectors that support ecosystem services
- Pathways to sustainable livelihoods

### WHEN IS IT USED?

The *EbBD* approach is used when there is a need to increase the local capacity for knowledge and business skills to help address local economic and environmental challenges.

### IN WHAT FORMAT IS IT AVAILABLE?

The CCRES *EbBD* process is presented in PowerPoint and PDF files.

### WHO IS THE TARGET END-USER?

- Local and regional government policymakers
- NGOs, national and international agencies
- Social-enterprise and private sector leaders

### WHAT USER SKILLS ARE REQUIRED?

Desired skills and background for end-users includes basic knowledge of fundamental business principles and sustainable development.

### WHERE DO YOU ACCESS THE TOOL?

The *EbBD* process is accessed via the CCRES website ([www.c cres.net](http://www.c cres.net)).

### WHAT IS THE COST OF USING THE TOOL?

The tool is available free of charge, under the user agreement and stated terms and conditions (see [www.c cres.net/terms](http://www.c cres.net/terms)).

### IS TECHNICAL/TRAINING SUPPORT REQUIRED?

No.

